

Corporate Social Responsibility (CSR)
in Small and Medium Size Enterprises (SMEs)
Knowledge gaps and solutions

Cultural Center,
European University Cyprus

Afternoon/Evening,
Tuesday, 6th of October, 2009



Organizer
School of Business
Administration,
European University Cyprus



Ευρωπαϊκό
Πανεπιστήμιο Κύπρου
LAUREATE INTERNATIONAL UNIVERSITIES

Focus of the conference:

Business firms are expected today not only to create value for their shareholders, but also to treat fairly their employees, respect the natural environment, and contribute to the welfare of local communities. Corporate social responsibility (CSR) is therefore an essential issue for firms, large as well as small. SMEs (small and medium size enterprises) face special difficulties and challenges in their efforts to adopt CSR principles.

The conference focuses then on:

- Existing CSR understanding in Cypriot SMEs
- Knowledge gaps and concerns
- CSR and strategic management in SMEs
- Employees, communities, and environment
- CSR - The way forward

Speakers include:

- Mr. Manthos Mavrommatis
- Professor Kostas Gouliamos
- Dr. Athanasios Hadjimanolis
- Mr. Alexander Krauss
- Mrs. Vassilia Hadjichristodoulou
- Dr. Ausra Rutelione
- Dr. Elina Gayle- Sarkane

Aim of the conference:

It is the aim of the conference to increase the awareness of CSR among Cypriot SMEs and to emphasize its place and role in strategic management. It further aims to create a network of academics, business owners, and policy makers to promote CSR in Cyprus.

Timetable:

17.00- 17.30	Registration
17.30	Conference Opening
Session One:	CSR the broad picture
17.30 -17.45	Introductory remarks by Mr. Manthos Mavrommatis (President of Cyprus Chamber of Commerce and Industry)
17.45 - 18.00	Introductory remarks by Professor Kostas Gouliamos (Vice Rector – European University Cyprus)
18.00 - 18.30	CSR and SMEs: the European experience by Mr. Alexander Krauss (ISOB consultants – Germany)
18.30 – 19.00	Discussion
Session 2:	Theory and practice
19.00- 19.20	CSR and SMEs: Theory and reality by Dr. A. Hadjimanolis (Chair - Department of Management and Marketing, European University Cyprus)
19.20 – 19.40	SOCIAL SME project by Dr. Ausra Rutelione (Associate Professor – Kaunas University of Technology, Lithuania)
19.40 -20.00	Social responsibility (SR) for Sustainable Business Development: The case of Latvia by Dr. Elina Gayle- Sarkane (Associate Professor - Riga Technical University, Latvia)
20.00- 20.30	SOCIALSME - Preliminary project results for Cyprus by Mrs. Vassilia Hadjichristodoulou (Consultant)
20.30 – 21.00	Discussion
21.00	Conclusions – Closing up.