



### *Call for Submissions*

**13<sup>th</sup> conference of ADERSE  
Association for the Development of Education  
and Research on Corporate Social Responsibility**

**Université Jean Moulin Lyon 3, Lyon, June 13-14, 2016**

**CORPORATE SOCIAL RESPONSIBILITY OF ORGANIZATIONS  
AND HIGHER EDUCATION INSTITUTIONS**

ADERSE is getting international. Its 2016 annual meeting will take place in Lyon with simultaneous translation: French, English, and Spanish. Many foreign colleagues have already confirmed their attendance.

ADERSE annual meeting will be held on Monday 13<sup>th</sup> and Tuesday 14<sup>th</sup>, June 2016, just after the June 9-10 conference organized by ISEOR and the Organization Development & Change and Management Consulting Divisions of the Academy of Management.

*A very special fee is proposed for those of you who will attend both events.*

Six permanent thematic tracks, chaired by a member of the ADERSE association, have been defined in 2015 both in terms of research and teaching:

- 1- *Social Responsibility of Universities* - Blandine Rolland, Associate professor, qualified to supervise doctoral research, Université Jean Moulin
- 2- *Tetranormalization* - Henri Savall, Emeritus Professor, IAE Lyon - Université Jean Moulin
- 3- *Responsible commitment of companies, organizations and risk taking* - Bernard Guillon, Associate professor, qualified to supervise doctoral research, Université of Pau and Pays de l'Adour
- 4- *Overall performance* - Odile Uzan, Associate professor, qualified to supervise doctoral research, Université Paris Descartes
- 5- *Capitalism and Humanism* - Zahir Yanat, professor, qualified to supervise doctoral research, BEM
- 6- *Expanded Accounting* - Pierre Baret, professor, ESC La Rochelle.

As usual, all papers in French, English or Spanish are welcome, even if they are not directly related to the theme set for the 2016 Congress or permanent themes.

We also encourage **symposia** related to CSR, on a theme of your choice: session of one hour and a half with several speakers, based on few short presentations and debate with the audience. A summary and a list of the proposed speakers should be sent for approval by the Scientific Committee (without the full intervention text).

Nevertheless, the 2016 conference will be specifically dedicated to the *corporate social responsibility* of organizations, and particularly to higher education institutions. Papers may address the following issues:

### **Corporate social responsibility of organizations**

- Is CSR a really separate field?
- Is social responsibility immanent for non-profit organizations?
- The CSR of the State and territorial administrations; the CSR and the “exemplarity” of State
- Are CSR practices similar in public companies and in private companies? Is there porosity or fragmentation of CSR practices? What about the CSR in public-private partnerships?
- Introduction of CSR and of sustainable development in public procurement
- CSR applied to healthcare and social service organizations: a specific challenge?
- Does a non-profit organization carry *a priori* a social responsibility?

### **The social responsibility of higher education institutions**

- The example of an emerging CSR: Social Responsibility of Higher Education Institutions
- Social responsibility of higher education institutions: definitions, content, theories
- Statement of achievements: Green map of the CPU-CGE (*Conférence des Présidents d'Université and Conférence des Grandes Écoles*); labeling; PRME (*Principles for Responsible Management Education*)
- Social Responsibility of the University *versus* Sustainable Development of university campuses *versus* exemplarity
- Governance of universities, colleges and business schools
- Higher education funding: who owns the Universities and business schools?
- Social responsibility of higher education institutions and real autonomy of universities (strategic, legal, educational, financial autonomy)
- How are the different stakeholders being taken into account and involved by the higher education institutions?
- Have certifications and labels of non-profit organizations, - governments, local authorities, higher education institutions etc. - really helped develop their social responsibility?
- What is the real impact of specific certifications for higher education institutions on socially responsible practices (certifications such as EFMD EQUIS, QUALICERT, GLOBAL COMPACT IMPACT BSIS, PRME, AACSB ...)?

### **The Social Responsibility of Teachers and Researchers**

- Ethics and purposes of teaching and research
- Do the teachers and researchers play a specific role in corporate social responsibility? How does it reflect in their practices and teaching?

- The teaching of CSR: analysis of the current situation; methodologies; a social responsibility of teachers? Does CSR influence the teaching of different subjects (specific courses, chairs, special structures in the fields of management and law for example)?
- Epistemology of CSR education
- Research on CSR: What practices and what methodologies? Interest and difficulties of multiple and cross-disciplinary approaches.

*Foreign researchers and teachers contributions and papers from the different humanities and social sciences disciplines (Law, Economics, History, Philosophy, Political Science, Sociology ...) are expected to enrich the insights and debates on a cross-cutting theme in our community which has many social challenges.*

The aim of this conference will be to ***discuss with straight and plain talk the strategies and social responsibility practices in non-profit organizations. Case studies and testimonials are welcome.***

The conference will also feature a ***doctoral workshop*** to accompany doctoral PhD students preparing their thesis related directly or indirectly to the theme of social responsibility.

Finally, as every year, the ***Multidisciplinary International Award 2016 for the best dissertation in CSR*** will be awarded, in partnership with our partner ORSE. (contact: odile.uzan@parisdescartes.fr).

### ***Important dates***

Abstract submissions to be sent:	January 20, 2016
Full paper submissions to be sent:	February 28, 2016
Submissions decisions sent:	mid-April 2016
Reviewed submissions to be sent:	May 15, 2016

**Conference:** **June 13-14, 2016**

### **Promotion of presented/accepted papers**

Depending on the themes of the presented papers, a special issue will be published later in the journal "**Management et Sciences Sociales**" (ranked as an "Emerging Review" by FNEGE)

Editor: Zahir Yanat

Other journals partners of ADERSE will welcome, according to their editorial line, 1 or 2 papers: **Society and Business Review** and **Recherches en sciences de gestion-Management sciences – Ciencias de Gestión.**

Furthermore, a Law journal could also welcome some of the presented papers that are related to this field.

### **Submissions format**

Format: MS word, Times New Roman 10 point font, single spaced. Margins: 0.91" left, 1.73" right, 0.98" top and 1.18" bottom. Indent 1<sup>st</sup> line of each paragraph. Orientation of sheets: portrait and pages facing one another for all the document. Sheets B5: 7.17" breadth 10.12" height. Headline 0" and bottom 0.79" Sub-headings should be bold, on a separate line, left-justified, and all caps. Title page should appear as follows: on a separate page from the body of the paper: TITLE of

paper, TYPE: Doctoral student, Executive doctoral student, academic, CONTACT PERSON: Choose 1 person to be the contact person, LIST of authors' names, in desired sequence. CONTACT INFORMATION for each author, including the following: Name, Organization or University affiliation, Address, Phone, Fax, email

### **Participation fees**

-Doctoral students: € 140

-Academics and professional participants: € 300, which includes registration, proceedings, lunches and gala dinner.

For any information about the 13th Conference of the ADERSE

[congresaderse2016@iseor.com](mailto:congresaderse2016@iseor.com)

Tel: 334 78 33 09 66 – Contact persons: Michelle Bonnard or Delphine Fauré

### ***Opportunity to attend 2 Conferences organized by ISEOR between June 9<sup>th</sup> and June 14<sup>th</sup>, 2016, in Lyon***

- Conference co-sponsored by the Academy of Management (AOM)
- ADERSE Conference (*Association for the Development of Education and Research on Corporate Social Responsibility*)

### ***Special fees for both Conferences***

- Students and doctoral candidates : € 150 (instead of € 260) including registration, CD-ROM proceedings of both Conferences
- Academics and practitioners: € 480 (instead of € 660) including registration, CD-ROM proceedings, 4 lunches and 2 gala dinners.