

Conference Programme

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

7th International Conference

***Interdisciplinary Research On Philanthropy:
“Connecting the Dots”***

**ESSEC Business School
Cergy Campus**

9 and 10 July 2015

**This conference is sponsored thanks to the financial
support of the ESSEC Research Centre as well as:**

Dear conference participant,

We would like to offer you a warm welcome to the European Research Network on Philanthropy's (ERNOP) seventh international conference, hosted by ESSEC Business School in France. With 130 participants, this conference is the biggest thus far, and we look forward to two days filled with presentations and debates geared towards "connecting the dots" in philanthropy research.

Thanks to your contribution and those of the other conference participants, we have constructed an exciting program covering a wide variety of philanthropy-related topics. As outlined below, the conference is organized with five major tracks, each with a line-up of compelling papers.

We look forward to sharing an intense and stimulating two days with you.

- The organizing team:

Theo Schuyt, Georg von Schnurbein, Georg Mildenberger, Marta Rey-Garcia, René Bekkers, John Mohan, Anne-Claire Pache and Barry Hoolwerf (*ERNOP*)

Joel Bothello, Arthur Gautier, Anne-Claire Pache, Amélie Mernier, Gilberte Nguyen (*ESSEC Philanthropy Chair*)

CONFERENCE TRACKS	ROOM
Track A: Advances in Philanthropy Theory and Practice	Le Galion F-022
Track B: Psychological and Economical Pillars in Philanthropy	Le Galion F-023
Track C: Organizational Governance and Strategy	Le Galion F-025
Track D: International Studies on Philanthropy	Le Galion F-026
Track E: Cultural and Institutional Determinants in Philanthropy	Le Galion F-121

Thursday, July 9th, 2015

8.15 am – 9.00 am (ESSEC K-Lab)
Registration

9.00 am – 9.25 am (ESSEC K-Lab)
Welcome and introduction
Prof. Dr. Anne-Claire Pache, ESSEC Business School

9.30 am – 11.00 am – Parallel Sessions 1

Session 1-A Room: Le Galion F-022

High Net Worth Philanthropy
Session Moderator: Charles Sellen (ETHYKA Research)

Michael Moody (Johnson Center for Philanthropy) <i>Next Generation Donors: New Insights on the Future of Major Giving</i>

Miriam Ströing (University of Potsdam) <i>Philanthropy of Wealthy People in Germany</i>

Charles Sellen (ETHYKA Research) <i>Joy to Give-Back. A core feature of Giving Pledgers and Philosophy</i>
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Session 1-B Room: Le Galion F-023

Psychological Traits of Giving
Session Moderator: René Bekkers (VU University Amsterdam)

Noah D. Drezner (Columbia University) <i>The Social Base of Philanthropic Fundraising in US Higher Education. How Frames and Identity Matter?</i>

Ayelet Oreg & Itay Greenspan (The Hebrew University of Jerusalem) <i>Motivation to participate in a new philanthropic practice? New patterns and layers of change in Israeli philanthropy</i>

Sarah Brown & Karl Taylor (University of Sheffield) <i>Charitable Donations of Time and Money and the Big Five Personality Traits: Evidence for the UK</i>
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Arjen de Wit & René Bekkers (VU University Amsterdam) <i>Do donors raise their donations when they are aware of decreasing government subsidies? A survey experiment</i>
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Session 1-C
Room: Le Galion F-025
Governance of Foundations
Session Moderator: David Hammack (Case Western)

Anker Brink Lund (CBS) <i>Cuddly Capitalism. Creating Blended Value in Business and Philanthropy</i>
Joel Bothello, Arthur Gautier & Anne-Claire Pache (ESSEC) <i>Families, Firms and Philanthropy: A cross-national comparison of responses to competing institutional demands</i>
Pushpika Vishwanathan & Hans van Oosterhout (Erasmus University) <i>Governance without ownership. A qualitative study of the corporate governance of philanthropic organizations.</i>
Amélie Mernier & Virginie Xhaufclair (Centre For Social Economy HEC-ULg) <i>Philanthropic foundations: issues for governance in the public interest</i>

Session 1-D
Room: Le Galion F-026
European Perspectives on Philanthropy
Session Moderator: Michaela Neumayr (WU Vienna)

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

Session 1-E
Room: Le Galion F-121
Religious and Cultural Roots of Giving
Session Moderator: Ann-Kathrin Seemann (Albert-Ludwigs-University Freiburg)

Henrique Joaquim (Catholic University of Portugal) <i>Logics of action behind the Solidarity. The gift as new logic of life</i>
Suci Lestari Yuana (University Gadjah Mada) <i>Sekar Jagad Indonesia organization in Paris: Philanthropy from Below?</i>
Ann-Kathrin Seemann (Albert-Ludwigs-University Freiburg) <i>Religious work environment – Benefit or Challenge? A qualitative study on motivation at work in a religiously affiliated hospital</i>

11.00 am – 11.30 am (Le Galion Lobby)
Coffee Break

11:30 am – 1:00 pm – (Knowledge Lab)

Plenary session

Keynote speakers:

Prof. Dr. Avner Ben-Ner

(Carlson School of Management, University of Minnesota)

“Philanthropy: Giving to poor or to in-group?”

Prof. Dr. Johanna Mair

(Hertie School of Governance, Berlin)

“Institutional Dynamics in Organizational Philanthropy: The Role of Front Stage and Back Stage Convening”

1.00 pm – 2.15 pm (Le Galion Lobby)

Lunch break

2.15 pm – 3.45 pm – Parallel Sessions 2

Session 2-A

Room: Le Galion F-022

New Avenues for Philanthropic Support

Session Moderator: Theo Schuyt (VU Amsterdam)

Nicolas Truffinet (University Paris I) <i>Philanthropic Foundations and Medical Research in France</i>
Galit Yanay-Ventura (Yezreel Valley College) <i>On the outskirts of volunteering: College students' involvement in scholarship-rewarded social projects</i>
Itay Greenspan (Hebrew University of Jerusalem) & Ida E. Berger (Ryerson University) <i>Conceptualizing participatory philanthropy: A nonprofit-centered framework for understanding participants in charity sports events</i>
Lorraine Tansey & Maria Gallo (NUI Galway) <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 2-B
Room: Le Galion F-023
The Economics of Giving
Session Moderator: Mark Ottoni-Wilhelm (Indiana University – Purdue University Indianapolis)

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

Session 2-C
Room: Le Galion F-025
Revenue Strategies and Value-Creation
Session Moderator: Marta Rey-Garcia (Universidad A Coruña)

Georg von Schnurbein & Tizian Marco Fritz (University of Basel) <i>Drivers behind revenue concentration of NPO</i>
Wendy Reid (HEC Montréal) <i>Organizational compromises, adjustments and learning: Acquiring philanthropic revenue in non-profit arts organizations in Québec</i>
Amélie Mernier (Centre For Social Economy HEC-ULg) <i>Strategy for financing foundations: how do they create value?</i>
Marta Rey-García (Universidad A Coruña) & Luis-Ignacio Alvarez-Gonzalez (Universidad de Oviedo) <i>Tight public budgets, high social expectations. Factors influencing revenue structure of R&I foundations in Spain</i>

Session 2-D
Room: Le Galion F-026
Single-Country Case Studies: Europe
Session Moderator: Bojana Radovanovic (University of Cambridge)

Laurence de Nervaux (Fondation de France) <i>Funds and foundations in France : figures and trends</i>
Nathan Koeshall, Aleksandra Vesic & Jelena Bekčić (Catalyst Foundation) <i>Comparative Report on the State of Philanthropy in the Western Balkans for 2013</i>
Bojana Radovanovic (University of Cambridge) <i>Practices of Individual Giving in Serbia</i>

Session 2-E
Room: Le Galion F-121
Legal and Fiscal Challenges in Europe
Session Moderator: Elisa Ricciuti (Bocconi)

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

3.45 pm – 4.15 pm (Le Galion Lobby)
Coffee break

4.15 pm – 5.45 pm – Parallel Sessions 3

Session 3-A
Room: Le Galion F-022
Advances in Theories of Philanthropy
Session Moderator: Michael Moody (Johnson Center for Philanthropy)

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

Session 3-B
Room: Le Galion F-023
Field Experiments in Philanthropy
Session Moderator: Kimberley Scharf (Warwick)

Sarah Smith & Michael Sanders (University of Bristol) <i>A warm glow in the afterlife. Can simple prompts increase bequest giving?</i>
Silke Boenigk & Larissa Sundermann (University of Hamburg) <i>Do Differentiated Blood Donor Marketing Campaigns Work? An Experimental Study</i>
Kimberley Scharf, Carlo Perroni, Ganna Pogrebna (Warwick) & Sarah Sandford (ESSEC) <i>Can Big Donors Hijack the Charitable Agenda? Heterogenous Donors, Fixed Costs and Donor Coordination</i>

Session 3-C
Room: Le Galion F-025
Corporate Philanthropy and CSR
Session Moderator: Arthur Gautier (ESSEC)

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

Session 3-D
Room: Le Galion F-026
Single-Country Case Studies: Outside Europe
Session Moderator: René Bekkers (VU University Amsterdam)

Irina V. Mersianova & Natalya V. Ivanova (National Research University 'Higher School of Economics') <i>Who Volunteers in Russia: Psychographic Segmentation</i>
Beth Oppenheim (University of Cape Town) <i>Geographies of Giving. Analysing Community Philanthropy in Maputo, Mozambique</i>
Hillel Schmid (The Center for the Study of Philanthropy) <i>Philanthropy in Israel in the 21st Century. Motives and Barriers for Giving, Dilemmas, Challenges and Future Directions</i>

Session 3-E
Room: Le Galion F-121
State-Level Policy on Philanthropy
Session Moderator: Elisabeth Cham (University of Technology Sydney)

Masayuki Deguchi (Minpaku&Sokendai) <i>Policy change making the biggest Corporate Philanthropy in Japan. Yamato Welfare Foundation and CRM</i>
Galia Feit (Tel Aviv University) <i>Social Businesses in Israel – How will Policy affect the role of Philanthropy?</i>
Elisabeth Cham (University of Technology Sydney) <i>In their own voice: Australian philanthropists and public accountability</i>

7.30 pm – 10.30 pm
ERNOP Conference Cocktail & Dinner
Le Café Cour
55/57, rue des Francs-Bourgeois, Paris

Friday, July 10th, 2015

9.00 am – 10.30 am – Parallel Sessions 4

Session 4-A

Room: Le Galion F-022

ISTR Panel : New Forms of Philanthropy

Session Moderator: Steve Rathgeb Smith (American University)

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

Session 4-B

Room: Le Galion F-023

Field Experiments in Philanthropy (2)

Session Moderator: Debra Basil (University of Lethbridge)

Pierre Boyer (Univ. of Mannheim), Nadja Dwenger (Max Planck Institute) & Johannes Rincke (Univ. of Münster) <i>Do Taxes Crowd Out Intrinsic Motivation? Field-Experimental Evidence from Germany</i>
Nadine Chlass (University of Turku), Kristy Jones & Lata Gangadharan (Monash) <i>Charitable Giving and Intermediation</i>
Debra Basil & Mary Runte (University of Lethbridge) <i>Point of Sale Charitable Donations. The role of Social Norms and Anchoring</i>

Session 4-C

Room: Le Galion F-025

Efficacy, Efficiency and Performance evaluation

Session Moderator: Ana Felgueiras (Universidad A Coruña)

Martin Hölz (University of Heidelberg) <i>Learning from Partners. Evaluating foundations' activities from their partners' perspective</i>
Lena Maria Wörrlein (University of Hamburg) <i>Motives, usage and effects of social impact reporting: perspectives from German social entrepreneurs implementing the Social Reporting Standard</i>
Gorgi Krlev (Oxford University) <i>Grasping the unfathomable – A conceptual proposition on the measurement of organisations' social impacts</i>
Priscilla Boiardi (EVPA) <i>A practical guide to measuring and managing impact</i>

Session 4-D
Room: Le Galion F-026
Transnational Studies of Philanthropy
Session Moderator: Martin Dumas (University of Laval)

Charles Keidan (City University of London), Tobias Jung (University of St. Andrews) & Cathy Pharoah (Cass) <i>Philanthropy Education in the UK And Continental Europe: Current Provision, Perceptions and Opportunities</i>
Ahson Rabbani & Asaad Ahmad (Childlife Foundation) <i>7-step Model for Diaspora Philanthropy</i>
Martin Dumas (University of Laval) <i>How Much Information should Philanthropic Consumers Receive about Consumocratic Results? The case of RugMark / GoodWeave</i>

Session 4-E
Room: Le Galion F-121
Local-Level Policy on Philanthropy
Session Moderator: Lucas Meijs (Erasmus University)

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

10.30 am – 11.00 am (Le Galion Lobby)
Coffee Break
11.00 am – 12.30 pm – (Knowledge Lab)
Plenary Session
“Scholars and practitioners of philanthropy: Challenges and opportunities for fruitful collaborations”
Moderated by Lisa Hehenberger (EVPA)
12.30 pm – 1.00 pm – (Knowledge Lab)
ERNOP General Assembly
1.00 pm – 2.00 pm (Le Galion Lobby)
Lunch Break

2.00 pm – 3.30 pm – Parallel Sessions 5

Session 5-A

Room: Le Galion F-022

Bequests, Transfers and Remittances

Session Moderator: Russell James (Texas Tech)

Theo Schuyt, René Bekkers & Jan Smit (VU University Amsterdam)

Towards a Geronto-philanthropy

Russell James (Texas Tech) & **Christopher Baker** (Swinburne University of Technology)

The Timing of Final Charitable Bequest Decisions

Session 5-B

Room: Le Galion F-023

Incentives and Motivations

Session Moderator: Eddy Hogg (University of Kent)

Peter Backus (University of Manchester)

Who does the tax incentive for giving incentivize?

Galit Yanay-Ventura (Max Stern Yezreel Valley College)

How life events affect volunteering: Beneficiaries-Turned-Volunteers

Marie Hladká & Vladimír Hyána (Masaryk University)

Motives for Donating: What inspires our decisions to make a donation to non-profit organizations

Beth Breeze (University of Kent) & **Gloria Jollymore** (Mount Allison University)

Understanding Solicitation. Beyond the binary variable of solicited/unsolicited.

Session 5-C

Room: Le Galion F-025

Management of Volunteers

Session Moderator: Lonneke Roza (Erasmus University)

Simbarshe Kativhu, Joseph Francis & Beata Kilonzo (University of Venda)

Examination of the determinants of voluntary participation of youth in rural community development work in the Mutoko District, Zimbabwe

Lonneke Roza (Erasmus), **Debbie Haski-Leventhal** (Macquarie GSM) & **Lucas Meijs** (Erasmus)

Not why, but how! Corporate involvement in volunteering at the workplace: towards a program design model

Katharina Anna Kaltenbrunner (University of Salzburg)

Detecting Parameters for Optimizing Volunteer Management. A typology of Volunteer Management Approaches in Nursing homes.

Lonneke Roza (Erasmus University)

A contingency approach to effective management of third party volunteers

Session 5-D

Room: Le Galion F-026

Community Philanthropy

Session Moderator: Arjen de Wit (VU Amsterdam)

Laurie E. Paarlberg & Hyunseok Hwang (Texas A&M) <i>The Determinants of Community Philanthropy</i>
Louise Duffy & Maria Gallo (NUI Galway) <i>Hidden Philanthropy: A Case Study in Rural Ireland</i>
Irma Pranaityte (ISM University of Management and Economics) <i>Volunteering: The Evidence of a Post-Soviet Country. Volunteering or a compulsory community activity.</i>
Arjen de Wit (VU Amsterdam), Sabith Khan (Virginia Tech) & Daisha M. Merritt (James Madison University) <i>Identification and remittances. Does integration hinder immigrant giving to the country of origin?</i>

Session 5-E

Room: Le Galion F-121

Ethical Dilemmas in Philanthropy

Session Moderator: Georg von Schnurbein (CEPS – University of Basel)

Triona Fitton (University of Kent) <i>The Philanthropticon? A case study analysis of 'Gifts' in the contemporary UK charity shop</i>
Alison Body & Beth Breeze (University of Kent) <i>Fundraising for 'Unpopular' Causes. Understanding the challenges through a case study approach</i>
Richard-Marc Lacasse & Berthe Lambert (UQAR) <i>North-American philanthropy, the other side of the coin</i>

3.35 pm – 4.00 pm (Knowledge Lab)

Closing Remarks

Research on Giving in Europe

**Results of the
 “Mapping the current state of giving research in Europe”
 Initiative**

Prof. Dr. Theo Schuyt, ERNOP President

ERNOP

The European Research Network on Philanthropy (ERNOP) is an association and has been founded in January 2008 by collaborating philanthropy researchers in Europe, in order to advance, coordinate and promote excellence in philanthropic research in Europe. Currently almost 200 members from more than 25 (mainly) European countries have joined ERNOP. ERNOP is present at global networks of philanthropy researchers as ISTR and ARNOVA, and collaborates with other European Philanthropy networks, such as EFC, EMES, ICFO and the EVPA.

Biennial conference, quarterly newsletter and Linked In Group

In order to facilitate communications and cooperation between ERNOP members, a biennial conference is organized. Besides, ERNOP organizes a member dinner at each ISTR conference. Previous conferences have taken place in Amsterdam, Louvain, Budapest, Vienna, and Riga. In 2015, the ERNOP conference is hosted by ESSEC Business School in Paris, France.

ERNOP members exchange information on their research projects and advancements in the ERNOP Newsletter Quarterly, with an update on recent developments on philanthropy research in Europe, as well as information on collaborative projects and potential research opportunities. Members also exchange information by joining the ERNOP Group on Linked In.

ERNOP research collaborations and dissemination

ERNOP studies philanthropy and aims to create a European dataset on philanthropy. We acknowledge that philanthropy has a different meaning across Europe, because of the large variation in the historical, social and legal background of philanthropy. ERNOP members actively publish their research in a large range of mono- and interdisciplinary scientific journals, from economic journals to marketing, social policy and historical journals. We are proud of the fact that four ERNOP members act as editors of the main specialized philanthropy journals (NVSQ, Voluntas, IJNVSM and VSR). In order to further advance philanthropic research in Europe, ERNOP members from different countries and scientific disciplines have collaborated in numerous research projects and grant proposals, each bring their own unique qualities and perspectives to the projects. New members are very much invited to join collaborative proposals.

More information

More information about ERNOP, its aims, research projects, members and membership can be found on ERNOPs website, www.ernop.eu.

The ESSEC Chair in Philanthropy

Created in 2011 as part of the ESSEC Institute for Innovation and Social Entrepreneurship, the ESSEC Chair in Philanthropy is a research unit whose mission is to contribute to the impact of philanthropic actors (individuals, firms, foundations, impact investment funds) through the production and dissemination of knowledge on philanthropy in France and in Europe.

The Chair has established the following objectives:

- To develop knowledge about the specificities of philanthropy in Europe;
- To address key players in the philanthropic sector and support their management capabilities (regarding strategy, governance, asset management, etc.);
- To strengthen the ability of philanthropic organizations to assess the efficacy and the impact of their initiatives in various charitable causes;
- To produce high-quality teaching materials (courses, case methods, executive education programs) on philanthropy.

The Chair holder is Anne-Claire Pache, Professor at ESSEC Business School and Dean of the Masters' Programs. Arthur Gautier, Research Fellow at ESSEC, is Executive Director of the Chair.

Benefitting from initial funding from the Fondation de France, the Chair was created thanks to the combined effort of ESSEC Business School and three individual co-founders (Jérôme Kohler, Jean-Pierre Scotti and Antoine Vaccaro). BNP Paribas Wealth Management joined as a partner shortly after and Fondation Caritas France. Thanks to the generous multi-year support of these partners, this Chair continues to operate as one of the most prominent research centers in Europe. The Chair also benefits from the support of the Edmond de Rothschild Foundations since 2012 and the Fondation Daniel & Nina Carasso since 2014.

The ESSEC Chair in Philanthropy is a member of CEMAS (Centre of Excellence for Management and Society).