



CALL FOR PAPERS

6th ADERSE Conference

Groupe ESC – Pau

January 22 and 23, 2009

“The Tools and Practices of Corporate Social Responsibility”

ADERSE is an academic association created in 2002. During the first four conferences, its mission was to promote research and education on the theme “corporate social responsibility” in universities and in the French *grandes écoles* with notable contributions from our European colleagues at the founding conventions in Paris and Toulouse in 2003 and 2004. The third conference in Lyon in 2005 was partnered with the ISEOR and the SIM division of the *Academy of Management*, and marked a turning point in the meaning of international partnership, which continued through the fourth conference in Bordeaux in 2006 (with Bordeaux’s *Ecole de Management*). These international partnerships continued at our fifth annual congress in Grenoble in 2008 with the Society for Business Ethics (SBE) as well as with the International Society for Business, Economics and Ethics (ISBEE).

The fifth conference (at the *Université Pierre Mendès-France de Grenoble* and with Grenoble's *Ecole de Management*) adopted a perspective that was both epistemological and pragmatic: *“Interdisciplinarity and CSR: Moving towards sustainable development in terms of corporate accountability toward people, the environment and profits.”*

The objective of the sixth conference organized by the Groupe ESC-Pau is to draw operational conclusions from the past works of the ADERSE by discussing the “*Tools and Practices of CSR*”: creating a new space for debate so that researchers and professors from diverse disciplines and nationalities can *directly* explore with business practitioners and stakeholder representatives the pragmatic goal of evaluating together the tools, practices, possible actions and experiences of social responsibility in business.

As with our previous conferences, the Pau Conference papers may be written and delivered in French, English, Spanish or Portuguese to allow researchers and professional practitioners alike to engage in constructive dialogue on Corporate Social Responsibility.

With national and international objectives, the Conference is open to:

- a) professors, researchers and business professionals;
- b) managers (in marketing, finance, production, human resources, strategy, etc.); economists, sociologists, lawyers, and other concerned disciplines.

Businesses from diverse sectors will be called upon to act as communicators, lecturers and round table participants, or simply as part of the audience.

Possible Paper Themes:

Theoretical Framework Overview

- Social or societal responsibility?
- CSR, utopia or reality?
- CSR, Business Ethics
- CSR in France, in Europe and faced with globalization

Shared Territories and CSR's Neighbors

- CSR and SD in different academic disciplines: what are the epistemological challenges?
- CSR's links to Sustainable Development
- CSR's links to Fair Trade, Corporate Citizenship, Philanthropy, Sponsorship

CSR under Debate

- Favorable forces and resistance to CSR
- CSR between agency theory and social critique
- CSR and SD: levels of legitimacy and the respective competency of political powers, capital representatives (Administrators), management and stakeholders
- CSR, SD, business and globalization: Global Compact
- Facing global crises (financial, energy, raw materials), CSR and SD: outmoded gadgets or means to a solution?
- CSR and SD: recent evolutions and an inventory of teaching and research at university and in the “*grandes écoles*” (France and international)

CSR and SD: Constraints for Business or Strategic Opportunities for Innovation?

- Legal dimensions of CSR
- Legal constraints of CSR and Sustainable Development for:
 - multinationals
 - small businesses
 - organizations
- Carrying out CSR and SD according to businesses’ founding principles: Marketing, production, HR, finance
- Strategic implications of CSR and SD

Organizational Implications of CSR and SD

- Allocation of CSR and SD positions in organizational structure and the process of carrying out strategies
- CSR and Stakeholder theory (conflicts, dialogues, partnerships with unions and NGOs, at the national, European and global level)
- CSR in the public and voluntary sector

Tools to Evaluate CSR and SD at the Business Level

- CSR and SD audits: an inventory
- Strengths and weaknesses of CSR and SD reporting: in France, in Europe and at the international level
- Existing norms labels or norms labels under construction
- Socially responsible investment: an attractive financial model?

Given the practical nature of the Conference, papers discussing concrete actions and tools will be much appreciated.

1. Submission Deadlines

- Half-page paper abstract to be submitted before **Tuesday, September 20, 2008.**
- Pre-acceptance notification by **Wednesday, October 15, 2008.**
For practical reasons, the paper submitted by international academics or practitioners will be accepted on the basis of a review of their abstracts rather than their full papers.
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- Submission of final draft no later than **Tuesday, December 30, 2008**

2. Format Guidelines

In order to homogenize the papers for the conference proceedings and for the future selection of papers kept in a collective work, please follow the format guidelines below:

Authorized Software

Word

Margins

Paper Format: A4, default

Top: 2.5 cm

Bottom: 2.5 cm

Left: 2.5 cm

Right: 2.5 cm

Binding: 0 cm

Header: 1.25 cm

Footer: 1.25 cm

Paper Length

Maximum 10 pages (single spaced; images and bibliographical references included).

Page Layout

Single spaced (text body, borders, annexes)

Aligned text

In general, subtitles must respect the following multilevel list:

1.

- 1.1.
- 1.1.1.

Font

Paper title: Times New Roman font size 14, centered text in bold (no capital letters). **The rest of the text must be in Times New Roman font size 12.**

Introduction of Author and Paper

Author(s)'s first name(s) and surname(s): centered text in bold and italics (no capital letters)

Title(s) and scientific position(s)

Location(s) and address(es) of position

Telephone number(s) and author(s)'s e-mail address(es)

Paper introduction in a 4- to 10-line summary

Selection of 5 keywords.

Citations and Bibliography

Author citations in the body of the text (ex. Daucé et Rieunier, 2002, p. 55).

Bibliographical references on the last page of the paper:

For books, PERETTI, J.M. (2008), *Ressources Humaines*, 11^{ème} édition, Vuibert.

For articles, HERMEL P. (1997), « *The new faces of total quality in Europe and the U.S.* », *Total Quality Management*, vol. 8, n^o 4.

Forbidden

Top of the page margins

Bottom of the page margins

Numbered pages

Omitting pages.

3. **Registration Fees for Two Days**

Base Rate:

250 Euros

Special Rates:

ADERSE, IAS and AGRH Members

200 Euros

Students (must bring a photocopy of student ID)

160 Euros

Registration After December 31st

30% in additional fees

Payment of this sum allows delegates to benefit from a copy of the conference proceedings, lunches on January 22nd and 23rd, coffee breaks and the dinner Gala.

The definitive inclusion of each paper will depend upon payment of registration fees.

4. Official Languages

French, English, Spanish and Portuguese

5. Contact Information

For more information:

www.aderse.org

www.esc-pau.fr

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