



SEEK Workshop on Corporate Philanthropy

13 September 2012

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| 9.15 – 9.30 | Opening Remarks |
| 9.30 – 10.30 | David Campbell (Newcastle University)
<i>Philanthropy strategy or strategic philanthropy? A story.</i> |
| 10.30 – 11.30 | Arthur Gautier (ESSEC Business School)
<i>What do we know about corporate philanthropy? A literature review</i>
Arnold Wilts (Utrecht University)
<i>Corporate Philanthropy and Corporate Decision-Making</i> |
| 11.30 – 12.00 | Coffee Break |
| 12.00 – 13.00 | Lonneke Roza (Rotterdam School of Management)
<i>Corporate philanthropy: Why nonprofit organizations engage in corporate volunteering</i>
Christiane Reif (ZEW)
<i>CSR, Innovation and Financial Performance: On the Interaction between CSR and Innovation Strategies for Firm Performance</i> |
| 13.00 – 14.00 | Lunch |
| 14.00 – 15.00 | Dick de Gilder and Theo Schuyt (VU University Amsterdam)
<i>Why do companies engage in philanthropy? Evidence from the Netherlands</i>
Sarah Borgloh (ZEW)
<i>Why do companies engage in philanthropy? Evidence from Germany</i> |
| 15.00 – 16.00 | Valerie Bockstette (FSG)
<i>Creating Shared Value</i> |
| 16.00 – 16.30 | Coffee Break |
| 16.30 – 17.30 | Gabriele Hartmann (SAP)
<i>tba</i> |
| afterwards | Dinner at LanzCarré |

Conference Venue: ZEW, L 7, D-68161 Mannheim
Room 2