



Social Responsibility Research Network

SRRNet

**SRRNet's 23rd INTERNATIONAL CONFERENCE on
CORPORATE SOCIAL RESPONSIBILITY and SUSTAINABILITY**

In September 2025, SRRNet's 23rd Conference will take place in the delightful holiday resort of Vitoria on the coast of Brazil. It will be organised jointly by SRRNet, Fucape Business School and the University of Beira Interior. It will be hosted by Fucape Business School, Vitoria. We are excited to be returning to Brazil after an interval of more than 10 years and look forward to you joining us there.

CALL FOR PAPERS

Reimagining Corporate Social Responsibility: Organizational Purpose and Human-AI Synergy

Vitoria, Brazil | September 3-6, 2025

In an era defined by rapid technological advancement and evolving societal expectations, the concept of Corporate Social Responsibility (CSR) is undergoing a profound transformation. This conference aims to explore cutting-edge perspectives on CSR through the lens of purpose-driven innovation and human-AI collaboration.

We invite scholars and practitioners to contribute original research that illuminates the evolving nature of CSR in the contemporary business landscape.

This year's conference seeks to uncover the complex relationships between human purpose, technological innovation, and ethics. We aim to understand how integrating artificial intelligence and machine learning transforms business operations and redefines the essence of corporate responsibility. *How can organizations leverage these powerful tools to enhance their CSR initiatives while maintaining a human-centric approach?*

We welcome interdisciplinary approaches that bridge management science, computer science, philosophy, psychology, and other relevant fields. We encourage both empirical and conceptual papers and innovative methodologies that push the boundaries of CSR research.

Submissions

Although preference will be given to full papers, abstracts of 200-500 words will also be considered.

- All submissions must adhere to the APA 7th edition formatting guidelines.
- Submissions should be original and not previously published or under consideration elsewhere.
- No more than 2 papers can be presented by any author.

All papers and abstracts should be sent by **June 15, 2025**, by email to davideacrowther@aol.com.

Notification of acceptance will be by July 15, 2025.

FUCAPE
BUSINESS SCHOOL



NECE

Núcleo de Estudos em Ciências Empresariais
Research Centre in Business Sciences



Topics of Interest Include, but are not limited to:

- *Innovation for Sustainable Development*

Disruptive technologies advancing the UN Sustainable Development Goals

Open innovation ecosystems for collaborative CSR initiatives

Blockchain applications in CSR transparency and accountability

- *The Future of Work and Corporate Responsibility*

AI's impact on workforce dynamics and corporate social contracts

Fostering human-AI collaboration in CSR implementation

Ethical implications of AI-driven employee engagement and well-being programs

- *Artificial Intelligence in CSR*

Ethical considerations in AI-powered CSR decision-making

Leveraging machine learning for predictive CSR modelling and impact assessment

The role of AI in fostering stakeholder engagement and transparency

- *Measuring and Reporting Intangible CSR Outcomes*

Novel approaches to quantifying spiritual and purpose-driven impacts

AI-enabled real-time CSR performance tracking and reporting

Integrating non-financial metrics into corporate valuation models

- *Entrepreneurship and CSR*

Social Entrepreneurship models and their impact on CSR practices

The role of intrapreneurship in driving corporate sustainability

Scaling CSR initiatives through entrepreneurial approaches

- *Marketing, Consumer Behaviour, and CSR*

The impact of purpose-driven branding on consumer trust and loyalty

Ethical considerations in AI-powered personalized marketing for social causes

Consumer perceptions and responses to corporate sustainability initiatives

- *Intersectionality in CSR: Addressing Gender, Inequalities, and Human Rights*

Examining the role of CSR in combating systemic gender disparities in the workplace

Developing inclusive CSR strategies that address multiple forms of discrimination and inequality

The impact of AI and machine learning on perpetuating or mitigating biases in CSR initiatives

- *Ethics, Spirituality, and Corporate Purpose*

The influence of diverse faith traditions on CSR frameworks

Integrating spiritual principles into corporate governance

The role of purpose and meaning in shaping organizational culture and CSR strategies

- *Knowledge Management for Sustainable CSR: Leveraging Collective Intelligence and AI*

The role of AI and machine learning in capturing, analysing, and disseminating CSR-related knowledge

Integrating wisdom and indigenous knowledge into corporate sustainability practices

Knowledge sharing platforms for cross-sector CSR collaborations and partnerships



Publications

One of the distinguishing features of the conferences is SRRNet's focus on subsequent publication of papers presented. SRRNet publishes at least one book of selected papers from each conference but also encourages every participant to publish their work. Advice will be given during the conference. Full details concerning other publishing opportunities for the papers presented at the conference will be provided during the conference.

The Network currently publishes 2 fully refereed and indexed official journals in association with Emerald Publishing: [Social Responsibility Journal](#) and [Technological Sustainability](#).

The Network also publishes 2 book series, within which the book(s) from the conference will be published:

- [Approaches to Global Sustainability, Markets and Governance](#) – published by Springer.
- [Developments in Corporate Governance and Responsibility](#) – published by Emerald.

All books published in these series are fully indexed.

We look forward to welcoming you to Vitoria in 2025 for what promises to be another stimulating and rewarding conference.

Prof Dr Ricardo Rodrigues
Conference Chair
University of Beira Interior

Prof Dr David Crowther
SRRNet President &
Chair of Scientific Committee

Prof Dr Emerson Mainardes
Conference Chair
Fucape Business School

Dr Shahla Seifi
SRRNet Conferences Chair