



## CSRCOM 2017 - PHD SEMINAR

**The aim of the PhD seminar is to provide doctoral students in the corporate communication and CSR field with an opportunity to discuss their dissertation research with fellow students and leading academics in the field of CSR and Corporate Communication.**

The PhD seminar will consider main topics and methodological approaches within the field of Corporate Communication and CSR. The seminar also serves as a platform for students working in these areas to establish a valuable network and examine issues, such as publishing, which are important for their future careers. The faculty involved in the seminar includes renowned scholars from a variety of disciplinary and geographical backgrounds.

This seminar is relevant for PhD students within the Corporate Communication and CSR research field and is appropriate for doctoral students in different stages of their dissertation process. After the seminar participants will be provided with:

- New specific knowledge about the dissertation topic,
- Knowledge of current issues in the field of Corporate Communication and CSR specifically,
- General competencies within research design and knowledge dissemination via publishing in peer-reviewed journals in the field of Corporate Communication,
- General competencies related to communicating your position regarding a certain CSR issue and critically evaluating the work of peers.

The PhD seminar will cover current issues in the CSR and Corporate Communication field as well as dissertation and publication topics:

Introduction to CSR theories. Participants will get insights into main theoretical fields and research streams of CSR and have the opportunity to discuss relevant problems and issues related to these.

Corporate communication, marketing and management perspectives. Significant issues, models, frameworks and concepts will be brought up and critically scrutinized and discussed with the participants.

Discussions on dissertation issues. Participants will be able to approach their dissertations' issues via discussing the topics, methodologies and research designs with renowned scholars and fellow participants.

Publication process. Participants will learn about the publication process with a journal editor in order to learn how to formulate, write, submit and revise papers for top journals.

Poster presentation (voluntary). Participants in the PhD seminar are invited to prepare a poster on their dissertation topic and possibly initial findings; posters will be displayed at the main conference.

### **Activities & Requirements**

The main focus of the PhD Seminar is on the work in progress of participants. The seminar is organized primarily around participative interaction. During the seminar participants will make a brief presentation (10 minutes) of their work.

A feedback of facilitators and peers will be provided to each proposal. The proposals of all participants will be made available to everyone. Participants will provide structured feedback to one specifically assigned presentation of another participant. They are also encouraged to

read all proposals and give feedback to each other's work during the sessions. The lectures will be related to the topical and/or methodological angles of participants' work and some will include discussions on selected readings provided for the participants.

The participants should submit:

- An abstract (proposal) of the (planned) doctoral research, outlining the research problem against the existing literature, discussing the methodology and showing some initial empirical results (if applicable). Proposals should be no longer than 3-4 pages (plus figures, tables, and references). It is recommended that the proposal raises and points to specific problems rather than being conclusive. It should describe the subject of interest and the theoretical and methodological approach. It should also specify the development phase of the doctoral research, in order to get an appropriate feedback.

All participants of the PhD seminar will receive a certificate of participation (with hours of workload and suggested ECTS).

## **Important dates**

July 6, 2017 Submission of PhD proposals (3 pages + figures, tables and references)

July 13, 2017 Distribution of proposals for peer review

July 14, 2017 Deadline for PhD seminar registration

September 20-21, 2017 PhD SEMINAR at the University of Vienna

## **Teachers**

Timothy Coombs (Texas A&M University and Editor of CCIJ), Craig Carroll (New York University), Sabine Einwiller (University of Vienna), Ursa Golob (University of Ljubljana), Anne Nielsen (Aarhus University), Juliet Roper (University of Waikato), Christa Thomsen (Aarhus University), Franzisca Weder (Alpen-Adria University), Wolfgang Weitzl (University of Vienna)

## **Fees**

EUR 400 for participating in the PhD seminar AND the main conference

EUR 220 for participating only in the PhD seminar

(in addition to the fee, a 5% manipulation cost will be charged. Cancellation must be made in writing. In case of cancellation before August 15, 2017, the full amount less a cancellation fee of EUR 100 will be refunded. In case of cancellation after August 15; 2017, no refund will be granted)

## **PhD Seminar Program**

See: [http://csr-com.org/img/upload/2017-06-14-13\\_39\\_46\\_PhDSeminar2017\\_program.pdf](http://csr-com.org/img/upload/2017-06-14-13_39_46_PhDSeminar2017_program.pdf)

## **PhD Seminar Venue**

PhD seminar will be held in September 20-21, 2017 at the University of Vienna, Althanstrasse 14, UZA2, 2H316 (seminar room, 3<sup>rd</sup> floor, Rotunde), 1090 Wien.

## **Contact, Submission and Registration**

Further information and submission of proposal: [phdseminar@csr-com.org](mailto:phdseminar@csr-com.org)

Registration: <http://csr-com.org/login>