About the Editors



Linda O'Riordan is a Professor of Business Studies and International Management and Director of the FOM Competence Centre for CSR at the FOM University of Applied Sciences, Essen, Germany. She researches, writes and lectures on responsible management and sustainable entrepreneurship with a focus on an inclusive approach to organising business in society. Her work has been published in internationally renowned peer-reviewed journals such as the Journal of Business Ethics. In her educational role, Linda O'Riordan lectures mainly to MBA and also Bachelor students in the subjects: Business Strategy, Sustainability, CSR and Corporate Governance, International Management, Management Consulting and Problem-Solving, Intercultural Competence, as well as Marketing, Sales and Customer Relationship Management. Additionally, she is a guest lecturer at various Universities including the University of Applied Sciences (Fachhochschule) and Heinrich-Heine University in Düsseldorf. Linda O'Riordan is a general manager by background with a Ph.D. from the University of Bradford in the UK. Previous to her academic role, she gained business and consultancy experience from working in industry. Some of her former employers include Accenture, UCB-Schwarz Pharma, and the Government of Ireland (Bord Bia) marketing Irish food and drinks products in Northern Europe, as well as apprenticeship positions during her studies in Ireland at the Irish Telecom Company, Dublin (now Eircom), and the Bank of Ireland, Cork. Her qualifications include a Bachelor's degree in Business Studies from the University of Limerick, Ireland, as well as an MBA and a Masters in Research from the University of Bradford in the UK.



Piotr Zmuda is a Professor of Business Studies and International Management and a Research Associate of the FOM Competence Centre for CSR at the FOM University of Applied Sciences, Essen, Germany. He teaches Master's and Bachelor's students in Corporate Governance and Corporate Social Responsibility (CSR), International Management, Strategic Management, and Management Consulting. His research interests focus on the analysis and development of strategies based on the resource and market-based view as well as the formulation and implementation of internationalisation strategies. Piotr Zmuda studied Business Administration at the University of Cologne and received his doctoral degree at the Heinrich-Heine-University, Düsseldorf. He was appointed as a Professor of International Business and Management Consulting at the Cologne Business School (CBS) in 2010. He further participated as a visiting professor in the Sustainability MBA program at the Duquesne University School of Business, Pittsburgh, PA, USA. Piotr Zmuda gained his first practical experience as a management consultant while working for an international consulting company specialised in delivering consulting services in the financial services sector. He has assisted a large number of well-known Financial Service Companies in the efficient execution of projects and optimisation of their in-house processes. After leaving this sector, he switched to the role of in-house consultant for a multinational industrial company. Piotr Zmuda is a certified Project Manager (PRINCE2) and a member of the Academy of Management (AoM).



Stefan Heinemann is a Professor and Vice-Rector for Cooperations and Sustainability Representative at the FOM University of Applied Sciences, Essen, Germany. In addition, he is the director of the FOM Open Business School and the Representative of the Foundation BildungsCentrum der Wirtschaft within the zdi-Zentrum MINT-Netzwerk Essen. He is also a committed member of the workgroup "tertiary institutions" of the UNESCO World Director of Business Ethics for Sustainable Development, Director Business Ethics at the FOM Competence Centre for CSR and a Member of the Board of Trustees of sneep—student network for ethics in economics and practice. Furthermore, he is Co-Director within the FOM KCP KompetenzCentrum für Public Management and a member of several research boards. He is also a Member of the Strategy Board of the BDA/BDI-Bundesinitiative "MINT Zukunft schaffen", board Member of the Kölner Wissenschaftsrunde and Member of the scientific board of the HKR NRW Hochschulkompetenzzentrums Rechnungswesen at the University of Duisburg-Essen. Stefan Heinemann's teaching and research is focused on Business Ethics and Public Management/University Management (Finance and Strategy).



http://www.springer.com/978-3-658-06793-9

New Perspectives on Corporate Social Responsibility
Locating the Missing Link
O'Riordan, L.; Zmuda, P.; Heinemann, S. (Eds.)
2015, XVI, 641 p. 101 illus., Hardcover
ISBN: 978-3-658-06793-9