CALL FOR PAPERS

4th International Conference on the Social Responsibility of Organizations

From commitment to Reporting: the Double Face of CSR

http://conference-rse-rso.strikingly.com/

Marrakech March 1st to March 5th

Global International Alliance of interdisciplinary research Centres (G-AICRI, Morocco), in partnership with the Chair for Social Responsibility and Sustainable Development (CRSDD) of the school of Management Sciences (École des sciences de la gestion), and the Latece of UQAM, the Centre for Leadership Excellence (Sobey, Business School, St. Mary’s, Canada), the GREGO of the University Cadi Ayyad, the ENCG of Marrakech, the Chair for change (ESSEC, France), the CSR Chair (IHEC) (Tunisia), the League laboratory (ISCAE, University of Manouba, Tunisia), the University of Fez as well as the Lapired (UQTR, Canada) are co-organizing the 4th international Conference on social responsibility of organizations: “From commitment to Reporting: the Double Face of CSR”, and international conference bringing together in Marrakech the largest network of francophone researchers on corporate social responsibility (CSR), to be held from March 3rd to March 5th 2016 within the premises of the ENCG of Marrakech.

The conference will be paired with a Doctoral Workshop including a seminar on the writing of scientific text. The Doctoral Workshop will be held on March 1th and 2nd at AICRI, and a simulation (in basket”) involving conference participants will close the conference on the evening March 5th.
This scientific event is differentiated from others by a partnership, i.e. with the journal Management International (MI). Indeed, faithful to its mission to “to build an academic journal open to scientific debates and to the meeting of academic cultures from around the world », MI ranked"A" by HCEERS-2015 and in category 2 of the classification made by “le college des associations savants” the FNEGE-2013, joins the conference co-organized by l’AICRI. Research presented at the conference and considered innovative by the Scientific Committee will be retained for possible publication in MI after taking into consideration of the suggestions and requirements made by MI evaluators following double-bind review practices.

This conference is not only a place for dissemination of work that engaged in the tradition of the previous conferences, namely the CSR as a vector for change, but also the place to present work on « off-topic » subjects such as:

1. **CSR: irreconcilable goals: like the Mayor of Saguenay, (Quebec), who,** following the withdrawal of the FSC certification to a local forestry company, cried : ‘we will lose jobs, families will suffer the consequences these intellectuals and Greenpeace of this world can be reassured, they will find other causes and work, but as of us, leave us alone »...
   a. Role, power and ethics of NGOs?
   b. Favoring the environment at the expense of the social, or vice versa, or close?
   c. Citizen Force and the role of the State?

2. **Can industries said to be 'dirty' or from 'Sin' (or 'sin stocks') be CSR?:**
   a. Can these industries, with their reason for being, i.e, the products they sell be CSR?
   b. Can the mining industry be 'good', and CSR?
   c. Can the tobacco industry be good and engage in a CSR process?
   d. Can the banking industry be good and engage in a CSR process?
   e. What role for the State and public policies facing these industries?

3. **Alternative finance:**
   a. Responsible finance: an illusion of clean investment or of reputation
cleaning?
b. Islamic finance: real interest-free financing?
c. Government bonds on the Islamic market?
d. Responsible shareholders: patient capital? Should there be a premium for them?

4. The other side of the CSR:
   a. Gender respect: a Muslim women's emancipation vector or an additional burden?
   b. The role of the State and a policy on work-family conciliation?

5. Can international organizations and NGOs be CSR?:
   a. World Bank, United Nations, Development Bank: judge and... accused?
   b. Responsibility and impunity?

6. CSR: an extra-financial risk:
   a. The latest scandals: role of social media, NGOs... in the reaction of businesses
   b. The importance of mining communities: can we "calm" or "corrupt" them.

7. CSR: a business opportunity?
   a. Ratings agencies: legitimacy and credibility?
   b. CSR Advisor: a skill that may exist?
   c. Regulation of these graders?
   d. Comparability of measures: is it possible?

8. Multinationals and SMEs:
   a. Behaviour and policies of multinationals in emerging countries vs. developed countries?
   b. Behaviour and policies of the SME in emerging countries vs. developed countries?
   c. Multinationals and their taxes: taxation a topic one should not talk about?
   d. SMEs: who measures, who pays, who accompanies?
   e. Support and accompaniment policies of States?
9. The disclosure of extra-financial information
   a. Extra-financial measures: growth and change through time: an illusion?
   b. Disclosure standards: GRI 1, 2, 3, 4 or an illusion of impartiality?
   c. Support and accompaniment policies of States?

10. ICT and social networks at the service of the CSR:
    a. The force and power of social networks: use and manipulation by various actors?
    b. Role of the State with policies related to "hijacking" of social networks?
    c. Role of the State with policies related to the protection of personal data?

11. Education: can Business Schools teach the CSR?
    a. Ethics in all courses or by an internship,
    b. The schools CSR itself
    c. The qualification of teachers.
    d. Plagiarism

12. Medley: various topics:
    a. Methodological difficulties for conceptualization of CSR;
    b. Certifications, labels, standards and their impartiality;
    c. Social entrepreneurship: an illusion?
    d. CSR a competitive advantage but ... for what industry?
    e. CSR in 2016: a choice or an obligation for SMEs in emerging countries?
    f. Expansion of investment and financing of China: a challenge of expectations in terms of human rights? of CSR or in General?
    g. In the aftermath of the Arab spring: CSR actors: confrontation, dialogue and partnerships;
    h. CSR of mining or financial companies: a myth or a reality?
    i. CSR and multinationals: is a policy for all countries conceivable?
    j. CSR in Muslim countries: a mismatch between its definition and its implementation?
    k. CSR by companies in the North and control of their supply chains: an opportunity or a barrier for businesses in the South?
Type of contribution

Submitted communications can present empirical results, the proposal of new conceptual frameworks, a reflection on the current state of knowledge. Two types of communications are accepted:

1 - for presentation only (7 pages maximum, including the end of document notes, bibliography and appendices),
2 - communications for presentation with submission of a long article (20 pages maximum, including the end notes, references and appendices).

Only communications with long articles may, if evaluators consider their contribution significant or original, be submitted for potential publication in one of the three following media:

1 - Eventual publication in the journal - Management International – following publication standards (double blind review) and journal formatting policies.
2 - A collective
   1 - Conference proceedings

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