

2019 Conference on Ethics and Sustainable
Development – Call for Abstracts

8-12th November 2019

Kaohsiung, TAIWAN, R.O.C.

“Mindset and Understanding of Corporate Social
Responsibility and Sustainable Development:
East vs. West”

Official Website: <https://www.gesdu.org/2019icbe/>

Submission System: <https://www.gesdu.org/2019icbe/cesd2019-conference/>

About the conference

Welcome to all of the delegates and accompanying persons and guests for the Conference on Ethics and Sustainable Development (CESD2019) being held in Kaohsiung, Taiwan, R.O.C., Nov. 8-12th. This international conference is hosted jointly by the Ecological Development Union Asia (EDUA) and National Kaohsiung University of Science and Technology (NKUST). The international conference was supported by and received subsidies from Bureau of Foreign Trade, Ministry of Economic Affairs, Taiwan, R.O.C. The international conference aims to share scholarships regarding issues of science, technology and humanities for business and economic sustainability, to offer an excellent opportunity to meet *academics, researchers, practitioners and research students* from around the world. This will enable participants to exchange information and ideas on the topics, and to get presented and published scholarly papers, research notes and case studies in the conference proceedings and high-quality affiliated journals. The conference is co-organized by the Center for Advanced Sustainable Management (CASM) at Cologne Business School, Germany, and the World Institute for Sustainability and Ethics in Rising Economies (WISE).

There is a growing number of business leaders, politicians, and academics from a wide variety of disciplines that recognize the importance of fostering Ethics and CSR education skills. This holds true throughout all groups of our society with the aim to promote the development of methods and best practices in CSR education and beyond.

Special Guests for CESD2019



Dr. Edward Freeman,
World Class Teacher



Dr. Stan Shih,
Chairman of Stan Shih Foundation

(The proposer of the Stakeholder theory) (The proposer of the Smiling Curve theory)

Introduction

Theories originating from the Asian context that trickled down into (Western) management research are limited, although some exceptions exist (e.g. Ouchi, 1981). And continuous efforts exist to improve this imbalance not only in an Asian context but also on a global scale (Fang, 2012; Holtbrügge, 2013; Leung, 2012; Li, 2014; Meyer, 2006, 2007; Tsui, 2004, 2006; Van de Ven & Jing, 2012). Especially when we look at the concept of Corporate Social Responsibility (CSR) this scarcity is somewhat surprising, as the concept shows a significant overlap or proximity regarding some traditional Chinese values and concepts, e.g. Confucian values such as “*yi*” (righteousness) and “*xin*” (sincerity) (Kim & Moon, 2015; Moon & Shen, 2010; Wang & Juslin, 2009). Nevertheless, we need to further promote and transfer this knowledge to be able to further dive into contextual issues.

One of the famous attempts to promote indigenous management research and concepts is Stan Shih’s Smiling Curve theory (Shih, 1996), standing for theoretical advancements of IT companies in Taiwan. In business management theory, the smiling curve of Acer’s founder is a graphical depiction of how value added varies across the different stages of bringing a product on to the market in an IT-related manufacturing industry (Aggarwal, 2017; Bartlett & Ghoshal, 2000; Hung & Whittington, 2011). While the theory received empirical support (Shin, Kraemer & Dedrick, 2012), there have been some attempts to provide alternative narratives (Shen, 2017).

Shih’s “*wangdao*” business philosophy is consistent with the stakeholder theory. In the West, stakeholder theory is among the main theoretical frameworks shaping and explaining the underlying logic and understanding of the CSR concept. Edward Freeman explained that especially corporations should address the impacts of their decisions beyond shareholders or owners since many people are directly and indirectly impacted by corporate decisions (Freeman, R. Edward, 1994, 1999; Freeman, R. Edward, Harrison, Wicks, Parmar & Colle, 2010; Freeman, R. Edward, 2010). Shih and Freeman agree that Western approaches and business models, being often characterized by their aggressiveness, tend to compromise long-term goals for short-term returns. This usually happens at the expense of sustainability and stakeholder relationships. Thus, we need to emphasize cooperative and less competitive business models. Balance and patience in finding the right way are core elements when identifying joint values and similarities in organizational culture.

In general, we need to increase our efforts to understand the respective nuances the concept of Corporate Social Responsibility has across the globe (e.g. Freeman & Hasnaoui, 2011; Pisani, Kourula, Kolk & Meijer, 2017) and the challenges and

opportunities it brings for research and practice alike. Thus, we would like to explore the following questions together with our participants:

- *How can we foster more indigenous management research and theoretical exchange across the globe?*
- *How is the understanding (and implementation) of CSR similar or different in Eastern and Western countries? Why?*
- *What are the main driving forces behind CSR (at individual, organizational or national levels)?*
- *What are the differences regarding predictors, boundary conditions and outcomes of CSR?*

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Call for Abstracts

Topics include, but are not limited to, the following areas:

Special Sessions:

- (Sustainable) Cultural Development and Management
- (Sustainable) Tourism Development and Hospitality Management

Corporate Social Responsibility:

- Mindset and Understanding of CSR
 - CSR and Positive Impact
- CSR in Developing Markets
 - CSR and Legitimacy
 - CSR and Value Creation
 - Interdisciplinary Approaches to CSR
 - Critical CSR Theory Development
- Industry Development
 - CSR and Digital Revolution
 - CSR and Industrialization
- Stakeholder Management
 - Reconciling the Interests of Management and Workers, The Role of NGOs and Other Elements of Civil Society in CSR
 - The Role of Governments in CSR
 - CSR and Sustainable Development Goals (SDGs)
 - CSR Networks and Cooperation
- CSR in Cooperations
 - CSR Evaluation and Reporting
 - CSR during Crises, CSR and Reputation
 - CSR Issues Relating to Multinational Enterprises
 - Responsible Finance, Banking, and Investment
 - CSR and Organizational Management
 - CSR, Marketization and Social Media, Customer Relationship Management
 - CSR in Human Resource Management
 - Workplace Safety, Child Labor, Forced Labor and Labor Trafficking
 - Woman Rights and Workplace Environment
 - Challenges of Social Inclusion: Gender, Inequalities and Human Rights

Sustainability:

- Sustainable Business Models and Development
- Sustainable Economy and Collaboration
- Sustainable Education Systems across the Globe
- Sustainable Supply Chain Management
- Sustainable Finance, Accounting and Audit Practices
- Sustainable Healthcare Management Systems
- Sustainable Energy Management; Sustainable Private Financial Initiatives
- Sustainable Project Management
- Sustainable Technology Transfer and Global Economic Crisis, Green Technology and Alternative Energy Systems, Circular Economy, Environmental Protection

Ethics and Corporate Governance:

- Corporate Leadership and Governance
- Corporates and Third Sector Organizations, Corporate Sustainable Public/Private Partnership
- Corporate E-Learning and Sustainability, Corporate Knowledge Management
- Employee and Corporate Volunteering
- Corporate Risk Management Insurance Issues

Responsible Global Finance, Economics, and Business:

- Finance (e.g. Behavioral Finance; Banking; Corporate Finance)
- Economics (e.g. Economic Modeling and Forecasting; Green Economics)
- Global Business (e.g. in Africa, Europe, Middle East, South East Asia, Australia, and Pacific Region, Russian Federation)
- Business Strategies in Emerging and Transitional Economies
- Entrepreneurship and Enterprise Development Strategies in the Global Economy
- Global Human Resources Management and Organizational Development
- Global Information, Innovation and Technology Management
- Accounting, Risk Management and Finance in Global Context
- Global Production, Operations Management, and Services, Distribution Systems, and Supply Chain Management
- Marketing Channels, Cross-cultural Consumer Behavior and Comparative Marketing System

Miscellaneous

Paper Submission

Authors are invited to submit original and unpublished papers. All submissions will be peer-reviewed and judged on originality, significance and relevance to the special issue topics of interest. Abstracts should be approx. 300 words including 3-5 keywords.

Abstracts (or full papers) should be written in English (UK spelling), using 10-point Times New Roman and single spacing. Papers should follow the Springer Style Guide for JIBS paper formatting and referencing:

<https://static.springer.com/sgw/documents/1560273/application/pdf/JIBS+style+guide.pdf>

All abstract and full paper submissions should be sent to the Ecological Development Union Asia (EDUA) through: <https://www.gesdu.org/2019icbe/cesd2019-conference/>
Please kindly note that you have to create an account prior to submitting your abstract/paper.

Publication Opportunities

All abstracts of accepted papers will be published on a USB to be accessed by all conference participants. Selected best papers that will be presented at the conference will also be considered for publication in a number of high-quality journals, including:

- SSCI Index Journal (e.g. Romanian Journal of Economic Forecasting; Resources Policy; Emerging Markets Review; Environmental Science and Pollution Research; and Economic Research)
- Scopus Index Journal (e.g. Journal of Asian Finance, Economics and Business; International Journal of Electronic Commerce Studies; Contemporary Management Research)
- Other Journals (e.g. International Journal of Corporate Social Responsibility; Electronic Commerce Studies)

Important Dates

Submission	
Early Abstract Submission Deadline	August 31, 2019
Early Abstract Acceptance	September 10, 2019
Abstract Submission Deadline	September 15, 2019
Full Paper Submission Deadline	September 30, 2019
Notification of Acceptance	October 10, 2019

Registration	
Early-bird Registration Date	Before September 30, 2019
Final Registration Date	October 15, 2019

Conference registration

Early bird registration must be booked and paid before September 30, 2019.

Registration Type	Early Bird Registration (till Sep. 30, 2019)	Full Registration (till Oct. 15, 2019)
<u>ICBE / GEG / CESD 2019*</u>	\$260	\$350
AACSB Member	\$220	\$260
Not-for-profit Organization	\$220	\$260
Full-Time Student	\$200	\$250

* Joint conferences: ICBE: International Conference on Business and Economics; GEG: International Conference on Global Economy and Governance; CESD: Conference on Ethics and Sustainable Development

Please note: The registration fees include: Entrance to all sessions of the conference; Refreshments and lunch on both days of the conference; Conference dinner; electronic copy of the conference proceedings; conference bag and associated materials.

Registration Type	Early Bird Registration (till Sep. 30, 2019)	Full Registration (till Oct. 15, 2019)
Optional Conference Tours: Pre-conference Tour Post-conference Tour	\$60 (Both Tours)	\$60 (Both Tours)
Optional Companion Meal Plans:		
Welcome Dinner	\$25	\$25
Conference Banquet	\$25	\$25
Farewell Dinner	\$25	\$25

There is an optional pre-conference tour on November 8, 2019 and a post-conference tour on November 11, 2019. The passport number or ROC ID is necessary for insurance purposes by these tours.

You also can purchase meals for traveling companions who are not registered as joint conference delegates to attend our evening banquets.