



UNIVERSITY OF  
**BATH**

SCHOOL OF MANAGEMENT

7<sup>TH</sup> INTERNATIONAL  
**CSRCOM CONFERENCE**  
CALL FOR SUBMISSIONS

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**CSR COMMUNICATION FOR A WORLD IN CRISIS**

BATH, 17-19 SEPTEMBER 2024

**[WWW.CSR-COM.ORG](http://WWW.CSR-COM.ORG)**

**#CSRCOM2024**





## INTRODUCTION

Our world is very much in crisis. Still recovering from the impacts of the Covid-19 pandemic (Peredo et al., 2022), we are facing a harsh new reality of a rapidly warming globe (Nyberg & Wright, 2013), escalating social inequalities (Chrispal, Bapuji, & Zietsma, 2021; D'Cruz et al., 2022; Grosser, McCarthy & Kilgour, 2017), ongoing socio-political conflict (Cooper & Wang, 2022; Jamali & Mirshak, 2010), and looming economic crises. Many organisations are stepping-up to raise awareness of – and challenge – these issues under the guise of corporate social responsibility (CSR). Others may be (inadvertently) exacerbating them (Antonetti et al., 2020). It is the role of CSR communication to document, construct, and negotiate these achievements, aspirations, and aggravations. It is our role to unpack such CSR communication and consider its role for a world in crisis.

We seek to bring together new conceptual and empirical research that builds upon insight at the intersection of CSR and communication (e.g., O'Connor, 2022) and explores the role of CSR communication in various environmental, social and political crises, including (but not restricted to):

- Grand challenges and the United Nation's Sustainable Development Goals (SDGs)
- Climate change and activism in and around organisations
- Social injustice and marginalisation
- Conflict, war and political instability
- Artificial intelligence and surveillance
- Futurism and post-human interactions
- Post-truth and denial

In addition to research focused on the conference theme, we also welcome submissions on any aspect of CSR and communication, including (but not limited to):

- Consumer, marketing and branding aspects of CSR
- CSR and sustainability reporting / accountability;
- CSR communication within organisations;
- CSR and stakeholder dialogue; CSR in online /social media contexts
- 'CSR washing' (including greenwashing & greenhushing)
- CSR as corporate micropolitics and social movements and CSR communication

Over the last 12 years, the International CSR Communications Conference (CSRCom) has brought together academics and practitioners to explore the opportunities and challenges that sit at the interface of CSR and communication. For the 7th conference, based in the UK for the very first time at the School of Management, University of Bath, we invite participants to consider CSR communication for a world in crisis.

**A Pre-conference PhD workshop** will take place on 16th (virtual) and 17th (inperson) September. The main 7th CSRCom conference will begin with a welcome reception on 17th September (evening) and will run until 19th September (afternoon).

More specific information about the PhD workshop and submissions will be available at the conference website.



## THE CSR COMMUNICATION CONFERENCE COMES TO THE UK

The 7th CSRCom follows successful conferences held in Amsterdam (2011), Aarhus (2013), Ljubljana (2015), Vienna (2017), Stockholm (2019) and Lüneburg (2022). 2024 will see the conference arrive in the UK for the very first time.

The School of Management at the University of Bath will be the host for the 7th CSRCom. The School of Management is one of the UK's leading business schools, ranked 1st in the country for Marketing, and Top 5 for both Accounting and Finance, and Business and Management Studies (The Complete University Guide 2023). The School of Management recently moved into an innovative, new home in which the 7th CSRCom will take place.

The School of Management is the ideal place to hold the 7th CSRCom as it is home to one of Europe's leading responsible business research centres, the Centre for Business, Organisations and Society (CBOS) with over 50 academic members. In addition, the School is committed to conducting 'Research4Good'; research that has a positive social and environmental impact. The 7th CSRCom will be delighted to welcome you to Bath. Bath is a beautiful UK city, famous for its natural hot springs and Georgian architecture. Located in the Southwest of England, it is just 80 minutes to central London by train. It is an area of outstanding natural beauty and a national centre for tourism, offering plenty to see and do.

## CSRCOM 2024 CONFERENCE HOSTS AND ORGANIZING COMMITTEE

**Andrew Crane**, University of Bath

**Diletta Acuti**, University of Bath

**Sarah Glozer**, University of Bath

**Anne Ellerup Nielsen**, Aarhus University

**Christa Thomsen**, Aarhus University

**Klement Podnar**, University of Ljubljana

**Ursa Golob**, University of Ljubljana

**Wim Elving**, Hanze University of Applied Sciences



## CONFERENCE SUBMISSIONS

### Structured Abstract:

A structured abstract (between 1,500-2,500 words without references) should present in a concise way the purpose of the paper, main theoretical framework/ assumptions and if applicable, research methods and final or preliminary results. Submitted abstracts must not have been previously presented, scheduled for presentation, published, accepted for publication, and if under review, must not appear in print before the conference. Submitters must delete all identifying information prior to submission and provide the author details on a separate page.

### Special Session (panel, roundtable):

The objective of Special Sessions is to acquaint educators and researchers with new perspectives, theories, and provocative ideas. In submitting special session proposals, the organizer and listed participants request that, if accepted, they all register and appear at the conference. Session proposals should include a short description of the session theme and its relevance (200 - 400 words), list of session participants and short abstracts (200- 300 words) of their contributions. Please note that all submissions for the conference must conform to the format as indicated on the CSRCom webpage (use a template). If a submitted paper does not correspond with the template format, submitters may be asked to send a renewed version of their work that fulfils the criteria. Authors will be notified of acceptance, rejection, or suggested modifications as soon as the review processes have been completed. Acceptance of a submission means that the author (or one of the authors) will be expected to present the paper at the conference.

Scholars wishing to participate in the 7th CSRCom are invited to submit either a structured abstract or a proposal for a special session for review by March 15, 2024, via the conference website.

**DEADLINE FOR SUBMISSIONS:  
15 MARCH 2024**

FOR MORE INFORMATION PLEASE VISIT OUR WEBSITE: [WWW.CSR-COM.ORG](http://WWW.CSR-COM.ORG) OR CONTACT: [INFO@CSR-COM.ORG](mailto:INFO@CSR-COM.ORG)