



Global Compact Network
Italia

CALL FOR PAPERS

International Conference on

Exploring the link between Competitiveness and Corporate Social Responsibility

April 29th, 2010

Pisa, Italy

Organized by: **Sant'Anna School of Advanced Studies, Pisa, Italy**

In cooperation with: **Center of innovation and Conceptual development of New Products, Universitat de Girona, Spain**

Fondaca- Active Citizenship Foundation, Rome, Italy

Empolese Valdelsa Cluster Development Agency, Florence, Italy

Sponsored by: **European Commission: Directorate-General for Enterprise and Industry**

Global Compact – United Nations, Italian Network

Theoretical contributions as well as case studies are welcome. The conference is open to scholars, doctoral students and researchers. Proposals should be sent in Word or PDF format to cosmic@sssup.it no later than March 15th, 2010. Participants are asked to provide a detailed abstract of their planned presentation (about 500 words) accompanied by a short biographical note and e-mail address of the author presenting the paper. Notification of acceptance for presentation will be given by March 30th, 2010.

Conference full papers of authors who wish will be published. The papers must be sent by May 30th 2010 and they will undergo an additional review process.

The conference will be free of charge.

Background and topic areas

The conference is a follow up to the **Cosmic Project**, “*CSR oriented supply-chain management to improve competitiveness in the textile/clothing sector*”. It represents one of the projects of the European Commission – Enterprise and Industry DG, within the Program “*Fostering CSR in European Industrial Sectors*”. The overall objective of this Program is to improve the CSR performance of European industry, thereby improving its contribution to sustainable development and enhancing its competitiveness.

The call for papers is aimed to demonstrate the links between CSR and competitiveness. Nowadays it is widely recognised that Europe cannot compete on costs’ factors with developing Countries, and companies must focus on non-price factors. Moreover, the environmental and social sustainability is a key objective that Europe wants to achieve.

We will accept submission in any of the following four main topic areas:

- *Supply side analysis and Innovative processes*: about dynamic efficiency and on CSR adopted models.
- *Market demand side analysis*: analyzing the upstream phases of the distributive systems, by identifying the main intermediaries and distribution channels. Another interesting aspect is about the preferences of the end consumers.
- *Credits and insurance system analysis*: investigating the role of financial and insurance institutions in stimulating CSR policies among companies.
- *Public policy analysis* (international, national, and local levels): about the supporting role of public policy, in the promotion of CSR management models and other volunteer tools among companies.

For more information about the conference and further questions please visit www.cosmic.sssup.it or contact cosmic@sssup.it