

ICA pre-conference 2013

CSR and Communication: Extending the Agenda

PROGRAMME

Cass Business School LONDON

17 JUNE 2013

Supported by



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

am

9:00 – 9:30

Coffee and registration

Second floor milling area

9:30 – 9:45

**Welcome: Anne Vestergaard
and Julie Uldam**

Room 2006

9:45 – 10:30

Keynote: Mette Morsing

Room 2006

10:30 – 11:45

AM Break-out session*

Panel 1 / Panel 2 / Panel 3

12:00 – 13:00

Lunch

Second floor milling area

pm

13.00 – 13.45

Keynote: Peter Fleming

Room 2006

13:45 – 14:30

Keynote: Martin Parker

Room 2006

14:30 – 15.00

Coffee

Second floor milling area

15:00 – 16:15

PM Break-out session*

Panel 4 / Panel 5 / Panel 6

16:15 – 17:00

Keynote: Bobby Banerjee

Room 2006

17:00

Reception

Second floor milling area

* 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

Joel Iverson and Steven Venette

Communicative Enactment of Virtue: A Structural Approach to Understanding Virtue Ethics in CSR

PANEL 3: CSR communication and the environment

Moderator: Michael Etter. Room 2008

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

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

Franziska 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 has 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.