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LAREQUOI
Research Center of ISM-IAE
Graduate School of Management

UVSQ
université PARIS-SACLAY



INTERNATIONAL RESEARCH SEMINAR



Corporate social responsibility: between compliance, values, and ethics

October 8, 2026
2 Kraybrezhna St., 8238
Ravda, Bulgaria

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Conference programme

9h30-10h00 Participant registration

10h00-10h15 Official opening

10h15-12h30 Panel 1 — From Voluntary Commitments to Regulated Responsibility: Standards, < Political CSR and European Governance

Chair/Discutant: Stela Raytcheva and Hervé Chomienne

This panel examines the ongoing transformation of CSR, which is shifting from a largely voluntary framework of organizational commitment to a more institutionalized and regulated form of accountability. The presentations explore the evolving role of European regulation, political CSR, transnational standards, and non-state initiatives in shaping corporate behavior and accountability. The panel also aims to explore the interplay between compliance, legitimacy, competitiveness, and the measurement of commitments. Overall, these presentations examine how responsibility is defined, governed, and assessed within increasingly complex regulatory frameworks.

10h15-10h35 Jean-Philippe Denis & Lydie-Marie Lavoisier,
Europe as a Brand Between Compliance and Dream: CSR Regulation as an Implicit Theory of the Firm and a Persuasion Problem

10h35-10h55 Gilles Rouet,
European Corporate Responsibility Between Accountability and Competitiveness. The Regulatory Ambivalence of the European Union

10h55-11h15 Mourad Attarça,
Corporate Political Activities and CSR Commitments: Exploring the Tensions and Compatibility

11h15-11h30 Coffee break

11h30-11h40 Marina Stefanova, Elka Vasileva, Veselin Panayotov & Anton Peychev,
Standards for a Sustainable Future: A National Initiative of NGO's Coalition in Bulgaria

11h40-12h Nikolova Christina,
From Commitment to Measurement: A Decade of the UN Global Compact's Ten Principles in a Public University

12h00-12h30 Discussion

12h30-14h00 Lunch/Bufferet



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14h00-16h30 **Panel 2 – Responsible Management in Practice: Public Value, Organizational Change and Sectoral Transformations**

Chair/Discutant: Elka Vasileva and Christina Nikolova

This panel focuses on the organizational and managerial implementation of responsible management in public, professional, and sector-specific contexts. The presentations address public value, sustainability reporting, responsible change, new forms of work organization, sustainable production models, and new professional roles. Rather than viewing CSR solely as a normative or regulatory framework, the aim is to examine how responsibility is interpreted and implemented through concrete practices, organizational structures, and sector-specific processes, in order to highlight how responsible management is reshaping institutions, professions, and modes of coordination.

- 14h00-14h20** Annie Bartoli,
Corporate Social Responsibility and Public Management: Emerging Debates on Public Value, Sustainability Reporting, and Responsible and Integrated Management
- 14h20-14h40** Valeria Pacheva,
Sustainable Production Models in Theater through the Prism of Corporate Social Responsibility: Interaction Between the Public and Independent Sectors
- 14h40-15h00** Delphine De St Julien & Aline Lemeur,
Addressing the Perceived Organizational Justice, to Achieve Responsible Change Management in Healthcare Institutions
- 15h00-15h20** Coffee break
- 15h20-15h40** Soumaya Belkasseh & Thierry Côme,
Flexibility: New Socially Responsible Model
- 15h40-16h00** Anelia Miteva & Dimitar Zlatanov,
Community Development Manager – an Erasmus+ Project Presented by Catro Bulgaria
- 16h00-16h30** Discussion
- 16h30-17h00** **Conclusion from Panel 1 & 2**

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