



Seminar MOEC0287

Seminar in Corporate Social Responsibility – The Role and Function of Communication

Spring Term 2017

(Time: Tuesday, 8:00h to 12:00h, Location: Seminar-Room UNK-E-2)

	Date	Theme	Contributor
1	28.02.17	Introduction into the field of CSR communication: The Implications of the Network Society	Dr. Hannah Trittin
2		How to conduct a good seminar presentation / write a good seminar paper	Dr. Hannah Trittin
3	14.03.17	Theoretical foundations: Corporate Social Responsibility (CSR)	Pedro Varoto Andreas Eggenberger
4		Theoretical perspectives on CSR communication	Barbara Büchli Stefanie Hunkeler
5	21.03.17	External CSR Communication: Corporate Reporting	Nicola Camponovo Barbara Tinner
6		Guest Speaker	Dr. Ina Walthert, SustainServe
7	28.03.17	External CSR Communication: Stakeholder Dialog and Legitimacy	Besa Alusi Fabienne Boschung Stefania Zaffino
8		The Role and Function of Social Media in CSR Communication	Yiwen Zhu Yue Glu
9	04.04.17	Internal CSR Communication: Identity and Control	Yi Fang Adrien Buntschu
10		Discussion of seminar paper ideas	
11	11.04.17	Guest Speaker	Meret Meier, Swisscom
12		Seminar Summary and Open Questions	Dr. Hannah Trittin