

Call for Proposals

2nd International Conference “Making a difference. CSR Trends II”

Faculty of Management (University of Łódź, Poland) and CSR Impact Foundation are pleased to invite you for the **Second International Conference „Making a difference. CSR Trends II”**.

The conference will be held in Łódź, Poland (November 6-7, 2014).

CSR concept development has gone through several transformations but from the very beginning it was based on the assumption that business has moral obligations to society. The understanding of these obligations has evolved from personal obligation of a manager (Bowen), integrating different kinds of responsibilities (Carroll), respecting needs of stakeholders and management of stakeholders relations (Freeman), and – currently – management of company’s impacts on society and environment (ISO 26000:2010, COM(2011) 681 final).

The last approach suggests that actions undertaken by businesses are important contribution to sustainable development and really make a difference. The focus of our conference is to highlight examples and trends that have impact on society and change it. We will focus on major challenges that business faces today. We would like to facilitate the discussion about possibilities to create innovative solutions that help to cope with social and environmental problems, sustainability and materiality of CSR strategies, role of consumers or changes in global supply chains.

The added value of the conference lies in that it will highlight viewpoints of different sectors. Scientists and practitioners representing business, NGOs and public administration are kindly invited to participate in the conference. We are going to find new ways and discuss the direction in which the business with contribution of other sectors should move to make a difference. We would like to create an opportunity to share research results, exchange experiences from business practice and put it all together, leading to a small step in further CSR development.

If you are interested in attending the conference, we therefore kindly invite you to submit proposal of paper addressing the following areas:

- How to measure CSR?
- Sustainability and materiality of CSR strategies
- Social innovations and social entrepreneurship
- Good and bad practices from different sectors
- Methodology of CSR
- Sustainable business models and shared value creation
- Human rights and business
- Sustainable supply chains
- Intersectoral cooperation
- Sustainability of larger systems and the role of business (eg. sustainable cities)
- Responsible management education (including a role of PRME)
- Modern forms of communications with stakeholders and the role of consumers in CSR development
- The role of ESG reporting including issue of mandatory reporting

The official language of the conference will be English

Important deadlines and dates concerning paper submission and publications:

20 September 2014	Registration (Conditions for Early birds see: link)
20 September 2014	The Deadline for Proposal Submission (2-3 pages).
1 October 2014	Authors Notification,
1 November 2014	Draft Paper Submission,
6-7 November 2014	Conference in Lodz, Poland.
31 December 2014	Final Paper Submission.
2015	Foreseen time of publications

Suggested structure of a Proposal: name(s) of author(s), affiliation, contact details to author(s), title, summary (max 1000 characters with spaces), text of a proposal (2-3 pages).

There are two publications planned:

1. *Book/E-book in English for the best papers (ISBN);*
2. *Other papers will be published in special issues of Folia Oeconomica (The Journal of University of Łódź, ISSN).*

Registration fee (EUR and PLN) and deadlines for payment:

	EUR	PLN	Deadlines	
			Registration	Payment
<i>Early birds with a paper</i>	250 EUR	1000 PLN	10 September 2014	15 September 2014
<i>Regular / Business</i>	300 EUR	1200 PLN	20 September 2014	10 October 2014
<i>Later and in place</i>	350 EUR	1400 PLN	-	6 November 2014
<i>Ph.D. candidates and NGOs with a paper</i>	200 EUR	800 PLN	20 September 2014	10 October 2014
<i>Participation without a paper</i>	125 EUR	500 PLN	20 September 2014	10 October 2014
<i>Submission a paper without participation</i>	160 EUR	650 PLN	20 September 2014	10 October 2014

Payment in EUR to:

Account Holder: Centrum Strategii i Rozwoju Impact, ul.Zielona 27, 90-602 Lodz, Poland
 Bank name: Alior Bank Spolka Akcyjna
 Bank Address: Al. Jerozolimskie 94, 00-807 Warszawa
 Account No (IBAN): PL 08 2490 0005 0000 4600 9859 0112
 SWIFT Code: ALBPPLPW

Please make sure to include your name and the conference title ("CSR Trends 2") in the description of the bank transfer: write your name, write conference short name ("CSR Trends 2").

Make sure that the bank transfer fee is not charged from the conference fee.

The conference fee does not include travel and accommodation costs!

Information for Polish participants:

Payments can be done in PLN. The account number for payment in PLN is presented below:

Account Holder: Centrum Strategii i Rozwoju Impact, ul.Zielona 27, 90-602 Łódź, Poland,
Bank name: Alior Bank Spółka Akcyjna
Bank Address: Al. Jerozolimskie 94, 00-807 Warszawa
Account No: 17 2490 0005 0000 4600 5776 1389

Please make sure to include your name and the conference title (“CSR Trends 2”) in the description of the bank transfer: write your name, write conference short name (“CSR Trends 2”).
Make sure that the bank transfer fee is not charged from the conference fee.
The conference fee does not include travel and accommodation costs!

Additional Instructions

Payment Information: Registration forms must be accompanied by full payment in order to be processed!

Refund policy: The Conference Secretariat should be notified of cancellations in writing. If the Conference Secretariat receives cancellations on or before October 20, 2014, the total conference fee will be refunded, less 30 EUR administration costs. After October 20, 2014 no refunds will be made. Please note that refunds will only be made after the conference. “No shows” are non-refundable and are liable for the full registration. If you cannot attend, you may send a substitute person. The original registrant must submit a written authorization for such a change.

Please use one registration form per person. If you should have problems registering, please contact the Conference Secretariat at jreichel@uni.lodz.pl or rudnicka@uni.lodz.pl.

Registration form: *available on conference website*

Confirmation: Please allow 10 days for e-mailed confirmation of your registration.

Organizing Committee. Contact:

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For more information:

Registration form: *available on conference website*

Conference Venue: The event will take place in the Faculty of Management venue (you can take a virtual walk here: <http://www.wz.uni.lodz.pl/spacer/>).

Travel and Hotel Information: *available on conference website*

Website: www.csrtrends.eu