

## 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, 20-21 November 2020

| Friday, 20 November 2020 |                                                                                                                                                                                                                                            |
|--------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 9.15 – 9.30              | Presentations                                                                                                                                                                                                                              |
| 9.30 – 10.30             | Ruth Breeze (Pamplona):<br><b>CSR reporting across cultures and sectors: a multimodal discursive approach</b>                                                                                                                              |
| 10.30 – 11.00            | Iris Maurer & Michael Müller Camen (Wien):<br><b>Employment relations: A comparative analysis of sustainability reporting by large Chinese, German, Indian, Japanese, and US corporations</b>                                              |
| 11.00 – 11.30            | Valerie Breitenfeld (Wien):<br><b>CSR-Communication on Green Human Resource Management: Implications for Research and Practice.</b>                                                                                                        |
| 11.30 – 12.00            | Coffee break                                                                                                                                                                                                                               |
| 12.00 – 12.30            | Jens Seiffert-Brockmann (Wien):<br><b>CSR and Trust: An Analysis of CSR-Communication of Major German Companies</b>                                                                                                                        |
| 12.30 – 13.00            | Regina Göke (Wien):<br><b>Kräfte mobilisieren und Verantwortung übernehmen in der Krise – Eine vergleichende Analyse der Unternehmenskommunikation in Zeiten von Corona am Beispiel der Internet-Werbung für Textilmasken</b>              |
| 13.00 – 14.30            | Lunch                                                                                                                                                                                                                                      |
| 14.30 – 15.30            | Mathias Karmasin (Klagenfurt):<br><b>CSR in a mediatized world: The challenges of communicating CSR across cultures</b>                                                                                                                    |
| 15.30 – 16.00            | Franziska Weder (Brisbane):<br><b>Reflexivity on contradictions - How Journalists, PR and Marketing professionals, blogger and social media influencers describe their contribution to sustainable development</b>                         |
| 16.00 – 16.30            | Coffee break                                                                                                                                                                                                                               |
| 16.30 – 17.00            | Daniel Wolfgruber & Sabine Einwiller (Wien):<br><b>Diversity and inclusion in corporate codes of ethics of large companies</b>                                                                                                             |
| 17.00 – 17.30            | Bernadette Hofer-Bonfim & Johannes Schnitzer (Wien):<br><b>The Construction of Corporate Diversity in the Iberian and Ibero-American Countries / La construcción de la diversidad corporativa en los países ibéricos e iberoamericanos</b> |
| 17.30 – 18.00            | Susan Üstun (Wien):<br><b>Pasos hacia la igualdad de género en el entorno laboral: Usos del lenguaje inclusivo en empresas españolas y chilenas en el sector de energía</b>                                                                |

## Saturday, 21 November 2020

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| 9.30 – 10.30  | Christof Miska (Wien):<br><b>Culture, institutions, and sustainable development</b>                                                                                                                                                                                                                                              |
| 10.30 – 11.00 | Almudena Basanta (Leuven) & Lieve Vangehuchten (Antwerpen):<br><b>El discurso de la Responsabilidad Social Corporativa en empresas sensibles a la sostenibilidad: una comparación de informes de empresas chilenas, españolas y mexicanas sobre aspectos de legitimidad, reputación y comunicación con los grupos de interés</b> |
| 11.00 – 11.30 | Coffee break                                                                                                                                                                                                                                                                                                                     |
| 11.30 – 12.00 | Zlatoslava Savych & Nadine Thieleman (Wien):<br><b>Communicating CSR across cultures: A comparative multimodal analysis of the websites of major oil &amp; gas companies in Russia, the US, Poland and Austria</b>                                                                                                               |
| 12.00 – 12.30 | Dennis Jancsary (Wien), Renate E. Meyer (Wien), Markus A. Höllerer (Sydney) & Eva Boxenbaum (Copenhagen):<br><b>Visual and multimodal instantiations of role identities and stakeholder relations in the CSR communication of Austrian and Danish corporations</b>                                                               |
| 12.30 – 13.00 | Pilar Pérez (Wien):<br><b>“Sostenibilidad” frente a “Responsabilidad Social Corporativa”: estudio comparativo de páginas web españolas e hispanoamericanas</b>                                                                                                                                                                   |
| 13.00 – 14.30 | Lunch                                                                                                                                                                                                                                                                                                                            |
| 14.30 – 15.00 | Birgit Breninger & Thomas Kaltenbacher (Salzburg):<br><b>Intercultural Competence is Fundamental to Effective CSR Communication - Developing an Integrated Ethical Framework to Intersectionally Assess Moral Competence with Intercultural Competence in Vision</b>                                                             |
| 15.00 – 15.30 | Martin Schlatte (Konstanz):<br><b>Los Códigos de Conducta en la Industria Aeronáutica Civil: Análisis Comparativo de una Muestra de Códigos de Conducta de Transportistas Aéreos del Mundo</b>                                                                                                                                   |
| 15.30 – 16.00 | Sara Matrisciano (Wien):<br><b><i>Nachhaltigkeit</i> in der <i>Smart City</i>-Kommunikation französischer, italienischer und österreichischer Städte: Eine kontrastive Gebrauchs- und Inhaltsanalyse</b>                                                                                                                         |
| 16.00 – 16.30 | Coffee break                                                                                                                                                                                                                                                                                                                     |
| 16.30 – 17.00 | Holger Wochele (Wien):<br><b>Die CSR-Kommunikation von international tätigen Fastfoodketten im Vergleich: Italien vs. deutschsprachiger Raum</b>                                                                                                                                                                                 |
| 17.00 – 17.30 | Mirja Kemppi-Pfleger (Wien):<br><b>Climate change discourse of the European automotive industry</b>                                                                                                                                                                                                                              |
| 17.30 – 18.00 | Ana M. Fernández-Vallejo (Pamplona):<br><b>La legitimación en el discurso de Responsabilidad Social Corporativa (RSC) del Ibex35: las cartas de los presidentes del sector energético y financiero en los informes de sostenibilidad</b>                                                                                         |