Theoretical Perspectives on Corporate Social Responsibility (CSR)

Faculty
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Course coordinator
Jeremy Moon

Prerequisites
Only registered PhD students can participate in the course.

Applicants are asked to submit a one page document together with the registration indicating the following: 'Which theories they expect to deploy in their PhD; Why; How; and What difficulties may arise?'

Students who are accepted to the course will be expected to submit a 2,500 word essay on this same question, 'Which theories they expect to deploy in their PhD; Why; How; and What difficulties may arise?' by 1st April 2016. This will also be the basis of their workshop presentation during the course on which they will get feedback from CBS faculty.

It is a precondition for receiving the course diploma that the student attends the whole course.

Aim
The aim is to strengthen the theoretical understanding and agility of PhD students working in the broad field of corporate social responsibility. It does not overlap significantly with any of the extant Organization and Management Studies courses, but does at the margin with all of them e.g. organizational, political and communications theoretical perspectives on CSR are included.

Course content
The course "Theoretical Perspectives on Corporate Social Responsibility (CSR)" aims at providing research students with an in-depth overview of relevant theoretical frameworks and conceptual paradigms in the broader area of corporate social responsibility (CSR). Students will learn about the theoretical relevance and framing of the concept of CSR and related concepts (e.g. corporate citizenship).

It will provide critical overviews of several key theoretical perspectives and paradigms on CSR. The Course uses three main modes of learning. There will be Plenary sessions combining lectures and discussion; Student presentations at which students will receive close feedback on their papers, and Workshops which will involve discussion of the application of these theories and of special topics.

Lecture plan
The Course will be taught in a one week block 25 – 29 April 2016 at Copenhagen Business School.

Day 1
09.00 – 10.30 Welcome and Introduction (JM & J-PG)
10.30 – 11.00 Break
11.00 – 12.30 Historical and Theoretical Challenges in CSR? (JM) (Readings: Boswell (1983); Gond and Moon (2012); Kaplan (2014))
12.30 – 13.30 Lunch
13.30 – 15.00 Student presentations (JM, GW, J-PG) (Readings: Student papers)
15.00 – 15.30 Break
15.30 – 17.00 Student presentations (JM, GW, J-PG) (Readings: Student papers)
17.00 Reception
Day 2
10.30 – 11.00 Break
11.00 – 12.30 Student presentations (JM, GW, J-PG) (Readings: Student papers)
12.30 – 13.30 Lunch
15.00 – 15.30 Break
15.30 – 17.00 Student presentations (JM, GW, J-PG) (Readings: Student papers)

Day 3
09.00 – 10.30  Economic approaches to CSR (JM) (Readings: McWilliams (2014), Kitzmueller and Shimshack (2012))
10.30 – 11.00 Break
11.00 – 12.30 Workshop: e.g. ethical and economic approaches compared (JM, GW) (Readings: Case study: Economic approaches to ethical issues Whelan 2012)
12.30 – 13.30 Lunch
15.00 – 15.30 Break
15.30 – 17.00 Institutional approaches to CSR (JM) (Readings: Greenwood et al (2010), Matten and Moon (2008); Aguilera et al (2007); Hoffman and Moon (forthcoming))
17.30 Dinner

Day 4
09.00 – 10.30  Considering multiple paradigms in CSR Theory (J-PG) (Readings: Burrell and Morgan (1979); Gond and Matten (2007); Hassard and Cox (2013))
10.30 – 11.00 Break
12.30 – 13.30 Lunch
15.00 – 15.30 Break
15.30 – 17.00 Workshop / Special Topic: CSR Metrics and calculative practices (J-PG) (Readings: Callon and Muniesa (2005), Giamporcaro and Gond (2015), Slager, Gond & Moon (2012))

Day 5
09.00 – 10.30  Post-Structural Paradigms (2) – Governmentality (J-PG) (Readings: Spence and Rinaldi (2014), Vallentin and Murillo (2012))
10.30 – 11.00 Break
11.00 – 12.30 Workshop: CSR and the performativity turn (J-PG) (Readings: Gond, Cabantous, Hardy & Learmonth (2015), Gond & Palazzo (2008), Nyberg & Wright (2015))
12.30 – 13.30 Lunch
13.30 – 15.00 Importing theories in the CSR field: The case of the Economies of Worth (JM, J-PG) (Readings: Boltanski & Thévenot (1999); Gond., Barin-Cruz, Raufflet & Charron (2015); Patriotta, Gond & Schultz (2011); Whelan & Gond (2015))
15.00 – 16.00 Feedback and Farewell

Learning objectives
After attending the Course, students should:
• Be familiar with basic theoretical frameworks related to CSR;
• Understand the assumptions and implications of the different theories for their own research;
• Be able to recognize the practical implications of the theories discussed for

Start date
25/04/2016

End date
29/04/2016
Level
PhD

ECTS
5

Language
English

Fee
DKK 6.500 (covers the course, coffee, tea, lunch, the reception and one dinner)

Course literature
Preliminary readings
Final and updated reading list will be posted by the end of January 2016


McWilliams, A. (2014) ‘The economic consequences of corporate social responsibility’ Introduction to The Economics of Corporate Social Responsibility, Edward Elgar


Minimum number of participants
12

Maximum number of participants
18

Location
Copenhagen Business School
Porcelænshaven 18 B
2000 Frederiksberg
Room: S.023

Contact information
Contact PhD Support
Katja Høeg Tingleff
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Registration deadline
18/03/2016

Please note that your registration is binding after the registration deadline.

In case we receive more registrations for the course than we have places, the registrations will be prioritized in the following order: Students from Doctoral School of Organisation and Management Studies (OMS), students from other CBS PhD schools, students from other institutions than CBS.

Register here