

How are CSR actors responding to the financial and economic crisis?

Crises can be seen as turning points from where one can either go up or down, find better social compromises or at the opposite slide toward the destruction of communities, anomy and/or totalitarianism.

The purpose of this workshop is to explore the responses of CSR actors to the present economic and financial crisis, as well as the conditions under which CSR can efficiently contribute to the emergence of a new social compromise responding to the challenges raised by sustainable development in the context of globalization.

Some defining questions are: How is this crisis transforming the field of CSR? How do CSR actors (States and institutional bodies; Companies and business associations; Unions; NGO and consumers movements; Churches; Specialized professionals, media, etc.) assess the present financial and economic crisis? In the short term, does this crisis constitute a downturn or an opportunity for CSR? Has it transformed the actors' representations and practices? Has it drained on their material and ideological resources or enhanced them? In the longer term, does it question the dominant "business case" for CSR? Are new strategies and actors emerging now that the dominant neo-liberal model is at risk? To what extent are corporate strategies likely to change with regard to their interest for CSR?

We wish to bring together scholars from various fields of the social sciences (management, law, sociology, economics, political science, social psychology), in order to explore the diverse dimensions of this question.

Papers (*drawing on theoretical and/or empirical research*) that address one or a combination of the following issues are particularly welcome:

How does the crisis influence and/or interrogate:

- The theoretical and methodological frameworks that allow to capture the dynamics of CSR, and to evaluate its potential as a new form of sustainable social regulation.
- The interests and strategies of CSR actors
- The various components of the CSR agenda (social, environmental, other)
- The construction of the CSR field through the emergence of new actors, the evolution of conventional actors, and the linkups that develop among them.
- The role of national and global institutional pressures on CSR, including the balance between market, government and civil society in the regulation of business.
- The processes defining CSR standards and control norms.
- The articulation between *soft law* and *hard law*, and the conditions for their efficiency.
- The resource and idea contexts in which CSR actors operate, that legitimate or restrict their actions, and that they reproduce or modify.
- Scenarios for the evolution of CSR.
- The definition of corporate performance
- The definition of corporate governance
- The relative weight of CSR concerns in corporate and/or institutional management

- Stakeholder management and the role of business ethics
 - Corporate CSR strategies around the world
 - The evaluation of CSR
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About the convenors:

Julienne Brabet holds a doctorate in sociology. She is a full professor of management at Université Paris 12, and an active member of the Institut de Recherche en Gestion (Management Research Institute). Her publications have been instrumental in structuring the reflection conducted in France on the paradigms used in management research, in particular in HRM. She currently heads a research program on the regulatory potential of CSR, involving several French and international research centers. She is co-director of the master's program on "Managing CSR" at Université Paris 12. brabet@univ-paris12.fr

Jean Pasquero holds a doctorate in Strategic Management. He is full professor at UQAM (Université du Québec à Montréal) in Montreal, Canada. Most of his work has been in the CSR field, where he has received several national and international awards. He has served in various positions in scholarly associations in the United States (Academy of Management), Canada and France. A past president of IABS (International Association for Business and Society studies) and of ASAC (Administrative Sciences Association of Canada), he is currently a Vice-President of RIODD (Réseau International de recherche sur les Organisations et le Développement Durable). pasquero.jean@uqam.ca