



Advanced Methods of Management Research IV Summer Semester 2021

“CSR at the crossroads.

The effects of crisis on the CSR activities of globally operating firms”

Introduction to the General Topic

The umbrella term corporate social responsibility (CSR) generally encompasses firms' initiatives to benefit society and simultaneously achieving corporate goals. However, the ongoing global crisis has been challenging the role of business in society tremendously. We need to rethink how responsibility is embedded in corporate decision making. Can social responsibility still be expected to be a central notion in business when survival is at stake? How has the understanding of business responsibility in society evolved through the crisis? How do different institutional settings in advanced and emerging markets economies impact this development? Does CSR differ between the subsidiaries of MNCs?

Aims and Scope

The aim of the seminar is to empirically analyze the effects of crisis on the CSR initiatives of globally operating firms.

The participants will learn about theoretical concepts and empirical methods and how to apply them to current questions in the field of international management.

The participants will work in groups and develop their project in a multi-stage process.

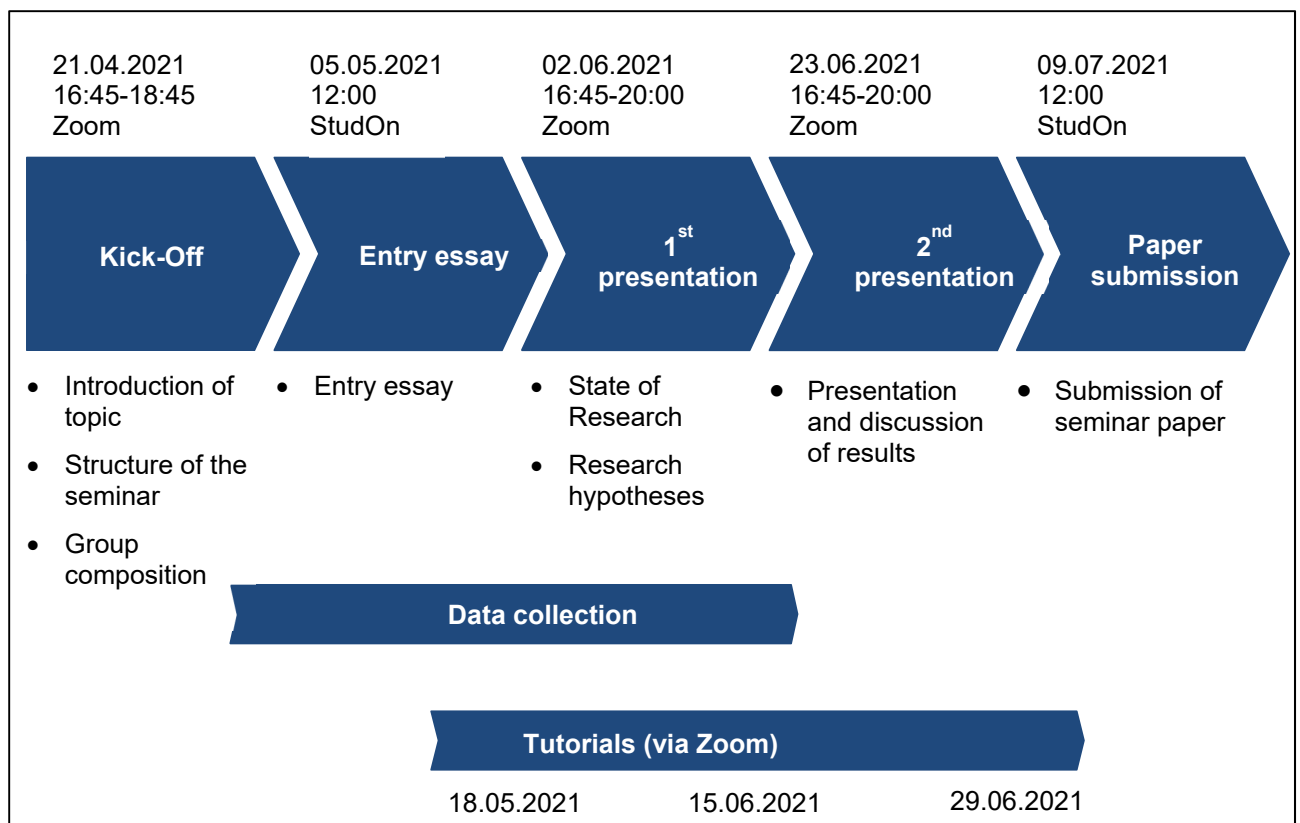
Advisors





Elements and Timeline

The seminar starts with a **kick-off meeting** in which the participants will be introduced to the topic and randomly assigned to their respective groups. Moreover, the timeline of the seminar will be explained.



The participants are required to write an **entry essay** which has to be submitted via StudOn by **05.05.2021**. The entry essay shall not be longer than two pages (excluding references and title page) and be based on the following basic literature (which can be downloaded from StudOn):

Manuel, T. and Herron, T.L. (2020). An ethical perspective of business CSR and the COVID-19 pandemic. *Society and Business Review*, 15(3), 235-253

Villena, V.H. & Gioia, D.A. (2018). On the riskiness of lower-tier suppliers: Managing sustainability in supply networks. *Journal of Operations Management*, 64, 65-87.

Jamali, D., Sidani, Y., & El-Asmar, K. (2009). A three country comparative analysis of managerial CSR perspectives: Insights from Lebanon, Syria and Jordan. *Journal of Business Ethics*, 85(2), 173-192.



The questions for the entry essay will be uploaded on StudOn on **21.04.2021**.

The interactive part of the seminar consists of **two presentations**. In the first presentation, the groups will present the state of research in the form of a literature review and discuss their research hypotheses. The second presentation consists of the presentation and discussion of key results.

In the two presentations, the groups may use up to five ppt-slides. These should be uploaded on StudOn for all participants at least 24 hours before the presentation.

On the basis of their presentations, the groups are required to submit a **seminar paper** (20 pages). For more details, please consult the “Guidelines on writing essays, bachelor and master theses at the Department of International Management”.

Topics and Group Composition

The topics of the seminar and the group composition will be announced in the kick-off meeting.

Tutorials

Participants will have the opportunity to contact their advisor during three **virtual feedback sessions** at the following times:

Tutorial 1:	18.05.2021, 10:00–11:00
Tutorial 2:	15.06.2021, 10:00–11:00
Tutorial 3:	29.06.2021, 10:00–11:00

Participants must post their questions in the StudOn group at least 24 hours before the tutorial.

StudOn Forum

A forum on StudOn will allow for the exchange of ideas and feedback. Students' participation and feedback will be evaluated.

Application and Admission

All interested students must apply for the seminar on StudOn until **16.04.2021**, 11:59 am. All applicants must have passed the exams in the two lectures Foundations of International Management I and II (IM I + IM II). There will be no exception to this rule.

The number of participants is limited to 30 students. In the case that more than 30 students apply, admission decisions will be based on IM I and IM II written exam grades.



Students will be informed about the results of the selection procedure by **19.04.2021**.

At the kick-off meeting, students are required to fill out a binding registration form and upload it on StudOn. Moreover, every student has to register on MeinCampus.

Participation and ECTS Credits

The seminar is worth 5 ECTS credits. It can be taken by students in the MIBS program (core course) and MIM program (Fortgeschrittene Methoden der Managementforschung).

The seminar is a mandatory prerequisite for all students who intend to write their master thesis at the Department of International Management.

Evaluation

- Entry essay: 15 %
- Presentations: 30 %
- Class participation (StudOn forum, discussions): 15 %
- Seminar paper: 40 %

General Provisions

- Required attendance in all announced meetings. If absent at one meeting, the partial performance will be graded with a 5.0.
- Required submission of all assessments (entry essay, presentation, seminar paper). If one assessment is missing, the partial performance will be graded with a 5.0.
- If the seminar paper is submitted late, the grade will be reduced by 0.3 points per day.