Invitation
3rd International Conference
CSR, Sustainability, Ethics & Governance
Sustainable Management as a New Business Paradigm
August 1 – 3, 2016
Cologne, Germany
WWW.GCG-CSR.ORG/2016-conference.html
Introduction

Businesses play an important role in society, impact communities, regions as well as individuals and the environment. The processes and consequences of globalization and the economic crisis, have repositioned business approaches and growth towards more inclusive, competitive, sustainable, resource and energy efficient and environment friendly management. Business management models should adequately address the key objectives of inclusive and sustainable management, integrating economic, social, and environmental elements and considering the interlinkages and collective impact in all three dimensions. There is an urgent need to formulate sustainable management frameworks addressing interactions and dependencies as well as trade-offs in various focus areas. The challenge that these adjustments present, calls for the alignment of corporate social responsibility (CSR) with business strategy to create a truly sustainable approach.

The conference has been designed to understand and deal with the unprecedented impacts of CSR on the working population, society and the environment. It will facilitate the elaboration of various frameworks with the goal of developing evolutionary CSR practices. This is the 3rd CSR conference in the series, following a successful second conference at Nanjing University of Finance & Economics in 2015 on Building New Bridges between Business and Society. It will be an excellent platform to deliberate upon global themes of Corporate Social Responsibility, sustainability, ethics and governance in all their various dimensions.

Objectives

The 3rd CSR conference will showcase current CSR models and practices, as well as the next generation of issues that business leaders and society will face. The conference will gather high-level government officials and representatives, business leaders, experts from the business community, civil society, non-profit and community based organizations, academic institutions, and other stakeholders. It provides a platform for the sharing of expectations, aspirations and responsibilities. We want to bring together representatives from various parts of the globe to share their experiences, challenges and opportunities.

Presentations, workshops and dialogue sessions will highlight state of the art topics and how issues are being addressed around the world. In addition, the conference aims to develop new frameworks, tools and techniques essential for the integration of socially responsible management in business operations, in an effort to achieve sustainability at all levels of business management.
More than 200 Presenters from over 40 Nations present the latest research results and its practical implication to Management, Society, Academia and Politics. The conference is set up in 6 unique parallel streams providing high-level input from leading research institutes and business representatives. Detailed conference program will be continuously updated online.

MONDAY 1 AUGUST

12.00 – 17.00  Pre-Conference: Sustainability and economic success – Think business differently (German) - Separate Invitation

Official start of the 3rd International Conference: Monday 1.8.

14.00 – 17.00  Welcome Reception, Registration and Networking

17.00 – 17.15  Introduction by Dr. Ulrich S. Soénius, Vice President of IHK Köln and Prof. Dr. Nicholas Capaldi, President of Global Corporate Governance Institute

17.15 – 18.30  Panel: Living sustainability worldwide (English/German) Moderated by: Gisela Steinhauer, WDR

- Günther Horzetzky, State Secretary in the Ministry of Economics, NRW
- Prof. Dr. Haifeng Huang, Director of Peking University HSBC Business School's Center for Green Economy
- Harald Goost, CEO Bierbaum-Proenen
- Business Representative
- Business Representative

18.45  Informal Dinner and Networking opportunity
### TUESDAY 2 AUGUST

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Details</th>
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<tbody>
<tr>
<td>09.00 – 09.20</td>
<td>Opening Speech by René Schmidpeter, Conference Chair; Hualiang Lu, Nanjing University of Finance and Economics; Samuel O. Idowu, Metropolitan University; Lisa Fröhlich, President CBS</td>
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<tr>
<td>09.20 – 10.30</td>
<td>Organization Pitch: What is your contribution to make the world more sustainable?</td>
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<td>10.30 – 10.45</td>
<td>Coffee Break</td>
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<tr>
<td>11.00 – 12.30</td>
<td>Panel Session I</td>
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<td>12.30 – 13.15</td>
<td>Lunch Break</td>
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| 13.15 – 14.00 | Keynote Speeches | - John Spengler, Harvard University: Does sustainability contribute to healthy life?  
- Dancia Purg, IEDC: The future of sustainable management depends on universities |
| 14.00 – 15.30 | Panel Session II |  |
| 15.30 – 15.45 | Coffee Break |  |
| 15.45 – 17.00 | Panel Session III |  |
| 17.30 – 19.00 | Business Panel: Sustainability fosters Business Success | Moderated by: Lisa Fröhlich, CBS  
- Carolyn Hutter, Porsche  
- Frank Klein, Deutsche Asset & Wealth Management International GmbH  
- Bernhard Schwager, Bosch  
- Andreas Streubig, OTTO  
- Katharina Tomhoff, DHL  
- Ralf Zastrau, Nanogate |
| 19.30 | Conference Dinner and Awards Ceremony |  |
|          | Keynote Speech: | - Bradley Googins, Boston College Carroll School of Management: The power of Innovation in fostering sustainability |
### WEDNESDAY, 3 AUGUST

**09.00 – 10.15**  
**Keynote Speeches**

- **Haifeng Huang**, Peking University: Does China become the new superpower of sustainability?
- **André Habisch**, Catholic University of Eichstaett: What are the cultural roots of sustainability?
- **Paul McDonald**, Victoria Business School, New Zealand: Is our brain designed to act sustainable?

**10.15 – 10.30**  
**Coffee Break**

**10.30 – 12.00**  
**Panel Session IV**

**12.00 – 12.45**  
**Lunch Break**

**12.45 – 14.15**  
**Panel Session V**

**14.15 – 14.30**  
**Coffee Break**

**14.30 – 15.45**  
**Panel Session VI**

**16.00 – 16.30**  
**Keynote Speeches**

- **Michael Henriques**, ILO
- **Leland Entrekin**, Murdoch University

**16.30 – 16.45**  
Closing Remarks and Outlook Conference 2017 by René Schmidpeter, Conference Chair; Nicholas Capalidi, Loyola University; Martin Brueckner, Murdoch University

**Afterwards**  
Optional Dinner Cruise
Academics expected from:

Aligarh Muslim University Assumption University Aston Business School University of Sydney Business School Catholic University of Eichstaett Centennial College (HKU Group) Collective Leadership Institute e.V. Cologne Business School Cracow University of Economics Curtin University Darmstadt University of Applied Sciences Delhi School of Economics Deutsches Institut für Japanstudien (DUJ) Dokuz Eylul University Ecole Centrale de Nantes Economic Institute of Federal University of Rio de Janeiro Federal University of Sao Carlos FOM University of Applied Science German University in Cairo Goa University Graduate School of Finance Accounting and Law Waseda University Groupe ESC-Troyes en Champagne Harvard University HHL Leipzig Graduate School of Management Hidayatullah National Law University Hochschule für angewandte Wissenschaften Kempten Hochschule für Wirtschaft und Recht Berlin Hochschule Rhein Waal IEDC-Bled School of Management Ilmenau Technical University IMC University of Applied Sciences Krems Indian Institute of Corporate Affairs Indian Institute of Information Technology and Management (IIITM) Indian Institute of Management Indore Indian Institute of Management Kozhikode Ingolstadt School of Management Institute of Management Studies (IMS) International Training Centre of the International Organization (ILO) ISM University of Management and Economics Izmir University of Economics Josip Juraj Strossmayer University of Osijek Kozminski University Libera Università Maria Ss. Assunta (LUMSA) Lisbon School of Economics & Management University of Lisbon Lourdes Saraiva do KovacLund University Mackenzie University Manchester Metropolitan University Martin de Tours School of Management and Economics (MSME) Assumption University MCI Management Center Innsbruck - The Entrepreneurial School Moi University School of Business & Economics Kenya Murdoch University National University Ireland NHTV Breda University of Applied Sciences Nyenrode University Open University of Mauritius/Charles Telfair Institute PES University UTC de Gestão e Economia PUCPR Business School Radboud University Nijmegen Rajamangala University of Technology Suwarnabhumi School of Business and Law Edith Cowan University School of Law University of Nottingham School of Management Xiamen University Sevilla University Southern Taiwan University of Science and Technology Southwestern University of Finance & Economics Chengdu Sunway University Business School Swami Shraddhanand College University of Delhi Tanzania Institute of Accountancy TED University The State University of New York Università degli studi di Palermo Universitas Indonesia Universität Hamburg Universität Saint-Louis Bruxelles University of Applied Forest Sciences Rotenburg University of Botswana University of California Berkeley University of Carthage University of Craiova University of Delhi University of Economics in Katowice University of Forestry Sofia University of Ghana University of Graz University of Hassan II Casablanca University of International Business and Economics Beijing University of Lagos University of Münster University of Northampton University of Pannonia University of Pretoria University of Stuttgart University of Technology Suvarnabhumi University of Turku University of Urbino Carlo Bo University Siegen University of Applied Sciences and Arts Lucerne Università Teknologi Brunei UTC de Gestão e Economia UTS Business School Sydney Valencia University Victoria Business School Warsaw School of Economics Westfälische Wilhelms-Universität Münster Wittenberg Center for Global Ethics Wroclaw University of Economics Xiamen National Accounting Institute Yasar University
Registration

Registration deadline: July 15, 2016

All the delegates are requested to complete the registration form and make the payments. Co-authors need to register separately.

The Registration Fee includes:
- Welcome Reception and Dinner, Lunch and Coffee breaks at the conference venue
- Certificate of Participation, Conference Badge & Kit
- Conference Proceedings (electronic copy & printed copy)
- Conference Gallery (Photo/Video)

Registration Fee

Business Delegates: USD 600
Academics / Speakers: USD 375
Student Registration: USD 150


Accommodation

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<tr>
<th>Hotel:</th>
<th>Address:</th>
<th>Code:</th>
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<tbody>
<tr>
<td>Lindner Hotel Dom Residence</td>
<td>Stolkgasse / An den Dominikanern 4a 50668 Köln Deutschland</td>
<td>CSR Conference 2016</td>
</tr>
<tr>
<td></td>
<td>E-Mail: <a href="mailto:info.domresidence@lindner.de">info.domresidence@lindner.de</a> Phone: +49 (0) 221 1644 0</td>
<td>Please book until: 20.06.2016</td>
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<td>3 min walking distance to IHK</td>
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<tr>
<td>Mauritis Hotel &amp; Therme</td>
<td>Mauritiuskirchplatz 3-11 50676 Köln</td>
<td>CSR Konferenz 2016</td>
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<tr>
<td></td>
<td>E-Mail: <a href="mailto:info@mauritius-ht.de">info@mauritius-ht.de</a> Phone: +49 (0) 221 92413333</td>
<td>Please book until: 30.06.2016</td>
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<tr>
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<td>20 min walking distance and 10 min by train to IHK</td>
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<tr>
<td>CityClass Hotel Europa am Dom</td>
<td>Am Hof 38-46 50667 Köln</td>
<td>CSR Conference 2016</td>
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<tr>
<td></td>
<td>E-Mail: <a href="mailto:europa@cityclass.de">europa@cityclass.de</a> Phone: +49 (0) 221 2058 0</td>
<td>Please book until: 27.06.2016</td>
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<td>10 min walking distance and 10 min by train to IHK</td>
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Journey Description

Conference Venue
Industrie- und Handelskammer zu Köln
Street: Unter Sachsenhausen 10-26, 50667 Köln
Internet: www.ihk-koeln.de
Phone: 0221 1640-0

How to reach the Conference Venue:

From Airport:
The fastest way to the IHK Köln is the train (Deutsche Bahn). There are two trains from the airport to the central station, the train S13 which goes every 20 minutes and the RE8 which goes once per hour. The train journey from Airport to Central Station takes about 15 minutes.

From Central Station to IHK (see the map above):

By train: The next metro station is Appellhofplatz. You can reach the station by the metros with the numbers 3, 4, 5, 16 and 18. It takes about 2 minutes. From this station please follow the direction IHK Köln/Verwaltungsgericht.

By foot: From the central station to the IHK it takes about 8 minutes by foot. Please take the main exit of the central station (site of cathedral) and go halfway right over the forecourt into the Domprobst-Ketzer-Straße. Then go straightforward and cross the traffic circle. Follow the street An den Dominikanern and cross the Tunisstraße. Here is the beginning of the street Unter Sachsenhausen. After circa 200 meters you see the IHK Köln on the right side.
Organizing Committee

Prof. Dr. René Schmidpeter (GER), **Conference Chair**
Dr. Jürgen Meyer Endowed Chair for International Business Ethics and CSR, Cologne Business School, Germany

Prof. Dr. Nicholas Capaldi (USA), **Conference Co-Chair**
Legendre-Soulé Distinguished Chair in Business Ethics at Loyola University New Orleans

Prof. Samuel O. Idowu (GB), **Conference Co-Chair**
Senior Lecturer in Accounting at the London Metropolitan University, UK and Professor of CSR at Nanjing University of Finance and Economics, China

Dr. Martin Brueckner (AUS), **Conference Co-Chair**
Co-director of the Centre for Responsible Citizenship and Sustainability at Murdoch University, Perth Australia

Prof. Dr. Hualiang Lu (CHINA), **Conference Co-Chair**
Professor at the School of Business Administration at Nanjing University of Finance and Economics, Director of the Sino-German Research Institute for Sustainable Development

Prof. Rute Abreu (Portugal)
Professor in Accounting and Finance at the Instituto Politecnico da Guarda, Portugal

Dr. Renginee Pillay (GB/F)
Lecturer in Foundations of the Law of Obligations and Company Law at the University of Essex, Colchester, UK

Dr. Liangrong Zu (ILO)
Senior Program Officer at International Training Centre of the International Labour Organization

Marian Eabrasu (FRA)
Professor at the Champagne School of Management, France

Prof. Ted Roosevelt Malloch (USA)
Research Professor for the Spiritual Capital Initiative at Yale University

Dr. Alexei Marcoux (USA)
Associate Professor of Business Ethics in Loyola University Chicago

Prof. Stephen Vertigans (UK)
Head of School of Applied Social Studies, Robert Gordon University, Aberdeen, UK

Prof. Gabriel Eweje (NZL)
Associate Professor at the School of Management (Albany campus), Massey Business School, Massey University, New Zealand

Prof. Kanji Tanimoto (JPN)
Professor in Business and Society at the School of Commerce, Waseda University, Japan

Nayan Mitra (India)
Board member, various NGOs in India

Dr. Joop Remmé (NL)
Transparency International – Netherlands

**Conference Secretariat:**
Questions related to the conference may kindly be directed to the conference coordinators:

**Contact Person: Participants**
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conference2016@cbs.de

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