

Corporate Social Responsibility across the Atlantic: Reviews, Issues and Perspectives Boston, University of Massachusetts, May 22-24, 2019

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On September 2018, California became the first state to require corporate boards of directors to include women. “The bill, which applies to companies ‘whose principal executive offices’ are in California, requires them to have at least one woman on their boards by the end of 2019”¹. Although heavily debated, this decision to regulate added a west coast US state to a mainly European list of countries mandating quotas for women on boards that includes Norway (since 2003), Spain, Belgium, Finland, France and Italy (Terjessen & al., 2014). This shows how diverse approaches to Corporate Social Responsibility (CSR) practices and policies can be across the Atlantic, both inside the two continents and in comparison.

CSR has received significant scholarly attention in the past two decades. We now have a relatively advanced understanding of major aspects of the phenomenon, including antecedents and consequences of CSR engagement by companies (Yang & Rivers, 2009), CSR structures and strategies (McWilliams & al., 2006), or the dynamics of intra-organizational implementation of CSR (Lindgreen & al., 2009 ; Thauer, 2014)

However, there remains a dearth of research on how these aspects vary within and between countries and continents. Indeed, “comparative research in CSR between Europe and the United State has identified remarkable differences between companies on each side of the Atlantic” (Matten & Moon, 2008: 404). The political, legal, and business systems underlying CSR activities in the US and Europe can differ significantly (Kolk, 2008; Doh and Guay, 2006; Aguilera et al., 2006), leading to a diverse and rich landscape that still calls for further studies.

We welcome papers from a wide range of epistemological, conceptual and methodological backgrounds. We invite submissions that address, but are not restricted to, the following issues:

- Comparison of CSR practices, strategies and policies in the US and Europe
- The intra-and-inter organizational factors influencing CSR activities and how they differ across countries
- The lived experience of actors in charge of CSR implementation within the organization and how they live differently in the US and Europe
- Differential impact on financial performance of CSR activities in the US and Europe
- Differences in mandated and/or voluntary sustainability disclosure across countries.
- The relationship of CSR and corporate governance in the US and Europe
- The relationship of carbon trading and prices to CSR in US and European markets

¹ Matt Stevens, California’s Publicly Held Corporations Will Have to Include Women on Their Boards. *The New York Times* (Sept. 30, 2018).

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- The role of Socially Responsible Investing (SRI) practices and impact on CSR outcomes in the US and Europe
- And in line with the EM Normandie research axis “Logistics Land Sea Risk”: Differences between CSR policies and practices in the maritime industry across the US and Europe.

Format and deadlines

Submissions should be short papers (3-5,000 words) outlining the research question, conceptual background, methods and elements of results of the empirical study if it has been conducted (partly or completely). Full papers will be considered as well.

Papers should be submitted to CSRConference@umb.edu by March 3, 2019. Decision and feedbacks will be communicated by March 15, 2019. For more information about the conference: <https://business.umb.edu/doctoral-program/csr-conference>

Associated special issue

The best papers will be submitted for consideration to a special issue in the *Society & Business Review* that will be published in 2020. A separate call for papers will be issued shortly.

References

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