



**European Research Network On Philanthropy  
(ERNOP)**

**7<sup>th</sup> International Conference**

**Interdisciplinary Research On Philanthropy  
Connecting the Dots**

**ESSEC Business School  
Cergy Campus  
Paris**

**9 and 10 July 2015**

**PRELIMINARY PROGRAM**

CONFERENCE TRACKS	ROOM
Track One: Advances in Philanthropy Theory and Practice	Le Galion F-132
Track Two: Psychological and Economical Pillars in Philanthropy	Le Galion F-133
Track Three: Organizational Governance and Strategy	Le Galion F-134
Track Four: International Studies on Philanthropy	Le Galion F-135
Track Five: Cultural and Institutional Determinants in Philanthropy	Le Galion F-136



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9 JULY 2015

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8.15 am – 9.00 am (Le Galion Lobby)

Registration

9.00 am – 9.30 am (Knowledge Lab)

**Welcome and introduction**  
**Prof. Dr. Anne-Claire Pache, ESSEC Business School**

9.30 am – 10.45 am – Parallel Sessions A

## Session 1

### High Net Worth Philanthropy

Michael Moody <i>Next Generation Donors: New Insights on the Future of Major Giving</i>
Charles Sellen <i>Joy to Give-Back. A core feature of Giving Pledgers and Philosophy</i>
Miriam Ströing <i>Philanthropy of High Net Worth Individuals in Germany</i>
Barbara Scheck, Anna Katharina Höchstädter and Timo Busch <i>Making money at the expense of the poor? An investigation of individuals and preferences to donate vs. impact invest</i>

## Session 2

### Psychological Traits of Giving

Arjen de Wit & René Bekkers <i>Do donors raise their donations when they are aware of decreasing government subsidies? A survey experiment</i>
Noah D. Drezner <i>The Social Base of Philanthropic Fundraising in US Higher Education. How Frames and Identity Matter?</i>
Ayelet Oreg and Itay Greenspan <i>Motivation to participate in a new philanthropic practice? New patterns and layers of change in Israeli philanthropy</i>
Sarah Brown and Karl Taylor <i>Charitable Donations of Time and Money and the Big Five Personality Traits: Evidence for the UK</i>

## Session 3

### Governance of Foundations

Anker Brink Lund <i>Cuddly Capitalism. Creating Blended Value in Business and Philanthropy</i>
Joel Bothello, Arthur Gautier and Anne-Claire Pache <i>Corporate governance through industrial foundations: An alternative to the dispersed ownership model</i>
Pushpika Vishwanathan and Hans van Oosterhout <i>Governance without ownership. A qualitative study of the corporate governance of philanthropic organizations.</i>
Amélie Mernier and Virginie Xhauflair <i>Philanthropic foundations: issues for governance in the public interest</i>

## Session 4

### European Perspectives on Philanthropy

Laurence de Nervaux and Antoine Vaccaro <i>Philanthropy in Europe : a comparative study</i>
Christopher Einolf <i>Cross-National Differences in Charitable Giving in Europe and the World</i>
Michaela Neumayr and Astrid Pennerstorfer <i>Charitable giving in Europe: How macro-level variables explain cross-country differences in people's inclination to give</i>
Marietta Hainzer, Sandra Stötzer and Christine Duller <i>Knowledge and Application of Crowdfunding by Nonprofit Organizations in Austria, Germany, and Switzerland</i>

## Session 5

### Religious and Cultural Roots of Giving

Filippo Osella and Tom Widger <i>From Beggar to Deserving Poor. The politics of Muslim Charity in Colombo, Sri Lanka</i>
Ann-Kathrin Seemann <i>Religious work environment – Benefit or Challenge? A qualitative study on motivation at work in a religiously affiliated hospital</i>
Henrique Joaquim <i>Logics of action behind the Solidarity. The gift as new logic of life</i>
Suci Lestari Yuana <i>Sekar Jagad Indonesia organization in Paris: Philanthropy from Below?</i>

**10.45 AM – 11.15 AM – COFFEE BREAK**  
**Le Galion Lobby**

11:15 am-12:00 am Plenary session (Knowledge Lab)

**Keynote speaker:**

**Prof. Dr. Johanna Mair, Hertie School of Governance,  
Berlin**

**12.00 PM – 1.15 PM - LUNCH BREAK  
Le Galion Lobby**

1.15 pm – 2.30 pm – Parallel Sessions B

#### Session 6

##### New Avenues for Philanthropic Support

Nicolas Truffinet <i>Philanthropic Foundations and Medical Research in France</i>
Galit Yanay-Ventura <i>On the outskirts of volunteering: College students' involvement in scholarship-rewarded social projects</i>
Itay Greenspan and Ida E. Berger <i>Conceptualizing participatory philanthropy: A nonprofit-centered framework for understanding participants in charity sports events</i>
Lorraine Tansey and Maria Gallo <i>Connecting Students On Bikes with Education: Student-led voluntary higher education bicycle social movements as sites for informal environmental and philanthropic education</i>

#### Session 7

##### The Economics of Giving

Miguel Almunia and Benjamin Lockwood <i>The Price Elasticity of Charitable Donations: Evidence from UK Tax Records</i>
Caspar von Schenk <i>Can Mental Accounting facilitate greater levels of charitable giving?</i>
Sarah Sandford and Matthew Skellern <i>Let's call the whole thing off: Busan, mission conflict and occupational choice</i>
Emmanuel Petit <i>What is the role of affective and social distance in the emergence of altruistic preferences? A dictator Game Investigation</i>

## Session 8

### Revenue Strategies and Value-Creation

Georg von Schnurbein and Tizian Marco Fritz <i>Drivers behind revenue concentration of NPO</i>
Wendy Reid <i>Organizational compromises, adjustments and learning: Acquiring philanthropic revenue in non-profit arts organizations in Québec</i>
Amélie Mernier <i>Strategy for financing foundations: how do they create value?</i>
Marta Rey-Garcia and Luis-Ignacio Alvarez-Gonzalez <i>Tight public budgets, high social expectations. Factors influencing revenue structure of R&amp;I foundations in Spain</i>

## Session 9

### Single-Country Case Studies: Europe

Egle Vaidelyte and Egle Butkeviciene <i>Understanding Philanthropy in Eastern Europe: Lithuanian approach before and after 10 years</i>
Laurence de Nervaux <i>Funds and foundations in France : figures and trends</i>
Nathan Koeshall, Aleksandra Vesic and Jelena Bekčić <i>2013 Western Balkans Giving. Regional Comparative Study of Philanthropy in Western Balkans for 2013</i>
Bojana Radovanovic <i>Practices of Individual Giving in Serbia</i>

## Session 10

### Legal and Fiscal Challenges in Europe

Raffaella Rametta <i>Philanthropic foundations, business activities and competition laws: across the EU and US scenarios</i>
Hanna Surmatz and Ludwig Forrest <i>EU Member States' rules and practice still hinder cross-border philanthropy in Europe - what can be done about it?</i>
Renata Buijze <i>Approaches towards the application of tax incentives for charitable international donations</i>
Elisa Ricciuti and Giovanni Fosti <i>Problems' agenda-setters or solutions' agenda-setters? An assessment of EU foundations' role in promoting social innovation</i>

2:30 pm-3:15 pm Plenary session (Knowledge Lab)

### Keynote speaker

**Prof. Dr. Avner Ben-Ner, Carlson School of Management,  
University of Minnesota**

**3.15 PM – 3.45 PM – COFFEE BREAK**  
**Le Galion Lobby**

## 3.45 PM – 5.00 PM – Parallel Sessions C

### Session 11

#### Advances in Theories of Philanthropy

Clemens Striebing <i>Legitimizing of Philanthropic Foundations. Conditions of Social Accountability.</i>
Erin Crouch <i>A Theoretical Framework for Understanding the Criticism of Civil Society Transfer as a Tool in Philanthropy</i>
Theresa Gehringer, Marybel Perez and Georg von Schnurbein <i>Comparative research of nonprofits: a preliminary assessment</i>
Lesley Alborough <i>Understanding the role of fundraising in philanthropy</i>

### Session 12

#### Field Experiments in Philanthropy

Kimberley Scharf, Carlo Perroni, Ganna Pogrebna and Sarah Sandford <i>Can Big Donors Hijack the Charitable Agenda? Heterogenous Donors, Fixed Costs and Donor Coordination</i>
Hector Solaz and Raymond Duch <i>Why we Cheat: Experimental Evidence on Tax Compliance</i>
Silke Boenigk and Larissa Sundermann <i>Do Differentiated Blood Donor Marketing Campaigns Work? An Experimental Study</i>

### Session 13

#### Corporate Philanthropy and CSR

Arthur Gautier, Anne-Claire Pache and Imran Chowdhury <i>Bound to fail yet successful: Understanding the institutionalization processes of corporate philanthropy in France</i>
Dick de Gilder and Theo Schuyt <i>Corporate Philanthropy and Corporate Social Responsibility. Intertwined or different</i>
Marian Eabrasu and Arthur Gautier <i>From donor motivation to recipient welfare: A philosophical assessment of corporate philanthropy</i>
Michael Bzdak and Mark Aakhus <i>Creating and Defining Value: Corporate Philanthropy and Social Responsibility 1984-2014</i>

### Session 14

#### Single-Country Case Studies: Outside Europe

Irina V. Mersianova and Natalya V. Ivanova <i>Who Volunteers in Russia: Psychographic Segmentation</i>
Beth Oppenheim <i>Geographies of Giving. Analysing Community Philanthropy in Maputo, Mozambique</i>
Susan Njambi Odongo and Wairu Kinyori <i>Entrenching philanthropy in Kenya. A case of the Kenya Community Development Foundation (KCDF).</i>
Hillel Schmid <i>Philanthropy in Israel in the 21st Century. Motives and Barriers for Giving, Dilemmas, Challenges and Future Directions</i>



## Session 15

### State-Level Policy on Philanthropy

Masayuki Deguchi <i>Policy change making the biggest Corporate Philanthropy in Japan. Yamato Welfare Foundation and CRM</i>
Galia Feit <i>Social Businesses in Israel – How will Policy affect the role of Philanthropy?</i>
Egle Butkeviciene and Egle Vaidelyte <i>Culture philanthropy in Lithuania: governmental policy vs. private initiative?</i>
Elisabeth Cham <i>In their own voice: Australian philanthropists and public accountability</i>

**7.00 PM – 10.00 PM**

**ERNOP CONFERENCE DINNER  
PARIS**

JULY 10

9.00 – 10.15 – Parallel Sessions D

## Session 16

### ISTR Panel : New Forms of Philanthropy

Steven Rathgeb Smith <i>Hybridity and Philanthropy: Implications for Policy and Practice</i>
David C. Hammack <i>What's new in the New Forms of (American) Philanthropy? - A View from History</i>
Radha D. Banhatti and Annette Zimmer <i>Crowdfunding of communal and social projects in Germany - Role of the individuals and sustainable models</i>
James M. Ferris <i>Is this a New Golden Age of Philanthropy?</i>

## Session 17

### Field Experiments in Philanthropy (2)

Pierre Boyer, Nadja Dwenger and Johannes Rincke <i>Do Taxes Crowd Out Intrinsic Motivation? Field-Experimental Evidence from Germany</i>
Nadine Chlass, Kristy Jones and Lata Gangadharan <i>Charitable Giving and Intermediation</i>
Matteo Rizzolli, Tommaso Reggiani and Fabio Sabatini <i>Let not Thy Left Hand Know What Thy Right Hand Doeth: A Field Experiment on the Role of Signaling Motivation in Donation Behavior</i>
Debra Basil and Mary Runte <i>Point of Sale Charitable Donations. The role of Social Norms and Anchoring</i>

## Session 18

### Efficacy, Efficiency and Performance evaluation

Martin Hölz <i>Learning from Partners. Evaluating foundations' activities from their partners' perspective</i>
Lena Maria Wörrlein <i>Motives, usage and effects of social impact reporting: perspectives from German social entrepreneurs implementing the Social Reporting Standard</i>
Gorgi Krlev <i>Grasping the unfathomable – A conceptual proposition on the measurement of organisations' social impacts</i>

## Session 19

### Transnational Studies of Philanthropy

Anne Monier
<i>The role of bilateral relations in Transnational Philanthropy. The example of the American Friends groups of French cultural institutions.</i>
Charles Keidan, Tobias Jung and Cathy Pharoah
<i>Philanthropy Education in the UK And Continental Europe: Current Provision, Perceptions and Opportunities</i>
Martin Dumas
<i>How Much Information should Philanthropic Consumers Receive about Consumocratic Results? The case of RugMark / GoodWeave</i>
Ahson Rabbani and Asaad Ahmad
<i>7-step Model for Diaspora Philanthropy</i>

## Session 20

### Local-Level Policy on Philanthropy

Eddy Hogg and Ali Body
<i>Democratic Philanthropy? Giving decisions by elected political representatives</i>
Lucas Meijs, Lonneke Roza and Lotte van Vliet
<i>The next step: actively incorporating foundations and corporate social responsibility into policies of municipalities</i>
Carlijn Postma and Theo Schuyt
<i>What makes an independent foundation proactive? The case of the Elisabeth Strouven Foundation, Maastricht, the Netherlands</i>
Lucia Boccacin
<i>Discovering new strategies for welfare processes: social actors, policies and practices</i>

**10.15 AM – 10.45 AM – COFFEE BREAK**

**10.45 – 12.15 – Plenary Session (Knowledge Lab)**

**How scholars and practitioners can help each other**

**Scholars and practitioners engaged in philanthropy research**

**12.15 PM – 1.30 PM - LUNCH BREAK**  
**Faculty Restaurant**

1.30 PM – 2.45 PM – Parallel Sessions E

## Session 21

### Bequests and intergenerational transfers

John Mohan <i>Uneven legacy: the distribution of bequest income received by English and Welsh charities, 2007 -- 2011</i>
Nicole Vogelzang, Theo Schuyt, René Bekkers and Jan Smit <i>Towards a Geronto-philanthropy</i>
Sarah Smit and Michael Sanders <i>A warm glow in the afterlife. Can simple prompts increase bequest giving?</i>
Russell James and Christopher Baker <i>The Timing of Final Charitable Bequest Decisions</i>

## Session 22

### Incentives and Motivations

Peter Backus <i>Who does the tax incentive for giving incentivize?</i>
Galit Yanay-Ventura <i>How life events affect volunteering: Beneficiaries-Turned-Volunteers</i>
Marie Hladká and Vladimír Hyána <i>Motives for Donating: What inspires our decisions to make a donation to non-profit organizations</i>
Beth Breeze and Gloria Jollymore <i>Understanding Solicitation. Beyond the binary variable of solicited/unsolicited.</i>

## Session 23

### Management of Volunteers

Simbarshe Kativhu, Joseph Francis and Beata Kilonzo <i>Examination of the determinants of voluntary participation of youth in rural community development work in the Mutoko District, Zimbabwe</i>
Lonneke Roza, Debbie Haski-Leventhal and Lucas Meijs <i>Not why, but how! Corporate involvement in volunteering at the workplace: towards a program design model</i>
Katharina Anna Kaltenbrunner <i>Detecting Parameters for Optimizing Volunteer Management. A typology of Volunteer Management Approaches in Nursing homes.</i>
Lonneke Roza <i>A contingency approach to effective management of third party volunteers</i>

## Session 24

### Community Philanthropy

Laurie E. Paarlberg and Hyunseok Hwang <i>The Determinants of Community Philanthropy</i>
Beth Oppenheim <i>Geographies of Giving. Analysing Community Philanthropy in Maputo, Mozambique</i>
Irma Pranaityte <i>Volunteering: The Evidence of a Post-Soviet Country. Volunteering or a compulsory community activity.</i>
Arjen de Wit, Sabith Khan and Daisha M. Merritt <i>Identification and remittances. Does integration hinder immigrant giving to the country of origin?</i>

## Session 25

### Ethical Dilemmas in Philanthropy

Triona Fitton

*The Philanthropticon? A case study analysis of 'Gifts' in the contemporary UK charity shop*

Alison Body and Beth Breeze

*Fundraising for 'Unpopular' Causes. Understanding the challenges through a case study approach*

Richard-Marc Lacasse and Berthe Lambert

*North-American philanthropy, the other side of the coin*

**2.45 PM – 3.15 PM (Knowledge Lab)**

**Closing Remarks on Giving Research in Europe**  
**Prof. Dr. Theo Schuyt, ERNOP President**