



Call for papers

7th ADERSE Congress CSR & Innovation

Groupe Sup de Co La Rochelle
March 24-25-26, 2010



ADERSE (*Association pour le Développement et l'Enseignement de la Responsabilité Sociale des Entreprises*) is an academic association founded in 2002. In keeping with the association's aims, ADERSE's first six congresses fostered the development of research and teaching themes in French universities and "grandes écoles", with the participation of European colleagues from the first congresses of Paris and Toulouse. The congress in Lyon, co-organized with ISEOR and the "Social Issues of Management" of the Academy of Management, reinforced international partnerships. This trend continued during the congresses of Bordeaux, Grenoble and Pau (with the Society for Business Ethics as well as the International Society for Economics, Business and Ethics). The 6th congress, which took place in January 2009 and was organized by Groupe ESC-Pau and the University of Nice, sought to explore the operational consequences of ADERSE's previous work by focusing on "CSR Tools and Practices"

To continue making CSR operational in an extremely unpredictable and complex conjunctural context, **the 7th Congress of the ADERSE, organized by the Group Sup de Co La Rochelle, is aimed at studying the links between CSR and Innovation.** This congress seeks to offer a space for dialogue between company representatives and researchers to explore innovation, in all of its forms (technological, managerial, organizational, cultural, etc.), as a vector of CSR. It will also provide the opportunity to identify, analyze and theorize good practices.

As with previous ADERSE international congresses, papers may be proposed in **three languages: English, French and Spanish.**

A space for exchanging information and viewpoints, the 7th Congress of the ADERSE at La Rochelle is open to company representatives, public organization members, researchers (business, economics, sociology, law, etc.) and, more largely, to all stakeholders representatives. Presentations, round tables and workshops will allow for the expression of both academic and operational viewpoints.

Suggested subjects (list is non-exhaustive):

- CSR, innovation and human resources :
 - CSR and innovative approaches to working conditions;
 - CSR and organizational innovation;
 - CSR and new principles of leadership and managing people;
 - CSR and innovative practices in human resource management;
 - CSR as a source of innovation for the firm's social policy.

- CSR and innovations in accounting, control and finance :
 - CSR and green accounting ;
 - CSR and auditing ;
 - CSR and the environmental scorecard ;
 - CSR and the evaluation of externalities ;
 - CSR and extra-financial evaluation ;
 - CSR and investment risks ;
 - CSR and loans.

- CSR and innovation in the social and solidarity economy:
 - Fair trade;
 - Financial solidarity and micro-loans;
 - Alternative exchanges (SEL, AMAP, etc.);
 - Partnerships with NGOs, social actors, institutions, etc.;
 - Social and solidarity entrepreneurship;
 - CSR and new models of local development.

- CSR and marketing :
 - CSR and product innovation ;
 - CSR and stakeholders communication (integrated communication, social communication, etc.) ;
 - CSR and the dominant service logic ;
 - New approaches in marketing (philanthropic marketing, cause marketing, sustainable marketing, etc.);
 - Contribution of CSR to branding ;
 - New trends in responsible consumption and marketing;
 - Agreement to pay and CSR ;
 - Eco-design, coproduction ;
 - New sales techniques.

- CSR and innovative strategies :
 - CSR as a new strategy for value creation (reconfiguration of the business model);
 - CSR, norms and new global approaches to quality;
 - CSR and innovation in terms of risk management;
 - CSR as ethics of a strategic process;
 - CSR and project management, integration in the project policies;
 - CSR and the new particularities of SME;
 - CSR and new norms (ISO 26000, etc.);
 - CSR and new forms of distribution;
 - CSR and economies of energy, CSR and recycling, CSR and materials reduction;
 - CSR and biodiversity protection.

- CSR and normative national and European frameworks:
 - CSR, innovation and labor law;
 - CSR, innovation and environmental law (planning, certification, green taxes, etc.);
 - CSR, innovation and business law (governance, etc.);
 - Norms and practices of CSR in other countries.

Publications

Selected presentations will be published in 6 journals according to the following guidelines :

- A selection of 6 to 8 presentations will be published in a special file of the French journal « *Sciences de Gestion* » (Cat. 4, CNRS) (Languages : French, English, Spanish);
- A selection of presentations only in english language will be published in a special file of the « *Management and Marketing Journal* »;
- A selection of presentations only in spanish language will be published in a special file of the journal « *Revista Siglo XXI* »;
- A selection of presentations dealing with law, taxes and norms issues will be published in the law journal « *Environnement* ». (This journal is open not only to lawyers but also to managers, economists, sociologists...);
- Some presentations in english, French and spanish will be published in the new journal about sustainable development : « *RESADDERSSE International* »;
- Works of Ph. D candidates will be published in « *The Young Economist Journal* ».

NB: Each author commits himself to abide with the publication norms of each journal for which he was selected.

Calendar

Submission of intention to communicate (abstract of 300 words) aderse2010@esc-larochelle.fr	November 30, 2009
Response of pre-acceptation	December 11, 2009
Submission of full papers for evaluation by the scientific committee aderse2010@esc-larochelle.fr	January 11, 2010
Response from Scientific Committee for acceptance	February 15, 2010
Submission of final text with requested modifications aderse2010@esc-larochelle.fr	March 1, 2010
7th Congress of the ADERSE	March 24-25-26, 2010

For practical reasons, the papers submitted by international academics or practitioners will be accepted on the basis of a review of their abstracts rather than their full papers. Final decisions on these papers will be rendered by the Review Committee no later than December 11, 2009.

Presentation guidelines

- **Length of communications**

15 pages maximum (35,000 characters): notes, graphics, annexes and bibliography included.

- **Formatting**

Text in Word format, single line spacing (text body, boxes, bibliography, annexes).

- **Margins**

A4, by default

Top: 2.5 cm

Bottom: 2.5 cm

Left: 2.5 cm

Right: 2.5 cm

Binding: 0 cm

Header: 1.25 cm

Footer: 1.25 cm

- **Titles and sub-titles use the following hierarchy**

TITLE : CENTERED, BOLD, UPPER CASE, TIMES NEW ROMAN 18

1. Justified, Bold, Lower case, Times New Roman 16

1.1. Justified, Bold, Lower case, Times New Roman 14

1.1.1. Justified, Bold, Lower case, Times New Roman 12

Body of text in Times Roman, 12

- **Presentation of the author(s) and the communication**

1st page (not numbered):

TITLE (TNR18)

Author(s)' last name(s), first name(s), bold, TNR 14, centered

Position(s) and scientific affiliation(s)

Place(s) of work and address(es)

Author telephone number(s) and e-mail address(es)

2nd page :

Title (TNR18)

Abstract of 6 to 12 lines + 5 keywords (in language of the text, plus in English)

3rd page :

Beginning of text...

The pages should be numbered in the lower right corner, using the format 1, 2, 3, etc., and starting with page 2.

Notes should be in the form of footnotes.

Headers and footers are to be avoided.

▪ Citations and bibliography

Author citations in the body of the text should appear as follows: (Dauce and Rieunier, 2002, p. 55).

Authors must imperatively limit their bibliography to only the references cited in the text.

Bibliographic references at the end of the paper are as follows:

LEE M.D.P., (2008), "A review of the theories of corporate social responsibility: Its evolutionary path and the road ahead", *International Journal of Management Reviews*, Vol.10, N°1, pp. 53-73.

SENGE P.M., (1992), *The Fifth Discipline – The Art and Practice of The Learning Organization*, London, Century Business.

CONTACT

Papers should be sent by e-mail to the following address only:

aderse2010@esc-larochelle.fr

For more information :

www.aderse.org

www.esc-larochelle.fr

COSTS AND REGISTRATION

Normal fees (registration before 31/12/09) : 275 €

50 € more after the 01/01/10

ADERSE, AGRH, IAS members : 225 €

50 € more after the 01/01/10

Students (provide the student card) : 175 €

50 € more after the 01/01/10

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