More than 80 papers presented by authors from over 20 Nations will show the latest research results and practical implications Management, Society, Academia and Politics. The Conference is set up in Parallel Sessions providing high-level input from academics and business representatives.

Parallel Sessions are structured as follows:

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<td>Ethics and CSR in Education</td>
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Wednesday 27 June

8:30-9:00  Conference Registration

9:00-9:30  Conference Opening
- Angel Pazos Carro. Chancellor of the University of Cantabria
- Jaime Pérez Renovales. General Secretary of Santander Bank
- Gema Igual Ortiz. Mayor of city of Santander
- Nick Capaldi. President of the Global Corporate Governance Institute
- Belén Díaz. Chair of the Organizing Committee

9:30-10:30  Keynote Speeches
Moderated by René Schmidpeter. Cologne Business School
- Angel Pes Guixa. President of the Spanish Global Compact of the United Nations
- Nadia Nedzel. Southern University Law Center
- Víctor Jiménez Pérez. National Director of Human Resources. Securitas

10:30-11:00  Coffee Break

11:00-12:30  Panel Session 1

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<th>Session 1 A. CSR &amp; Performance I</th>
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<td><strong>Chair: Nick Capaldi (Loyola University New Orleans, USA)</strong></td>
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The impact of environmental accountant’s ability on CSR disclosure and profitability of the listed companies in the stock exchange of Thailand.
Songwit Charoenkitthanalap, Dararat Phoprachak & Theenida Buntornwon

The role of environmental CSR practices on the formation of behavioral intentions in a certified hotel context: Exploring the moderating effect of customer involvement in the buying process.
Patricia Martínez García de Leaniz, Ángel Herrero Crespo & Raquel Gómez López

The black box of sustainability engagement - a quantitative analysis of factors influencing sustainability efforts of German hotels.
Sven-Olaf Gerdt, Elisa Wagner & Gerhard Schewe

Factors that influence the socio-environmental awareness of consumer on clothes items purchase.
Denise Pereira Curi, Carolina Carnaúba de Assunção, Isabella Ortiz Maffezoli, Júlia Carvalho Cury, Otto Akiyo Yogui & Patricia Gonçalves Vidal
### Session 1 B. Global Perspectives & Cases

**Chair: Li Tan (Changzhou Institute Of Technology, China)**

Isomorphic Mutation and Strategic Adaptation in China’s CSR Standards for Overseas Investors.
Ciprian Radavoi & Bian Yongmin

CSR or CSV: Exploration of a better model for inclusive growth in India.
Biswanath Swain

The new institutional theory to understand social partnerships in the mining industry in Peru.
Gustavo Espinoza Ramos

Sustainability in the cloud – China’s perspective
Yuchao Duan

### Session 1 C. Regulation & Sustainable Development Goals I

**Chair: Carlos López (University of Cantabria, Spain)**

Challenges and Opportunities for Cooperative Conservation under a Consent Decree with a Writ of Continuing Mandamus: Lessons Learned from the case of Taal Lake, Philippines
Jellie Molino

Private companies financial strategies and business environment: The effects of government regulation.
Liliane Cristina Segura, Vladimir Fernandes Maciel, Henrique Formigoni & Rute Abreu

An Exploration of Current Attitude in How GCC Counties practical to Green IT. *(Skype)*
Abdulaziz Albahlal, Tomayess Issa, Theodora Issa & Vanessa Chang

Business and Competitive Intelligence as Risk Management Tools for Entrepreneurs to Increase Resilience and Sustainability. *(Skype)*
Roxana Voicu-Dorobantu & Cătălin Ploae

### Session 1 D. CSR and Digital Revolution

**Chair: Samuel O. Idowu (London Metropolitan University, UK)**

The Issue of Sustainability in 2040: A Scenario Analysis Framework.
Paul McDonald

Avoiding Corporate Armageddon: The need for the establishment of a comprehensive ethical framework for AI & automation in the business world.
Andrej Dameski

On the Liability of Internet Service Providers in Programmatic False Advertising.
Yukai Wang

Some new wine in the old bottle? -- Rethinking corporate governance in the context of cyber risks.
Weikang Zou; Libo Fan & René Schmidpeter
12:30-13:30 Lunch Break

13:30-14:30 Keynote Speech
- Ted Malloch. CEO of The Roosevelt Global Governance Group. UK
  Rediscovering The Virtue of Prudence For Common Sense Business

14:30-16:00 Panel Session 2

Session 2 A. CSR & Performance II
**Chair: Sven-Olaf Gerdt (University of Münster, Germany)**

Corporate Social Responsibility, Media Coverage and Market Value.
Andrea Pérez, Carlos López & María del Mar García

The Impact of Corporate Social Responsibility on Financing Constraints: From an Institutional Environment Perspective.
Jianmin Wang & Fangqiang Lin

In search of the roots of corporate reputation management: be a consistent corporate social performer.
Clara Pérez-Cornejo, Alan Wison & Esther De Quevedo

Causal Relationship Model of the Impact of ISO14001 on Profitability and Performance of the Listed Companies in the Stock Exchange of Thailand
Krisakorn Duangsawang, Senee Puangyanee & Siripron Malaipia

Session 2 B. Global Perspectives & Cases II
**Chair: Biswanath Swain (Indian Institute of Management Indore, India)**

Comparing Multinational OMCs with local OMCs in Ghana.
George Kofi Amoako & Effie Ansah

Corporate Social Responsibility in Georgia - Current situation and challenges.
Malvina Jibladze & Irakli Manvelidze

The Corporative Social Responsibility of the Chinese Enterprises in OFDI.
Jin Zhongkun & Li Tan

Session 2 C. Regulation & Sustainable Development Goals II
**Chair: Liliane Cristina Segura (Universidade Presbiteriana Mackenzie, Brazil)**

Sustainable Development Goal Number 9 and Public Procurement: A Case of Local Governments.
Alireza Talebi & Davar Rezania

War on Drugs and Other Social Illnesses: Why private sector should bear the same "arms" as the government?
Jane Catherine Rojo, Josephine Grace Rojo, September Ponio, Kara Mae Noveda & Gemma Grace Pineda
A Case Study of Procurement for Innovation in the Private Sector.
Andrew Nixon & Davar Rezania

Session 2 D. Challenges of Social Inclusion: Gender, Inequalities and Human Rights

Chair: Denise Baden (University of Southampton, UK)

Normative and conventional overview on the promotion of human rights by companies in zones of armed conflict.
Fernando Navarro Garcia

(Dis)ability and employment in Spain. Challenges for greater inclusion.
Maria Asuncion Cano Escoriaza

Innovation at the beginning of the value chain of coffee production as a route towards development of inclusive business with a gender perspective.
Lucia Sutil & Samuel F. Ricardo Ruiz

16:00-16:30 Coffee Break

16:30-18:00 Panel Session III

Session 3 A. CSR & Performance III

Chair: Rebeca García Ramos (University of Cantabria, Spain)

Transformational leadership, CSR practices and firm performance: An empirical analysis of Chinese leading agricultural enterprises.
Lu Hualiang & Huang Huiying

Capital market reactions to environmental, social and governance news
Melanie Duffe

Financial perceptions on legal risk derived from environmental disasters: Evidence from Boliden’s spillage.
Inés Merino Fdez-Galiano & José Manuel Feria Dominguez

Influence of the community development disclosure on firm’s marketing performance: case of listed companies in the stock exchange of Thailand.
Chadatan Osatis, Kwannee Klaprabchone & Dararat Phoprachak
### Session 3 B. Critical CSR Theory Development

**Chair: René Schmidpeter (Cologne Business School, Germany)**

- The hard law approach for CSR: different ways and the lessons.  
  Min Yan
- Explicit definitions of CSR as mostly philanthropy: A cause for concern?  
  David Grady & Denise Baden
- Mission – based corporate sustainability: the model of Aigües de Barcelona (AB)  
  Miquel Bastons, Ricard Benguria & Carlos Rey

### Session 3 C. Regulation & Sustainable Development Goals III

**Chair: Rute Abreu (Instituto Politécnico da Guarda, Portugal)**

- The Government role in Mexican CSR development.  
  Armando Garcia-Chiang 
- The Theory and Practice of Environmental Auditing in Oil and Gas Industry; An Empirical Evidence from Sub-Saharan Africa.  
  Samuel Fulgence & Burton Mbwile
- The Impact of Corporate-NGO Partnerships in CSR Activities from Sustainable Development Perspective, Evidence from Jordan.  
  Rania Qutieshat & Mohammed Alhiari

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<td>18:00-19:00</td>
<td>Boat Trip</td>
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### Session 4 A. Corporate Governance I

**Chair: Nick Capaldi (Loyola University New Orleans, USA)**

Causal Relationship Model of the Impact of Corporate Governance Rank on Profitability and Ability to Operate of the Listed Companies in the Stock Exchange of Thailand.
Senee Puangyanee & Chadatan Osatis

Impact of business nature on corporate governance report through a degree of independence of board of directors: case study of listed companies in stock exchange of Thailand.
Wanpen Klinparnich, Dararat Phoprachak, Chadatan Osatis & Montree Chuaychoo

The turning tides of shareholder activism: what does it mean for the UK corporate culture initiatives?
Elena Zharikova

The Impact of Shareholder Social Activism on Firms’ Corporate Social Performance through SRI Fund Investment.
José Luis Fernández Sánchez, Elisa Baraibar Diez, María Dolores Odriozola Zamanillo, Manuel Luna Garcia & Ladislao Luna Sotorrio

### Session 4 B. Responsible Finance I

**Chair: María Cantero Saíz (University of Cantabria, Spain)**

Catherine Malecki

ESG transparency and investment: signaling and the power of social responsibility on performance for Europe.
Ramón Bermejo, Isabel Figuerola-Ferretti Garrigues, Álvaro Santos Moreno

Is there Value Creation in the Banks listed in Dow Jones Sustainability Index Europe?
Irene Arraiano

Exploring the Relationship Between Internal Stakeholders and CSR in UK Building Societies.
Lisa Ferguson

### Session 4 C. The Future of CSR

**Chair: Liangrong Zu (International Training Centre of the ILO, Italy)**

The Future of CSR: Research Note-Paper.
Marwan Ahmad Alshammari & Al-Shammari Hussam

How Sustainable is Agenda 2063 of the African Union? Taking an Independent View.
Yemane Wolde-Rufael, Samuel O Idowu & Eyob Mulat-Weldemeske
Acting as a Benefit Corporation and a B Corp to responsibly pursue private and public benefits. The case of Paradisi Srl (Italy)
Mara Del Baldo

10:30-11:00 Coffee Break

11:00-12:30 Panel Session 5

Session 5 A. Corporate Governance II

Chair: Senee Puangyanee (Rajamangala University of Technology Suvarnabhumi, Thailand)

Wanlapha Phraibueng, Patrick Sentis & Géraldine Rivière-Giordano

Managing intangibles and improving governance through the theory of complexity.
Piero Giammarco & Cecilia Casalegno

The impact of Ownership structure on Moroccan Firm value.
Ouarda Dsouli

Cooperative Social Responsibility – An Analysis of the Special Contributions of Cooperatives to CSR.
Gerhard Kosinowski

Session 5 B. Responsible Finance II

Chair: Catherine Malecki (University of Rennes, France)

Creditor Protection and the transmission of monetary policy through bank loans.
Begoña Torre Olmo, Sergio Sanfilippo Azofra & María Cantero Saiz

Mapping Georgian bank customers’ preferences for Corporate Social Responsibility.
Dionisia Tzavara & Anna Gogichadze

Socially Responsible Investing (SRI) interconnect with the Islamic Finance Model (IFM).
Adel Ahmed

Gold in the Banking System: The Sustainable Perspective.
Rute Abreu & Carlos Pinho

Session 5 C. CSR Reporting I

Chair: Mara Del Baldo (University of Urbino Carlo Bo, Italy)

Accrual Accounting for Corporate Social Reporting A viable way?
Massimo Costa

Influence of firm size on the environmental disclosure and firm performance of the listed companies in the stock exchange of Thailand
Dararat Phoprachak & Theenida Buntornwon
Contribution Title Sustainability Reporting, a new type of companies’ hypocrisy: Zara and Volkswagen cases
Imane Allam, Simone Scagnelli & Laura Corazza

The impact of environmental management accounting practices on organizational sustainability of the certified iso14001 companies in Thailand.
Kwannaree Klaprabchone, Monvika Phadoongsitthi, Somboon Saraphat, Titaporn Sincharoonsak, Worakorn Chammuangpak & Montree Chuichoo

12:30-13:30 Lunch Break

13:30-14:00 Keynote Speech
• Marta de la Cuesta. Member of the Spanish Corporate Social Responsibility Board. Spain
  Organizing comparative research in CSR: a conceptual framework to study CSR in different contexts

14:00-15:30 Panel Session VI

Session 6 A. Corporate Governance III
Chair: Dararat Phoprachak (Rajamangala University of Technology Suvarnabhum, Thailand)

Corporate board in a start-up company: From monitoring to mentoring with expert board members.
Ilkka Gramén & Ilkka Kauranen

The Association between Effective Corporate Governance, Firms Performance, Risk Management and Debt Contracting; A mixed Research Method Approach in Sub-Saharan Africa.
Samuel Fulgence

The impact of board composition and ownership on strategic change.
Ihssan Samara

Board structure and financial firm performance: a qualitative comparative analysis.
Rebeca García Ramos & Belén Díaz Díaz

Session 6 B. Responsible Finance III
Chair: Sergio Sanfilippo Azofra (University of Cantabria, Spain)

Financial literacy and social responsibility: reflections for joint action.
Raquel Arguedas Sanz, Ana Isabel Segovia San Juan & Francisco Javier Sosa Álvarez

Is British Banking Better?
Andrew Mullineux

Corporate Tax Responsibility. Do investors care?
Eva Pardo & Marta De la Cuesta González
### Session 6 C. CSR Reporting II

**Chair: Nadia Nedzel (Southern University Law Center, USA)**

Causal relationship of the disclosure of social responsibility that affects the cost of capital in the Stock Exchange of Thailand.
Upawadee Neungvanna, Tharinee Pongsupatt, Titaporn Sincharoonsak, Suree Bosakoranut, Chaveewan Shoosanuk & Montree Chuichoo

The Small and Medium Business’s Perception of Corporate Social Responsibility Concept
Oleh Hlushko

Complexity is never simple. Intangible intensity and analysts' accuracy
Elena Ferrer, Rafael Santamaria & Nuria Suárez

Sustainability and Accountability of the Football Federation Australia
Rute Abreu & Martin Brueckner

15:30-16:00   Coffee Break
16:00-17:30   Panel Session 7

### Session 7 A. CSR in Human Resource Management

**Chair: René Schmidpeter (Cologne Business School, Germany)**

Unintended consequences of moving from implicit to explicit CSR in SMEs.
Sarah Leidner & Denise Baden

The Values that Motivate Responsible Leaders: A Personal Perspective on Corporate Social Responsibility.
Patricia MacNeil & Maggie Matear

Building a sustainable public sector workforce: An approach from New Zealand.
Jennifer McDonald

Exploring the merits of industrial democracy in Canada: Can Employees’ Say enhance the Long-Term Sustainability of Companies?
Alberto Salazar
### Session 7 B. Ethics and CSR in Education

**Chair:** Min Yan *(Queen Mary University of London, UK)*

María Lourdes Delgado Luque & Miguel Ángel Gardetti

The Impact of Himalayan Outbound Programme (HoP) on Influencing Leadership Outcomes in Post Graduate Programme (PGP) Participants.  
Venkat Raman, Gopal Das Mahapatra & Kamal Sharma

Developing Personal Social Responsibility (PSR) to boost CSR.  
Sylvia López Davis, Longinos Marín Rives & Salvador Ruiz de Maya

Exploring the Impact of CSR on Poverty Reduction.  
Anand Choudhary & Veena Singh

### Session 7 C. Sustainable business models

**Chair:** Mara Del Baldo *(University of Urbino Carlo Bo, Italy)*

Innovation through Open-Source Platform: Sustainable Farming.  
Paul Giguere & Kim Clark

Purpose-driven Leadership for Sustainable Business: From the perspective of Taoism.  
Liangrong Zu

Social Enterprises Over Time: Cases in Brazil.  
Denise Pereira Curi; Lilian Aparecida Pasquini Miguel & Patricia Gonçalves Vidal

Hostility and Inter-Firm Cooperation in international scenarios: Does CEO’s importance granted to Ethics and Social Responsibility Make a Difference?  
Pablo Ruiz-Palomino, Francisco José Saiz Martinez & Kenneth Amaeshi

**Friday 29 June**

10:00-18:00 Full Day Santillana and Comillas Tour / Networking