CORPORATE SOCIAL RESPONSIBILITY: BETWEEN COMPLIANCE, VALUES, AND ETHICS

Cette journée d'études invite les chercheurs, en particulier français et bulgares, à explorer et analyser la RSE, dans ses pratiques, entre les obligations de conformité, les valeurs et l'éthique, en explorant la manière dont les organisations évoluent et agissent par rapport aux obligations légales, à leurs engagements normatifs et au besoin de légitimité sociale et politique.

8 octobre 2026

2 Kraybrezhna St., 8238 Ravda, Bulgarie

Conference programme

9h30-10h00 Participant registration

10h00-10h15 Official opening

10h15-12h30 Panel 1 — From Voluntary Commitments to Regulated Responsibility: Standards, Political CSR and European Governance

Chair/Discutant: Stela Raytcheva and Hervé Chomienne

This panel examines the ongoing transformation of CSR, which is shifting from a largely voluntary framework of organizational commitment to a more institutionalized and regulated form of accountability. The presentations explore the evolving role of European regulation, political CSR, transnational standards, and non-state initiatives in shaping corporate behavior and accountability. The panel also aims to explore the interplay between compliance, legitimacy, competitiveness, and the measurement of commitments. Overall, these presentations examine how responsibility is defined, governed, and assessed within increasingly complex regulatory frameworks.

10h15-10h35 Jean-Philippe Denis & Lydie-Marie Lavoisier,
Europe as a Brand Between Compliance and Dream: CSR Regulation as an Implicit Theory of the Firm and a Persuasion Problem

10h35-10h55 Gilles Rouet,
European Corporate Responsibility Between Accountability and Competitiveness. The Regulatory Ambivalence of the European Union

10h55-11h15 Mourad Attarça,
Corporate Political Activities and CSR Commitments: Exploring the Tensions and Compatibility

11h15-11h30 Coffee break

11h30-11h40 Marina Stefanova, Elka Vasileva, Veselin Panayotov & Anton Peychev,
Standards for a Sustainable Future: A National Initiative of NGO's Coalition in Bulgaria

11h40-12h Nikolova Christina,

From Commitment to Measurement: A Decade of the UN Global Compact's Ten Principles in a Public University

12h00-12h30 Discussion

12h30-14h00 Lunch/Buffet

14h00-16h30 Panel 2 — Responsible Management in Practice: Public Value, Organizational Change and Sectoral Transformations

Chair/Discutant: Elka Vasileva and Christina Nikolova

This panel focuses on the organizational and managerial implementation of responsible management in public, professional, and sector-specific contexts. The presentations address public value, sustainability reporting, responsible change, new forms of work organization, sustainable production models, and new professional roles. Rather than viewing CSR solely as a normative or regulatory framework, the aim is to examine how responsibility is interpreted and implemented through concrete practices, organizational structures, and sector-specific processes, in order to highlight how responsible management is reshaping institutions, professions, and modes of coordination.

14h00-14h20 Annie Bartoli,
Corporate Social Responsibility and Public Management: Emerging Debates on Public Value, Sustainability Reporting, and Responsible and Integrated Management

14h20-14h40 Valeria Pacheva,
Sustainable Production Models in Theater through the Prism of Corporate Social Responsibility: Interaction Between the Public and Independent Sectors

14h40-15h00 Delphine De St Julien & Aline Lemeur,
Addressing the Perceived Organizational Justice, to Achieve Responsible Change Management in Healthcare Institutions

15h00-15h20 Coffee break

15h20-15h40 Soumaya Belkasseh & Thierry Côme,
Flexibility: New Socially Responsible Model

15h40-16h00 Anelia Miteva & Dimitar Zlatanov,
Community Development Manager – an Erasmus+ Project Presented by Catro Bulgaria

16h00-16h30 Discussion

16h30-17h00 Conclusion from Panel 1 & 2

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INFORMATIONS COMPLÉMENTAIRES

Comité scientifique et d'organisation

Mourad Attarça, LAREQUOI, UVSQ
Hervé Chomienne, LAREQUOI, UVSQ
Thierry Côme, LAREQUOI, UVSQ
Daniela Ivanova, UNWE, Sofia
Stela Raytcheva, LAREQUOI, UVSQ
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