

## **ICCA-EABH Colloquium – Spring 2009: Call for Papers**

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### ***The History of Corporate Social Responsibility (CSR) in Companies and Banks***

The Institute for Corporate Culture Affairs (ICCA) and the European Association for Banking and Financial History (EABH) both based in Frankfurt are organising a colloquium on “The History of Corporate Social Responsibility (CSR) in Companies and Banks”

Event Date: Spring 2009, Frankfurt am Main, Germany

<http://www.cca-institute.org>

<http://www.bankinghistory.de>

### **Colloquium Outline**

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The aim of the event is to bring together experts, historians, researchers and academics from around the world working in the field of business history, Corporate Social Responsibility and Corporate History to exchange experiences and positions from different perspectives and results of research.

Social engagement, CSR and philanthropy are rich areas of interest revealing much about how companies and banks viewed and view themselves and their role in society throughout their history. In what way, for example, have companies’ actions and perception of CSR changed and developed? How did companies sponsor and undertake philanthropy in the past? What were the motivations and focus? Have these changed? How did CSR compare across countries and sectors? To what extent did philanthropy and social

engagement follow a strategic purpose? These are just some of the questions the conference will analyse and explore.

The results and papers of this conference will be published by ICCA soon after the event.

### **Colloquium Topics**

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The Colloquium is to cover the entire spectrum of the research area "The History of CSR in Companies and Banks". Topics include (but are not limited to):

- Corporate Social Responsibility
- Corporate Citizenship
- Social and Cultural Engagement
- Philanthropy
- Corporate Culture

The Colloquium will be divided into different subjects; apart from lectures there will also be moderated discussions. Furthermore sufficient space for individual discussions will be provided.

### **Important Dates**

- Submission deadline 31 December 2008
- Author's notification 25 January 2008
- Colloquium takes place Spring 2009