



The 8th International CSR COMMUNICATION Conference

*CSR Communication in the age of political instability:
Building hope in a hopeless world*

PROGRAM

September 22-24, 2026
LUT University FINLAND

WELCOME TO CSRCOM!

Welcome to the 8th International CSR Communication Conference at LUT University! The conference theme, “CSR Communication in the age of political instability: Building hope in a hopeless world”, invites you to explore both the daunting side of recent geopolitical, societal, technological, and cultural developments, as well as ways to make positive changes in a world that needs them. CSR communication is undoubtedly as relevant as ever, as it makes priorities, responsibilities, and aspirations visible. By understanding CSR communication, we can also hold organizations accountable for shaping, constructing, and negotiating our future.

Though the times may seem bleak, we have done our best to offer you some chances to seek hope for the future during the conference days. This is reflected not only in the academic program, but in optional activities that echo the Finnish ‘Cool, Calm and Collected’ spirit—a phrase frequently used by our President. For example, you may enjoy taking a morning sauna and a swim at our campus Lakeside Sauna with us, or take a break in our dedicated relaxing station. We also hope you enjoy our campus that sits between Lake Saimaa and the green Nordic forests. We recommend using one of the breaks to walk down to the lakeside and to take in the calming nature surroundings.

If you are new to CSRCOM, you will notice that this conference nurtures the intersection between the academic world and the world of practitioners. The Practitioners’ Panel, included in the conference program, gives you a peek into a local Nordic perspective on CSR communication.

To help make you feel welcome, we give our warm thanks to our supporters, the Marcus Wallenberg Foundation, the Foundation for Economic Education, and LUT University!

Enjoy the conference and make sure to head back home with some extra hope in your pocket!

Sincerely, your local organizing team:

*Laura Olkkonen, Visa Penttilä, Jenni Sipilä,
Nhi Le, Maija Lumme and Amanda Piepponen*

ARRIVING TO LAPPEENRANTA

The easiest way to travel to Lappeenranta from Helsinki or Helsinki Airport is by train. The total journey takes about two hours. From the airport, first take a local commuter train to Tikkurila railway station in Vantaa. From Tikkurila, there is a direct train to Lappeenranta. You can also take a direct train from either Helsinki city center or Pasila station. For train schedules and tickets, please see [the VR website](#). You can book a combination ticket for the commuter and long-distance trains, and we recommend booking tickets in advance.

[Lappeenranta railway station](#) (‘Matkakeskus’) is about 1 km from the city center (a 15-minute walk or 10 minutes by bus). The bus number 5 goes toward the University (‘Yliopisto’) and stops in [the city center](#) (‘Keskusta’) along the way.

ARRIVING TO LUT CAMPUS

LUT’s campus in Lappeenranta is located approximately 7 km from the city center. The local bus runs a regular service between the campus and the city, and also between the campus and the train station. Please see more about the [bus service and tickets](#) and the [journey planner](#). Please note that local bus schedules are not shown on Google Maps.

If you are looking for a more active way to move around, you can rent [a City Bike](#) via the Donkey Bike app. You can rent and return the bikes to any pick-up spot. If you aren’t in a hurry, we highly recommend [the lakeside route known as ‘Rantaraitti’](#) from the city center to the campus.

Information about accessibility on campus: [Campuses Accessibility](#)

Information about short-term parking, accessible parking and electric vehicle parking: [Instructions for visitors](#)



PROGRAMME OVERVIEW

Pre-conference PHD Seminar

(Only for accepted participants)

MONDAY SEPTEMBER 21

TIME	EVENT	LOCATION
12:00-13:00	Lunch & Registration	LUT University main building Yliopistonkatu 34
13:15-13:30	Introduction to the seminar Visa Penttilä	Room 1247
13:30-14:30	Ice-breaker activity Nhi Le	Room 1247
14:30-15:30	Current state of CSR communication research – overview of the field TBA	Room 1247
15:30-16:00	Break	
16:00-18:00	Mentoring in small groups	Rooms 1247, 1245, 1246
19:00	Dinner	Tuju Taproom Soittokunnanraitti 3

TUESDAY SEPTEMBER 22

TIME	EVENT	LOCATION
9:00-11:00	Mentoring in small groups	Rooms 1247, 1245, 1246
11:00-11:30	Break	
11:30-12:30	Roundtable discussion: Lessons learned and ways forward	Room 1247
12:30-12:45	Seminar wrap-up	Room 1247
13:00-14:00	Lunch	LUT University main building
14:00-	Optional nature walk around the campus	

PROGRAMME OVERVIEW

Main CSRCOM Conference

TUESDAY SEPTEMBER 22

TIME	EVENT	LOCATION
17:30-18:00	Conference registration	Lappeenranta City Theatre Kaivokatu 5 (inside the IsoKristiina shopping center)
18:00-18:30	Welcome to CSRCOM Laura Olkkonen	
18:30-19:30	Opening keynote Associate Professor Emilia Palonen <i>Political polarisation as a political strategy</i>	
19:30-21:00	Welcome reception	

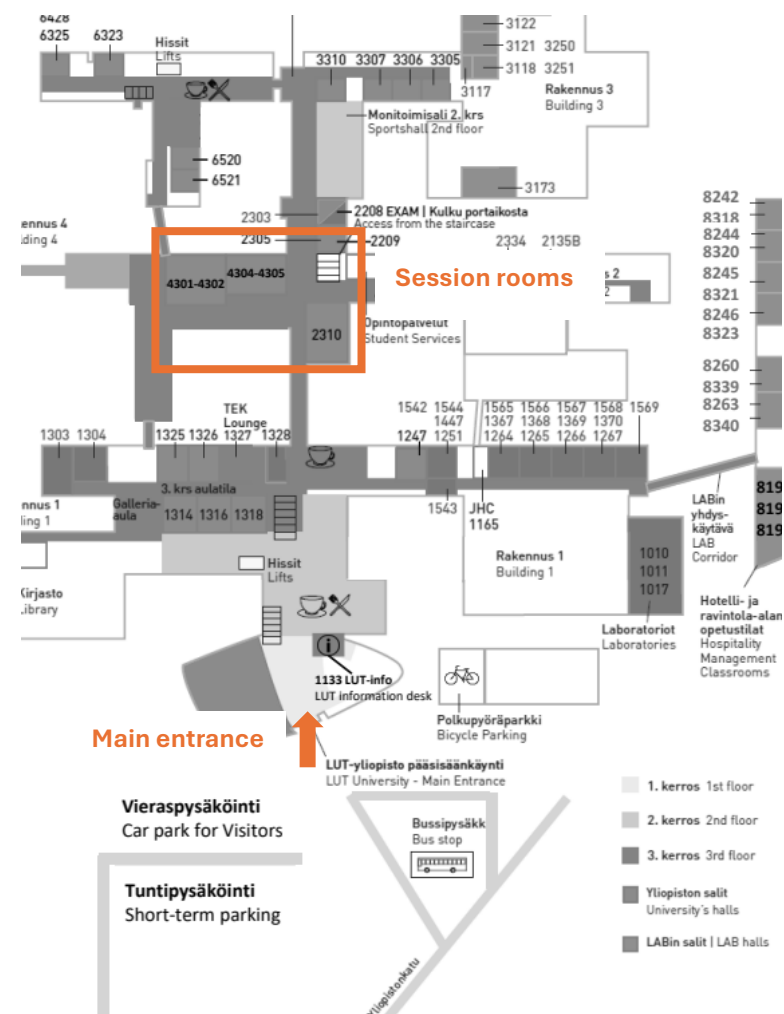
WEDNESDAY SEPTEMBER 23

TIME	EVENT	LOCATION
7:30-8:30	Optional morning swim and sauna	LUT lakeside sauna Yliopistonkatu 35
8:00-17:00	Registration and info desk open	LUT University main building Yliopistonkatu 34
9:00-17:00	Relaxing station open Enjoy a little peace and quiet amidst your busy conference day	Room 4343

9:00-9:30	Opening of Day 2 Greetings from the Dean Sami Saarenketo, LUT Business School Meet the Editors: Short info about CCIJ Special Issue possibility	Room 2310
9:30- 10:30	Keynote Professor Lars Thøger Christensen <i>Mobilizing Hope and Drama: Aspirational Talk as a Managerial Responsibility and Competence</i>	Room 2310
10:30-10:45	Coffee break	4th Building foyer
10:45-11:55	Parallel paper sessions 1	Rooms 2310, 4301/4302, 4304/4305
12:00-13:10	Parallel paper sessions 2	Rooms 2310, 4301/4302, 4304/4305
13:10-14:00	Lunch break	
14:15-15:35	Practitioners' Panel <i>Building hope with CSR communication practice</i> Speakers: Inna-Pirjetta Lahti, Impact Agency PING Helsinki Niklas Kaskeala, The Activist Agency Sophia Lawson Hellu, UN Global Compact Network Finland Facilitator: Jenni Sipilä	Room 2310
15:35	Group picture	4th Building foyer
15:45-16:00	Coffee break	4th Building foyer
16:00-17:30	Parallel paper sessions 3	Rooms 2310, 4301/4302, 4304/4305
19:00-23:00	Conference Dinner and Award Ceremony	Restaurant Kehruuhuone, Kristiinankatu 20

CONFERENCE ROOM LOCATIONS

TIME	EVENT	LOCATION
7:30-8:30	Optional morning swim and sauna	LUT lakeside sauna Yliopistonkatu 35
8:30-14:30	Registration and info desk open	LUT University main building Yliopistonkatu 34
9:00-14:00	Relaxing station open Enjoy a little peace and quiet amidst your busy conference day	Room 4343
9:00-10:00	Keynote Professor Laura Marie Edinger-Schons <i>Sustainability Communication in Times of Polarization: Between Authenticity, AI, and Future-Making</i>	Room 2310
10:00-10:30	Coffee break & Meet the SI Editors	
10:30-11:40	Parallel paper sessions 4	Rooms 2310, 4301/4302, 4304/4305
11:45-13:15	Parallel paper sessions 5	Rooms 2310, 4301/4302, 4304/4305
13:15-14:15	Lunch break	
14:30-17:00	Optional social program Ghost walk & Picnic in Lappeenranta Fortress (meeting point in LUT main lobby)	



PARALLEL PAPER SESSIONS

Each conference paper has 20 minutes reserved in the program, including presentation and discussion. There are some extra minutes in each session reserved for transitions between presentations, to ensure that each presenter can use the full 20 minutes reserved for them. The session chairs make sure that presenters stay in their dedicated time and that the sessions run smoothly.

There is also technical assistance available in the session rooms.

Parallel paper sessions 1, Wednesday 10:45-11:55

Session 1A: Climate change & Sustainability transitions Room: 2310 Chair: Urša Golob	Session 1B: CSR Communication & Democracy Room: 4301/4302 Chair: Laura Olkkonen	Session 1C: CSR communication in digital contexts Room: 4304/4305 Chair: Meri Frig
(When people) Don't look up: A vicious cycle that normalizes carbon-intensive behaviors <i>Joris Galama, Bianca Harms & Jan Willem Bolderdijk</i>	Countering Post-Democracy and Democratic Backsliding: The Dual Democratic Responsibility of Agonistic CSR Communication <i>Mhairi Rundell & Peter Winkler</i>	Making Illegality Look Fancy: How Criminal Actors Construct Discursive Legitimacy Strategies on TikTok <i>Nicole Giorgi & Laura Illia</i>
From oil companies to energy companies... and then back again to oil companies? An analysis of oil companies' recent rhetorical retreat on CSR-communication <i>Øivind Hagen</i>	Corporations as government: A longitudinal case study of political CSR in practice <i>Ninitha Hamza Koya</i>	Corporate Digital Responsibility as Legitimation: Navigating Persistent Tensions <i>Christiane Marie Høvring, Anne Gammelgaard Ballantyne & Taus Mørck Hermansen</i>
Framing Green Transition: Metaphorical Framing and Discursive Legitimation of Electric Vehicles <i>Francois Elise & Thomas Lisa</i>	Responsibility Without a Bearer: Actorhood Ascriptions and Accountability in CSR Communication <i>Nils Förster</i>	Meat Wars: Using Astroturfing and Digital Activism to Fracture Public Discussions <i>Wendy Atkins-Sayre, Owen Sayre & Ashli Stokes</i>

Parallel paper sessions 2, Wednesday 12:00-13:10

Session 2A: CSR communication & Human rights Room: 2310 Chair: Visa Penttilä	Session 2B: Special session Room: 4301/4302 Organizers: Sarah Glozer & Hannah Trittin-Ulbrich	Session 2C: CSR Communication & Media Room: 4304/4305 Chair: Wim Elving
Communicating Corporate Responsibility under Mandatory Human Rights Due Diligence: Evidence from Corporate Governance Documents under the German Supply Chain Due Diligence Act <i>Theresa Bauer</i>	Topic: Shaping Sustainable Influence: Authority, Responsibility, and Impact in Digital CSR Communication Synopsis: This special session brings together expert academic and practitioner voices to examine how influencers increasingly shape sustainability and CSR discourse.	Responsible Media Choices: Mapping an emerging field <i>Line Schmeltz, Anna Karina Kjeldsen, Lene Granzau Juel-Jacobsen & Sigurd Trolle Gronemann</i>
Reporting human rights in increasingly politicized environments: A comparative analysis of MNEs' discourses in the automotive industry <i>Harry Hua Li, Alessandro Poroli, Angela Ka Ying Mak</i>		A Normative Trap: 'Captive Corporate Social Responsibility' of 'Captured Media' in Polarized Slovakia <i>Anna Samelova</i>
Navigating Post-fairtrade's Coloniality Dilemma: Market, Irony & Race in Moyee Coffee's CSR Communication <i>Reinier Vriend & Wouter Oomen</i>		Media Response to Crisis Types: A Cross-National Perspective <i>Bianca Harms, Päivi Maijanen, Anke Trommershausen, Antonia Matei & Ilva Skulte</i>

Parallel paper sessions 3, Wednesday 16:00-17:30

Session 3A: Climate change & Sustainability transitions Room: 2310 Chair: Sarah Glozer	Session 3B: Organizational Practices & Conceptualizations Room: 4301/4302 Chair: Amy O'Connor	Session 3C: Stakeholder Dialogue & Engagement Room: 4304/4305 Chair: Hannah Trittin-Ulbrich
Corporate Growth Narratives in the Post-Growth Era <i>Irene Pollach</i>	Telework as an Internal CSR Practice: A Cross-National Comparison of Teleworkers and Office Workers <i>Ana Marija Mustafai & Klement Podnar</i>	Raising awareness and enabling engagement: the role of dialogue <i>Marie Di Nardo</i>
The Role of Governance and Regulatory Environment in Reducing Cheap Talk in Climate Disclosure <i>Essi Nousiainen, Mika Ylinen & Mikko Ranta</i>	Communicating Societal Relevance in IT Recruitment: CSR Communication and the Attraction of Women <i>Vera Hermes, Wiebren Jansen & Martine van der Veer</i>	Agonistic Dialogues and Breaking the Spell of Anthropocene: A Study on Conversations for Multispecies Justice <i>Valtteri Aaltonen</i>
When Corporate Climate Communication Backfires: The Role of Message Style, Claim Substantiation, and Issue Politicization <i>Nilüfer Geysi</i>	Responsibility toward whom: The paradoxical intersections of nation-building, (legacy) leadership, multigenerational workplaces, and employee well-being in India <i>Vidhi Chaudhri & Asha Kaul</i>	Politicization of ESG communication - Unpacking Chinese social purpose organizations' ESG strategies and practices <i>Vivian Wei Guo</i>
Targeting Behavioural Transition Pathways: Consumer Segmentation as a Tool for CSR-Driven Dietary Change <i>Jildau Stoelwinder, Bianca Harms & Lisan Lesscher</i>	A Comparative Analysis of Corporate Social Responsibility Communication Practices of Mining Sectors in South Africa and Finland <i>Takalani Eric Mudzanani</i>	-

Parallel paper sessions 4, Thursday 10:30-11:40

Session 4A: Legitimacy & Contestation Room: 2310 Chair: Peter Winkler	Session 4B: Special session Room: 4301/4302 Organizers: Urša Golob, Elanor Colleoni, Hannah Trittin-Ulbrich, Dennis Schoeneborn & Amy O'Connor	Session 4C: CSR communication in digital contexts Room: 4304/4305 Chair: Irene Pollach
Cultivating Relational Vitality and Securing a Durable Social License to Operate in CSR Practice. The new framework of Regenerative Inclusive Communication and CSR activities in the context of marginalized communities <i>Emmanuel Skoulas</i>	Topic: Educating for responsible CSR communication in politically unstable times Synopsis: Drawing on PRME, sustainability competence research, creative pedagogies, and critical digital literacy, this special session explores how to equip students to navigate contested, AI-mediated communication environments.	“This is not sponsored!” - Negotiating moral legitimacy and boundaries of wrongdoing in influencer marketing disclosure <i>Meri Frig, Anna Granstedt, Essi Pöyry & Hanna Reinikainen</i>
Political Identity, Dual Legitimacy, and Stakeholder Evaluation of Social Purpose Organizations in Contested CSR Environments: An AHP approach <i>Jeonghyun Janice Lee</i>		The Content Value Framework: Conceptualizing Functional and Symbolic Value in Brand-Generated Content for CSR Communication <i>Bianca Harms & Hans Jacob de Gier</i>
Seeing Before Signaling: Epistemic Failure, Non-Convergent Perception, and CSR Communication Governance in Politicized Environments <i>Craig E. Carroll</i>		The afterlife of aspirational CSR talk <i>Heidi Hirsto & Cecilia Hjerpe</i>

Parallel paper sessions 5, Thursday 11:45-13:15

Session 5A: Legitimacy & Contestation Room: 2310 Chair: Jenni Sipilä	Session 5B: Organizational Practices & Conceptualizations Room: 4301/4302 Chair: Klement Podnar	Session 5C: Sociopolitical topics & activism Room: 4304/4305 Chair: Elanor Colleoni
Defining communicative moments: The discursive politicization of sustainability narratives in corporate CSR communication <i>Linda Schleif & Franzisca Weder</i>	The Sustainability Compass: Navigating Power, Rules, and Resources in Sustainability Communication <i>Franzisca Weder, Chiara Valentini & Flora Hung-Baesecke</i>	Conceptualizing Corporate Social Advocacy Responses: A Typology and Scale Development <i>Jiamin Xie, Vivian C. Sheer & Jos Bartels</i>
When CSR Communication Backfires: Explaining Greenwashing Accusations through Misinformation and Persuasion <i>Alina Arti, Alexander Buhmann & Vilma Luoma-aho</i>	The politicisation of CSR Communication: Organisational narratives on illegal small-scale mining (Galamsey) in Ghana <i>Mavis Amo-Mensah</i>	The Attention Trade-Off: Explaining The Rise And Retrenchment Of Corporate Moral Positioning <i>Klementine Klein, Emilio Marti & Taco Reus</i>
Exploring the Boundary Conditions of Corporate Sustainability (CS) Communication in Polarized Contexts: A Qualitative Meta Synthesis <i>Hanna Pauline Boerries, Elke Schuessler & Dennis Schoeneborn</i>	Turning Points in CSR communicative practices <i>Amy O'Connor</i>	Corporatas or Communitas? Companies' Listening—and Pausing—when Engaging with Sociopolitical Issues <i>Nhi Phuoc Thuc Le & Laura Olkkonen</i>
-	Between Rhetoric and Reality: How Israel's Capital Market and Financial Media Frame ESG <i>Amit Lavie Dinur</i>	Building hope through authentic brand activism? The perils of managerial advice in polarized times <i>Jochen Hoffmann</i>