

Dissertation Seminar
Corporate social responsibility and sustainability: New competitive strategies

Academic Year: **2017/2018**

Semester: **1st**

Instructor(s): **Pietro Versari**

Max. Number of Students: **5**

Seminar Description:

As society and new generations are growing more and more attentive to social and sustainability issues, CSR and sustainability-related activities have become an increasingly crucial for firms' long term success.

This seminar will investigate the key elements of CSR and Sustainability activities that can be enacted by a for profit organization, and the impact these can have on its competitiveness"

Seminar Content:

The seminar will consist of four initial group sessions aimed at providing the students with the tools to write a case study centered thesis on one topic of relevance for the field of CSR and Sustainability (see topics list). At the end of these four initial sessions the students will have produced the core content of the thesis. The fifth and the sixth sessions will consist of individual meetings tailored on the students' topic of choice in order craft the previously produced content into the final thesis.

Attendance is required to all sessions.

Seminar Objectives:

The students will develop a thesis centered on one of the following topics related to CSR and Sustainability

- **Social impact evaluation for CSR and Sustainability**
- **Business Models for CSR and Sustainability**
- **Partnerships between corporations and nonprofit actors in CSR and Sustainability**
- **Communication of CSR and Sustainability**



Bibliography / Recommended Textbook(s) / Additional Readings:

Suggested readings (further readings will be provided during the course accordingly to the topic selected)

- Bansal, P., & DesJardine, M. R. (2014). Business sustainability: It is about time. *Strategic Organization*, 12(1), 70-78.
- Bansal, P., & Song, H. C. (2016). Similar but not the same: Differentiating corporate responsibility from sustainability. *Academy of Management Annals*, annals-2015.
- Kramer, M. R., & Porter, M. E. (2011). Creating shared value. *Harvard business review*, 89(1/2), 62-77.
- Basu, K., & Palazzo, G. (2008). Corporate social responsibility: A process model of sensemaking. *Academy of management review*, 33(1), 122-136.
- Cochran, P. L., & Wood, R. A. (1984). Corporate social responsibility and financial performance. *Academy of management Journal*, 27(1), 42-56.
- Bhattacharya, C. B., & Sen, S. (2004). Doing better at doing good: When, why, and how consumers respond to corporate social initiatives. *California management review*, 47(1), 9-24.
- Lins, K. V., Servaes, H., & Tamayo, A. (2017). Social capital, trust, and firm performance: The value of corporate social responsibility during the financial crisis. *The Journal of Finance*.
- Christensen, L. J., Mackey, A., & Whetten, D. (2014). Taking responsibility for corporate social responsibility: The role of leaders in creating, implementing, sustaining, or avoiding socially responsible firm behaviors. *The Academy of Management Perspectives*, 28(2), 164-178.

Biography:

Pietro Versari is a lecturer at Catolica Lisbon School of Business & Economics (Lisbon, Portugal), and a visiting researcher at IESE Business School (Barcelona, Spain). He is among the founders of the Ethics, Responsibility and Sustainability Hub (ERSHub) at Luiss Business School (Rome, Italy).

His research focuses on business models for social enterprises, management of hybrid organizations, and mechanisms facilitating collaboration between nonprofit and for-profit sectors. He holds a Ph.D. in Management from Luiss Guido Carli University (Rome, Italy), and has been visiting student at Hertie School of Governance (Berlin, Germany), at the Yunus Centre for Social



Business and Health of Glasgow Caledonian University (Glasgow, Scotland), and IESE Business School (Barcelona, Spain).

Contact(s) and Office Hours:

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To organize by appointment

Schedule:

Session #1 [Group meeting – 6th of September, 14.00-15.30]

- Introduction to the course: objectives and structure of the thesis
- CSR and Sustainability: topics overview
- Explanation of assignment A : What's your Topic and Research Design? (initial literature review, research question and case study selection)

Session #2 [Group Meeting – 20th of September, 14.00-15.30]

- Students' presentation (slides) of Research Design (initial literature review, research question and data/case study selection)
- Feedback from the lecturer
- Explanation of assignment B : Write your literature review and research question (to submit .doc file by 3rd of October via email)
- Explanation of assignment C : What data are you going to collect data for your case study?

Session #3 [Group meeting – 4th of October, 14.00-15.30]

- Students' presentation (slides) of data collected for the case study
- Feedback from lecturer
- Explanation of assignment D : Write your findings/description of the case study (to submit .doc file by 17th of October via email)
- Explanation of assignment E : What are the implications of your study ?

Session #4 [Group meeting – 18th October, 14.00-15.30]

- Students' presentation (slide) of case study implications
- Feedback from lecturer
- Explanation of assignment F : Write your implications (to submit .doc file 29th of October via email)
- Explanation of assignment G : Thesis first draft (to submit .doc file by 13th of November)

Session #5 [Individual meeting – 15th of November, time to be decided with students]

- One on one feedback on thesis first draft
- Explanation of assignment H : Thesis second draft (to submit .doc file by 26th of November via email)

Session #6 [Individual meeting 29th of November, time to be decided with students]

- One on one feedback on thesis second draft
 - Explanation of assignment I : Thesis final draft (to submit .doc file by 20th of December via email)
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Deadlines:

The full list of dates and deadlines can be consulted [here](#).