



For Students, Alumni & Companies

International Research Conference »Management Approaches in CSR«

18th November, 2011

FOM Hochschule für Oekonomie & Management
Sigsfeldstraße 5 | 45141 Essen



Key Questions

CSR remains an elusive notion and consequently a management challenge. Because it is a diverse concept which is subject to varying interpretations by business executives and academic researchers, no consensus exists on how to define, manage or effectively measure the impact of CSR.

Three key questions pivot around opinions regarding:

- What is CSR Management? (i.e. What role do moral values/ethics play in business?)
- Is it ethical to leverage CSR activities to generate business value in the form of competitive advantage?
- What role does CSR education play in this new and exciting field of opportunity?

The Conference

The Conference will be held in English and includes the typical FOM approach which applies research and theory to management practice.

Participants are invited to take part in the CSR debate surrounding this complex topic. They will have the opportunity to listen to and discuss with leading international CSR management and academic experts. The sessions are interactive. They encourage feedback so that delegates have the opportunity to pursue their particular areas of interest.

The FOM actively supports responsible business behaviour. In order to work together to move the CSR debate forward, we aim to create an environment in which knowledge can be shared. Accordingly, the conference is free of charge as all participants are invited as honorary guests of the FOM.

Chair Persons

Prof. Dr. Linda O'Riordan
Prof. Dr. Stefan Heinemann
Prof. Dr. Markus Braunewell

FOM Hochschule für Oekonomie & Management

FOM Hochschule für Oekonomie & Management was founded by several trade associations as a non-profit organisation in 1993. It runs 21 study centres across Germany and one in Luxembourg.

With its focus on practical experience, the FOM encourages knowledge transfer between universities and companies. The excellent level of acceptance that the FOM enjoys is further underlined by the close cooperation not only with public universities, but also with a high number of regional and medium-sized companies as well as multinational groups.

FOM graduates are much sought after by the business community for their insightful specialist and social competences.

Participation at conference is free of charge. Applications may be submitted by fax, e-mail or phone.

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Please register by the end of October 2011. Space is limited and registration is required.

Conference Location:

FOM Hochschule für Oekonomie & Management
Sigsfeldstr. 5 | 45141 Essen

Studium neben dem Beruf



www.fom.de

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FOM963 – 09/11





Conference Programme



Corporate Social Responsibility (CSR)

The »Corporate Social Responsibility« (CSR) debate has increased in intensity since the recent global financial crisis. Against the background of ongoing corporate scandals over the past 15-20 years, companies are now beginning to respond to the CSR challenge.

The basis for the CSR concept is the triple bottom line (e.g. Elkington, 1999) which suggests that managers are required to balance social and environmental aspects alongside their economic goals. A 2009 study (BBDO) identified that ethical values in social and ecological matters have become increasingly important in public opinion.

While 58 % of Germany's mid-sized companies report that they undertake CSR activities (KfW 2011), 93 % of leading CEOs around the world see sustainability as important for their company's future success (Accenture, 2010).

Global corporations in the pharmaceutical industry such as Johnson & Johnson, Novartis, Sanofi-Aventis, and Merck Darmstadt have already implemented CSR-dedicated departments. Companies in other industries also actively address CSR. Daimler for example has a Board Member responsible for »Integrity and Legal Affairs«.

10:00

WELCOME ADDRESS

Prof. Dr. Burghard Hermeier,
Rector, FOM



11:30

SESSION III

"The ISO 26000 Guideline – New Perspectives for Managing CSR and Sustainable Development"

Prof. Dr. Rüdiger Hahn, Assistant Professor for Sustainability and Corporate Responsibility, Heinrich-Heine-University, Düsseldorf



14:25

SESSION VII

"Must Ethics Pay? Legal Framework for CSR in Germany"

Prof. Dr. Müller-Michaels Professor for Business Law, Attorney at law, FOM Düsseldorf



10:15

INTRODUCTION

Prof. Dr. Thomas Heupel,
Vice-Rector for Research, FOM



12:00

LUNCH BREAK

13:15

SESSION IV

"Strategic CSR: Ideas and Challenges from the Perspective of an International Professional Services Firm"

Dr. Michael Fuchs, Ethics Officer, Deloitte Germany, Düsseldorf



14:45

SESSION VIII

"CSR & Business Ethics Education – Conjectures & Certainties"

Prof. Dr. Stefan Heinemann, Professor for Business Ethics, FOM Essen



10:30

SESSION I

Prof. Dr. Linda O'Riordan Professor for International Management, CSR Researcher, FOM Essen



13:40

SESSION V

"Providing Better Guidance to Corporate Sustainability"

Dr. Rodrigo Lozano, Lecturer & Researcher in Corporate Sustainability, University of Leeds, Leeds (UK)



15:15

COFFEE BREAK

11:00

SESSION II

"CSR Management at J&J"

Frank Welvaert, Director CSR, Johnson & Johnson ENEMA Europe, Middle East & North Africa



14:05

SESSION VI

"Is it Necessary to Differentiate between Services & Industry when Managing CSR?"

Katrin Wagner, Director CSR, HSBC Trinkaus & Burkhardt AG, FOM Alumna, Düsseldorf



15:45

PANEL DISCUSSION

with the Audience:
"How to Effectively Manage CSR & Sustainable Development? – The Practical Value of CSR Management Instruments for Responsible Managers"



Moderator:

Prof. Dr. Markus Braunewell Professor for Business Law, FOM Essen

16:45

WRAP-UP

Prof. Dr. Burghard Hermeier, Rector, FOM / Prof. Dr. Thomas Heupel, Vice-Rector for Research, FOM