

The School of Business at USN would like to invite colleagues and others interested to participate in the midterm evaluations taking place at Campus Ringerike, September 14, 15 and 22, 20017:

## Welcome to the Midterm Evaluations of Chen Chen

September 14, Campus Ringerike, room E215

At a Midterm Evaluation, the PhD candidate present his or her work and is evaluated by two opponents who have been appointed by the Program Board. The opponents shall assess the academic status and progress of the PhD work and provide feedback to the PhD candidate, the supervisor and the Program Board. The intention of a midterm evaluation is primarily to assist the PhD candidate in identifying circumstances involving a risk that the project will stop or be delayed, along with providing input that can improve the quality of the work.

### Program, Midterm Evaluation of Chen Chen

Time	Program/Presentation
09:00	Welcome and short introduction <b>Håvard Ness</b> , Professor and Director of the PhD program
09:10	<i>Less is not more for CSR: Multiple domains outperform single domain</i> <b>Chen Chen</b> , PhD candidate
09:45	Discussant <b>Richard Bagozzi</b> , Professor, University of Michigan
10:15	Break
10:30	Discussant <b>Radu Dimitriu</b> , Associate Professor, Cranfield School of Management and USN
11:00	Q&A from the audience, chaired by <b>Håvard Ness</b>
11:15	Break and the audience leaves
11:25	The evaluation group discuss with candidate, supervisors and director of the program.

### About the PhD-Candidates and the Evaluation Groups:



**Chen Chen** is a PhD-student in the Marketing Management program at USN. Her research focuses on the corporate social responsibility (CSR) issues in marketing. Specifically, she is interested in the role of moral emotions play in generating consumer responses to a company's CSR performance. Her supervisors are associate professor Marit Engeset at USN and professor Chunyan Xie at Western Norway University of Applied Sciences.

About her research:

“Less is not more for CSR: Multiple domains outperform single domain”

In this study, Chen propose that CSR activities of multiple domains, compared to those of single domain, lead to more favorable consumer responses. I argue that consumer's attribution of intrinsic company motives accounts for the positive multi-domain CSR effect, and consumer's issue involvement will affect the magnitude of the multi-domain CSR effect.



**Richard P. Bagozzi** is the Dwight F. Benton Professor of Behavioral Science in Management at the University of Michigan, Ross School of Business. A graduate of Northwestern University's PhD program, Professor Bagozzi holds honorary doctorates from the University of Lausanne, Switzerland, Antwerp University, Belgium, and the Norwegian School of Economics. Bagozzi was recently awarded the Medal of Science from the University of Bologna, Italy, and early in his career he spent a year in Germany doing research as a Fulbright Scholar.

Professor Bagozzi currently does research on human emotions, decision-making, ethics, neuroscience and molecular genetics, philosophical foundations of research, and structural equation models. This work is applied to the study of consumers, workers, managers, doctors, nurses, and patients. He uses a variety of methods to study these phenomena, including qualitative inquiry, surveys, and experimentation.

Professor Bagozzi will hold a guest lecture at Campus Ringerike, September 15 at 12:30. Title of his lecture is *"Looking into the Minds of Managers"*.



**Radu Dimitriu** is Associate Professor II at USN, where he teaches the PhD-course "Advanced Experimental Data Collection and Analysis". At the same time, Radu is Lecturer in Strategic Marketing and Director of the MSc in Strategic Marketing at Cranfield School of Management in the UK.

In Cranfield Radu is also deeply involved with the school's PhD and DBA programmes as supervisor and member of doctoral panels. He does research in the areas of branding and brand extensions, strategic marketing, consumer behaviour and psychology, and consumer pro-social behaviour.

Radu's publications to date include articles in Psychology and Marketing, European Journal of Marketing and Technological Forecasting and Social Change.