



SEMINARS

CORPORATE SOCIAL RESPONSIBILITY

Speaker

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29/09 | h 14-18 | room Aula Abside (piazza Strambi, 1)

CORPORATE SOCIAL RESPONSIBILITY (CSR) - BASIC CONCEPTS. CARROLL'S PYRAMID MODEL OF RESPONSIBILITY. VISSER AND FREDERICK'S MODELS OF CSR. CSR AND THE STAKEHOLDER THEORY. CSR AND THE STAKEHOLDER THEORY

30/09 | h 14-16 | room Aula Abside (piazza Strambi, 1)

PLACE OF CSR IN THE ORGANIZATION'S STRATEGY

06/10 | h 14-18 | room Aula Abside (piazza Strambi, 1)

BENEFITS AND LIMITATIONS OF CSR IMPLEMENTATION IN CORPORATE STRATEGY. CORPORATE SOCIAL IRRESPONSIBILITY

07/10 | h 14-16 | room Lab.1.2 (piazza Strambi, 1)

CREATING SHARED VALUE (CSV)– M. PORTER'S AND M. KRAMER'S SHARED ADDED VALUE MODEL. CORPORATE SOCIAL MARKETING (CRM) CAMPAIGNS IN CSR-BASED STRATEGIES

13/10 | h 14-16 | room Aula Abside (piazza Strambi, 1)

CONSUMER ATTITUDES TOWARDS SOCIALLY RESPONSIBLE ORGANIZATIONS. FCB MODEL

14/10 | h 14-16 | room Aula Abside (piazza Strambi, 1)

STANDARDS OF REPORTING ABOUT CSR

Evento nell'ambito del contenitore
IDEE E STRUMENTI PER IL MANAGEMENT.
La partecipazione al ciclo di seminari consente alle studentesse e agli studenti dei corsi
L-18 | L-33 | L-41 | LM-16 | LM-77
l'acquisizione di 1 CFU ogni 6 ore di frequenza

PER ISCRIZIONI E CFU

