



SRRNet's 24th International Conference on CSR and Sustainability – Full timetable

Timetable Outline

Tuesday 8 September 2026			
14:00 – 17:00	Doctoral workshop		David Crowther
Wednesday 9 September 2026			
9:00 – 10:00	Registration and coffee		
10:00– 11:00	Opening Ceremony	Introductory speeches	Valentin Toader David Crowther Shahla Seifi
11:00 – 12:30	Parallel session 1		
12:45 – 13:45	Lunch		
14:00 – 15:00	Keynote speech	Brundtland Revisited	David Crowther
15:00– 15:30	Meet the editors		
15:30 – 16:00	Afternoon tea		
16:00 – 17:30	Parallel session 2		
18:00	Walking Tour of Cluj-Napoca		
Thursday 10 September 2026			
9:00 – 10:30	Parallel session 3		
10:30 – 11:00	Publications from the conference		
11:00 – 11:30	Coffee break		
11:30 – 12:30	Keynote speech	The Hotel as a Community Anchor: Redefining Hospitality ROI in Uncertain Markets	Andreea Bălaj General Manager of Transilvania Trek
12:45 – 13:45	Lunch		
14:00 – 15:30	Symposium	Is Water a Problem? What Should We Do?	Silvia Chowdhury, UK Rob Gill, Australia Walter Fernandez, Paraguay



15:30 – 16:00	<i>Afternoon tea</i>		
16:00 – 17:30		Parallel sessions 4	
19:30		<i>Conference dinner</i>	
Friday 11 September 2026			
9:00 – 10:30		Parallel sessions 5	
10:30 – 11:00	<i>Coffee break</i>		
11:00 – 12:30		Parallel sessions 6	
12:45 – 13:45		<i>Lunch</i>	
14:00 – 15:00	<i>Keynote speech</i>	<i>The Three Disruptive Events: Geopolitical, Technological and Climate Influence on CSR Policies</i>	<i>Pascal Fesneau Honorary Consul of France in Cluj-Napoca</i>
15:30 – 16:00	<i>Afternoon tea</i>		
16:00		Closing ceremony	<i>Monica Maria Coros Shahla Seifi David Crowther Next conference invitations</i>
Saturday 12 September 2026			
9:30 – 16:00	Developing cultural and contextual understanding by observing situations in action: an opportunity to build networks and initiate collaborative projects – field visit to Rîmetea village, Alba County		



Detailed timetable

Wednesday 9 September

10:00– 11:00
Amphiteather
(ground floor)

Opening Ceremony

11.00 – 12.30

Parallel Session 1

Track 1 Room no. 216 (2 nd floor)	Track 2 Room no. 120 (1 st floor)	Track 3 Room no. 119 (1 st floor)	Track 4 Room no. 20 (ground floor)
Chair: Friedemann Schaber Is WADA's Reputation Losing Social Trust <i>Robert Gill</i> Well-being Programs in the Hospitality Industry: A Case Study Analysis of Western Hotel Chains <i>Cristina-Ioana Balint & Monica Maria Coroş</i> University Social Responsibility Through the Lens of Humanistic Management: Towards a Human-Centred Model of Higher Education <i>Wioleta Galat</i>	Chair: Oana Şaramet Beyond the Horizon: Leveraging Academic Research to Advance the UN Sustainable Development Goals within Planetary Boundaries <i>Sheku Fofanah</i> Corporate Social Responsibility in the United Kingdom and the Kingdom of Saudi Arabia (Legal Basis and Practical Practices) <i>Arwa Mohammad Albalagi & Faris Mohammed Alsaab</i> Integrated Marketing Communication and Corporate Credibility: How CSR Messaging Shapes Consumer Brand Perception <i>Ariana-Mihaela Stănescu & Anca-Francisca Cruceru</i>	Chair: Vinay Sharma Why "Doing Well by Doing Good" May Go Wrong: CSR Visibility and SME Vulnerability in ASEAN <i>Lin Woon Leong</i> When CSR Helps or Hurts: A Persuasion Knowledge Perspective on Service Failure and Recovery <i>Sarah (Sa'arah) Alhouti</i> From Territorial Rights to Climate Justice: The Emergence of Indigenous Ecological Constitutionalism in the Jurisprudence of the Brazilian Supreme Federal Court <i>Fátima de Souza Freire, Inez Gomes Guedes, George da Silva Brito & Edilson Bezerra da Silva</i>	Chair: Iustin Atanasiu Pop Corporate Social Responsibility as a Catalyst for Responsible Entrepreneurship and Sustainable SME Development: Evidence from BBBEE-Oriented Enterprises in South Africa <i>Joseph Mngqibisa</i> Consumer Responses to Corporate Digital Responsibility: Differences across Digital Literacy Profiles <i>Sauwanee Rodyu, Bjoern Frank & Yuosre F. Badir</i> Externalising Flood Risk: Corporate Power, Global Production, and the Political Economy of Vulnerability in Bangladesh <i>Silvia Chowdhury</i>

12:45

Lunch - Opus Society Restaurant



Wednesday 9 September

14:00 – 15:00 Amphitheatre (ground floor)	Keynote speech		Brundtland Revisited		David Crowther
15:00– 15:30 Amphitheatre (ground floor)	Meet the editors				
15:30 – 16:00 Library (ground floor)	Afternoon tea				
16:00 – 17:30	Parallel session 2				
Track 1 Amphitheatre (ground floor)	Track 2 Room no. 120 (1 st floor)	Track 3 Room no. 119 (1 st floor)	Track 4 Room no. 20 (ground floor)	Track 5 Room no. 216 (2 nd floor)	
Workshop: CSR Crossing Boundaries: Settings, Stages, and Stewards <i>Kyleen Myrah, Stacey Fenwick & Tina Lee Odinsky-Zec</i>	Chair: Antje Hargarter Involvement in Social Responsibility: Promoting Social Justice Capabilities among Accounting Students <i>Md. Humayun Kabir</i> Gender Diversity in Boards and the Profitability of the Paraguayan Banking System: Evidence from 2016 to 2024 <i>Walter Daniel Ovelar Fernandez</i> Corporate Financial Health and Social Responsibility: Evidence from Romanian Listed Companies on ESG Alignment <i>Dragoş Păun, Cristian Ioan Chifu & Ionuţ Traian Luca</i>	Chair: Mirela Panait Community Empowerment through Cooperatives’ Business and Social Responsibilities: Empirical Evidence from Indonesia <i>Risa Bhinekawati, Albert Hasudungan, Nurjannah Lubis, Rifa Kirana & Andreea Şeulean</i> When Responsibility Becomes Costly: Pre-War ESG Commitments and Multinational Firms’ Exit from Russia after 2022 <i>Yuheng Wang</i> The Attention Economy and Consumer Protection: Gen Z Responses to Urgency Cues under Scrolling Fatigue <i>Naomi-Angela Vaida & Cristina Fleşeriu</i>	Chair: Helena Santos de Oliveira Valorising Brewery Waste: Opportunities for the Angolan Brewing Sector <i>Elina Bernardo, José Góis & Anabela Leitão</i> Neutrality Is Not Neutral: Medicine, Colonial Power and the Politics of the Body <i>Haniah Chowdhury</i> Is Industry Killing Us? Obesity, Dietary Health and Food Supply Chains <i>Shahla Seifi & David Crowther</i>	Chair: Alric Vivian Dsouza Securing Responsibility for Responsible Business through Accountability Tracks within and adjacent to Corporate Law <i>Onyeka K. Osuji</i> How to develop curriculum to implement ESD in business education? An evaluation of practical approaches in the subject area of finance <i>Lan Jiang</i> Measuring Inclusive Digital Convergence in Europe: Development and Validation of a Multidimensional Index <i>Cristina Pérez-Rico, Alicia Ferradas-González, Vasilica-Maria Margalina & Silvia Măican</i>	
18:00	Walking Tour of Cluj-Napoca				



Thursday 10 September

9:00 – 10:30

Parallel session 3

Track 1 Room no. 20 (ground floor)	Track 2 Room no. 120 (1 st floor)	Track 3 Room no. 119 (1 st floor)	Track 4 Room no. 216 (2 nd floor)
Chair: Bjoern Frank Turning CSR Perceptions into Trust and Loyalty: What Retailers' Customers Reveal <i>Andreea-Angela Șeulean, Marius Bota, Emanuel-Emil Săvan & Monica Maria Coroș</i> In Search of Women in Aviation: Mapping Gender Disclosure in Global Airline Sustainability Reporting <i>Ferhan K. Sengur</i> Corporate Social Responsibility and Sustainability in Higher Education: Case study of a British university <i>Rebecca Fakoussa, Florin Popișter & Friedemann Schaber</i>	Chair: Wioleta Gałat A Study of the Sustainability Reporting Omnibus Proposal Discourse through policy makers on Social Platforms <i>Esther Ortiz-Martínez, Salvador Marín-Hernández & Marcos Antón-Renart</i> Measuring Environmental Responsibility through Natural Capital Accounting: Evidence from Brazil <i>Fátima de Souza Freire, Edilson Bezerra da Silva & Francielle Rodrigues do Nascimento Voltarelli de Freitas</i> The Impact of Corporate Social Responsibility (CSR) on Employee Job Satisfaction and Loyalty in the Romanian Restaurant Industry <i>Raluca Maria Iuteș & Oana Adriana Gică</i>	Chair: Monica Schmickler Beyond the Boardroom: The Mediating Role of Perceived Community Impact in Corporate Social Responsibility-Driven Social Capital and Engagement <i>Alric Vivian Dsouza, Padmakumar K & Lena Ashok</i> ESG Controversies and Financial Performance: The Reputational Protection Role of Prior ESG Performance <i>Oana-Andreea Bucșoiu, Camelia Mirela Baba</i> Educated to Care, Untrained to Count - Core of CSR Pedagogy - An Empirical Look at Sustainability Competency in Business Education <i>Vinay Sharma & Anushka Lalitha Sharma</i>	Chair: José Góis The Energy Transition in the European Oil and Gas Sector: From Carbon Dependence to Sustainability Leadership <i>Mirela Panait, Alina Brezoi, Aurelia Pătrașcu & Irina Rădulescu</i> A Study on the Adoption and Repurchase of Electric Vehicles in Romania: The Mediating Role of Attitude and Satisfaction <i>Anghel Tudorel Cozma, Smaranda Adina Cosma & Mădălina Văleanu</i> Consumer Perceptions of Food Environmental Impact across Protein Sources: Implications for Corporate Social Responsibility <i>Dacinia Crina Petrescu, Ruxandra Malina Petrescu-Mag & Marius Bota</i>

10:30 – 11:00
Amphitheatre
(ground floor)

Publications from the conference

11:00 – 11:30
Library
(ground floor)

Coffee break

11:30 – 12:30
Amphitheatre
(ground floor)

Keynote speech

The Hotel as a Community Anchor: Redefining Hospitality ROI in Uncertain Markets

*Andreea Bălaj
General Manager of Transilvania Trek*

12:45

Lunch - Opus Society Restaurant



Thursday 10 September

14:00 – 15:30 Amphitheatre (ground floor)	Symposium	<i>Is Water a Problem? What Should We Do?</i>		<i>Silvia Chowdhury, UK Rob Gill, Australia Walter Fernandez, Paraguay</i>
15:30 – 16:00 Library (ground floor)	Afternoon tea			
16:00 – 17:30	Parallel sessions 4			
Track 1 Amphitheatre (ground floor)	Track 2 Room no. 120 (1st floor)	Track 3 Room no. 119 (1st floor)	Track 4 Room no. 20 (ground floor)	
Workshop: From Idea to Impact: Designing Research that Makes a Difference Sheku Fofanah	Chair: Lin Woon Leong Can Socially Responsible Marketing Help More Aging Consumers to Adopt Online Banking Services in Romania? <i>Cătălin Barbu, Liviu Crăciun, Radu Ogarcă & Ionuț-Cosmin Băloi</i> Bridging the Gap: Integrating Social Responsibility through Mentorship in Business Education and Leadership Development <i>Tina Lee Odinsky-Zec & Kyleen Myrah</i> Geopolitical Rivalry and Institutional Paralysis in the South Asian Association for Regional Cooperation (SAARC) <i>Sheak Tofique Ahmed & Saifur Rahman Jihad</i>	Chair: Rita Lankauskiene The Impact of Tax Benefits on Investment on Company Profitability <i>Joana Nunes Marques, Ana Pereira & Cristina Góis</i> Digital Transformation and Fraud Risk Management: The Contribution of Accounting and Internal Control to Corporate Sustainability <i>Riti Ioana-Mădălina & Viman Raul-Vegas</i> Exploring the Attitude–Behavior Gap in Sustainable Fashion Consumption: A Systematic Literature Review <i>Sabo Evelyn-Maria & Dabija Dan-Cristian</i>	Chair: Ovidiu-Ioan Moisescu Exploring the Link Between Financial Attitudes and Investment Behaviour among School Teachers in Eswatini <i>Mfundo Ntsando Msibi & Md. Humayun Kabir</i> Romania's Catch-Up Process within a Changing Global Economy: Convergence toward the European Union amid Shifting Global Competitive Dynamics <i>Iustin-Atanasiu Pop, Paul-Sorin Lazăr, Ioan Cristian Chifu & Justin Inoan Pop</i> Corporate Social Responsibility: Egoism or Altruism? <i>Edwin Mujih</i>	
19:30 Gala Dinner - DoubleTree by Hilton Hotel Cluj - City Plaza				



Friday 11 September

9:00 – 10:30

Parallel session 5

Track 1 Room no. 20 (ground floor)	Track 2 Room no. 120 (1 st floor)	Track 3 Room no. 119 (1 st floor)	Track 4 Room no. 216 (2 nd floor)
Chair: Fátima de Souza Freire Rules of Sustainable Development: Can We Change the Terms of the Conversation? <i>Chloe Dill</i> Corporate Social Responsibility: What Does It Mean for Romanian Companies Listed at Bucharest Stock Exchange? <i>Cornelia Pop & Maria-Andrada Georgescu</i> Trading Carbon, Trading Justice? Carbon Markets, Corporate Responsibility, and Climate Equity in the Global South <i>Vinay Sharma & Anushka Lalitha Sharma</i>	Chair: Kyleen Myrah Beyond Environmental Attitudes: How Environmental Pollution Shapes Green Purchasing Behaviour <i>Yingfei Hu & Bjoern Frank</i> The ESG-Integrity Protocol: Detecting Corporate Decoupling Through AI-Based Text Analytics <i>María A. Agusti Perez, Encarnación Ramos-Hidalgo, Silvia Măican & Vasilica-Maria Margalina</i> From CSR to Circular Value Creation: Circular Business Models Under Resource Constraints <i>Monica Schmickler & Phionah Nagaba</i>	Chair: Tina Lee Odinsky-Zec Application of ESRS double materiality: First year in IBEX 35-Listed Spanish Banks <i>Salvador Marín-Hernández & Esther Ortiz-Martínez</i> Shaping Societal Values Through Corporate Power: An Exploratory Study of Palantir <i>Réka Horváth</i> At the Intersection of Influencer Marketing and Sustainability: A Bibliometric Analysis of the Research Landscape <i>Andreea-Mihaela Ciomag, Dan-Cristian Dabija & Liana Stanca</i>	Chair: Onyeka K. Osuji Inclusive Passenger Experience as a Social Sustainability Challenge in Airports: A CSR-Based Assessment Framework <i>Ferhan K. Sengur</i> Community Resilience through Rural Tourism Investments: Evidence from 726 PNDR-Funded Agrotourism Projects in Romania <i>Paul-Sorin Lazăr, Iustin-Atanasiu Pop & Justin Inoan Pop</i> From Sustainability to Symbiosis: Off-Grid Farming, Circular Livelihoods, and Regenerative CSR Practices <i>Rita Lankauskiene</i>
10:30 – 11:00 Library (ground floor) Coffee break			



Friday 11 September

11.00 – 12.30

Parallel session 5

Track 1 Amphitheatre (ground floor)	Track 2 Room no: 120 (1 st floor)	Track 3 Room no 119 (1 st floor)	Track 4 Room no. 20 (ground floor)	Track 5 Room no 216 (2 nd floor)
Workshop: Getting published internationally <i>David Crowther</i>	Chair: Sheku Fofanah Managerial Power and Corporate Social Responsibility: The Contingent Role of Board Gender Diversity in an Emerging Economy <i>Diksha Saini, Helena Santos de Oliveira, Mirela Panait & Félix Puime-Guillén</i> Skin in the Game Against Greenwashing: Asset-Backed Circular Economy Finance as an Institutional Fix for EU Regional Development <i>Mohamed Diab</i> Beyond Carbon Reduction: Renewable Energy, Corporate Social Responsibility, and Industrial Resilience in Romania and the Black Sea Corridor <i>Daniela Cîmpean</i>	Chair: Md. Humayun Kabir Corporate Transparency versus Persuasion: Evaluating Generation Z Responses to Digital Food Advertising Using Eye-Tracking <i>Izabella Balint-Foro, Smaranda Adina Cosma & Cristina Fleşeriu</i> Rethinking Sustainable Development in Emerging Economies: Human Capital Development as a Corporate Social Responsibility Strategy <i>Antje Hargarter</i> Building Enduring Visitor Loyalty Through Sustainable Destinations: Integrating Destination Quality, Value, and Sustainability <i>Ovidiu-Ioan Moisesescu & Oana-Adriana Gică</i>	Chair: Sarah (Sa'arah) Alhouti Stakeholder Perceptions of Corporate Social Responsibility: Lessons for the Pyrethrum Revival Programme in Kenya <i>Milcah Mulu-Mutuku</i> ViaTransilvanica as a Regenerative Tourism Model: A Critical Inquiry into CSR, Rural Resilience, and Circular Economy Practices in Romanian Heritage Landscapes <i>Adina Letitia Negrusa & Oana Ruxandra Bode</i> Environmental, Social and Governance Risk and Corporate Performance in European Listed Companies <i>David-Andrei Bibicu & Cristina-Ioana Balint</i>	Chair: Edwin Mujih Good Governance – A Fundamental Principle in Ensuring Sustainable Cities and Communities - a Goal of Sustainable Development and the Challenges of Managing Specific types of waste in Romania <i>Oana Şaramet</i> Strategic Modeling of Digitalized and Sustainable Automated Retail in Romania <i>Viman Raul-Vegas & Riti Ioana-Mădălina</i> The Lancashire Cradle: Cooperatives as Structural Forerunners of Corporate Social Responsibility — Sustainability, Transparency, and the Centrality of Stakeholders <i>Christos Tsatsis</i>

12:45

Lunch - Opus Society Restaurant

14:00 – 15:00 Amphitheatre (ground floor)	Keynote speech	<i>The Three Disruptive Events: Geopolitical, Technological and Climate Influence on CSR Policies</i>	<i>Pascal Fesneau</i> Honorary Consul of France in Cluj-Napoca
15:30 – 16:00 Library (ground floor)	Afternoon tea		
16:00 Amphitheatre (ground floor)	Closing ceremony		<i>Monica Maria Coros</i> <i>Shahla Seifi</i> <i>David Crowther</i> Next conference invitations



Saturday 12 September

9:30 – 16:00

Developing cultural and contextual understanding by observing situations in action: an opportunity to build networks and initiate collaborative projects – field visit to Rîmetea village, Alba County

Conference Venues and Meeting Points

- **Conference Venue**
Faculty of Business, Babeş-Bolyai University
Address: [7 Horea Street, Cluj-Napoca](#)
- **Walking Tour – Meeting Point**
Carolina Obelisk, Museum Square
Location: [Museum Square, Cluj-Napoca](#)
- **Lunch Venue**
Opus Society Restaurant
Address: [1 Octavian Petrovici Street, Cluj-Napoca](#)
- **Gala Dinner Venue**
Ballroom, DoubleTree by Hilton Hotel Cluj – City Plaza
Address: [9–13 Sindicatelor Street, Cluj-Napoca](#)
- **Field Visit – Meeting Point**
DoubleTree by Hilton Hotel Cluj – City Plaza
Address: [9–13 Sindicatelor Street, Cluj-Napoca](#)