

# CSR COMMUNICATION CONFERENCE 2013

The 2nd International CSR Communication Conference

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AARHUS UNIVERSITY  
SEPTEMBER 18- 20, 2013

## Call for Papers

Organized by  
Aarhus University in collaboration with  
University of Amsterdam, University of Ljubljana and  
VU University Amsterdam



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# CALL FOR PAPERS

We are pleased to announce **The 2nd International CSR Communication Conference** organized by Aarhus University in collaboration with University of Amsterdam, University of Ljubljana and VU University Amsterdam.

The conference will be held at **Aarhus University (Denmark), September 18th to 20th 2013.**

## KEYNOTE SPEAKERS

### Professor Cynthia Stohl,

President of the International Communication Association (ICA) and Professor in Organizational Communication, Department of Communication, University of California Santa Barbara

### Professor C. B. Bhattacharya,

E.ON Chair Professor in Corporate Responsibility and Dean of International Relations, European School of Management and Technology Berlin (ESMT)

**The 1st International CSR Communication Conference** took place in Amsterdam in October 2011, and:

- provided a variety of insights on CSR and communication in more than 100 presentations from academia (communication, management, marketing science, etc.) and the practice field (corporations, consultancies and associations)
- gave an overview on CSR trends and tendencies in more than 30 countries (Australia, Brazil, China, France, Germany, Indonesia, Japan, Netherlands, UK, USA, etc.).
- offered the opportunity for intense networking with more than 200 leading members of the academic and professional community (Experts, CEOs, CCOs, Ministries, etc.)

The main insight of the conference was that further conceptualizations and empirical investigations of different theoretical perspectives and methodological approaches to the emerging field of CSR communication are needed. Moreover, there is a need for exploring CSR in various local and global contexts.

**The 2nd International CSR Communication Conference** discusses concepts, theories and methodological approaches to CSR communication together with the following topics:

- Internal aspects of CSR and communication: corporate identity, corporate culture, leadership and CSR management
- External aspects of CSR and communication: public relations, pressure groups, media
- CSR and consumers: cause related marketing, social marketing
- CSR and social media
- Theoretical perspectives on CSR and communication
- CSR in the crisis context
- International and intercultural aspects of CSR and communication
- The communicative constitution of responsible organizations
- Other topics related to CSR and communication

These topics are discussed in keynotes, plenary sessions, theme sessions, and workshops with representatives from the academic and practice field.

## ORGANIZING COMMITTEE

- Anne Ellerup Nielsen, aen@asb.dk
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- Klement Podnar, klement.podnar@fdv.uni-lj.si

## PHD-SEMINAR PRIOR TO CONFERENCE

A two-day Ph.D. seminar on CSR communication is planned on the topic: "CSR - a corporate communication perspective". The Ph. D. Seminar takes place at Aarhus University at September 17th to 18th, 2013.

## DEADLINES

- May 1st 2013 – Abstract Submission Deadline
- August 15th 2013 – Deadline for full papers

## CONFERENCE FEE

- Early bird (before August 20th!):  
200 EUR (presenters),  
225 EUR (non-presenters)
- After August 20th  
250 EUR (presenters)  
275 EUR (non-presenters)
- Ph.D. Seminar: 180 EUR
- One day participation: 100 EUR

The conference registration fee covers admissions to all sessions, conference proceedings, two luncheons, coffee breaks, and reception. Conference dinner and accommodation rates are not included in the conference fee.

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## FOR MORE INFORMATION

Contact The BCOM Conference Team at [CSRCOM2013@bcom.au.dk](mailto:CSRCOM2013@bcom.au.dk) or visit the conference website: [www.csr-communication-conference.org](http://www.csr-communication-conference.org)



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