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This ICA pre-conference, **CSR and Communication: Extending the Agenda** is organised by:

**Anne Vestergaard** Copenhagen Business School
**Julie Uldam** Copenhagen Business School; London School of Economics; Free University of Brussels
**Dennis Schoeneborn** Copenhagen Business School; University of Zurich
**Eleftheria Lekakis** The Annenberg School for Communication; Goldsmiths University
**Anne Kaun** The Annenberg School for Communication; Södertörn University

**PRE-CONFERENCE LOCATION:**
Cass Business School
106 Bunhill Row
London, EC1Y 8TZ
## Schedule

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<th>Time</th>
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<td>9:00 – 9:30</td>
<td>Coffee and registration</td>
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<td>9:30 – 9:45</td>
<td>Welcome: Anne Vestergaard and Julie Uldam</td>
<td>Room 2006</td>
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<td>9:45 – 10:30</td>
<td>Keynote: Mette Morsing</td>
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<td>10:30 – 11:45</td>
<td>AM Break-out session*</td>
<td>Panel 1 / Panel 2 / Panel 3</td>
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<td>Keynote: Peter Fleming</td>
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<td>13:45 – 14:30</td>
<td>Keynote: Martin Parker</td>
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<td>14:30 – 15.00</td>
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<td>15:00 – 16:15</td>
<td>PM Break-out session*</td>
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<td>16:15 – 17:00</td>
<td>Keynote: Bobby Banerjee</td>
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<td>17:00</td>
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* See following pages for details and locations of break-out sessions panels
Break-out sessions
10:30 – 11:45

**PANEL 1: Civil society and governance**
Moderator: Anne Vestergaard. Room 2005

Maria Grafström
Responsibility claims online – NGOs’ use of media in CSR communication

Ralf Spiller
Partnerships of NGOs with Companies: When makes a partnership sense? Results of a national survey

W. Timothy Coombs
Exploring How NGOs Shape Corporate Social Responsibility: The Private Politics Framework

Juliet Roper
Whose Responsibility? Government, Business and Societal roles in the implementation of sustainability and CSR initiatives

Esben Karmark, Dorte Salskov-Iversen and Robyn Remke
Sustainability Governance as an Emergent Narrative for Cities and Local Governments: A Communication Perspective

**PANEL 2: Conceptual and theoretical developments**
Moderator: Eleftheria Lekakis. Room 2007

Claudia Janssen
Just a matter of self-defense? Toward a CSR approach to corporate crisis communication

Amanda J. Porter
Problem-Centered Organizing: A new theoretical lens

Øyvind Ihlen, Elisabeth Hoff-Clausen
The Rhetorical Citizenship of Corporations in a Digital Age

Dennis Schoeneborn, Patrick Haack and Dirk Martignoni
CSR communication and the destabilization of decoupling

**PANEL 3: CSR communication and the environment**
Moderator: Michael Etter. Room 2008

Joel Iverson and Steven Venette
Communicative Enactment of Virtue: A Structurational Approach to Understanding Virtue Ethics in CSR

Mark Aakhus and Paul Ziek
The mediation of stakeholder relations and the generation of social environmental economic issues

Julie Uldam and Hans Krause Hansen
Visibility, transparency and online media: Discursive struggles for legitimacy in the extractive industries

Jeanette Lemmergaard
Is being opposed to fur childish when eating eggs and wearing leather shoes? CSR communication on social media

Anna Nyquist
Green marketing trust: A content analysis of environmental claims

Vivian Smith
Enlarging CSR Communication Framework: Lessons learned from the Environmental Communication field

10:30 – 11:45
Break-out sessions

15:00 – 16:15

PANEL 4: The reporting and organisation of CSR
Moderator: Dennis Schoeneborn. Room 2008

Irene Pollach
The Evolution of CSR Concepts: A Longitudinal Study of CSR Reports

Laurence Vigneau, Michael Humphreys, and Jeremy Moon
The influence of sustainability reporting

Helena Kantanen
Corporate responsibility in the university context

Irina Lock and Peter Seele
Departmental organization of CSR and the role of corporate communication

Elisabeth Houe Thomsen
Employee stakeholders’ role in ensuring alignment

PANEL 5: CSR communication and the media
Moderator: Julie Uldam. Room 2007

Hannah Trittin
How to weather for a “shitstorm”: Corporate social media from a constitutive perspective

Marisol Sandoval
Monster Media? Critical Perspectives on Corporate Social Responsibility in Media and Communication Industries

Michael Stohl
They say they’d like to teach the world to sing: CSR, Codes of Ethics and Media Events

Anke Trommershausen
Corporate Responsibility in Media Companies

Franzisca Weder
The lack of a public debate!

PANEL 6: CSR communication and national contexts
Moderator: Friederikke Schultz. Room 2010

Vidhi Chaudhri  Erasmus University Rotterdam
Communication imperative: Perspectives from India

Marianne Sison
Nation building, community development and poverty alleviation: CSR rhetoric in developing countries

Seyram Avle
CSR communication in a developing country context: local and multinational positioning in Ghana

Eleftheria Lekakis
Responsible Retailing in the Greek Supermarkets: CSR Communication in a Nation in Crisis

Valentin Belentschikow
Perception of strategic CSR-Communication: A qualitative approach to identify publics and conflict potential

PANEL 7: Perceptions and discourses
Moderator: Mette Morsing. Room 2005

Wim J. L. Elving
CSR and skepticism; Making sense of CSR

Michael Etter and Anne Vestergaard
Framing of ethical issues in the network society

Sarah Bonewits Feldner
Righting the Corporate Society Relationship: A Critique of Discourses of Social Change

Daniel Nyberg and John Murray
Strategic Communication and the Public Sphere: The Construction of the ‘Public’ in Public Policy Debates

Bree Devin
The Legitimacy Disconnect: Exploring the why and how of CSR Communication

Anne Ellerup Nielsen and Christa Thomsen
Reviewing CSR management and marketing communication research: A discourse approach
Keynote Abstracts

Bobby Banerjee  Cass Business School
Against CSR: The Politics of Anti-Corporate Social Movements
This is a story about a resistance movement against a mining corporation. About how local communities, activists, and NGOs along with international NGOs create transnational advocacy networks and resistance movements. About the conflicts and disruptions within these movements. It is also a story about the co-optation of resistance by corporations and how they use CSR as a weapon against social movements. And it is sadly also a story about violence – of state violence and market violence deployed against tribal communities that are resisting extractive industries in their lands.

Peter Fleming  Cass Business School
CSR as False Truth Telling
CSR is in deep trouble at the moment. So many initiatives are dismissed as ‘green washing’ or simply deceptive. But are the CSR claims of business simply false as many critics suggest? This presentation will argue that an important shift has occurred in the politics of CSR today: the ‘truth’ is tactically deployed – rather than suppressed - in many campaigns, something we might term false truth telling. The presentation aims to explore this idea with the use of critical theory and examples from the field.

Mette Morsing  Copenhagen Business School
CSR talk and action — a revisit
Most CSR research assumes that a discrepancy between talk and action is a gap that must be closed. This had led a focus on green-washing and “gap-hunting” and development of ideals of consistency between talk and action and moralizations about organizational behavior to “walk the talk”. While such analyses are essential for understanding corporate behavior and the role of CSR communication, such view also potentially promotes discursive closure and ignores the performativity of CSR talk. Building on a communication research tradition (CCO) that regards talk as performative, the conventional assumptions of talk-action-alignment and action-as-superior-to-talk are challenged. In such communication perspective gaps between talk and action may provide productive differences by rendering the concept of CSR adaptable and aspirational across a variety of stakeholders. In this view gaps between CSR talk and action become resources of social change.

Martin Parker  University of Leicester
Alternatives to Communication
Telling an audience just how good you have been is a suspicious strategy. It suggests that you want something in return, which in turn might make us doubt the sincerity of the action in the first place. Philosophically, an utilitarian calculation of self-interest is thrown against a Kantian purity of intention. If we want progressive change, we might be suspicious of CSR communication then, and instead look to organizations which quietly practice alternatives, rather than loudly claiming goodness. This paper will explore alternatives to market managerial forms of organizing, but suggest that communication is not the answer. Indeed, CSR communication is part of the problem.