King’s Business School
Wednesday 15\textsuperscript{th} of November 2017
14:00-18:00, Bush House S3.01
PROGRAMME AGENDA

14:00-14:10   Opening Remarks

14:10-15:40   Session 1

   1. Professor Ralf Terlutter, Alpen-Adria-Universität Klagenfurt, Austria
   2. Dr Martin Edwards, King’s Business School
   3. Dr Thomas Roulet, King’s Business School

15:40-15:50   Coffee Break

15:50-17:20   Session 2

   1. Professor Enrique Bigné, University of Valencia, Spain
   2. Professor Salvador Ruiz de Maya, University of Murcia, Spain
   3. Dr Kirk Plangger, King’s Business School

17:20-17:25   Closing Remarks

17:25-18:00   Social Reception
Dear colleague,

We are pleased to announce the King’s Corporate Social Responsibility (CSR) Research Day on 15th November at Bush House. This event aims to provide an intellectual platform to discuss cutting-edge research. Through a series of presentations by our international and local invited speakers, we strive to facilitate a better understanding of CSR in diverse contexts, to develop new approaches, and to propose future research directions.

Our invited speakers are:

- Professor Enrique Bigné, University of Valencia, Spain
- Dr Martin R Edwards, King’s Business School, King’s College London, UK
- Dr Kirk Plangger, King’s Business School, King’s College London, UK
- Dr Thomas Roulet, King’s Business School, King’s College London, UK
- Professor Salvador Ruiz de Maya, University of Murcia, Spain
- Professor Ralf Terlutter, Alpen-Adria-Universität Klagenfurt, Austria

We thank King’s Business School, in particular, Dean, Professor Stephen Bach, and professional services, Ms Flores Anderson and Ms Hannah Pike for their support and assistance. The research event has been funded by the Research Innovation Fund 2017-2018.

We hope you enjoy the presentations and participate in the discussions.

Best regards,

Professor Shintaro Okazaki & Dr Kirk Plangger
King’s CSR Research Day Organisers

King’s Business School
1. **Professor Ralf Terlutter**, “Is my organization really doing good? Employees’ evaluation of the authenticity of their organization’s corporate social responsibility (CSR) engagement”

**Abstract:** We analyse drivers of employees’ evaluation of the authenticity of their company’s CSR engagement and communication and the role of employees’ involvement in CSR and the CSR dimension (customer-oriented, employee-oriented, environmental, and philanthropic). Findings from a study with employees (n=432) of an energy provider in Austria suggest that attitude towards the CSR advertisements and perceived corporate culture fit have a higher impact on employees’ authenticity evaluations than perceived CSR motives. Employees’ involvement in CSR diminishes the influence of attitude towards the CSR advertising, but strengthens the influence of perceived corporate culture fit on employees’ authenticity evaluation. With increasing involvement in CSR, the perceived CSR motives become less important. Differences were found in the relationships depending on the four CSR dimensions. Implications for advertising, CSR practice, and internal communication are derived and limitations are addressed.

2. **Dr Martin R Edwards**, “Multi-foci CSR perceptions, procedural justice and employee performance: the mediating role of commitment and pride”

**Abstract:** This study explores differential employee responses to perceived corporate social responsibility (CSR) treatment of social and non-social stakeholder foci of the community, customers, shareholders and environment along with first-party employee justice perceptions. At a finance-sector multinational, we test the mediating role of commitment and pride in accounting for the relationship between perceptions of stakeholder treatment and in-role performance. We propose and pilot a new multi-foci CSR measure and include this in a mediated model within a separate study. Socially responsible treatment of customers and the environment play a role in predicting performance; these foci are related to either pride or commitment. Community-CSR, first-party justice perceptions and commitment predict performance either directly or indirectly. Our research shows an absence of any positive employee response associated with CSR towards shareholders. The study uncovers new insights into our understanding of complexities in employee responses to CSR activities.
3. Dr Thomas Roulet, “Sins for some, virtues for others: Media coverage of investment banks’ misconducts as a signal of proximity to a field-level logic”

Abstract: In this study, we conceptualize professional misconduct as a clash between industry norms and a field-level institutional logic on one side, and broader order institutions on the other side. Some audiences will disapprove those professional wrongdoings, while other stakeholders can interpret this negative perception as a positive signal because it indicates the extent to which the focal organization is loyal to the dominant logic of the field. We use the investment banking industry as the empirical setting and empirically show that during the financial crisis, corporate customers interpreted the reporting of banks’ misconducts in the print media as a signal of the quality of service they would offer.

4. Professor Salvador Ruiz de Maya, “From corporate social responsibility to personal social responsibility”

Abstract: Our research on Corporate Social Responsibility (CSR) is linked to the idea of a strong consumer-company relationship oriented toward the identification of the consumer with the group formed by the company and its stakeholders. Through different studies, we have analysed relevant variables that mediate and moderate the effects of CSR on consumer behaviour such as congruence, company evaluation, or consumer’s generativity and scepticism. More recently, we have analysed whether we can establish a parallelism between the company’s CSR and a similar concept for the consumer (Personal Social Responsibility) that may contribute to a better understanding of consumer reactions to CSR.

5. Professor Enrique Bigné, “Do consumers grant value to CSR?”

Abstract: This presentation focuses on the consumer perception on CSR initiatives through two independent studies. The aim is twofold. Study 1 analyses the presence of the CSR dimensions in the online comments on tourism destinations posted on TripAdvisor. Study 2 aims to evaluate the effects of eWOM about dimensions of CSR on information adoption and consumer-based brand equity. Our findings show that eWOM about the environmental dimension of CSR has a higher level of perceived helpfulness, perceived influence, and consumer-based brand equity. The interaction between the preference of environmental values and the dimensions of CSR impacts differently on the eWOM information adoption.
6. Dr Kirk Plangger, “Investigating Stakeholder Network Engagement: Conceptualization, metrics development, and empirical exploration using social media data”

Abstract: Recent literature has considered the importance of stakeholder networks—how firms and their stakeholders are connected with each other—and stakeholder engagement—how do firms engage in a dialog with their stakeholders—to derive instrumental prescriptions for stakeholder theory. Bringing these two topics together, and building on insights derived from the stakeholder, communication, and network analysis literatures, this article investigates and conceptualizes Stakeholder Network Engagement (SNE), and then proposes four theoretical dimensions: diffusion, accessibility, interactivity, and influence. With the wide popularity of social media platforms, firms have tangible means not only to reach out to their stakeholders, but also to capture and monitor SNE. After mathematically deriving an index that captures SNE, we show this index in action using CSR networks of eight brands across four diverse industries. This article concludes with key research and practical implications, as well as identifies limitations and proposes a future research agenda.
SHORT SPEAKER BIOGRAPHIES


**Martin R Edwards** is a Reader in HRM and Organisational Psychology at the King’s College London Business School. Martin’s academic interests include researching organizational identification, employee-organizational linkages, social and multiple identities in organizations, the role of employee and employer branding in organizations, employee responses to mergers and acquisitions, HR Analytics as well as employer responses to judgments of their employer’s CSR credentials. Martin has published in numerous international journals including the *Human Resource Management Journal, Human Relations, International Journal of Management Reviews, Economic and Social Democracy, European Journal of Work and Organisational Psychology and Personnel Review*.

**Kirk Plangger** is a marketing management researcher based at King’s College London, where he teaches consumer behaviour and digital marketing. His work focuses on digital technologies’ impact on behaviour, including technologically mediated stakeholder engagement, impacts of the sharing economy, social media strategy and consumer privacy management. He has published in the *Journal of Business Research, Industrial Marketing Management, Journal of Advertising Research, and Journal of Strategic Information Systems*, among others.

**Thomas Roulet** is an organization theorist based at King’s College London, where is also the director of the MSc in International Management. He is also research fellow at the University of Oxford (Said Business school) and HEC Paris. His work focuses on misdeeds, scandals and negative social evaluations and is published in the *AMJ, AMR and AoM Annals*.

**Salvador Ruiz-de-Mayo** is Professor of Marketing at the University of Murcia, Spain. He holds a PhD in Marketing from the same institution. His research has been published in such journals as *Journal of Business Research, Journal of Interactive Marketing, Journal of Advertising, Marketing Letters, Journal of Business Ethics* and *Ecological Economics*. His current research interests include family decision-making, emotions, information processing and corporate social responsibility.

**Ralf Terlutter** is Professor of Marketing and International Management and Head of the Department of Business Management at the Alpen-Adria Universitaet Klagenfurt, Austria. He received his Ph.D. and his habilitation from Saarland University, Germany. He has also worked in the international management consultancy Droeg & Comp. AG, Duesseldorf, Germany. His current research focuses on health and CSR communication, intercultural advertising and advertising in new media. He is past president of the European Advertising Academy (EAA). He serves on the editorial board of the *Journal of Advertising* and the *International Journal of Advertising*. 