



**EABIS**  
European Academy  
of Business in Society



## EABIS CO-HOSTS EVENT ON CSR RESEARCH AND THE IMPACT OF THE BOLOGNA PROCESS

*EU Commission Supporting EABIS' European Platform Conference to Address Education Reform and Implications for Social Science and CSR Research*

**Ingolstadt, Germany, 30 March 2006** – On Friday, 31 March, The European Academy of Business in Society (EABIS), Europe's leading alliance on corporate responsibility research, education and training, will co-host a conference exploring the implications and opportunities for university research on business in society/CSR in the context of the Bologna Accord. The event, titled *The Bologna Process & the Implications of European University Educational Reform for Corporate Responsibility Research*, will feature a variety of speakers from academia and policy makers including:

- **Prof. Dr. Peter Fisch**, Head of the European Commission's Social Science Research Programme
- **Prof. Dr. Gilbert Lensen**, President of EABIS
- **Prof. Dr. Gottfried Frhr. v. d. Heydte**, – Chancellor, Catholic University of Eichstätt - Ingolstadt

The event is part of the EABIS CSR Platform Project, which is funded by the European Union's Sixth Framework Programme for Research. Hosted by the Catholic University of Eichstätt-Ingolstadt in partnership with EFMD and EABIS, the conference comes at a critical time for Europe following the Commission's recent Communication on CSR (which included two key sections on CSR research and education) and the EU's broader effort to restructure the university system and research to meet the need for knowledge and human capital for a sustainable European model in the context of the Lisbon Agenda.

### **Bologna: Integrating Corporate Responsibility Research**

Academic research on corporate responsibility requires an integrated approach. But to date, the topic has largely failed to be seen as a fundamental part of scholarly disciplines including political science, economics, sociology and geography and has not been well integrated into the applied business disciplines such as strategy, organisational behaviour, marketing, finance and accounting and business ethics.

As the European university system is undergoing profound changes as a result of the Bologna reforms of higher education, it is important that cross-fertilisation of ideas and collaboration between applied and fundamental researchers are institutionalised. The conference will explore the implications and opportunities for university research on business in society in the context of the Bologna Accord and look for ways to ensure the structures and resources are put in place to develop CSR knowledge and, ultimately, integrate it into mainstream business practice.

**Event:** The Bologna Process and the Implications of European University Educational Reform for Corporate Responsibility Research  
**Date:** Friday, 31 March 2006 (09:00 – 16:30)  
**Venue:** Ingolstadt School of Management  
Auf der Shanz 49  
Ingolstadt, Germany

Admission to the event is free thanks to the funding of the European Commission as part of EABIS' [CSR Platform Project](#), which provides a forum for academic institutions, business, policy-makers and civil society actors with interest in CSR to come together and discuss and shape the European CSR research agenda.

For more information on the event, visit the EABIS [website](#).



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### **About The European Academy of Business in Society**

Established in 2002 by leading companies and business schools in partnership with the EU Commission, EABIS aims to integrate corporate responsibility into the mainstream of business theory and practice in Europe. EABIS funds collaborative research, education and training projects and hosts numerous events and workshops across Europe to develop more and better knowledge on corporate responsibility. It also leads the EU Commission funded 'European Platform for Excellence on CSR' (CSR Platform) project as the designated centre for excellence on CSR Research under the Sixth Framework Programme. With a European focus, but a global outlook, EABIS' membership currently spans four continents and 19 countries and includes some of the world's largest global corporations including Shell, Unilever, IBM, Johnson & Johnson and Microsoft and Europe's top business schools such as INSEAD, IMD and the London Business School. [www.eabis.org](http://www.eabis.org).

### **Catholic University of Eichstätt-Ingolstadt**

The Catholic University of Eichstätt-Ingolstadt (KU) is the only Catholic university in a German speaking country. The KU offers the advantages of a small and manageable university to its 4800 students. Its 120 professors, more than 200 scientific assistants and numerous lecturers, predominantly from the world of practical work, guarantee outstanding guidance for the students.

### **EFMD**

EFMD is recognized globally as an accreditation body of quality in management education and has established accreditation services for business schools and business school programmes, corporate universities and technology-enhanced learning programmes. With more than 500 member organizations from academia, business, public service and consultancy in 65 countries, EFMD provides a unique forum for information, research, networking and debate on innovation and best practice in management development.

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