Corporate Responsibility Conference

CORPORATE IDENTITY, GOVERNANCE AND SOCIAL MEDIA
On 30 May 2018, the Nijmegen School of Management will host its annual Corporate Responsibility Conference. In this conference, interactive workshops allow students, PhDs, alumni and other interested parties to engage in discussions with representatives from the (international) business community and NGOs. This conference is relevant for participants from private and public organisations that struggle with responsible decision making in today’s complex world. Students and academics will be inspired by the experiences and insights gained from practice and contribute to a fruitful exchange between academia, business and NGOs.

The topic – Corporate Identity, Governance and Social Media – combines the workshops and keynote address. In each of the workshops corporate identity, governance arrangements and role of social media on organisations will be discussed, from varying perspectives. The workshops will be hosted by representatives from Nationale Nederlanden, Shell and Alliander. We aim for dialogues between representatives and participants instead of one way presentations. Prof. Edward Freeman, a renowned scholar in management studies and business ethics and known for his groundbreaking work on stakeholder theory, will close the Corporate Responsibility Conference with a plenary presentation and dialogue. Stakeholder management in times of social media will be one of the topics addressed.

The Corporate Responsibility Conference is relevant to everyone interested in how organisations manage their identity, governance arrangements, social media, and the expectations of their stakeholders. Conflicting opinions on matters such as fossil fuels, responsible sourcing and responsible investing will illustrate the confusing reality in which managers increasingly have to make their decisions. There are many interesting developments underway and at the same time there are no easy answers to be found. Participants will get a glimpse of what to expect in their own immediate futures.
Why this conference
Corporate identity plays an important role. A corporate identity is the manner which an organisation presents itself to the public, including customers, investors as well as employees. The identity of an organisation is related to its norms, values, beliefs and the corporate business objectives. It is typically visualised by way of branding and product design, advertising, public relations etc. The expression of the corporate identity is closely related to the behaviour of the organisation. Actions speak louder than words, which means to its stakeholders, the organisation proves itself much more by its conduct than by its explanations. How the organisation acts, is what the stakeholders see, especially in today’s realities that are characterised by social media and the internet.

The media has a large effect on the formation of corporate identity by reinforcing an organisation’s image and reputation. Many organisations proactively choose to create media attention and use it as a tool for constructing and building their identity, and - under the pressure of new technology - to reinvent their images. The media also have the power to produce and diffuse meanings associated with an organisation, thereby giving stakeholders an increasingly active role in forming organisational identity. Social media in particular offers both great potential as well as a great challenges to companies. When organisations use social media, they open the arena for possible criticism and face the risk of attracting critical stakeholders that openly question the organisation’s legitimacy and harm its reputation. Organisations, now more than ever, need a governance arrangement and strategy driving the content used in communications and the way their identity and commitments is presented towards stakeholders.

At present, many organisations have developed basic social media policies, but few have strong programs supporting those policies. Therefore, it is important that companies develop a social media governance arrangement. This arrangement consists of the collection of policies, procedures and tools employed by an organisation to ensure that assets are secured, risks are minimised and compliance maintained.
## Programme

### Corporate Responsibility Conference

Radboud University  
30 May 2018  
Elinor Ostrom Building

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Location</th>
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<tbody>
<tr>
<td>12.00 pm</td>
<td>Lunch (session leaders only)</td>
<td>Theatre Hall C</td>
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<tr>
<td>1.00 pm</td>
<td>Registration</td>
<td>EOS N 01.130</td>
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<tr>
<td>1.30 pm</td>
<td>Opening remarks</td>
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<td>1.40 pm</td>
<td>Room change</td>
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#### Parallel Sessions I (1.45–3.00 pm)

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<tr>
<th>Location</th>
<th>Project</th>
<th>Speakers</th>
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<tr>
<td>EOS N 01.520</td>
<td>Nationale Nederlanden</td>
<td>A. Heinsbroek</td>
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<td>Annonna Advisors</td>
<td>Q. Langeveld</td>
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<tr>
<td>EOS N 00.270</td>
<td>Alliander</td>
<td>A. Rassa</td>
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<tr>
<td>EOS N 01.320</td>
<td>Shell</td>
<td>E. Breunisse and R. Colmer</td>
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Coffee break/room change

#### Parallel Sessions II (3.20 - 4.30 pm)

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Room change

4.35 pm  
Plenary close by Prof. E. Freeman  
EOS N 01.630

5.15 pm  
Drinks  
Het Sportcafé (EOS 01.210)
About the keynote speaker

Edward Freeman is University Professor and Elis and Signe Olsson Professor of Business Administration, Senior Fellow of the Olsson Center for Applied Ethics, Academic Director of the Business Roundtable Institute for Corporate Ethics and Co-Academic Director of the Institute for Business in Society. He is also Adjunct Professor of Stakeholder Management at the Copenhagen Business School, Adjunct Professor at Monash University (Melbourne) and Visiting Professor ICCSR at Nottingham University.

In 2013, he received a honorary doctorate from the Radboud University.

Professor Freeman will give a keynote address after the workshops, connecting the learnings from the various workshops.

Participants

Organisers

- Prof. H. van Kranenburg
- Prof. E. Rouwette
- Dr J. Remmé

Radboud University
Radboud University
THT Consulting

Special guest / Visiting professor

Prof. E. Freeman

University of Virginia

Corporate guests

- A. Heinsbroek and Q. Langeveld
- A. Rassa
- E. Breunesse and R. Colmer

Nationale Nederlanden and Annonna Advisors
Alliander
Shell

NB The programme and guest speakers may be subject to change.
Contact information

Contact person
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024 36 11 608

Date:
Wednesday 30 May 2018

Location:
Elinor Ostrom Building, Radboud University, Nijmegen, the Netherlands

Website for information and registration:
www.ru.nl/nsm/cr2018

Deadline application:
21 May 2018