



PHILIPPE DE WOOT AWARD

# The 2012 Philippe de Woot Award Ceremony

*Inter-University Award for the Best Master Thesis on  
Corporate Social Responsibility*

*Aula Ghent University, 16 February 2012, 5.30 pm*

Hosted by

Vlerick Leuven Gent  
Management School





- 5.30pm Welcome
- 6.00pm Opening by **Philippe Haspeslagh**, Dean,  
Vlerick Leuven Gent Management School
- 6.10pm Presentation of the Philippe de Woot Award by  
**Charles de Liedekerke**, founder of the project and  
president of the organisation committee
- 6.20pm Presentation of the Award nominees by **Nigel Roome**,  
Professor, Vlerick Leuven Gent Management School
- 6.35pm **Johan Kestens**, Partner, AT Kearney,  
*'Leadership and corporate responsibility'*
- 6.55pm **Tom Dodd**, CSR Policy Advisor, European Commission,  
*'A new European strategy for corporate social responsibility  
in support of Europe 2020'*
- 7.05pm **Stefan Crets**, Executive Director, CSR Europe,  
*'Enterprise 2020 towards smart, sustainable and inclusive business'*
- 7.15pm Announcement of the Philippe de Woot Award
- 7.30pm **Philippe de Woot**, Emeritus Professor,  
*'Revisiting the purpose of business'*
- 7.50pm Drinks & canapés, Vlerick Ghent Campus,  
Reep 1

# Programme



## **Corporate social responsibility and internal control: convergences and divergences**

**Justine Jérôme, Louvain School of Management**

This thesis explores the integration of CSR practices into companies' internal control system. Ten CSR organisations in Luxembourg were studied to find out that there are more convergences than divergences especially at a strategic and operational level.



## **Corporate social responsibility in the port of Antwerp**

**Pieter Demaeght and Sven Leemans, Antwerp Management School**

The study explores the effects of CSR on a large cluster of companies, ranging from industry to logistics, and the port of Antwerp as a whole. The results show that CSR is and will be an essential part of the future strategy for the port of Antwerp and its surrounding area, so it can continue to be a driver of growth.



**Short-listed candidates**  
*Thesis abstracts*



## **Corporate responsibility as a driver of strategic change: The case of Umicore**

**Victoria Jadot, Université Libre de Bruxelles**

This study contributes to the development of theory regarding organizational change towards strategic CSR, and the roles and beliefs of change agents in light of this change. It explores the case of Umicore, a company that successfully transformed its business model to embed sustainable development in its strategy.



## **Socially responsible communication: Study of the opportunities and risks in a crisis perspective**

**Justine Guyon de Montlivault, Louvain School of Management**

The analysis explores the opportunities and risks of CSR communication. It brings new elements to these issues by examining the consumers' reactions to a crisis involving a firm.



## **Development of an innovative CSR management system framework: Theoretical development and a qualitative assessment in Flanders**

**Stefan Maas, University of Antwerpen**

The study deals with the creation of a conceptual sustainability management system inspired by ISO 26 000. The framework called 'Sus5' contains five inherent and consecutive features of sustainability. The framework has been tested empirically on twelve Flemish organizations.

**Short-listed candidates**  
*Thesis abstracts*

**This Award has been made possible thanks to the support of private,  
corporate and institutional contributors:**

**Main Contributor**



“Protect, enhance and save lives”

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The 2014 Philippe de Woot Award will be hosted by Solvay Brussels School of Economics and Management. Through the partnership with CEMS, The Global Alliance in Management Education, international students will be able to apply for the Award.



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