

WORKSHOP ON “CSR AND SOCIAL MEDIA”

Organized in the context of the Business and Society Research Seminar 2017

WEDNESDAY, JUNE 7

Room E011, IÉSEG School of Management, Lille, France

- 13.30 – 14.00:** **WELCOME – INTRODUCTION** by Valérie Swaen (Université catholique de Louvain, Belgium & IESEG School of Management, France)
- 14.00 – 14.40:** **“Social media coming of age: From linear to network-oriented CSR communication?”**, presented by Ursa Golob and Klement Podnar (University of Ljubljana, Slovenia)
- 14.40 – 15.20:** **“Engagement in the digital era”** presented by Itziar Castelló (Universidad Carlos III de Madrid, Spain & Copenhagen Business School, Denmark)
- 15.20 – 15.50:** **Coffee break**
- 15.50 – 16.30:** **“Cultural entrepreneurship and the role of visuals in interactive frame alignment processes”** presented by Frank de Bakker (IÉSEG School of Management, France)
- 16.30 – 17.30** **Focus on practitioners’ perspectives – Roundtable**
- Sonia BONUS, Sustainability Manager, Danone
- Karima ESSABAK FERJANI, Social Innovation Manager and Sabeen QUREISHI, (Internal and External) Communication Manager, McCain Continental Europe
- Perrine COLLIN, Advisor in eco-design and service economy at UCM
- 17.30 – 18.00:** **CONCLUSION AND CLOSING DRINK**

PARTICIPANTS

- Emma Avetisyan, Audencia Business School, France
 - Sonia Bonus, Sustainability Manager, Danone, Belgium
 - Itziar Castelló, Universidad Carlos III de Madrid, Spain & Copenhagen Business School, Denmark
 - Karine Charry, Université catholique de Louvain, Belgium
 - Perrine COLLIN, Advisor in eco-design and service economy at UCM, Belgium
 - Frank de Bakker, VU Amsterdam, The Netherlands
 - Kenneth de Roeck, University of Vermont
 - Christel Dumas, ICHEC Brussels Management School, Belgium
 - Karima Essabak Ferjani, Social Innovation Manager, McCain Continental Europe, France
 - Ursa Golob, University of Ljubljana, Slovenia
 - Catherine Janssen, IESEG School of Management, France
 - Nicolas Kervyn, Université catholique de Louvain, Belgium
 - Céline Louche, Audencia Business School, France
 - François Maon, IESEG School of Management, France
 - Klement Podnar, University of Ljubljana, Slovenia
 - Ingrid Poncin, Université catholique de Louvain, Belgium
 - Sabeen Qureishi, (Internal and External) Communication Manager, McCain Continental Europe, France
 - Sandrine Roginski, Université catholique de Louvain, Belgium
 - Laura-Marie Schons, University of Mannheim, Germany
 - Christian Voegtlin, Audencia Business School, France
 - Valérie Swaen, Université catholique de Louvain, Belgium & IESEG School of Management, France
- ... *Registration still open*

SPONSORS

- IESEG School of Management, France
- LouRIM, Louvain Research Institute in Management and Organizations, Université catholique de Louvain, Belgium
- Audencia School of Management, CSR Institute, France
- ICHEC Brussels Management School, Belgium
- Fonds National de la Recherche Scientifique, Belgium
- LEM (Laboratoire CNRS Lille Economie et Management – UMR 9221), France

VENUE

This workshop and the Business and Society Research Seminar will take place at IESEG School Management School, Lille, France.

7 Rue Solférino
59800 Lille
France.
Main Room : E011

CONTACT

To register, please contact c.lesuun@ieseg.fr