



# BUSINESS ETHICS AND COMPETITIVENESS IN SMEs

Conference Program

14-16 November, 2016, Vienna, Austria



UNIVERSITY OF APPLIED SCIENCES  
FOR MANAGEMENT & COMMUNICATION



LAUDER  
BUSINESS SCHOOL



## CONFERENCE THEME

Many scholars and managers emphasize the importance of developing and implementing strategies, ethical standards, and governance structures that address environmental and societal issues. Such emphasis, however, often focuses exclusively on multinational corporations (MNCs) and large enterprises, with academic discussions largely centered on the corporate level and corporate sustainability (Engert et al., 2016; Spence, 2014). In the context of small and medium sized enterprises (SMEs), contributions analyzing social responsibility tend to concentrate on entrepreneurs and their (normative) motivations to engage in social issues (Spence, 2015; Fuller and Tian, 2006). A gap in knowledge and practice has arisen with respect to the possible relationships between environmental and social issues and SMEs, especially when it comes to strategic CSR initiatives and their impact on and implementation in small business strategies (Spence, 2016).

In their 2006 article “Strategy & Society,” Michael Porter and Mark Kramer pointed out that the CSR efforts of many firms do not fit their companies’ strategies, and that these efforts are sometimes counterproductive and seem to be uncoordinated, one-off activities. Their work, *Creating Shared Value* (CSV) (2011), which has earned a central place within the practical and academic discussion about engaging in societal issues, suggested turning society’s needs into business opportunities that strengthen a company’s competitive situation, while taking into account all stakeholders (even those previously left out). Although CSV has been applied to environmental and societal considerations in the context of many MNCs (e.g., Allianz, Nestlé or Unilever), there are few examples of it in the context of SMEs.

Academics in the field of business ethics remain skeptical about CSV, and it has been criticized in leading journals for its lack of novelty and underdevelopment in

terms of application (e.g., Crane et al., 2014; Beschorner, 2013). Given the significance of Porter and Kramer's concept, however, additional research can help to clarify and develop CSV in general and as it applies specifically to SMEs.

## CONFERENCE AIM

This conference aims to promote the exchange of knowledge, to share best practices, and to discuss the role of CSR and CSV in the context of SMEs and their competitiveness. Further, it aims to investigate and discuss academic contributions as well as practitioners' examples and experiences (providing a platform for both), to present research results and practical cases (whether CSR or CSV), and to clarify whether and how SMEs can apply lessons learned by larger companies and MNCs. This event is of particular interest for academics, outstanding graduate students, practitioners, policy-makers and managers/business owners from small and medium sized or family-run businesses, and it will provide an opportunity to network and engage with an international panel of recognized speakers.

## ORGANIZING INSTITUTIONS AND TEAM

The conference is organized by the University of Applied Sciences for Management and Communication in cooperation with Lauder Business School.

The University of Applied Sciences for Management and Communication is one of Austria's leading business school and offers a range of undergraduate and postgraduate management programs. The subject of business ethics and corporate governance has not only been firmly integrated into all curricula of the study programs offered by the university but has also been acknowledged in strengthening its research capacities in this field. The Center for Strategy and Competitiveness (CSC) chairs the European chapter of the Harvard MOC network in 2016-17.

Lauder Business School (LBS) is a fully-accredited university of applied sciences located in Vienna. It offers English-language bachelor's and master's programs in the fields of business administration, management, banking and finance. People from over 40 countries are studying, teaching and working at LBS. The highly international profile of LBS's academic activities and its culturally diverse campus prepare its students and graduates for international business careers. LBS's alumni pursue successful corporate and entrepreneurial careers both in Austria and globally. LBS distinguishes itself as an international boutique business school with an excellent faculty-student ratio and student-centered applied learning methods. The Institute of Competitiveness (IoC) at LBS is the first of its kind in Austria. It serves as a hub for knowledge creation in the areas of competitiveness, entrepreneurship, and diversity.

Markus Scholz

Endowed Professor for Corporate Governance and Business Ethics | Head of Center for Corporate Governance & Business Ethics, University of Applied Sciences for Management and Communication

Christopher Kronenberg

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Hanno Pöschl  
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Chair of the Institute of Competitiveness (IoC) at Lauder Business School  
Lauder Business School

Elisabeth Kübler  
Head of Research and International Relations  
Head of the Institute of Competitiveness (IoC) at Lauder Business School Lauder Business School.

## CONTACT

For inquiries regarding the conference please contact Christopher Kronenberg, [strategy@fh-wien.ac.at](mailto:strategy@fh-wien.ac.at) or visit our homepage <http://www.ccgbe.at>

## CONFERENCE AT A GLANCE

### **Monday, November 14, 2016**

17:00 Registration  
18:00 Opening of Conference  
20:00 Light Conference Dinner

### **Tuesday, November 15, 2016**

09:00 Registration  
09:30 Opening of 2<sup>nd</sup> Conference Day  
18:00 End of Conference  
18:30 Conference Dinner

### **Wednesday, November 16, 2016**

10:00 - (approx.) 15:00 Excursion to Industry Partner

## REGISTRATION AND CONFERENCE FEE

To register for the conference, please use our online-booking system  
<https://express2.converia.de/frontend/index.php?sub=128>

The following two options are available:

- Conference Participation only is free of charge; this includes keynote presentation on the first day, conference presentations and breaks on the second day.
- Full Conference Participation € 150,-; this includes access to all keynote and conference presentations, conference documentation, access to both conference dinners, excursion on Wednesday.



# CONFERENCE PROGRAM

**Monday, November 14, 2016**

Location: University of Applied Sciences for Management and Communication,  
Währinger Gürtel 97, 1180 Vienna

17:00	<i>Registration</i>
18:00	<i>Opening Address</i> Markus Scholz, University of Applied Sciences for Management and Communication <i>Keynote Presentations</i> Small business social responsibility: A critical look from a CSV lens, Laura Spence, Royal Holloway University London The ecosystem of shared value, Marc Pfitzer, FSG
20:00	<i>Light Conference Dinner</i>

**Tuesday, November 15, 2016**

Location: Lauder Business School, Hofzeile 18-20, 1180 Vienna  
Host: Verena Régent

09:00	<i>Registration</i>		
09:30	<i>Opening (Ball Room)</i> Alexander Zirkler, Lauder Business School Pablo Collazzo, European Chapter Microeconomics of Competitiveness Markus Scholz, University of Applied Sciences for Management and Communication		
09:50	<i>Keynote (Ball Room)</i> Realizing the Promise of Creating Shared Value, Craig Smith, INSEAD Business School		
10:50	<i>Coffee Break (Ball Room and adjacent areas)</i>		
11:00	<i>Session A Academic Insights (Seminar Room 12, Chair: Christian Reiner)</i> Integrating corporate social responsibility (CSR) into strategy by small- and medium-sized enterprises (SMEs): A systematic literature review Julia Domnanovich, Daniela Ortiz  CSR instruments in SMEs – an important component of CSRs' theoretical foundation Stefanie Kast, Nicole Westendorf  On the ethics of CSR and 'generic social issues' Francisco Iracheta	<i>Session B CSR and Innovation (Seminar Room 13, Chair: Christopher Kronenberg)</i> CSR and sustainable innovation: Case studies of Austrian SMEs Reinhard Altenburger  Making innovative corporate responsibility strategy Robert Geisler  Social innovation for economic development at the local level: an assessment tool for SMEs Evelyn Solís	<i>Session C CR Reporting (Seminar Room 14, Chair: Pablo Collazzo)</i> Corporate responsibility reporting – Evidence from German listed family businesses Ute Merbecks  Big or small struggles over the non-financial reporting directive and SMEs Anna Reumann, Robert Braun  Advantages and disadvantages of welfare accounting – empirical insights from implementation experiences in Austria and Germany Svenja Katharina Wiemer, Nikolai Haring
12:30	<i>Lunch Break (Ball Room and adjacent areas)</i>		

13:30	<p><i>Session D Responsibility in Action (Seminar Room 12, Chair: Daniela Ortiz)</i></p> <p>Global CSR – How to manage risks in fragile markets Gudrun Zimmerl</p> <p>H&amp;M fair living wages program: CSV A-case or B-case? David Ronnegard, Craig Smith</p> <p>Best Practice: Development and implementation of a CSR strategy in a medium sized Austrian publishing company Alexandra Adler, Michael Bauer-Leeb</p>	<p><i>Session E Cluster Development (Seminar Room 13, Chair: Elisabeth Kübler)</i></p> <p>Cluster development and new venture creation Nada Mumdzhev, Pablo Collazzo</p> <p>Where are the entrepreneurs when we need them? Determinants and dynamics of regional entrepreneurial activities in Austria Christian Reiner; Helmut Gassler</p> <p>Whirlpool's cluster initiative in food waste prevention: A CSV approach Federica Belfanti, Fernando G. Alberti</p>	<p><i>Session F Certification and Training (Seminar Room 14, Chair: Sandra Pauser)</i></p> <p>The case of Austria Glas Recycling Harald Hauke</p> <p>Certification – operating in a social responsible way! Ulrike Upmeyer, Gisela Eickhoff</p> <p>The case of Shared Value Living Lab @UniTo. Ongoing results of an action research and teaching programme for students and companies. Laura Corazza, Simone Domenico Scagnelli, Maurizio Cisi</p>
15:00	<i>Coffee Break (Ball Room and adjacent areas)</i>		
15:15	<p><i>Session G CSR in SMEs (Seminar Room 12, Chair: Markus Scholz)</i></p> <p>Customer reactions to responsible business practices: An investigation of SMEs across industries Sandra Pauser</p> <p>How CSR activities of tourism SMEs impact on consumer purchase decision Anita Zehrer</p> <p>Being small and doing good – do we expect only large companies to perform CSR actions? Adriana Zait, Ioana Alexandra Horodnic, Andreia Gabriela Andrei</p> <p>Making socially responsible decisions in a competitive environment Nikolaus Brandstetter</p>	<p><i>Session H Shared Value Creation I (Seminar Room 13, Chair: Craig Smith)</i></p> <p>Science parks as community based hub and enabler of shared value Runolfur Smari Steinthorsson</p> <p>Unintentional creation of shared value Noemi Alexa</p> <p>Competitive cities: The case of Vienna as a smart city Ronit Lang</p> <p>How can CSV support good governance and address societal problems Peter Parycek, Gabriela Viale Pereira</p>	<p><i>Session I Shared Value Creation II (Seminar Room 14, Chair: David Ronnegard)</i></p> <p>Opportunities and challenges of creating shared value (CSV): A cautionary tale from Asia Rebecca Chunghee Kim</p> <p>Creating shared value from the perspective of nonprofit organizations. Two case studies Jeremias Amstutz, Peter Zängl</p> <p>Shared value clusters in Austria Livia Kubelka, Pablo Collazzo</p> <p>The Colombian automotive cluster - Its influence on the development of the city of Medellin Alexandro Aguilar, Pablo Collazzo</p>
17:00	<p><i>Closing Panel (Ball Room): The Future of Business Ethics and Competitiveness in SMEs</i></p> <p>Laura Spence (Royal Holloway), Marc Pfitzer (FSG), Albin Hahn (Manner), Werner Pamminer (Business Upper Austria), Pablo Collazzo (Vienna University of Economic and Business), Markus Scholz (University of Applied Sciences for Management and Communication)</p>		
18:00	<i>End of Conference</i>		
18:30	<p><i>Conference Dinner</i></p> <p>Restaurant Neuland, Cobenzlgasse 5-7, 1190 Vienna; tram 38 to final stop (Grinzing), 5 minutes by foot.</p>		

### Wednesday, November 16, 2016

10:00 Excursion to industry partner, tba

## Contributors

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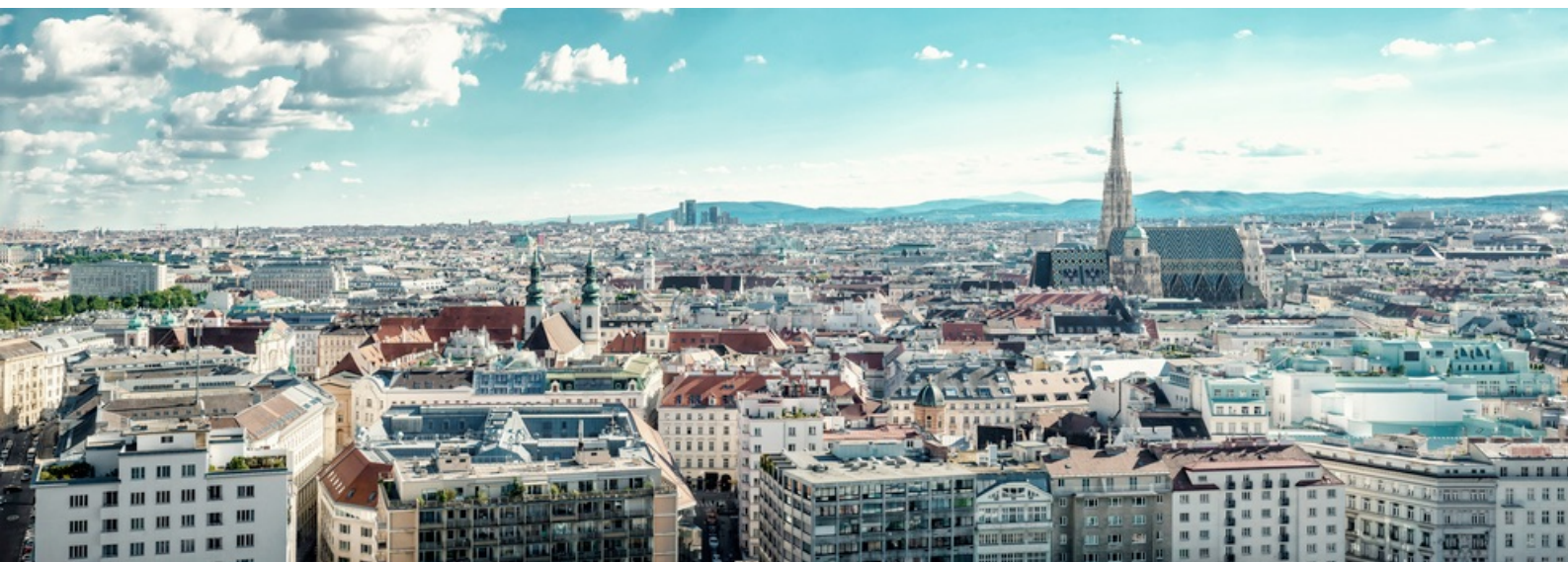
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# VIENNA

## How to get here?

**Vienna International Airport** is a major Central European hub with frequent connections to/from all over Europe, North America, Asia and the Middle East.

- From Vienna International Airport there are long-distance trains (Inter City or Railjet to Wien Hauptbahnhof/Vienna Main Station), a commuter rail line (S7 to Wien Mitte), a rapid but more expensive airport train service (City Airport Train to Wien Mitte) [www.oebb.at](http://www.oebb.at)
- Vienna Airport Lines bus services to several inner-city stops. All services drop you off near an underground station (see Public Transport Vienna) [http://www.postbus.at/de/Flughafenbus/Vienna\\_AirportLines/index.jsp](http://www.postbus.at/de/Flughafenbus/Vienna_AirportLines/index.jsp)
- Taxis can be booked in the arrival area of the airport.

**Bratislava Airport in Slovakia** is also served by several European airlines. There are bus services from Bratislava Airport to Vienna.

**Train:** Most major long-distance trains stop at Vienna Main Station (Wien Hauptbahnhof). More information on timetables and tickets can be found at the Austrian Federal Railways (ÖBB). Some regional trains (especially Westbahn services) also stop at Vienna West Station (Wien Westbahnhof). [www.oebb.at](http://www.oebb.at)

**Bus:** Most long-haul bus lines arrive at and depart from the Vienna International Bus Terminal.



**Public Transport in Vienna:** Vienna has a dense and reliable public transportation network. Underground, tram, bus and commuter rail lines travel at regular intervals from 5 am to 0:30 am. There are additional underground and bus lines Friday and Saturday nights. Single trips are rather costly compared to short-term tickets (e.g. 24 hours, 48 hours, 72 hours, or a ticket combining transportation and tourist attractions). Short-term tickets can be purchased at any underground and commuter rail station, but not on trams and buses. <http://www.wienerlinien.at/eportal3/ep/tab.do?tabId=0>

## Conference venues

### Day 1, November 14, 2016 – Conference Kick-off

17:00 Registration; 18:00 Conference kick-off with keynote presentations and conference dinner.

Host: University of Applied Sciences for Management and Communication, Währinger Gürtel 97, 1180 Vienna

Phone: + 43 (1) 476 77- 5765

[Link Google maps](#)

Nearest public transportation: underground line U6, Stop: Währinger Straße

### Day 2, November 15, 2016 – Conference 'Business Ethics and Competitiveness in SMEs'

09:00 Registration; 09:30 Start of Conference; 18:00 End of Conference;

Host: Lauder Business School, Hofzeile 18-20, 1190 Vienna

Phone: +43-1-3691818

[Link Google maps](#)

Nearest public transportation: underground line U6, stop: Nussdorfer Straße; further on tram line 37, Pokornygasse stop or tram line 38, Silbergasse stop.

Beginning from **18:30 Conference Dinner**, Restaurant Neuland, Cobenzlgasse 5-7, 1190 Vienna; tram line 38 to final stop (Grinzing)

[Link Google maps](#)

## Recommended accommodation

We recommend that you consider booking a room with Fleming's Hotel Vienna, where we have secured a block of rooms available for conference-participants. Please use this link to make your booking (special rate is valid until October, 20, 2016):

<https://www.yourreservation.net/tb3/?bf=HAVIEFLE&iataNumber=FHWIEN&arrivaldate=2016-11-13&lng=en>

Alternatively, we recommend this website for booking an accommodation <http://www.hotelvienna.at>.

## Links to Vienna sightseeing and activities

Vienna tourist information (<https://vienna-individual.at>)

Austria tourist information (<http://www.austria.info/at>)

Vienna on Lonely Planet (<https://www.lonelyplanet.com/austria/vienna>)

## Emergency contacts

Ambulance (Rettung) – 144; Fire department (Feuerwehr) – 122; Police (Polizei) – 133; Euro emergency call – 112

Foreign embassies in Vienna (<https://www.bmeia.gv.at/en/embassies-consulates/search-for-foreign-representations-in-austria/>)



Special thanks to our partner



for supporting the conference!

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