

# Preliminary Program for the



## 8<sup>TH</sup> INTERNATIONAL **C**ONFERENCE ON **S**USTAINABILITY & **R**ESPONSIBILITY

**Responsible Leadership in Times of Transformation –  
The 8th International Conference on Sustainability & Responsibility  
(14-16th of November 2018 in Cologne, Germany)**

Conference Chair: **René Schmidpeter**, The Center for Advanced Sustainable Management at Cologne Business School, **Sarah Jastram**, Hamburg School of Business Administration and **Joachim Schwalbach**, Humboldt University of Berlin

Conference Coordinator: **Monika Kolb**, Center for Advanced Sustainable Management at Cologne Business School

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**Tuesday 13th of November 2018**

**Pre-event to the 8th International Conference on Sustainability and Responsibility**

Location: IHK (Chamber of Commerce) Cologne

Address: Unter Sachsenhausen 10-26, 50667 Cologne, Germany

**19:00 - 21:30**

- Welcome Reception at the Chamber of Commerce (IHK) Cologne (Moderation: **Giselle Steinhauer**, WDR)
  - **Werner Görg**, President IHK
  - **Lisa Fröhlich**, President Cologne Business School
- **Wayne Visser**, BASF | Port of Antwerp | Randstad Chair in Sustainable Transformation and is Professor of Integrated Value at Antwerp Management School: The Values Dividend: Making What Matters Count by Creating Integrated Value
- Extended Elevator Pitch by Industry Pioneers
- Networking Opportunities including Food and Drinks

**Wednesday 14th of November 2018**

**8th International Conference on Sustainability and Responsibility**

Location: Flora Cologne

Address: Am Botanischen Garten 1a, 50735 Cologne, Germany

**8:00 - 8:45**

- Registration & Surprise

**8:45 - 10:30**

- Official Opening, Participant Voices & Keynote Speeches (Moderation: **Monika Kolb & René Schmidpeter**) (Lower Floor)
  - **Felix Gottlieb**, Voice of the Next Generation
  - **Andreas Pinkwart**, Minister of Economy, Innovation, Digitization and Energy in the Ministry of Economics NRW, Germany
  - **Lize Booysen**, Professor of Organisational Behaviour and Leadership in the Graduate School of Leadership and Change at Antioch University
  - **Timm Duffner**, Social Activist at Ben & Jerry's

10:45 – 12:15

- Parallel Sessions

### Session Key

 Action Zone

 Solution Stage

 Interactive Space

 Expert Insights

 Exhibition Area

## Responsibility and Leadership in the Age of Digitalization



10:45 - 12:15, Upper Floor

Moderator to be announced!

**Lize Booyesen**, Professor of Organisational Behaviour and Leadership in the Graduate School of Leadership and Change at Antioch University

**Karl-Heinz Land**, Insider of Digital Transformation

**René Schmidpeter**, Advocate for Sustainable Management as New Business Paradigm

Supported by:

**Ministry of Economic Affairs, Innovation, Digitalization and Energy of the State of the North Rhine-Westphalia**



## Promoting Sustainable Development in China



10:45 - 12:15, Middle Floor

Moderated by:

**Sharon Condon**, Vice Director of the Green Center at PHBS Peking University

**Weizheng Chen**, General Manager of GoldenBee

**Haifeng Huang**, Director of the Green Center at PHBS Peking University

**Hualiang Lu**, Director of the Sino-German Research Institute for Sustainable Development, Nanjing University of Finance and Economics

**Weiwei Shi**, Director, International Cooperation Department of GoldenBee Management Consulting

## Teaching Pluralistic Perspectives at the Business School



10:45 - 12:15, Flora Main Entrance

Facilitated by:

**Volker Rundshagen**,  
Stralsund University of Applied Sciences  
**Dirk Reiser**,  
Rhine-Waal University of Applied Sciences

Participants of this roundtable session will take away insights gained through discussion for the purpose of enhancing meaningful business education. They will be inspired to enrich their teaching of CSR/sustainability-related contents at their institutions. They may even feel encouraged to become educational ambassadors of pluralistic perspectives at the business school (in so far as they would not consider themselves already as such). And, most importantly, they will get ideas of how to open the door for students to critically analyze the narrative options circling around through sensitizing them to contrasting and conflicting perspectives within the field.

## Mindfulness Activity in the Zoo - Responsible Leadership for Sustainable Finance



11:00 - 12:30, Flora Main Entrance

Facilitated by:  
**Friedhelm Boschert**,  
Founder of MINDFUL SOLUTIONS

Leadership and organisations in Finance need to cultivate collaborative, reflective and human-centric attitudes and cultures. Mindfulness as the human mental ability to direct and focus its mind while being present without prejudice is a powerful way for individual's and organisation's transformation processes.

## The Future of CSR: Trends, Implications and Challenges



10:45 - 12:15, Lower Floor A

**Ulrich Anders**, Cologne Business School: An Introduction to the Harmonic Organisation. A New Organizational Model for Sustainable Companies and Management in the 21st Century

**Martin Brueckner**, Murdoch University: Pinning Down the Social License to Operate (SLO): The problem of normative complexity

**Anja Karlshaus**, Cologne Business School: Implementing Part-Time Leadership as Instrument for Sustainable HR Management

**Joana Lima**, Instituto Superior Técnico, Universidade de Lisboa: Content and Bibliometric Analysis of Sustainability and Sustainable Development Characteristics in the Related Literature

**Maud H. Schmiedeknecht**, ESB Reutlingen, CSR and Consulting - An Explorative Study about the Contribution of the CSR Consulting Industry for Learning of Sustainability

**Nayan Mitra**, Developmental Consultant: India and its Corporate Social Responsibility Mandate

## Opportunities & Challenges in Implementing Responsible Finance



10:45 - 12:15, Lower Floor B

**Brigitte Bernard-Rau**, Institute for Management Research: Bridging the Gap between Society and Business: The transformative role of social rating agencies

**Omrane Guedhami**, University of South Carolina: Does Corporate Social Responsibility Reduce the Costs of High Leverage? Evidence from Capital Structure and Product Markets Interactions

**Elżbieta Czarny & Pawel Folfas**, Warsaw School of Economics: Tax Avoidance and Tax Evasion as Reasons for FDI in Catching-up Economies – A Game Theoretic Approach

**Omoniyi Iyanda**, First City Monument Bank Limited: FCMB Community Investment Initiatives

**Laxmi Remer & Hanna Kattilakoski**, Cologne Business School: Empirical evidence on MFI Operational Self-Sufficiency in Sub-Saharan Africa

## Digitalization Leading the Way for Social Innovation



10:45 - 12:15, Lower Floor C

**Clare Bromiley**, Unitymedia: Unitymedia Digital Imagination Challenge

**Christian Dietrich**, Systain: Corporate Digital Responsibility (CDR)

**Masaatsu Doi**, Honsei University: Legitimacy of Corporate Social Innovation

**Raymund Habaradas**, De La Salle University: Gawad Kalinga Enchanted Farm: A platform for social business incubation in the Philippines

**Julia Maintz & Alicia Wilhelm**, Cologne Business School: Visual marketing – Strategic Opportunities Versus Data Privacy Threats

## A Sustainable Supply Chain: Consumer and Organizational Perspectives



10:45 - 12:15, Lower Floor D

**Carsten Deckert**, Hochschule Düsseldorf: Micro Depots in Parcel Delivery – Covering the second last and the very last mile

**Matthias Damert**, Technische Universität Dresden: Tackling Social Issues in Supply Chains: A longitudinal study of management performance and its determinants

**Saeid Emamgholizadeh**, Shomal University: Evaluation of Sustainable Supply Chain Management Based on a Hybrid Approach ISM and FANP (Case study: Pishro Industrial group)

**Vitali Gretschno**, University Mannheim: Sustainability in Procurement

**Henning Ohlsson**, Epson Deutschland GmbH: Sustainability in Troubled Times

**Heike Schulze**, Mainz University of Applied Sciences: Implementing Sustainable Purchasing and Supply Management (SPSM): A Delphi study on skills and competences needed by purchasing and supply management professionals

## Shared Mental Models, Design Thinking and Serious Play: Using Lego® for Envisioning a Sustainable Future



10:45 - 12:15, Backstage

Facilitated by: **Claudia Schmitt**

In this workshop Lego Serious Play® (LSP) is proposed as one example tool for generating experiential knowledge, to develop new shared views and to discover hidden opportunities within transformational processes. The practical section of this workshop offers the occasion to get familiar with basic LSP related to sustainable development challenges and visions.

## Poster Session



10:45 - 12:15

**Romana Bates**, Danube University Krems: Towards an Agreed-Upon Competences Framework Tackling the Sustainable Development Goals

**Roland Bardy**, Florida Gulf Coast University: How to Support Leaders in Building a Mindset on Ethics and Sustainable Development

**Chavatip Chindavijak**, Industrial Development Foundation for Management System Certification Institute: Developing a Sustainability Strategy Map to Generate a Multiple Bottom Line (MBL) in the Sustainability Strategy Planning Phase

**Simone de Colle**, IESEG School of Management: From Pinocchio to Responsible Leaders: Analyzing stakeholder relationships orientation from implicit/explicit to residual/integrated CSR models

**Pamsy Hui**, The Hong Kong Polytechnic University: Bringing Sustainable Development Goals (SDGs) into a Business Curriculum in East Asia: An integrated approach

(Continued)

**Anja Karlshaus & Ingvill Mochmann**, Cologne Business School, CSR and Intercultural Management

**Ana Maria Kriwouruska Fuckner**, Sorbonne Universités - Université de Technologie de Compiègne: Acculturation as an Interdisciplinary Approach to Understand Organisational Social Responsibility

**Ana Simaens**, ISCTE-IUL Business School: Looking at Scientific Research of HEI Through the Lens of the SDGs

**Riccardo Wagner**, Universität Greifswald, Overcoming Employee Passivity towards Sustainability: A sensemaking approach for internal CSR-communication

**Kristiina Esop, Alar Kein, Renee Pesor & Mari Kooskora**, Estonian Business School: Links Between Companies' Corporate Social Responsibility (CSR) Related Behavior, Non-Financial Information Disclosure and Financial Performance: Conceptual framework and empirical evidence



### 12:15-13:30

- Lunch & Networking
- Press-conference (internal)


### 13:30 – 15:00

- Parallel Sessions

### Session Key

 Action Zone

 Solution Stage

 Interactive Space

 Expert Insights

 Exhibition Area

## Investing in Social and Economic Development within Planetary Boundaries



13:30 - 15:00, Upper Floor

Moderated by **Antje Tönnis**,  
Communication Manager at GLS Treuhand

**Robert G. Eccles**, Visiting Professor of Management Practice at the Saïd Business School, University of Oxford and former Professor at Harvard Business School

**Catherine Howarth**, Chief Executive at ShareAction

**Hakan Lucius**, Head of Corporate Responsibility, Transparency and Stakeholder Engagement at European Investment Bank

**Dirk Voeste**, Vice President Sustainability Strategy, BASF

Supported by:  
**European Investment Bank**



## How Can Digitalization Act as a Catalyst for Sustainable Business Models?



13:30 - 15:00, Zoo Event

Facilitated by:  
**Frank Barz**, T-Systems Multimedia Solutions GmbH  
& **Patrick Bungard**, M3trix GmbH

This workshop will inspire participants to think differently about how digitalization enables business models that solve environmental and societal problems. Participants will develop new ideas and take away business opportunities that both generate profit and positively contribute to society.

## Leading Change From the Inside Out: Inner Shifts for Outer Transformation



13:15 - 15:00, Flora Main Entrance

Facilitated by:  
**Jannik Kaiser & Emily Johnston**, Unity Effect

In this experiential workshop you will embark on a journey to connect to individual purpose and excitement as a foundation to build strong teams and to drive transformation. For this, tools from storytelling and deep listening will be used that help to make sense of transformation and discover the supportive conditions within yourselves and your team to make it happen.

## How do Stakeholders Influence Sustainability?



13:30 - 15:00, Lower Floor C

**Chiara Civera**, University of Turin: Letters to Stakeholders: Do Stakeholders Really Matter?

**Ursina Cramer**, Lucerne University of Applied Sciences: Overtourism vs. SDGs: The Development of the 7S Paradigm

**Alexander Herzner**, Ostbayerische TH Amberg-Weiden: Evaluation of Organizational Sustainability – Assessing normativity, strategy and effectiveness

**Hanno Martens & Desmond Wee**, Cologne Business School: Ownership and Reproduction of 'Cultural Spaces': A tale of two villages in South Korea

## Outcomes and Outlook of the 5th Responsible Management Education Research Conference



13:30 - 15:00, Lower Floor A

**Speakers to be announced!**

## We Are the Ones We've Been Waiting For



13:30 - 15:00, Backstage

Facilitated by:

**Chris Taylor**, Oasis Foundation

This interactive session will use a whole-person approach to explore what it will take from each of us to navigate the coming transformation. The session will be highly experiential. We will work together to use our intuitive and creative understanding of the transformation we are in. We will use embodied approaches to explore how we can best serve the future that wants to emerge.

## Art Tour Through the Flora with Simona Koch



13:30 - 15:00, Flora Main Entrance

Artist: **Simona Koch**, en-bloc

The work "City" (stadt) depicts a utopia – no cars, no concrete, no skyscrapers, no advertising – and confronts the observer with one of many possible worlds. A world in which urban spaces and nature coexist and have the chance to unfold in their own unique and natural ways.

#### 15:00-15:30

- Cake & Coffee

#### 15:30-16:15

- Discourse on the Future of CSR and Sustainable Management (Moderation: TBA), Lower Floor
  - **John Elkington**, Writer, Thought-leader and Business Strategist, a Serial Entrepreneur and Environmentalist
  - **René Schmidpeter**, Advocate for Sustainable Management as New Business Paradigm
- Interactive Space: Individual Networking & Startup Mentoring (Facilitator: **Hilke Posor**, Heldenrat GmbH.)

#### 16:15-17:00

- Collaboration Opportunities (Moderation: **Monika Kolb & Marina Schmitz**), Lower Floor
- ! Pitch your idea for collaboration to everybody in 60 seconds! Please send your short pitch description to Silvia (s.damme@cbs.de) until October 15.

#### 17:00-17:45

- Lifetime Achievement CSR Award 2018 (Key introduction: **Gerhard Prätorius, Joachim Schwalbach, René Schmidpeter**), Lower Floor
  - Honoree: **Robert G. Eccles**, Visiting Professor of Management Practice at the Saïd Business School, University of Oxford and former Professor at Harvard Business School
  - Laudator: **Georg Kell**, Chairman of Arabesque and Founding Director of the UN Global Compact

#### 17:45-18:00

- Interactive Wrap-Up (Moderation: **René Schmidpeter**), Lower Floor

**19:00-21:30**

- Reception at the Historical Spanish Room in Cologne Town Hall Address: Rathaus, 50667 Cologne
  - **Henriette Reker**, Mayor of Cologne
  - **Lisa Fröhlich**, President Cologne Business School
- **Ernst Ulrich von Weizsäcker**, Co-Chair of the International Panel for Sustainable Resource Management and Co-president, Club of Rome: Sustainability and Responsibility - a new enlightenment is needed
- CSR Award Ceremony & Book Launch
- Cologne Carnival Experience including Food and Drinks

**Thursday 15th of November 2018**

**8th International Conference on Sustainability and Responsibility**

Location: Flora Cologne

Address: Am Botanischen Garten 1a, 50735 Cologne, Germany

**8:00 - 9:00**

- Registration

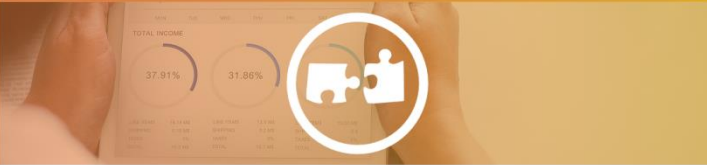
**9:00 - 10:30**

- Opening Day 2 & Keynote Speeches (Moderation: **Patrick Bungard & Monika Kolb**) (Lower Floor)
  - **Ed Freeman**, American Philosopher and Elis and Signe Olsson Professor for Business Administration at the Darden School of the University of Virginia
  - **Catherine Howarth**, Chief Executive at ShareAction
  - **Tobias Menne**, Head Global Digital Farming Unit, Member of the Executive Leadership Team BASF Agricultural Solutions
  - **Günter Nooke**, German Chancellor's Personal Representative for Africa in the Federal Ministry for Economic Cooperation and Development

**10:45-12:15**

- Parallel Sessions

## People Management in the Age of Globalization



10:45 - 12:15, Upper Floor

Moderated by:

**Janine Steeger**, FUTUREWOMAN

**Anja Karlshaus**, Professor of Business Operations and Human Resource Management, Cologne Business School

**Susan R. Madsen**, Orin R. Woodbury Professor of Leadership and Ethics in the Woodbury School of Business at Utah Valley University

**Ademulegun Olowjoba**, Social Sector Leader at CodeLagos

**Britta Weber**, Director of Human Resources at UPS Germany

## Sustainable Development in Central Africa - Responsible Leadership and Finance



10:45 - 12:15, Middle Floor

Moderated by:

**Brigitta Herrmann**, Cologne Business School

**Fezeu Espérance**, Princesse from Bameka village in the western region of Cameroon

**Innocent Nayang Toukam**, King of Batoufam village in the western region of Cameroon

**Jan Werner**, Lead Economist at the Institute of Local Public Finance (Germany) and Professor of Economics at the Cologne Business School

## Culture - Troublemaker or Booster of International Business?



11:00 - 12:30, Flora Main Entrance

Facilitated by:

**Marilena Gerlach & Anke Scherer**,  
Cologne Business School

The workshop aims to familiarize the participants with the concept of cultural intelligence with a short introduction to the concepts followed by an exemplary short training session for the enhancement of CQ as a tool to foster culturally responsible, sustainable leadership.

## Responsible Leadership Starts With You



10:45 - 12:15, Lower Floor A

**Ali Hamidizadeh**, University of Tehran: Effect of Toxic Leadership Style on Job Outcomes and Attitudes of Employees; Dysfunctional Behavior as Mediator

**John Hasselberg**, College of St. Benedict/St. John's University: First Followers and Fools

**Katharine Hetze**, GIZ: Gesellschaft für Internationale Zusammenarbeit: Taking a Leadership Role: Implementation principles as values of the 2030 agenda

**Julia Jürgens**, Metro AG: How can we encourage, develop and reward responsible leadership and concrete sustainability action from the core of our company?

**Volker Rau**, Keyplay Consulting: Take yourself seriously, stay firm, execute sustainable – How Decision Makers Lead Themselves and Their Organization more Sustainable Under the Expectation of Fast Results

## Philosophical Reflections on Sustainability Narratives and Models



10:45 - 12:15

**Ana Christina Campos Marques**, Erasmus University Rotterdam: Dancing on the Threshold of Ontology: A personal perspective on sustainability narratives

**Ana Cristina Campos Marques**, Erasmus University Rotterdam: The Dance Within: A different perspective to tackle the sustainability challenge

**Friedrich Glauner**, Global Ethic Institute: The Paradox of Destructive Wealth-Creation. On Changing the Mental Models in Economy, Business Management, and the Development of Future Viable Business Models

**Karsten Müller**, University Osnabrück: Psychological Foundations of CSR

**Gerald Steiner**, Danube University Krems: Effects of divergence of explicit and implicit cognition patterns on societal resilience

## Analyzing Corporate Social Responsibility Reporting: Perceptions, Trends and Communication



10:45 - 12:15, Lower Floor B

**Irina Ervits**, Cologne Business School: Homogenization of Corporate Social Responsibility Practices in China: Evidence from CSR reports

**Sumona Ghosh**, St. Xavier's College: Narrative Analysis of Annual Reports- A Study of Corporate Social Disclosure in the Pre and Post Mandate Period

**Onna Malou van den Broek**, King's College London: Business as Usual? The Influence of the Sustainable Development Goals on Corporate Sustainability Disclosure

**Liad Ortar**, The Israeli Society for CSR and Business Sustainability: Materiality Matrixes in Sustainability Reporting: An empirical examination

**Laura Sasse**, Katholische Universität Eichstätt Ingolstadt: The Practical Wisdom Behind the GRI



## Management Strategies for Innovation and Sustainable Competitive Advantages



10:45 - 12:15, Lower Floor C

**Byungchul Choi**, Hankuk University of Foreign Studies: Management Practices for Breakthrough Innovation: An organizational systems perspective

**Elżbieta Czarny**, Warsaw School of Economics & **Malgorzata Zmuda**, Cologne Business School: Sources of the Sustainable Competitive Advantage in the Era of Globalization, through Recession and Beyond: Benchmarking Visegrad group with Germany in 2006-2014

**Viola Isabel Nyssen Guillén**: Cologne Business School, Cultural Influence on Innovativeness - Links between "The Culture Map" and the "Global Innovation Index"

**Saadia Qaiser**, Lahore Garrison University: Breach of Psychological Contract and Work Engagement: The moderating part of job autonomy and colleague support

**Britta Sadoun**, K+S AG: Insights: When sustainability management meets corporate strategy

## Achieving Food Security: Case Studies



10:45 - 12:15, Lower Floor D

**Andrew Nixon**, University of Guelph: Agricultural Research Data Governance: Principles and pathways

**Silvana Signori**, University of Bergamo: Fostering Social Connection Responsibility: Lessons from the assessment of a local participatory guarantee system (PGS)

**Carlos Vargas**, University of Zürich: Long-Term Investment Choices for Quinoa Farmers in Puno, Peru: A real options case study

## Poster Session



10:45 - 12:15

**Imane Allam**, University of Torino: The Reality Behind Being a Sustainability Leadership Company: Zara case

**Lisa Biasetto**, University of Padova, Lightweight Materials for Sustainable Design and Product Development

**Sonia Budz**, Bucharest University of Economic Studies: The Sustainable Dimension of the Conscious Consumer Reflected in Social Media

**Monika Eigenstetter & Aslihan Memisoglu**, HS Niederrhein, Employer Branding and Employer Attractiveness: CSR matters in the textile and apparel industry

**Jessica Lohmann**, Ethical Brand Marketing: Ethical Marketing: Changing harmful industry practices and the way people shop

(Continued)

**Mehran Najmaei**, Cologne Business School & **Ardeshir Zamani**, University of Tehran: Sustainable Investment within a Collaboration in Emerging Economies: An analysis for environmental and social risk management in Iran

**Nánila Paola Sirino**, FIEP System - The Federation of Industries of Paraná: SDG Portal - A Successful Experience from Brazil

**Inge Schumacher**, Consultant: Why Responsible Leaders are Like Bus Drivers

**Rudolf Voller**, HS Niederrhein: Business Case Textile Finishing

**Martin Wenke**, HS Niederrhein: Green Logistics in Textile and Apparel Industry

**12:15 – 13:30**

- Lunch & Networking

**13:30 – 15:00**

- Parallel Sessions

## CSR Perspectives on Economies in Transition



13:30 - 15:00, Upper Floor

Moderated by:  
**Marina Schmitz**, Cologne Business School

**Bhaskar Chatterjee**, Father of Corporate Social Responsibility in India

**Danica Purg**, President of the IEDC-Bled School of Management, President of CEEMAN

**Bernhard Schwager**, Head of the Sustainability Office at Bosch

**Lee-Ann Steenkamp**, Senior Lecturer at the University of Stellenbosch Business School

## The Role of Social Entrepreneurship in Times of Transformation



13:30 - 15:00, Middle Floor

Moderated by:  
**Patrick Bungard**, Cologne Business School

**Mari Kooskora**, Associate Professor and the Head of the EBS Centre for Business Ethics at Estonian Business School Estonian Business School

**Markus Freiburg**, Founder and CEO, Financing Agency for Social Entrepreneurship GmbH

**Juliane Kronen**, Co-Founder and CEO, Innatura gGmbH

**Norbert Kunz**, Social Entrepreneur and CEO, Social Impact gGmbH

**Gordon Wueste**, Founder, Build & Grow e.V.

## How CC/CSR Managers Can Contribute to Strengthening Social Cohesion



13:30 - 15:00, Flora Main Entrance

Facilitated by:  
**Benjamin Fraaß**, PHINEO gAG

Why is social cohesion relevant for companies and how can Corporate Citizenship activities contribute to strengthening it? We would like to discuss this question in the proposed panel. In the following outline, we give a brief introduction, starting from a theoretical (systemic) perspective and then investigating the link between Corporate Citizenship and social cohesion. The goal of this workshop is to give a brief theoretical reflection and propose some thesis, based on and substantiated with reports from practice, before engaging in a fruitful discussion with the audience.

## Leadership Development and Education



13:30 - 15:00, Lower Floor A

**Peng Cheng**, Peking University Green Plus Association: The Role of Young College Students in Green Leadership: A case study of Peking University Green Plus Association

**Debbie Haski-Leventhal**, Macquarie University: CSR and Engagement with Business: The pathways and pitfalls of successful university-industry partnerships

**Sandra Idrovo**, INALDE-Universidad de La Sabana: Management Education: Prioritizing human sustainability in organizational leadership development

**Jennifer Leigh**, Nazareth College: Social Innovation Hackathon—A Campus-Wide Leadership Development Strategy for Interdisciplinary, Co-Curricular, & Practice Integration

**Iman Molavi**, Mashhad Municipal: Examining the Role of Self-Esteem Moderation on the Relationship Between Psychological Capital and Self-Worth of Teachers

**Yuhang Sun**, Peking University: How to Make a More Sustainable Volunteer Teaching: Case studies of PKU and DUT's volunteer teaching unions

## SRI, ESG and Impact Investing - The New Mainstream Investment Pillars?



13:30 - 15:00, Lower Floor B

**Jan Köpper**, GLS Bank, Impact in the core business of a bank? Arising challenges for social and environmental business models

**Hiroshi Miyai**, Research Institute for Policies on Pension & Aging: A Proposal on ESG Integration and Engagement in Sustainable Investment

**Ullrich Tesche**, Cologne Business School: Risk-adjusted performance of Socially Responsible Investments: The European evidence

**Eva Wagner**, Johannes Kepler University Linz & **Gabrielle Wanzenried**, Lucerne University of Applied Sciences and Arts, Family Control and Environmental, Social and Governance (ESG) Engagement – Evidence from Austria, Germany and Switzerland

## The New Way of Sustainable Marketing



13:30 - 15:00, Lower Floor D

**Angela Bittner-Fessler**, SRH Mobile University: Beyond Sustainability Communication: Towards sustainability-integrated corporate communications

**Patrick Elf**, University of Surrey: Sustainability 2.0? Insights from a longitudinal behaviour change project on how a multinational retailer tries to enable its customers to live more sustainable lifestyles

**Alessandro Monti**, Cologne Business School: The “Triple Pricing Power” – A Conceptual Framework for Achieving Profit, Fairness and Sustainability Through Pricing

**Umashankar Venkatesh**, Great Lakes Institute of Management: Corporate Social Responsibility as an Antecedent of Brand Valuation

**15:00 – 15:30**

- Cake & Coffee

**15:30 – 17:00**

- Parallel Sessions

## Leadership Ideas Worth Spreading



15:30 - 17:00, Upper Floor

Moderated by: **Monika Kolb**

**Jeremy Moon**, Velux Professor of Corporate Sustainability at the Copenhagen Business School

**More speakers to be announced!**

## Taking Measuring of Sustainability Serious - The Porsche Approach



15:30 - 17:00, Flora Main Entrance

**Daniela Rathe**, Director of the Department Politics and External Relations, Dr. Ing. h.c. F. Porsche AG

## Science Shaping Sustainable Investments



15:30 - 17:00, Middle Floor

Moderated by:  
**Vanesa Rodriguez Osuna**, sequa gGmbH

**Jan Köpper**, Head of Department on Impact Transparency and Sustainability at GLS Bank

**Clara Péron**, Founder and Managing Director of Value for Good

**John Spengler**, Director of the JPB Environmental Health Fellowship at the Harvard T.H. Chan School of Public Health

## Ethical Leadership in the Fashion Industry



15:30 - 17:00, Zoo Event

Moderated by: **Sarah Jastram**, HSBA Hamburg School of Business Administration

**Kalpona Akter**, CEO of the Bangladesh Center for Working Solidarity (BCWS)

**Zara Berberyan**, Doctorate Candidate and Research Assistant at HSBA Hamburg School of Business Administration

**Monika Eigenstetter**, Professor for Work and Organizational Psychology at the University of Applied Sciences Niederrhein

**Khin Nilar Soe**, Vice General Secretary of the Industrial Workers Federation of Myanmar

## Diversity: Gender identity, Female Leadership and Generational Differences



15:30 - 17:00, Lower Floor A

**Jin Dai**, Shanghai Tech University: Are Female Leaders More Ethical or More Unethical? And Its Influence on Team Performance

**Stéphanie Looser**, University of Lucerne: The Nexus of CSR, Creative Education, and Direct Democracy

**Susanne Rank**, Mainz University of Applied Sciences: Work Values, Workplace CSR Perceptions and Leadership Motivation: Does generation matter?

## Advancing Corporate Governance to Achieve Global Goals and Sustainability Standards



15:30 - 17:00, Lower Floor B

**Tamas Barko**, University of Mannheim: Shareholder Engagement on Environmental, Social, and Governance Performance

**Johannes Bohnen**, BOHNEN Public Affairs: The new intersection of business and politics: Corporate Political Responsibility

**Laivi Laidroo**, Tallinn University of Technology: Corporate Governance as a CSR Reporting Determinant

**Jellie Molino**, University of Turin: Is International Public Procurement (IPP) Sustainable? A Review of the Procurement Guidelines of Five (5) Multi-Development Banks (MDBs) – World Bank, Asian Development Bank, African Development Bank, Inter-American Development Bank, and European Bank for Reconstruction and Development

**Andrew Nixon**, University of Guelph: Advancing Corporate Governance in the 21st Century: Theoretical implications of decentralized autonomous organizations

## The Good Organization Examples



15:30 - 17:00, Lower Floor C

**Ulrich Anders**, Cologne Business School: An Introduction to the Harmonic Organisation©. A New Organizational Model for Sustainable Companies and Management in the 21st Century

**Rohit Kumar**, Strategic Management Indian Institute of Management: Health Insurance in India: Key success factors and the need for business model innovation

**Daniela Ludin & Wanja Wellbrock**, HS Heilbronn: Sustainability more than a trend? Significance and impact for the automotive industry using the example of interior

**Ihar Sahakiants**, Cologne Business School: Making and Exploiting the Corporate History: A stakeholder perspective

**Oluwasegan Seriki**, Dublin Institute of Technology: Exploring the CSR Activity of Chinese International Construction Companies in Africa: Evidence from Nigeria



**Block Chain x Positive Impact:  
Coding a Sustainable World**



**15:30 - 17:00, Backstage**

Facilitated by:

**Alexander Ebeling**

T-Systems Multimedia Solutions GmbH  
& **Anna Tönneßen**, M3trix GmbH

Participants of this “World Café” session will take away a fundamental and well-rounded understanding of the foundations of blockchain technology, and how it can be employed in addressing the challenges of sustainable development. The session will challenge participants to create new, outside-the-box solutions to real business and societal problems. Get inspired about the potential positive impact that the technology can have on our world and business.

## 17:00-18:00

- Keynotes Speeches, Outlook and Interactive Wrap-up (Moderation: **René Schmidpeter**), Lower Floor
  - **Theo Pagel**, Director of the Zoological Garden of Cologne
  - **Kalpona Akter**, CEO of the Bangladesh Center for Worker Solidarity (BCWS)
- Outlook 2019-2020
  - **Danica Purg**, President of the IEDC-Bled School of Management, President of CEEMAN
  - **Florenzia Librizzi**, Speaker, PRME Secretariat
  - **Sam Idowu**, Vice-President of GCGI
  - **Wolfgang Schuster**, Chairman Deutsches CSR-Forum
  - **Teng-Tsai Tu**, President of EDUA

## 19:00-21:30

- Conference Gala Dinner

Thank You For Attending!