

# CALL FOR PAPERS

**Deadline for submissions: 1 April 2006**

## **The potential of CSR to support the implementation of the EU Lisbon Strategy**

organised by Fondazione Eni Enrico Mattei

Supported by the Marie Curie Series of Conferences

“CORE: The potential of CSR to contribute to the implementation and integration of EU strategies”

Milano, Italy, 22-23 June 2006

This is the first announcement and call for papers for the international Conference on “The potential of Corporate Social Responsibility to support the implementation of the EU Lisbon Strategy”, to be held at Fondazione Eni Enrico Mattei (FEEM), Milano on Thursday 22<sup>nd</sup> and Friday 23<sup>rd</sup> June, 2006.

The Conference is organised under the auspices of the Marie Curie Series of Conferences entitled “CORE: The potential of CSR to contribute to the implementation and integration of EU strategies” (MSCF-CT-2005-029930), coordinated by FEEM.

The CORE Conferences aim to bring together younger researchers, leading scientists and professionals to exchange knowledge on Corporate Social Responsibility (CSR) and related issues in a spirit of mutual learning and interdisciplinary understanding.

The revised Lisbon Strategy can be successful if its implementation involves adequately and effectively economic actors, non profit partners, network stakeholders, local communities, and civil society. In this setting, CSR holds the potential to stimulate corporate contributions towards the achievement of the set of goals identified by the Lisbon Strategy. The Conference addresses the following core questions: can CSR contribute to competitiveness? Which tools and practices characterising CSR are more effective? Can CSR be a means towards social cohesion and an environmentally sustainable future?

This call is targeted to *early-stage researchers*, *mid-career researchers* and *European researchers active outside the Union* (see below for further details). The design of the Conference, balancing key-note speeches, paper presentations, discussions and informal talking, is explicitly aimed at maximizing interactions and learning opportunities for younger researchers. Leading scientists will be selected by direct invitation to introduce each Session with broad key-note speeches on the topics at stake.

The Conference is organised around 4 thematic Sessions, each devoted to a specific topic. Researchers are invited to submit their contribution indicating clearly in which of the Sessions listed below they would like to participate in. Each Session welcomes both theoretical and empirical contributions.

### **1. Co-operation between research environment and enterprises for the development of a more innovative society**

The higher research and development expenditures are, the higher the productivity growth. The Lisbon strategy indicates that R&D spending is a precondition for increased productivity growth and also that enhanced R&D investments may contribute to the main goal of building the knowledge-based society. Innovation should be expanded to be a broader concept: innovation is not only embedded into products and processes but also into the creative interaction between universities, scientists and researchers, as

well as in industry and commerce. Furthermore, innovation is the capability to retain and attract world class researchers and to shape a competitive and attractive environment that facilitates network structures (e.g. innovative clusters). Network structures should be characterised by facilities that ensure access to credit and risk capital, especially for SMEs as they strive to meet the requirements for guarantees by traditional financial institutions. Support from public authorities through financial or legislative incentives, infrastructural conditions such as good communications and transport system are also complementary conditions. Companies may be capable of playing a major role in fostering the development of high growth knowledge-based regions by investing in research and development and by building a business intelligence that meets local needs and gain competitive advantages.

## **2. The valorisation of human capital as a key element of competitiveness**

The ability to compete in an always evolving global labour market requires a well-educated background, flexible skills and a resilient workforce that may easily adapt to changes. In this context, intangible assets such as human capital, structural capital and relationship capital become crucial and precious. On the one side, the valorisation of human capital requires adequate investments to train people and to support their access to learning. On the other side, companies' strategic planning and building has recently acknowledged the importance of this asset. Companies are thus engaged in identifying methods and strategies that aim at exploring value creation opportunities both for internal and external stakeholders. The so-called intangible measuring approaches meet the internal needs of the companies to monitor performances, value business (acquire/sell), justify to the stakeholder (report), decide for investment, and discover hidden value.

## **3. Building a labour market for new and better jobs**

Through increased access to the labour market, the most capable and skilled resources can be selected to improve the competitiveness and efficiency of the European economy as a whole. Policies at corporate and public level aim to involve actively women, young people, disabled, and immigrants with a view to provide labour market with unexplored resources, create a positive environment for entrepreneurs, and attract at the same time new talents. Some conditions that improve the quality of jobs, productivity and competitiveness are the provision of life-long learning for people and active aging programmes, the reconciliation between working and family life and the balance between flexibility and security along a shared responsibility among employees, employers, social partners, and governments alike. The commitment of the private sector is fundamental for the achievement of an inclusive and competitive labour market. Companies can be active in supporting and transferring competence to new entrepreneurs in business strategy, human and financial resources management and corporate responsibility by endorsing governmental programmes or responsible policies and/or developing *ad hoc* initiatives.

## **4. Integration vs. multiculturalism. What can European countries learn from each other?**

This Session will explore the potentialities of CSR policies in fostering social cohesion along the increased complexity of globalisation. Although the Lisbon Strategy does not explicitly address the theme of multiculturalism within the European Union, the coexistence of people with different cultural backgrounds, religious traditions and value systems is currently becoming a major challenge for European society. From the companies' perspective, enhanced economic collaboration between different countries raises a twofold set of issues. First, issues related to the management of an increasingly multicultural human resources scenario, due to people moving both within and outside European borders and the need of the corporate culture domain to adopt an agenda shared on a multicultural basis. Second, the delocalization of business production systems brings European companies to operate in scenarios with inner and societal concerns and expectations, strictly linked to local situations and varying greatly across settings.

### Submission of a paper

If you are interested in presenting a paper, please send a 500-word abstract to [\*\*federica.vigano@feem.it\*\*](mailto:federica.vigano@feem.it) by **1 April 2006** mentioning “CORE Conference – paper” in the subject of the e-mail. The abstract should specify name, affiliation and e-mail address of author(s), who is the corresponding author, paper title, and max 5 keywords.

Abstracts will be selected by **15 April 2006**, when the programme of the Conference will also be released. The full paper should be submitted by **30 May 2006**. The papers that will not be selected for the main Sessions may be offered the possibility to be presented in parallel Poster Sessions.

### Applying for grants

There are several grants available for the Conference. Grants cover living expenses (up to a max of EUR 150.00 per day) and travel expenses (up to a maximum amount established on the basis of travel distance). The submission of a paper is automatically considered as an application for the grant.

Researchers that intend to participate in the Conference, but do not have a paper to submit, may apply expressly for the grant. The application consists in an e-mail addressed to [\*\*federica.vigano@feem.it\*\*](mailto:federica.vigano@feem.it), mentioning “CORE Conference – grant” in the subject of the e-mail. A motivation letter and a CV must be provided.

All researchers who obtain a grant may be asked to discuss one of the papers presented at the Conference.

### Researchers eligible for funding

**Group 1 - Early-stage researchers (max 20 grants).** Researchers attending the event for training purposes, who have, at the time of their attendance no more than 4 years (full-time equivalent) research experience since obtaining the diploma which gives them direct access to doctoral studies in the country in which the diploma was obtained and who do not have a doctoral degree.

**Group 2 – Mid-career researchers (max 18 grants).** Researchers attending the event for training purposes, who have, at the time of their attendance, a doctoral degree or 4-10 years of (full-time equivalent) research experience since obtaining the diploma which gives them direct access to doctoral studies in the country in which the diploma was obtained.

**Group 3 – European Researchers active outside the Union (max 2 grants).** Researchers attending the event for training purposes, who have, at the time of their attendance, more than 10 years of (full-time equivalent) research experience since obtaining the diploma which gives them direct access to doctoral studies in the country in which the diploma was obtained, who are nationals of Member States or Associated Member States and who are active in research outside the Member States and Associated Member States at the time of the event.

### The Scientific Committee

Carlo Carraro, University Cà Foscari and Fondazione Eni Enrico Mattei

Regine Barth, Oeko Institut e V.

Jeremy Moon, The University of Nottingham

Jon Birgher Skjaereth, Fridtjof Nansen Institut

Jorgen Wettstad, Fridtjof Nansen Institut

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