

International Conference

CSR: convergences of discourses, diversity of practice

PROGRAM

8th October 2018

University of National and World Economy – Sofia, BULGARIA

LARGE CONFERENCE HALL

9.00 Registration of participants

9.30 Opening of the conference

Section 1. The diversity of CSR practices

10.00 Ecological responsibility in the context of the concept of the circular economy: an opportunity for growth and stability, Assoc. Prof. Irena Slavova and Assoc. Prof. Vania Ivanova, UNWE - Sofia

10.15 Membership to EU Trade Associations as a Means to Promote CSR: The Case of Bulgarian Business Associations, Assoc. Prof. Jean Crombois, American University in Bulgaria

10.30 CSR effects and innovation to an international company - Ph.D. Candidate Tsvetana Lungarova and Assoc. Prof. Sonia Vateva, FEBA, SU "Kliment Ohridski"

10.45 CSR practices in Moroccan cooperatives: between discourse and realities, PhD Laouratou Diallo and PhD Aouatif Boukil, ISIAM, Université Internationale d'Agadir – Maroc

Moderator: Prof. Gilles ROUET, Université de Versailles St-Quentin-en-Yvelines

11.15 – 11.45 Coffee break

Section 2. CSR in the non-profit sectors

11.45 Can we talk about what is at stake for socially responsible higher education? A

European comparison, Assoc. Prof. Carine Luangsay - Catelin and Assoc. Prof. Rajaa Roybier - Mtanios, CREGO, Université de Bourgogne

12.00 Social responsibility of universities in Europe – research of diversity of practices, Assoc. Prof. Miroslava Peicheva, UNWE - Sofia

12.15 Responsibility in Environmental Health: between society and participation, Agathe Barret, Agence Primum Non Nocere

12.30 CSR 2.0: Business as a force for good or the power of collective projects, Darinka Georgieva, Executive Director of Network Bulgaria of The GLOBAL COMPACT

Moderator: Prof. Mourad ATTARCA, Université de Versailles St-Quentin-en-Yvelines

SMALL CONFERENCE ROOM

Section 3. Ph.D. Candidate and student's session: Ethics and CSR

11.45 CSR and Ethics in Japanese Business: A Revisited Approach to Sampo-Yoshi, Ph.D. Candidate Imane Bouterfas, LAREQUOI, Université de Versailles St-Quentin-en-Yvelines

12.00 Collective responsibility: source of organizational practices for Japanese companies, Ph.D. Candidate Louis-Caleb Remanda, LAREQUOI, Université de Versailles St-Quentin-en-Yvelines

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12.15 Eco-labels as a commitment to responsible production practices, Ph.D. Candidate Iva Kostova, UNWE - Sofia

Moderator: Assoc. Prof. Stela RAYCHEVA, Université de Versailles St-Quentin-en-Yvelines

13.00 – 14.00 Lunch Buffet

LARGE CONFERENCE HALL

Section 4. Discussion with business representatives: CSR practices in Bulgaria

14.00 State of Art of CSR in Bulgaria, PhD Marina Stefanova, Sustainable Development Director of Network Bulgaria of the GLOBAL COMPACT

14.15 – 15.00 Discussion on the CSR practices in Bulgaria

Moderators: Assoc. Prof. Delphine Philip de Saint Julien, Université de Versailles St-Quentin-en-Yvelines and PhD Marina Stefanova, Network Bulgaria of the GLOBAL COMPACT

15.00 – 15.20 Coffee break

Section 5. The discourses on the CSR

15.20 CSR: What discourses? What practices and what impacts?, Assoc. Prof. Meryem Senhaji, Conseil Supérieur de l'Éducation, de la Formation et de la Recherche Scientifique de Rabat – Maroc

15.35 The ideal employee: Organizational Social Responsibility and Employer Brand. Fragmentation or coherence: the case of Veolia, Assoc. Prof. Delphine Philip de Saint Julien, Assoc. Prof. Stela Raycheva and Prof. Gilles Rouet, Université de Versailles St-Quentin-en-Yvelines

15.50 A new sense of CRS, Deniz Yoldas, École Supérieure de la Francophonie pour l'administration et le management à Sofia

16.05 CSR in a multinational company: standardization or adaptation, Prof. Mourad Attarca, Assoc. Prof. Stela Raycheva and Assoc. Prof. Elka Vasileva, Université de Versailles St-Quentin-en-Yvelines and UNWE – Sofia

Moderator: Assoc. Prof. Elka VASILEVA, UNWE - Sofia

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Section 6. CRS Strategies

15.20 The forth industrial revolution and CSR, Prof. Spartak Keremdchiev, Economic Research Institute at Bulgarian Academy of Sciences

15.35 CSR strategies applied in terms of circular economy, Assoc. Prof. Tsvetana Stoyanova, UNWE - Sofia

15.50 Companies behaviour in the contexte of economies greening, Chief Assist. Stela Zhivkova, UNWE - Sofia

16.05 The role of internal audit in CSR strategies, Chief Assist. Valeria Dineva, UNWE – Sofia

Moderator: Chief Assist. Nina TIPOVA, UNWE – Sofia

16.30 Final conclusions and closure of the conference

19.30 Conference dinner in traditional restaurant