**CSEAR Council Meeting Minutes**

**Tuesday 6 March 2018**

**Location: WebEx**

**1.30pm (BST)**

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|  |  | **Attached Alongside Agenda** |
| 1 | Members of Council Present

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| --- | --- | --- | --- | --- |
| Paid | Member | University | In Attendance | Email  |
| IND18-CM1 | Professor John Ferguson | St Andrews University | Y | jf60@st-andrews.ac.uk |
| IND18-CM2 | Ms. Lorna Stevenson | St Andrews University | N | las27@st-andrews.ac.uk |
|  | Professor Charles Cho | York University | Y | ccho@schulich.yorku.ca |
| IND18-061 | Dr. Matias Laine  | University of Tampere | Y | Matias.Laine@staff.uta.fi; |
| IND18-108 | Professor Ian Thomson  | University of Birmingham | Y | i.thomson@bham.ac.uk; |
|  | Professor Robin Roberts | University of Central Florida | Y | Robin.Roberts@bus.ucf.edu; |
|  | Professor Jesse Dillard  | Victoria University of Wellington | N | jdillard@pdx.edu |
| IND18-020 | Dr. Colin Dey | University of Stirling | Y | colin.dey@stir.ac.uk |
|  | Professor Massimo Contrafatto  | Universita Degli Studi Di Bergamo | Y | massimo.contrafatto@unibg.it; |
| IND18-037 | Dr. Carol Tilt | University of South Australia  | N | carol.tilt@unisa.edu.au |
|  | Dr. Carmen Correa Ruiz | Universidad Pablo de Olavide | N | mccorrui@upo.es |
|  | Professor Giovanna Michelon  | University of Exeter | Y | g.michelon@exeter.ac.uk; |
|  | Professor Gunmar Rimmel  | Henley Business School | Y | gunnar.rimmel@handels.gu.se |

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| 2 | Apologies for Absence:Dr. Carol Tilt, Ms. Lorna Stevenson, Dr. Carmen Correa Ruiz, |  |
| **Notes:**Meeting commenced at 1:30pm with attending members accessing full access to WebEx by 1:45pm**Action Required**: Charles to investigate any opportunities with Zoom, as used in York University, to be used as the next web-platform for the next Council meeting.  |
| **FOR DISCUSSION** |
| 3 | Approved: Minutes of Previous Meeting {Tuesday November 7th 2017} | Yes |
| 4 | Satellite Office Payments to Cover Central Admin CostsNote: all satellite offices to ensure conference delegates are paid CSEAR members through CSEAR UK.**Action**: Robin to forward the invoice letter {$5000.00} of sponsorship to CSEAR UK **Action**: Charles to add the sponsorship amounts to the budget.  |  |
| 5 | CIMA Sponsorship Allocation of £14,000 – for UK and Australia.The amount received is lower than requested, but is equal to last year. The agreed upon sponsorship split will also remain the same as last year:2017/2018 - £14,000 > CSEAR UK £10k & ACSEAR £4kNote: these amounts include the ESC one day event and the bursaries for the emerging scholars. **Action**: Lori to determine bursary details. |  |
| 6 | Dr. Carol Tilt – Review of ReportsReports are acknowledged. It is noted there is strong support for ACSEAR and that members who have attended expressed good experiences at the conference.  | Yes |
| **Round Discussion – The ‘Vision’ for CSEAR 2:00pm****Colin:** Strong support for the Congress conference to remain in St Andrews.Stressed the opportunity to use the newsletter to promote CSEAR-based initiatives, activities, members and research. Website must be updated. The focus should be on improving the strategies of the social media presence instead of what the member receives for their membership fees.**Matias**: Agrees with Colin. Expressed the importance to ensure new people get involved with all areas of CSEAR.**Robin**: CSEAR used to be a consolidation of information, but we don’t need to be the facilitator now. Sees the focus should remain on CSEAR and to stay true to the vision and mission. The relevance of the newsletter is in question, however, there is opportunity to promote and grow Facebook. **Giovanna**: Mentoring is an area we need to capitalise on. We are visible in the EAA community. Hosting a call for papers for Accounting Association. Let us seek to partner/co-host with other research institutions like the EMA.**Gunnar**: Promotes the fostering of collaborative research, which the structure can be made more visible through workshops. Advocates the importance of increasing visibility. The newsletter could be more effective if shortened. CSEAR could offer seminars to PhD students with theme-related workshops. These efforts would provide material to discuss on social media.**John**: There is scope to reach out beyond the existing CSEAR community, and into business ethics and CSR more broadly. Opportunities of social media must be explored. For CSEAR Council – open for the possibility to include new people.**Lori Leigh**: Database management – strategic efforts can be made to communicate with the existing database of over 1140 people. Previous members have be categorised as ‘High Returners’ who have paid for 2015, 2016 and 2017 and are most likely to renew in 2018. ‘Skippers’ who have paid for 2015 and 2017 and *may* pay again in 2018. ‘Risky’ members have only paid for 2017 and we hope that they pay for the second year. ‘Absent’ members paid for 2015 or 2016 and have not returned. A direct email campaign is underway to a) seek information on their experience and b) likelihood they will renew for 2018 [with easy access to join online]. Additionally, an accompanying database of ‘new targets’ for members will include academics and practitioners. Hopeful the social media and communication efforts (ie. Newsletter) will be all-supporting. For example, Twitter highlights Facebook, Facebook leads to the blog, the blog is noted in newsletter/emails and vice-versa. Requesting all Council members have at least on 500 word submission for the blog per year. Happy to create a shortened version of the newsletter to be sent 4x/year.**Charles**: The newsletter should be shorter, more concise and focus on CSEAR UK and abroad. Advocates for us to be more media savvy. Asks whether we need a social media manager. The newsletter could be offered as a 2-3 page bulletin. The promoting of the CSEAR conferences should be a priority. Photos of the conference would be of great benefit to all social media platforms. Another person on Council is urged to work with EAA. In regards to the conference, it is noted we have reached capacity and if we intend to grow we must anticipate accessing further space. **Action**: John - Determine who is available to work with EAA**Action**: Lori Leigh – look into alternative venue sizes and opportunities within St Andrews University. **Massimo:** The communications should be more engaged in research activities. However, the research agenda needs to protect our uniqueness. More opportunities need to be made to talk about research. Inquiry about the resources available for such research capacities. **John**: Financial note: the reserves are currently £60-70k and can be used towards workshops and other research capacities and collaborations. **Ian Summary of Primacies (8)**1. **Newsletter:** current format is unsuitable, to be minimized and to link periodic summaries of the blog (and other social media platforms)
2. **Focus:** This year we must feature the people in the network and to start talking more about the research.
3. **Website:** The number one priority to spend money on. {All in agreement}

**Action:** John, Massimo and Ian to meet to prioritise a list for website changes.1. **Visual Elements:** Photography to be organized at events.

**Action:** Lori Leigh to organise for 30th Congress.1. **Social Media:** Set up a social media workshop.
2. **Research Agenda:** Set a research agenda for CSEAR and have sessions at every conference.

**Action:** Ian and Massimo to organize and moderate session for research agenda. 1. **Organizing Committee:** too many papers, instead have more workshops that could adhere to any of the following formats: a) 6 people 6 minutes each; b) more use of posters; c) 5 minute videos.
2. **Networking: Look for new volunteers.**

**Action:** Lori Leigh to put in communications.**Members’ List of Priorities****Matias:** Get started with workshop series (small scale to see what works).**Gunnar:** Seminars within the scope of CSEAR, increase visibility, new website.**Massimo:** Organize workshop, implement complimentary research days at conference, and secure specific topic ideas for the future.**Charles:** Seek ideas for workshops, conference and events have to be localised.**Ian:** Try to find ways to access remotely and more effectively online, podcasting opportunities.**Robin:** CSEAR designation on google scholar, tag on profile, set up Linked-In account and further sharing of connections. **Action:** Colin or Lori Leighto set up.**Lori Leigh**: Data management and renewal of membership efforts, revise newsletter, contribute to social media efforts.**Action**: Lori Leigh to send out renewal payment reminders. |
|  | **Proposed Date of Next Meeting: June 12, 2018 at 1:30pm (BST)** |  |