

Best Paper Award for CHC Researcher at World Symposium in Scotland

Dr Johannes M. Luetz, Senior Lecturer at the School of Social Sciences, and Research Chair at CHC, has jointly won Best Paper Award with Dr Jens M. Unger at the [WORLD SYMPOSIUM ON SOCIAL RESPONSIBILITY AND SUSTAINABILITY](#) in Edinburgh, Scotland, 27-29 June 2018.

Their research paper, which has since been published in Springer's World Sustainability Series, has the title: "Engaging Employees in Corporate Social Responsibility Projects—A Case Study from the Lufthansa Group Showcasing Experiences and Lessons Gathered in Kenya, Rwanda, Nigeria and Columbia".



Photo credit: Lizzie Rhoades/University of Edinburgh, Scotland

Their study examined a Lufthansa Group Corporate Social Responsibility (CSR) program aimed at progressing entrepreneurship, innovation, and intercultural exchange that systematically engages employees.

Dr Luetz comments, "The study is important because it shows that engaging employees in CSR practice has the potential to make organisations more meaningful, which in turn positively impacts on organisational culture and promises to attract new talent."

The paper was well received, winning 1st Prize in the category Best Paper Award, received jointly with Dr Unger, Senior Manager for cultural transformation at the Lufthansa Group, which operates one of the largest airline fleets in the world.

The paper has since been published in [Social Responsibility and Sustainability: How Businesses and Organizations Can Operate in a Sustainable and Socially Responsible Way](#).

This is a further volume of the award-winning World Sustainability Series, published by Springer, which since its creation in 2015 has become the world's leading book series on applied sustainable development.



Congratulations, Dr Luetz and Dr Unger!

[Click here](#) to read their award-winning research paper.