

# **Intercultural Aspects in CSR-Communication / Interkulturelle Aspekte in der CSR-Kommunikation / Aspectos interculturales en la comunicación de RSC**

WU – Vienna University of Economics and Business, November 20-21, 2020

## **Registration fee: 90 Euros**

In recent years, the communication of CSR / sustainability has been studied throughout various disciplines. One of the main issues is the influence of the cultural context of organizations and their stakeholders on the implementation and communication of CSR. These cross-cultural differences are reflected in communicative practice, while also having an influence on text production.

The purpose of this conference is to bring together researchers from various disciplines (corporate communication, cultural studies, management, marketing, etc.) as well as professionals in this field with a view to gaining a broader picture of how cultural differences manifest themselves within the context of CSR communication.

## **Conference Topics**

Relevant subtopics include, but are not restricted to, the following:

- Conceptualizations of the terms CSR and sustainability
- Change and evolution of CSR and sustainability concepts
- Legal and political contexts influencing CSR
- CSR as employed by multinationals in different countries
- CSR and sustainability reporting
- Voluntary vs. compulsory CSR
- Multimodal and semiotic aspects in CSR communication
- Social aspects of CSR

## **Organizers:**

WU - Vienna University of Economics and Business; Department of Business Communication  
CORESCO (Research Group on CSR Communication)

Please send your abstract to the following e-mail address: [csr-com@wu.ac.at](mailto:csr-com@wu.ac.at)

## **Abstracts:**

300 words; format: \*.doc or \*.docx

Deadline: April 30, 2020

**Official Languages:** English, German, Spanish

**Find out more at** <https://www.wu.ac.at/en/bizcomm/events/intercultural-aspects-in-csr-communication>