

The Newsletter

From the Social Responsibility Research Network

www.socialresponsibility.biz

The 8th International Conference on Corporate Social Responsibility has taken place and was very successful. Each conference is bigger and more successful than the last. So now we are looking forward to the 9th – which will be held next year in Zagreb. You will find the Call for papers later in this Newsletter as well as on the website. Please distribute as widely as possible. We hope to see as many of you as possible at this, which we expect will be our biggest and best so far. Do not forget our other activities also. Our Discussion Paper series continues to expand with several more being published recently. Please read these and consider also submitting your work for early publication in the series. It is a chance to get some helpful feedback before formal submission to a journal. And of course our official refereed journal is Social Responsibility Journal – which is continuing to grow in strength. You will find details of all of these on our website as well as news and information about our other activities.

As usual this issue of the Newsletter contains a varied selection of content but the number of articles we publish is continuing to increase. So too is the variety of topics which people want to write about – a reflection of the strength and breadth of issues which concern people in the field of social responsibility. As usual people who write these value the comments of other people, so when you have read the article then please take the time to send some comments to the author. It does not matter whether you are in agreement or completely disagree – any feedback is valuable to each of us as authors. Most of these authors are new contributors to the newsletter. So read their articles and think about writing an article your self for the next issue...

The financial and economic crisis seems to be continuing and is affecting each of us in one way or another, although there is now talk of a recover starting to take place. Nevertheless it is not surprising that we have some articles on this issue – making comments and suggestions to the architects of the crises and also to the architects of the solution, whoever they may be. Time will tell if we will find a solution to the problems causing the crisis – or only a temporary alleviation of the symptoms and therefore we will see a recurrence of the crisis in the future. Whatever, we all have some views about this – so set yours down and we will see if we can publish a collection of these in the next issue.

That is all for now. Read the articles and look at the news of our future activity. And consider contributing to the next issue. We will be in touch again in the near future.

Chairs of the Network:

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The Social Responsibility Research Network Constitution

For each Newsletter it is considered to be appropriate to print the constitution of the Network. This was agreed at an open meeting during the 2005 conference in London. But note that no Board has ever been elected. So volunteers are welcome...

The Social Responsibility Research Network (SRRNet) is a body of scholars who are concerned with the Social Contract between all stakeholders in global society and consequently with the socially responsible behaviour of organisations.

1. Mission

The mission of the SRRNet is to promote collaborative, cross-cultural and international research on any aspect of its social responsibility agenda, to improve knowledge by such research and to disseminate such research globally.

2. Strategy:

The strategy to accomplish the mission will be based on:

- The exchange of research through of its website;
- The promotion and organisation of a series of international research conferences, ideally in various parts of the world and each under the leadership of a named individual;
- The production and dissemination of an academic journal;
- The production of such other publications as are deemed appropriate and for which sufficient funds exist:
- The promotion and organisation of a series of international visits and collaborations (depending upon funding) to work on special projects.

3. Organization

Membership of the network is open to anyone. It is a formally constituted organisation governed by this constitution and managed by an elected / nominated board. The management of the network will be delegated to this board, which will be supplemented by a general meeting, open to all members, which will take place at each conference organised. Membership of the board will consist of:

- One member elected at each general meeting, who will serve for 3 years;
- Each conference organiser, who will serve for 2 years prior to and 2 years subsequent to the conference organised;
- The journal editor.

The board may also appoint additional members as deemed necessary, and from its membership shall nominate a chair and a treasurer.

4. Financing

To achieve the mission, the SRRNet (via its board) will seek sources of funding and sponsorship. Additionally it will receive funding via the conferences and the sale of published material.

Can theft be legitimate?

Güler Aras, Yildiz Technical University, Turkey & David Crowther, De Montfort University, UK

As the financial and economic crisis continues to unfold and to roll on through recession and towards recovery, many issues have been brought to the fore and have been discussed extensively in the media. There still remain however a surprisingly large number of pertinent issues which have barely been mentioned – and have certainly not been explored in detail – despite the fact that they need to be addressed in order to create an environment in which a similar set of circumstances will not reoccur and cause the next crisis. One such issue – an extremely important issue – is the relationship between risk and rewards.

Elementary economic theory teaches us that enterprise is concerned with taking risk and that rewards accrues to those taking risk if they are successful. Risk of course means that success is uncertain and that failure is also a possible outcome. So taking risk does not always leads to gaining rewards. It therefore follows that the higher the level of risk which is taken the higher the level of rewards for success that should accrue because the chance of failure equally rises. Finance theory was developed in order to quantify the relationship between success and failure and make the rewards commensurate with the risk. This quantification ensured that arbitrage would occur to equalise the risk / reward relationship across various enterprises in a freely operating market system. These are things that we all learn as part of an introductory economics course.

This risk – reward relationship is a necessary part of economic activity and so a necessary part of business life; it is what enables an assessment of the viability of any particular form of enterprises and what enables a potential investor to select between alternative uses for their investment – through an individual assessment of the risk –rewards trade off. If investors forget about this relationship between risk and rewards then profligate investing ensues and unsustainable booms take place. We have seen many examples of this from the South Sea Bubble through to the Dot Com Bubble as speculative fever takes hold and the risk – reward relationship is forgotten.

If this relationship is broken so that rewards accrue without the need to take risk then there is no basis upon which to assess investment possibilities and no way to adequately choose between the alternatives. It is likely therefore that investment decisions will be made which are plainly unsuitable and sometimes not even viable. This is the situation in the boardrooms of all major corporations where the chief executive is rewarded for success without fear of any penalty for failure. Indeed he (it is almost always a man) is often also rewarded for failure and is certainly more than adequately compensated for removal from office.

This situation is made worse because Attribution Theory operates in the boardroom but is not even recognised let alone challenged. Attribution Theory of course means that we, as individuals, take credit for successful outcomes – which we attribute to our particular abilities – while blaming failures upon circumstances

outside of our control. So we should be rewarded for success but never penalised for failure, effectively severing the risk – reward relationship.

In the boardroom therefore we see the cult of the hero applied to the chief executive who becomes feted for success but never vilified for failure. And rewards have become skewed accordingly. Thus the rewards for a chief executive have increased fifteen-fold in comparison with the average worker and the difference in pay is not vastly more than it was 50 years ago. At the same time incentive schemes have meant that between 5 and 10% of the average corporation is now owned by its executives – simply as a reward for existing rather than for any abnormal performance.

This we would describe as legitimated theft as these people have not taken any risk. Risk remains firmly with the investors in the business who must pay the penalty for failure and with other stakeholders (such as employees of suppliers) who must equally take the risk without any rewards. Indeed JIT approaches are adept in transferring the risk away from the business – from the powerful to the less powerful.

So executives attract rewards without fear of penalty for failure. Indeed the balance is such that the risk takers cannot even remove those executives and cannot really determine what rewards they should receive. Moreover governance procedures which enforce this strange relationship have been accepted and are the norm for large companies. Indeed this is considered to be a part of good governance which leads towards successful and sustainable companies.

The strange thing is that this has not been questioned to any extent. When the economic climate is good then all stakeholders just sit back and accept their returns while praising the executives for their exceptional abilities. And it is simply expected that this good economic climate will continue forever – even though history teaches us the opposite. When times are bad then scapegoats are sought – but these are outside the company: bankers, regulators, governments ... But never those executives who have received their rewards for merely existing.

There has been surprisingly little comment about this in the current crisis even though it seems clear that the re-establishment of the risk – rewards relationship is an essential component of creating an economic climate in which crises will not continually reoccur. It is our argument that this is a matter which needs to be raised and addressed in order for any form of sustainable economic activity to be able to take place. Without such a change then theft is simply legitimated – and legitimate theft cannot occur in a sustainable economy.

Comments invited. Contact guleraras@aol.com and / or davideacrowther@aol.com

Reflections on the Recession: the Case for Stakeholder Democracy

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The 2007/8 financial crisis and the subsequent recession have drawn attention to a number of issues. Not the least of these issues is the fact that, despite routine repetitions of the "free market" shibboleth, custody for the wellbeing of the world's stakeholders has in large measure been delegated to the executive directors of a few hundred mega-corporations. Despite their claims to corporate social responsibility, the culpability of these mega-corporations, particularly the banks, for causing the crisis gives weight to the argument that they have not discharged their duty of care to stakeholders. Billions of stakeholders are being made to pay for the repercussions of such executive policies as the mass marketing of conspicuous consumption and the mushrooming of personal credit. In recent decades these corporations have reduced the wellbeing of many first world stakeholders by moving manufacturing and, more recently, service sector jobs to developing countries. There has been much press coverage of the low wages, poor health and safety and routine use of child labour in these developing countries.

In Britain in the early 1980s, corporate decisions to cut wage costs by exporting jobs helped create an economic crisis similar to the present one. This corporate strategy signalled the jettisoning of the full employment policies of the post-1945 period and the creation of a permanent pool of unemployed workers whose function was to keep wages down and profits up. Mediated by emigration and immigration, the size of this "socially excluded", to use Tony Blair's description, underclass of marginal workers ebbed and flowed with the booms and slumps of the 1990s and the early 21st century. Such social polarisation resulted in a rising income gap, as reported in Wilkinson and Pickett (2009, 235). These authors suggest the extent of the economic polarisation in America, where similar developments took place: "In 2007 chief executives of 365 of the largest US companies received well over 500 times the pay of their average employee"(242-3). Wilkinson and Pickett document the implications of such inequality for health, the environment, crime and education; stressing the negative effects on the wellbeing of *all* stakeholders. If we compound this state of affairs by referring to the lack of progress on alleviating poverty in the developing world and the potentially devastating consequences of the environmental damage resulting from the decisions of these mega-corporations, such as motor vehicle and aircraft manufacturers, we are surely living in a world which is ripe for fundamental change.

Aware of their failed corporate social responsibility and negligent custodianship, the mega-companies offer 'free' market apologetics, with publicity given to charitable donations, philanthropy along with, often ill-defined, references to sustainability and citizenship. However, whilst trying to remain upbeat, Delevingne (2009) acknowledges that many companies "will likely reduce their commitments to matching-grant programs for employee charitable giving, disaster relief funds, or business units focussed on sustainable investments". He admits that Ford "is reducing its funding for corporate philanthropy by 40% from last year" and Citigroup "has reduced its corporate responsibility-focused staff". Whilst Welch and

Welch (2009) argue: "Whether times are good or bad, companies must be socially responsible", they make the important claim that "right now – as always – companies should be putting profitability first"; adding the point: "You have to make money first to give it away".

This, however, begs the question: how exactly do corporations "make money"? Since the answer to this question is central to understanding the present crisis, it is worth considering the nature of corporate profit. As the classical economists pointed out, the value of the goods produced by companies is created by the expenditure of labour by their employees. This value is calculated by adding the value of the labour expended by a company's workers to the labour expended by other workers on the raw materials, machinery and other inputs bought from other companies. However, the value that can be obtained by the workers in return for renting out their labour power is less than the value created by this labour; the difference being surplus value, which is appropriated by the company.

But, and it is a large but, in slavery and the feudal system, the goods produced are distributed directly, albeit unequally, according to social class. In contrast, in the capitalist system the distribution of goods is mediated by money. Simply put, although produced by the workers, goods are the property of the employer. In order to turn the surplus value represented in these goods into profit, they must be sold at a price which is greater than the money paid out for their production. As the current crisis indicates, producing and selling goods at a profit is problematic, involving a complex web of contradictory relationships. The core relationship is that between employer and employee, which is marked by a profound *internal* contradiction. This is because wage labour involves both mutual dependence, neither side can function without the other, and an *inherently* antagonistic relationship since, other things being equal, what one side gains the other loses. So, caught in the contradiction of trying to make profits whilst paying reasonable wages and offering other employee benefits, in the late 1970s corporations sought to cut these costs by outsourcing to developing economies and thereby radically reducing their wage bill. Yet, far from solving the core contradiction, this process merely moved the contradiction to other arenas as demonstrated in the work of Wilkinson and Pickett. For example, the current crisis, caused by the growth in credit, is partly a result of the corporate attempt to overcome the lack of domestic purchasing power, particularly amongst stakeholders in the growing pool of the "socially excluded".

Since an unprofitable corporation is, in the long, no corporation at all; it is not really a question of a particular bank executive being greedy, an individual arms manufacturer being unethical or a certain oil company damaging the environment. The inexorable logic of capitalism is that, in order to "make money", its corporate executives face a never-ending quest to overcome its internal contradictions. The current crisis demonstrates perfectly how the juggernaut of corporate profitability demands ever more self sacrifice of its victims. This suggests that our economic system, predicated on corporate profitability, is retarding, if not reversing, the development of social responsibility and environmental sustainability.

Coming back to our point of departure, the growing economic power of the mega-corporations, the question is who wanted, and crucially, given the apologists' preoccupation with liberal democracy, who voted for, this system of production and

distribution? This rhetorical question draws attention to another contradiction inherent in the corporate wage labour system: the way in which social being is split into two spheres; a democratic political sphere and a plutocratic economic sphere. Referring to the latter sphere, corporate apologists routinely refer to the right of "business leaders" to make decisions on social responsibility, or indeed on any relevant issue. However, such references take little note of the effects of these decisions on the stakeholders who are being lead. We may note here that a defence of plutocracy is implicit in the shareholder model of corporate governance. Yet, this model has attracted criticism during the present crisis due to the inability of shareholders to curb executive greed and high risk short term profit maximisation. Dissatisfied shareholders, be they individuals or institutions, tend to sell shares rather than intervening at corporate meetings. Criticisms can similarly be levelled at stakeholder models of corporate governance. The lack of democratic power available to secondary stakeholders means they are, for the most part, reduced to the role of loyal opposition in a process of corporate legitimacy.

So, what is the alternative? How can we increase social responsibility, equity and sustainability? The debate on alternatives to private ownership date back to the English revolution, notably in the writings of Gerrard Winstanley (1989), and beyond. Winstanley called for "the Earth" to be made "a common treasury" (101). Quite what this means in practice is a moot point. Rather than nationalisation, in which the state takes the place of the employer/capitalist, leaving the internal contradictions of the wage labour relationship unmitigated; the call here is for authentic stakeholder democracy and the abolition of the wage-labour system. This will initiate a process in which the world is turned the right way up, since "the economy" will cease being an uncontrollable super-subject which reduces stakeholders to the status of predicates. The economy will thus become the predicate, providing for the subsistence needs of democratic stakeholder subjects. The challenge for humanity, including those academics calling for more social responsibility, is to construct truly democratic institutions and processes so as to sublimate the internal contradictions of wage labour, with its inevitable cycle of boom and slump, and create a world that is both affluent and ethical.

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Corporate Social Disclosures by Indonesian Listed Companies

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A comprehensive research has been conducted with quite enormous samples and methods, involving a pilot study, primary and secondary data, as well as qualitative and quantitative analysis. There were 468 samples of Indonesian listed companies' annual reports for 4 years (2003 until 2006), 252 responses from companies, and 306 from the selected stakeholders that have been examined.

The company's annual report has been used as a report to examine the Corporate Social Disclosure (CSD). A part from the debate that annual reports would not provide enough CSD information, other reports have failed to meet the minimum requirements number of samples, in terms of the quantitative research methodology. Using content analysis method, the study found some determinant factors relate to CSD in Indonesia. The factors that significantly influence CSD are: (1) company size, (2) financial performance (Return on Asset / ROA, Return on Equity / ROE, Earning per-share / EPS), (3) company age, and audit firm. Other information that also determines CSD significantly is the characteristics of companies, including the industrial type (sensitive and non-sensitive) and company status (state owned and non-state owned companies).

The investigations of the annual reports have been further developed by evaluating the type of information that companies disclose commonly. 'Human resources' and 'community' have been found as the most information disclosed in the annual reports. In the 'human resources' context, providing a management profile and employees training have taken a major space in the annual reports. However, in contrast, from the stakeholders' perspective, 'human resources' or 'community' has not been perceived as the most importance information that they want to comprehend. Indonesian stakeholders consider that information about 'product' and 'energy' should be the main information that companies disclose (resulted from 306 stakeholders' responses). This outcome indicates that there are gaps between the companies and stakeholders in perceiving the information that should be disclosed in the company's annual report. In addition, it was noticed that Indonesian companies have been looking for the 'best' type of report to disclose their social activities. They consider that annual reports may not be appropriate anymore as they have limited space to disclose CSD, being mainly for presenting financial reports. It may, therefore, be timely to promote sustainability report insistently to Indonesian companies.

Two hundred and fifty two responses from companies have also been evaluated to seek the motivation for CSD. The results reveal that Indonesian companies intended to inform their social activities to create a company positive image and to act accountability. While, on the other hand, they are not interested in meeting legal obligation nor comply with other standards. This finding is interesting as it can be

assumed that Indonesian companies may have their own awareness in responding to the social issues, rather than simply fulfil the regulations.

To conclude, it is observed that the practice of CSD in Indonesia is still in the embryonic stage of development. A continue study should be conducted to obtain a more refined measuring system that acknowledges the extent of CSD that could possibly have produced different results from this study.

(Summarised from her PhD thesis, Edith Cowan University, Perth – Australia, December 2008, some sections have been published in International journals).

Comments welcome – contact Juniati at juniatigunawan@yahoo.com.au

ISO26000 in the MBA Program: A Teaching Experience

Maria Nnette Geibig Barrios, De La Salle University, Philippines

Using the draft ISO26000 document as the main learning reference, I have just completed teaching the new MBA course titled "Social Responsibility, Human Rights, and Sustainable Development" in 14 weekly sessions of 3-hour classes. Earning the required 3 units of academic credit, the class grade point average was 3.25 (with 4 being the highest) in the summative learning evaluation, which I dare say indicates good academic accomplishment. Though the outcomes of this initial experience are not generalizable, as the principles of applied research posit, the following insights are shared, which may be of value to professors and researchers in this field. As I teach the present batch of MBA students in the same course, my teaching is enriched with the following thoughts from which I glean new teaching techniques.

Class Profile. The class consists of 11 professionals in various specializations, such as accounting, engineering, marketing, information technology, banking, guidance and counseling, and entrepreneurship. The class' writings on ISO26000 may be accessed on www.wordpress.ISO26000Youth.com

Teaching Approach: To make good use of stock knowledge and culled professional experiences, I devised a hybrid of inductive and deductive learning modes, within the context of problem-based learning (PBL). This was combined with the customary dialogic method. The focal points of class efforts for problem solving were 1) the livelihood empowerment requirements for the micro entrepreneurs of the San Andres community, 2) an ISO26000-based evaluation of conditions of operating practices of a selected fast food chain, and 3) basic social responsibility planning in their own organizations. Learning from the San Andres community required the design and use of a relevant worksheet to assess the level of entrepreneurial skills there and to determine how to address noted gaps. In the evaluation of the operating practices of a selected fast food chain, the class applied the principles and processes of ISO26000 and then, determined directions for solutions, considering observed gradients of compliance. For basic social responsibility planning, a planning template was designed and applied to actual organizational situations requiring interventions, or to proactively design initial SR programs and processes for integration into the organizational system.

Learning from the Teaching Experience:

Conceptual clarity. When the ISO26000 document was first tackled in class discussion, I noticed, by their learning participation, that this class needed enticements to read the document before coming to class. Analyzing the learning situation, the graduate students intimated that they found the document written in a much too somber tone, perhaps alluding to formal expressions, and likewise found a technical modality of the English language that requires concentration for understanding. Assistance in facilitating conceptual clarity through some lectures and discussions was a fundamental requisite to learning ISO26000's integrated system of principles and processes. To bring discussions to the level of comprehensible applications, the graduate students were required to present social responsibility illustrations from their own professional experiences and further, to analyze actual cases presently unfolding in the environments of local and international business, government, NGOs and interest groups like the churches and political parties, as continuously covered in the media and research publications. Abstract concepts were also

best appreciated when constructed into basic measuring devices, like Likert scale based assessment instruments and behaviorally-anchored scale tools.

Learning Applications in Hands-on Projects

Interventions in Micro-enterprises. When left to the graduate students' own devices, the project planning of micro entrepreneurial interventions in the San Andres community took far too much time, with a diffused array of efforts, owing to their many competing interests. An international project planning template was introduced to the class and frankly, this daunted them to the point where the process needed to be adapted to what is well within their realm of practice. To address other field-based action research concerns, I coordinated with the Catholic Church's social development organizations, Caritas and Caritas Salve to focus the class' efforts on critical issues and immediately required actions and linked the intended interventions to social processes already installed and managed by the Holy Family parish. With the intermittently halting project planning process put back on track, the class then found the actual field activities interesting and well within their skill levels, and further, these appealed to their idealism in contributing to their spheres of influence.

This initial activity of immersion in the San Andres community will be continued by my present class and will go further towards the graduate students' running an entrepreneurial skills training in bookkeeping, marketing and selling, product development and pricing, and more adventurously, into the actual coaching of two selected micro-enterprises.

Evaluating the Operating Practices of a Fast-food Chain as Customer Feedback. Equipped with a good understanding of the principles of ISO26000, individual students evaluated the observable operating practices of any accessible branch of a selected fast-food chain. The palpable applicability of the learning activity appealed to the students' keen observation skills and by then, they manifested a good understanding of the social responsibility standard and approached their learning with new-found confidence. In doing the evaluations while having their lunches or snacks, the graduate students became empowered consumers and again, this appealed to their personal need to contribute solutions to commercial services of daily usage. I informed the fast food chain about the evaluation activity on their operations as viewed from ISO26000, and I await their reply and actions.

Social Responsibility Planning. Social responsibility planning as a learning activity was done towards the end of the trimester and the class lacked needed time to prepare SR programs that were both strategic and innovative. The over-riding concern for single bottom-line results in these times of economic stress curtailed the potential meaningful contributions of the class' SR planning towards significant social change and environmental management. I emphasized to the class that the intrinsic organizational contribution to both social and environmental improvements, which does not even require any budget, is for the organization's performance planning to include social responsibility in every employee's accountability.

Learning from this situation, I am now teaching strategic social responsibility planning early this trimester, and this is now done in synchrony with the presentation sequence of the ISO26000 document.

Challenges and Solutions:

Conceptual readiness. Ethics and management principles are prerequisite content requirements for students to benefit best from a study of ISO26000. A good basic grounding in the concepts of sustainable development is also important for a proper appreciation of the significance of ISO26000 in today's organizational operations and their long-term impacts.

Comprehension of ISO26000. While I am personally appreciative of the positive language and technical precision of ISO26000, I am concerned about the usability of the standard to its intended audience, and therefore, I suggest the preparation by ISO, the national standardization bodies, and ISO national mirror committees of adjunct user support materials, such as users manuals, training workbooks, cognitive schematics, and digests for general public reference, some of which may be translated in the national language as necessary.

Inculcating Interest and Personal Involvement. Case writing, as a form of formalized narration of initial attempts at using ISO26000, is a powerful means of generating empathy and potentially, this may contribute to tweaking nascent interest. The ready and immediate usability of ISO26000 at the level of the graduate students' professional practice is also vital for engagement.

Actual Experiential Learning and Immersion. Beyond cognitive grasp, personal change happens within the graduate students when they are immersed in social issues when and where these happen and when they can personally grasp solutions and see some amount of social change unfold. I resolve to teach more in this manner, as I myself was taught by my own professors.

Integration into the Curriculum. In the same manner that the ISO26000 document strongly advises the integration of social responsibility into management philosophy, organizational work processes, and relationship transactions, I emphasize the importance of integrating the study of social responsibility into the graduate level curriculum, not only in business degree programs, but in all other disciplines as well.

Change in Behavioral Repertoire. This is difficult for a professor to gauge in graduate students within a trimester's course. This is why the integration into the graduate level business curriculum of social responsibility concepts, whether it be ISO26000 and some other preferred standard, is critically important for social change to begin with the graduate students as potential national business leaders.

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Captivating Cape Town CSR Experience.

Yussri Sawani, UiTM, Malaysia and Winner of the Young Academician Award 2009

I have always been interested in sustainability issues and have decided to choose the area particularly of sustainability reporting as my specialisation for my doctoral study. Since my enrolment in the program, much reading had been done in the area and I discovered many other areas related to Corporate Social Responsibility. Knowledge about this conference came to me through my supervisor, who also was a committee member of the conference. He strongly recommended my participation in the conference right at the preliminary stage of my studies. His assurance on the benefits of my participation was a motivation. Through my reading and preliminary writing of my proposal I came up with two papers on Corporate Social Responsibility focusing on assurance practices in sustainability reporting.

An invitation to review the 8th CSR Conference in Cape Town comes as a great honour to me. At this conference I presented two papers entitled Preliminary Insights of Assurance Practices in Sustainability Reporting in Malaysia and Sustainability Reporting and Assurance Practices in Malaysia: The Influence of Stakeholder and Institutional Forces. The former paper is basically an exploratory study of my PhD research while the latter is my PhD research proposal. The papers presented went through serious discussions and receiving constructive feedback from the audience which consisted of experts whose work is often cited in CSR researches. Being in the same room with these people and getting feedback from them motivates me to further explore my research area. I felt that my efforts and determination in my academic pursuit is rewarded and acknowledged by members of the conference evaluation committee as I became the recipient of The Young Academician Award. This award represents a milestone in my journey of discovery. I hope that this award will motivate other researchers to enhance their inbuilt interest in doing research.

The effort made by UNISA and SRRNet in organising this conference in Cape Town should be applauded. Choosing Cape Town as the venue fits the theme of the conference in promoting the involvement of all organisations in corporate social responsibility activities for sustainable existence. Cape Town is prominently known for her breathtaking landscape and varieties of flora and fauna. Being able to witness those beautiful places in Cape Town gives me an astonishing experience in my life.

This conference is distinctive because it is open to various disciplines of thought that eventually speak the same language under the roof of corporate social responsibility. It provides opportunities for the participants to share knowledge, experience, ideas and aspirations, and promotes networking. The PhD colloquium provides a platform for PhD candidates to present their proposal and research findings to get constructive feedback from experts in related fields. Personally, this

conference provided me with a valuable experience as I was able to obtain additional information and knowledge to help me improve further my PhD research. A note of gratitude to Dr Maria Aluchna , whose detailed analysis and comment on my proposal inspired me to work harder with utmost determination to successfully complete my doctorate.

The keynote speakers in the plenary sessions comprising of academicians, practitioners, business figures and representative from Non-Governmental Organisations provided diversified inputs to participants with a wider perspective of CSR. The various papers presented provided the participants the opportunity for potential research collaboration in other research area and geographical regions. The (Meeting-the-Editor) session where representative from various journals such as Social Responsibility Journal and Emerald Group Publishing provided information and guidance on how to publish our research paper in their journals. Being able to meet David Crowther, Guler Aras and Stella Vettori (to name a few) the prominent gurus of CSR was overwhelming.

The trip was not short of entertainment. The place we stayed provided us with warm hospitality with magnificent view of the sea and the mountain. The foods served were unique, blending the best of African, Western and Asian cuisine that are really tantalising to my taste buds. The boat trip dinner was a wonderful experience, despite the unfavourable weather condition at that time. We enjoyed the food, the company and the evening atmosphere at the port. The next day we attended a cultural dinner that was superb with the vibrant and colourful costumed dancers and moving with danceable beat of the African music. A point worth mentioning is the restaurant where the dinner was held. Its environmental policies fit perfectly with the theme of the conferences. Business practices such as recycling food waste into compost and raw material procurement policy from nearby supplier are exemplary and therefore should be emulated by every one for the sake the Earth.

The whole experience was beyond my expectation. Attending such a conference becomes addictive. The perfect venue, superb organisation and most of all the good mix of participants who passionately advocates and encourages knowledge sharing makes my début conference presentation one I will never forget. To any one who had attended this conference, the question what is next? To me the answer is definite, that is the 2010 CSR conference in Croatia that I am sure will be equally rewarding if not better.

Report on 8th International Conference on Corporate Social responsibility, Cape Town, 8-10 September 2010

For the 8th conference we have held we had a theme of CSR and NGOs, although as usual papers were accepted dealing with any aspect of CSR. The conference was organised jointly with the University of South Africa (UNISA) and hosted by UNISA, although held at an hotel in Cape Town. Around 130 people from 30 different countries attended the conference and nearly 90 papers were presented. Papers were presented on a wide range of subjects covering such things as poverty alleviation, biodiversity, human rights, microfinance, sustainability, CSR in agriculture and green manufacturing. Perhaps unsurprisingly, in the current economic climate, a good proportion of papers focused upon issues concerned with governance – a reflection that CSR is of central concern to the operating of the global economic system.

A strong feature of the conference was the supportive atmosphere and the willingness of all participants to give constructive feedback to others. Consequently a lot of discussion surrounding each paper took pace and these discussions went on well into the evenings and were a part of the conference dinners. The weather was not good but this did not prevent us enjoying a meal aboard the boat while we sailed around the harbour, or a native dinner in the semi-open air. And the weather improved sufficiently for some of to sunbathe on the final day, relaxing after the conference had finished.

Regular attendees of course knew what to expect from the conference. But newcomers quickly felt welcome and their contributions appreciated. This year we continued to include a doctoral colloquium within the conference, and this aspect of the conference continues to develop into a valuable aspect of the conference. As usual the Young Academician award was presented to a participant in this colloquium. This year the award was present to Yussri Sawani from UiTM, Malaysia and we look forward to meeting him again next year to hear how his research has progressed.

Three days seems a very short time for a conference and it was over far too quickly. For the organisers however a lot of work is involved in making these three days so enjoyable and the conference so successful. And a lot of people have worked hard for this. Thanks go to every one of them.

Now the conference is over and people have returned home having made new friends and got new ideas to progress their research. And it is time to finalise papers and submit for publication. And of course time to think about preparation for next year's conference. For the organisers the work has already begun on making this just as successful. We hope to see you there next year.

A Review of The Handbook of Sustainable Literacy: skills for a changing world

Edited by Arran Stibbe
2009 Green Books, Devon, UK
214 pages
£14.95 / \$24.95

The question of sustainability has risen to prominence in recent months – not just in the business world or in the academic world but in popular consciousness. It seems that everyone is concerned with sustainability and that this has been brought about by a general acceptance of the existence of climate change and by a general recognition of the problems stemming from resources depletion. Indeed many people can talk knowledgeably about their carbon footprint and about Hubbert's Peak, and many businesses are making statements about their aim for carbon neutrality.

Thus there has been a general recognition of the idea of sustainability and that this is an issue which needs to be addressed – at a societal level, at a local level, at a personal level and at a business level. Thus the term sustainability has become ubiquitous both within the discourse of globalisation and within the discourse of corporate performance. Sustainability is of course a controversial issue and there are many definitions of what is meant by the term.

A simple definition of sustainability is that life will just carry on unchanged. This is a comfortable definition which enables those of us who accept it to make as little effort as possible to change our way of life. It may be comfortable but plainly it is unrealistic – things are changed even by us carrying on in an unchanged manner! At the opposite end of the spectrum is the deep green approach of returning to the illusory *golden age* prior to industrial development, with a cosy but unquestioned assumption that life was simpler and therefore happier then. This too is unrealistic and plainly another sort of sustainability must be sought.

Another approach to sustainability, which is common for many people is that sustainability is concerned with the use of environmental resources – and so we must make sure that we do not print out emails and that we recycle our bottles and the problem has been addressed. This may be slightly facile but this approach to sustainability implies that society must use no more of a resource than can be regenerated. This can be defined in terms of the carrying capacity of the ecosystem and described with input – output models of resource consumption. Viewing an organisation as part of a wider social and economic system implies that these effects must be taken into account, not just for the measurement of costs and value created in the present but also for the future of the business itself. Such concerns are pertinent at a macro level of society as a whole, or at the level of the nation state but are equally relevant at the micro level of the corporation and the individual.

As far as corporate activity is concerned then most analysis of sustainability only recognises a two-dimensional approach of the environmental and the social, with the environmental being given the greatest prominence. A few writers recognise a third dimension which is related to organisation behaviour. We have

argued (see Aras & Crowther 2009¹) that restricting analysis to such dimensions is deficient. One problem is the fact that the dominant assumption by researchers is based upon the incompatibility of optimising both financial performance and social / environmental performance. In other words financial performance and social / environmental performance are seen as being in conflict with each other through this dichotomisation. Consequently most work in the area of corporate sustainability does not recognise the need for acknowledging the importance of financial performance as an essential aspect of sustainability and therefore fails to undertake financial analysis alongside – and integrated with – other forms of analysis for this research. This too is based on an unrealistic understanding which obscures a full debate.

We can see therefore that there are many issues which are currently subject to debate within the discourse of sustainability. It is our opinion however that these are often neither addressed in a rigorous manner nor expressed in a way in which the practical implications are apparent. This book is therefore timely and aims to address these limitations. In particular the book is based upon the premise that there is an important educational context in which sustainability can be understood, explored and thereby fostered. The book there is aimed primarily at educators – both the formal and informal and at all levels – as well as people with a general interest to learn more about this subject.

To address such a wide and diverse readership such a book must be accessible without oversimplifying, as it must also serve its purpose of educating and stimulating both debate and action. Stibbe has edited a book which serves these purposes admirably. The book consists of a large number of short chapters which each address a specific aspect of the topic. The aim of the book however is not simply to explain what sustainability is all about. Rather the aim of the book is to do this while concentrating upon a consideration of the skills necessary to survive and prosper in a future world which will be very different from that which we know and understand. As he states (p10-11):

The ability to take steps towards building a more sustainable self and society requires far more than knowledge about sustainability it requires sustainable literacy. The book uses the term sustainable literacy to indicate the skills, attitudes, competencies, dispositions and values that are necessary for surviving and thriving in the declining conditions of the world in ways which slow down that decline as far as possible.

The contributors to the volume are mainly experts in education in an area of sustainability and come from a wide range of disciplines and from the informal sector as well as the university sector. Also contributing however are a number of experts from other areas and walks of life. This is a rich mix of contributors who address such issues as complexity, systems thinking, climate change, Gaia awareness, permaculture design and beauty as a way of knowing. These are all valuable contributions which together make an interesting, informative and helpful book. It is also very readable and presents many interesting ideas. If we have one criticism of the book however it is that all of the contributors are based in the UK

¹ Aras G & Crowther D (2009); *The Durable Corporation: strategies for sustainable development*; Aldershot; Gower

except for a couple based in the USA and Australia. This necessarily limits the perspectives which are presented and does not adequately address the proposals coming from different philosophies and parts of the world. This is a pity but nevertheless the book is well worth acquiring and studying, with some of the ideas being built into our teaching. And the book is of course attractively priced and therefore has our recommendation.

Güler Aras & David Crowther

News from the Network

A periodic publication:

Discussion Papers in Social Responsibility **ISSN 1759-5894**

These are refereed publications and are issued when available. There is a very quick publication timescale after acceptance and this is an opportunity for early publication of your research. Copyright continues to be held by the author so subsequent publication in an academic journal is not a problem. It is an opportunity to get feedback prior to submission to a journal as well as to boost your CV with an early publication. When published it will be emailed to all members and also put on our website – guaranteeing worldwide exposure of your research.

The first few publications have already been issued:

No 0901

Towards truly global markets
Güler Aras & David Crowther

No 0902

CSR in Universities Around the World
R. Seminur Topal

No 0903

Public Participation in Environmental Management from the Perspective
of China
Wang Hong

No 0904

CSR in Skill Development: Case for Traditional Artisans in India
P.N. Sankaran

No 0905

Flexible Education: The Key to Learning- An Integrated and Sustainable
Model
Ananya S Guha

You can find a copy on our website – www.socialresponsibility.biz

If you would like your work published like this then send a copy of your paper to davideacrowther@aol.com stating that you would like it to be considered for the Discussion Paper Series.

9th International Conference on Corporate Social Responsibility

16-18 June 2010

Zagreb School of Economics & Management, Croatia

For the 9th conference in this series we will be visiting Croatia where the conference will be held in Zagreb and hosted by Zagreb School of Economics & Management. It will be organised by Zagreb School of Economics & Management (ZSEM) in conjunction with the Social Responsibility Research Network (SRRNet).

Call for Papers

As usual the conference is intended to be interdisciplinary and welcomes contributions from anyone who has a perspective on this important issue. This time we will be focusing on one of the most urgent issues of the present. So at this conference there will be a focus on the theme of

CSR and Global Governance

The current financial crisis, much as previous ones, has highlighted failures in governance and failures in regulation. Indeed some have argued that the regulators are more guilty even than the perpetrators and should be sanctioned accordingly. There is of course one flaw in this argument and one problem with managing the prevention of future financial crisis and this is concerned with the recognition of and regulation of a truly global market for finance, trade, labour etc. We therefore consider that it is timely to look in greater detail at this issue, although papers addressing other areas of CSR are welcome. Thus papers are welcome on any topic related to this broad theme and suggested topics for papers include:

- Governance and regulation
- National vs. supra-national governance
- Free markets and governance
- Multi-national Corporate Accountability
- Social responsibility and free markets
- Globalisation and Corporate Activity
- Regulation of Corporate Social and Environmental Behaviour
- Governmental Influences on Corporate Accountability
- CSR and Corporate Governance
- CSR and Stakeholders
- CSR and Corporate Risk
- Corporate Responsibility and Triple Bottom Line
- Sanctions for non-compliance in a global market

- Regulating the regulators

Offers to run workshops, symposia, poster sessions, themed tracks or alternative events are especially welcome. Please contact Jelena Debeljak (jelena.debeljak@zsem.hr) with suggestions. Also, we are preparing an optional tourist extension package for those who are interested to stay longer in Croatia to experience more of the local culture and resort areas that Croatia has to offer. Please contact Jelena those of you who are interested.

Although preference will be given to full papers, abstracts of 200-500 words will also be considered. All papers and abstracts should be sent by 1st March 2010 by email to davideacrowther@aol.com. No more than 2 papers will be accepted from any author. We will publish proceedings and full details concerning other publishing opportunities for the papers presented at the conference will be provided during the conference.

Doctoral Colloquium

This year we will again be running a doctoral colloquium on one day of the conference. The aim will be to give detailed feedback to doctoral researchers concerning their papers. Feedback will be specific to each person and their research, and will be given by an experienced academic in the field. The colloquium will be an integral part of the conference and all delegates will be expected to participate fully in the conference but the sessions will give extra time to presenters – to allow for discussion and formal feedback. This colloquium will be organised by Professor Dr Güler Aras and abstracts of 200-500 words should be sent by 1st March 2010 by email to guleraras@aol.com. In order to allow detailed feedback full papers will be required in advance of the conference – full details will be given to participants upon acceptance.

Following the tradition established at the 6th conference in Kuala Lumpur, a Young Academician award will be made during this colloquium.

Venue of the Conference

The conference will be held in the Zagreb School of Economics & Management. The conference fee will be announced later and will include accommodation, meals and conference materials. An optional sightseeing tour will be organised at the end of the conference; full details will be available later. We look forward to welcoming you to Zagreb in 2010 for the 9th conference in the series.

Full and updated details can be found at the conference website:

www.davideacrowther.com/9csrhome.html

Professor Dr Kristijan Krkač
Conference Chair
ZSEM
Croatia
email: krkac@zsem.hr

Professor Dr David Crowther
Chair of SRRNet
De Montfort University
UK
davideacrowther@aol.com

Professor Dr Güler Aras
Chair of SRRNet
Yildiz Technical University
Turkey
guleraras@aol.com

Culture and Corporate Governance

Edited by GÜLER ARAS & DAVID CROWTHER

Published by Social Responsibility Research Network

www.socialresponsibility.biz

ISBN: 978-0-9551577-1-4

Research Series: Issues in Corporate Behaviour and Sustainability

Series Editors: Güler Aras & David Crowther

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CONCLUSION: The future of Corporate Governance: a prognosis, Güler Aras & David Crowther

Published 2008

Price: €15.00 or £12.50 or \$22.00

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Or email to davideacrowther@aol.com

Social Responsibility Journal

An Emerald Journal

Call for Papers

Social Responsibility Journal, the official journal of the [Social Responsibility Research Network](#), is interdisciplinary in its scope and encourages submissions from any discipline or any part of the world which addresses any element of the journal's aims. The journal encompasses the full range of theoretical, methodological and substantive debates in the area of social responsibility. Contributions which address the link between different disciplines and / or implications for societal, organisational or individual behavior are especially encouraged.

The journal publishes theoretical and empirical papers, speculative essays and review

Social Responsibility Journal is a multi-disciplinary journal which publishes paper from many diverse disciplines with their implication for society, organisations and individuals discussed. It publishes articles from an international authorship which allows the reader to compare the impact of social responsibility across countries and cultures.

Coverage

- Accountability and accounting
- Issues concerning sustainability
- Economy and finance
- Governance
- Stakeholder interactions
- Ecology and environment
- Corporate activity and behaviour
- Ethics and morality
- Governmental and trans-governmental regulation
- Globalisation and disintermediation
- Individuals and corporate citizenship
- Transparency and disclosure
- Consumption and its consequences

For submission guidelines and abstracting & indexing go to the Journal website:
www.emeraldinsight.com/srj.htm

Editors:

Professor Dr. David Crowther, De Montfort University, UK davideacrowther@aol.com
Professor Dr. Güler Aras, Yildiz Technical University, Turkey quleraras@aol.com

News from our members

An important new book

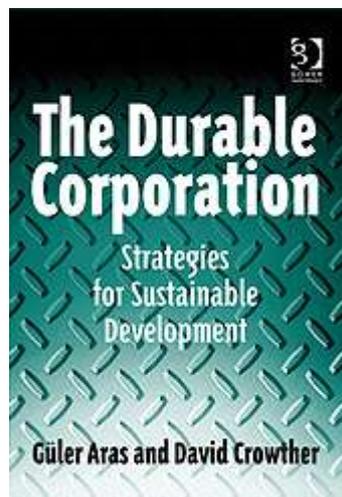
The Durable Corporation: Strategies for Sustainable Development

Güler Aras & David Crowther

ISBN 978-0-566-08819-3

April 2009 300 pages

Gower Publishing



Sustainability is normally considered to be about choices for the future being limited by decisions made in the present, and is frequently portrayed as concerning environmental issues alone. The authors reject both of these notions to argue that sustainability is a more complex concept that involves balancing many factors – including economic, cultural, governance and distribution. The book explores the nature, value and role of sustainability in business, in the context of risk management, and the current crisis, to argue that resource utilization must be based upon the twin pillars of equity and efficiency rather than attempting to ensure that our choices in the future are not reduced.

The authors of *The Durable Corporation* propose a new model of sustainability – which they term durability – and a fresh approach to managing resources. They extend this to the development of difference strategies for achieving sustainability and a different approach to managing for the future.

These features make it essential reading for all those with responsibility for developing strategy and managing the sustainability or durability of the enterprises in which they are engaged or in the study of the issues at stake.

Reviews:

In an era of Globalization, relationships among government, business, and Non-Governmental Organizations are being redefined. Central to this new alignment is the concept of 'sustainability'. In *The Durable Corporation*, Aras and Crowther provide the most comprehensive and sustained analysis of "sustainability" to date. The analysis has important implications for the future direction of corporate governance. This is not a book to be missed by those who seek to discern the contours of the future direction of debate.

Nicholas Capaldi, Director, National Center for Business Ethics

Currently the ideas proposed in this book are highly important and relevant. Although the title indicates that the book is about corporate durability the underlying theme is the problems of confidence which we are suffering during the current "crisis". The book makes the strong point that in a globalised world the unintended consequences of corporate actions can have far reaching effects, particularly when unscrupulous behaviour is exhibited by people who hold the future of a lot of other families in their hands. So this book gives important insights into the current situation and shows how to develop policies for the future in a sustainable way. It is an essential resource for everyone concerned with both the present situation and with the future.

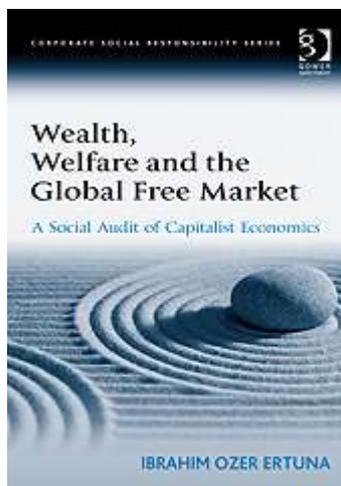
Esther Ortiz Martinez, Director General of Economic Development, Regional Government of Murcia, Spain

The book is priced at £55.00 (less for web purchases) and can be purchased from Gower at

http://www.gowerpub.com/default.aspx?page=637&calcTitle=1&title_id=9840&edition_id=10981

Wealth, Welfare and the Global Free Market A Social Audit of Capitalist Economics

Ibrahim Ozer Ertuna, Okan University, Istanbul, Turkey.



Published: October 2009

Format: 244 x 172 mm; 244 pages

ISBN: 978-0-566-08905-3

Price : £60.00 **Online: £54.00**

Can the free market system continue to operate in a traditional way in a world that is now globally connected, financially dysfunctional, and becoming environmentally damaged by excessive consumption? Can an alternative approach that respects human culture and values at least as much as it does profit be readily identified? In this rigorous critique, the author, who is a former member of a World Bank mission and adviser to the Turkish Prime Minister, suggests that the answer to both questions is 'No'.

Emphasizing the distinction between wealth and welfare, Ozer Ertuna recognises that the search for a helpful way forward based on classical economic concepts, models and arguments is likely to prove fruitless. In this challenging book you are invited to consider that different approaches are needed.

Using a mixture of theory and practical examples, Professor Ertuna examines markets and international trade in the era of globalization from scientific, economic, cultural, philosophical and faith-based viewpoints. He explains how what he describes as 'The Science of the 21st Century' may be part of any new emergent order. His survey of the different perspectives details what is being proposed by the 'Post Autistic Economics' movement; the Nobel laureates of the Santa Fe Institute; 'critical theoreticians'; environmentalists; and others. Vedic philosophy, other belief systems, and the significance of Anatolian culture may not be part of the usual discourse for business leaders, but as the role of business in society becomes ever more critical, an understanding of the range of perspectives brought to us by this book becomes increasingly essential.

Those with an academic interest in the issues addressed here, as well as business and community leaders, policy makers, and those in government and non-governmental organizations will want to read this valuable addition to Gower's highly respected Corporate Social Responsibility Series.

Contents: Introduction; Economics and economic systems today; Capitalism's definition of human beings; Competition: the driving force of economics; The market guidance of the

economy; The first concession of market economies; Misguidance of the markets and crises; Costs and benefits that are not reflected in markets; Demand and production: the theory and the reality; What is the objective: profit or income?; Foreign trade; The New Economic Design; An interrogation of capitalism; Index.

About the Author: Professor Ibrahim Ozer Ertuna studied first in Turkey then completed an MBA and his PhD at Cornell University in the USA. He has lectured both in the USA and in Turkey, currently teaching at Okan University in Istanbul. Dr Ertuna has been a consultant and a board member of a number of companies, an advisor to the Turkish Government and Prime Minister, and has participated in a management audit of a World Bank mission. He has published over 100 scholarly articles and more than 20 books, including a commission for the World Gold Council. He is a member of the Editorial Advisory Board of the Social Responsibility Journal.

Reviews:

Anyone whose thinking has been shaped by classical economic theory should read this book. Ertuna understands classical economics, which many of its critics do not, but he emphasizes the many ways in which it is lacking as a description of what motivates behavior.

Seymour Smidt, Nicholas Noyes Professor of Economics and Finance Emeritus,
Johnson Graduate school of Management, Cornell University

Professor Ertuna 's critical examination of unfettered Capitalism in world economics pleads for the development of economic models that encompass more factors concerning human needs. As a novice observer of economic systems and a recipient of USA government ad hoc agriculture commodity price supports in America's heartland, I sympathize with that plea

Willis R. Unke, Computer Software Engineering Manager, retired (Douglas Aircraft Co. and Sperry Computer Systems)

Social Responsibility Research Network
ASAC 2010 conference
Enterprising Our World: Sustainable Business in Action
22 - 25 May 2010 University of Regina, Canada

Convenors

Güler Aras, Yildiz Technical University, Turkey
David Crowther, De Montfort University, UK

Call for Papers

This year the ASAC conference will be hosted in Regina under the general theme “**Enterprising Our World: Sustainable Business in Action**” With in this broad theme the Network will be organising a Stream on the theme of

Socially Responsible Development: Managing Sustainability

Papers are welcome for this stream which address any aspect of managing sustainable development. Possible topics include:

- Sustainability and Corporate Governance
- Sustainability and Globalisation
- Relationships with and between Stakeholders
- Corporate activity and behaviour
- Balancing Corporate Risk and other issues
- Sustainability and the Triple Bottom Line
- Socially Responsible Investment
- Social Entrepreneurship
- Distributional problems
- Organisational culture and sustainability
- Financial sustainability
- Measurement of sustainability
- Corporate sustainability and national economies
- Sustainable technological development
- Accounting for sustainability
- Governmental and trans-governmental regulation
- Ecology and environment
- Balances or relationships between Businesses and NGOs
- Case Studies and Practical Experiences

Submission Information

Papers and proposals for this stream should be submitted electronically in Microsoft Word. Papers must not have been published or presented elsewhere. To be in the *Proceedings*, papers must conform to the [ASAC Typing Style Guide](#) and must not exceed fifteen (15) single-spaced pages (use Times New Roman 11), including all author information, the title of the paper, the abstract, all footnotes and endnotes, all tables, figures, and appendices but excluding references. On a separate page, indicate the authors' names, addresses, telephone numbers, fax numbers, and email addresses and to whom all communications should be directed [Students should also indicate their status and the school in which they are enrolled.] All contributions must be received no later than 31 January 2010. Please make sure that the paper is complete in all respects since there is very little time to revise once the paper has been accepted.

Full papers should be submitted (by email) to either convenor by 31st January 2010 and either is available to discuss ideas before final submission. Contact emails: guleraras@aol.com and davideacrowther@aol.com

Conference website : www.asac2010.uregina.ca

GLOBAL ECONOMY CHALLENGE, OPPORTUNITY AND RECOVERY

December 2-3, 2009, Hotel Ciputra Jakarta -Indonesia

The global financial crisis which has been triggered by the current financial crisis of the United State of America has socked the development of the global economy. The condition has affected the negative economy growth of developed countries as well as emerging countries. Only a few countries such as China, India, Indonesia and Vietnam, have positive economy growth which have been caused by their government expenses and consumption sectors (www.vibiznews.com).

However, the current positive economy growth of the four countries does not guarantee that they are able to avoid the effect of the financial crisis. In Indonesian, for example, there have been many corporations which have reduced their workforce to make their management efficiency. In addition to that, some strategies have been made in order to anticipate the negative effects of the economy growth. CSR (Corporate Social Responsibility) is one of the tools which can be applied to make global economy recovery.

CSR is a self-regulation that can be integrated with a business model of corporations. Ideally, the CSR policy has a function as a mechanism that regulates businesses to comply with law, standardize ethics and international social norms. In any business practices, one should be responsible for their environments, consumers, communities and stakeholders. In short, CSR should be used as a standard operation for businessmen when doing their business.

OBJECTIVES

The symposium aims to provide opportunities to anyone who is interested in CSR issues especially in term of global economy recovery opportunity due to the current crisis.

THEME

Corporate Social Responsibility: Global Economy Challenge, Opportunity and Recovery

SUBTHEMES

- CSR and New Global Economy Challenge
- CSR and Global Economy Recovery
- CSR and New Opportunities for Partnership and careers
- CSR and Corporate Risk
- CSR and Entrepreneurship
- Governmental Policies on Corporate Accountability
- CSR and Management Strategy
- Social and Environmental Accounting.
- Social and Environmental Auditing
- Social Responsibility and Marketing
- Case Studies and Practical Experiences on CSR.

Keynote Speakers:

Prof. Gunawan Sumodiningrat Ph.D, Expert Staff of Social Minister – Republic of Indonesia.

Serian Wijatno, SE, MM, Tarumanagara Foundation.

Prof. Guler Aras PhD, Professor of Finance & Accounting, Yildiz Technical University, Istanbul, Turkey.

Ir. Cipto Aji Gunawan, IC, Business Founder of "Telapak"/One of the Prominent NGO's, Bali.

Prof. David Crowther, Ph.D, Professor of CSR, De Montfort University, Leicester, UK.

PARTICIPANTS

The symposium invites CSR experts and practitioners, business leaders, government leaders, lecturers, students, and anyone who has a perspective on the application of CSR for economy opportunity and recovery. Due to the limited seat, there will be only 300 participants expected to participate in this symposium.

PROCEDURE FOR SUBMISSION OF PAPERS/PROPOSALS

- October 24, 2009: Submission of abstract.
- October 31, 2009: Notification of abstract acceptance.
- November 14, 2009: Submission of full paper

Contacts and inquiries:

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16th World Productivity Congress & European Productivity Conference 2010

Productivity at the Crossroads: Creating a Socially, Economically and Environmentally Responsible World

We cordially invite you to attend the 16th World Productivity Congress and European Productivity Conference 2010 which will convene on 2-5 November 2010 in Antalya, Türkiye. MPM is glad to be able to rely on its experience from the 9th WPC in Istanbul in 1995 and very proud to be hosting this outstanding international Congress integrated with the EPC 2010 for the first time in its history.

The Congress main theme is: "Productivity at the Crossroads: Creating a Socially, Economically and Environmentally Responsible World". Including the 2008 global economic crisis the world is struggling with problems in many fields which brought it to a crossroads where in order to address the challenges facing the world and to build up social, economic and environmental responsibility in all areas, creating breakthrough levels of productivity improvement must be our starting point. Türkiye is a unique link between East and West, thus representing the ideal location for discussing these issues.

In the Congress, how to make productivity sustainable with new productivity perspectives and the role of productivity in overcoming crises will be handled. The experiences of the nations, private and public sector enterprises, productivity centres and experts from the field will be shared. This will create the base for cooperation, building networks, focusing on meaningful interactions between different groups and consideration of partnerships between nations, organizations and individuals.

This Congress will bring together distinguished academicians, business people, employers, managers and productivity experts from all over the world. Also it will be an interactive platform where industry, trade and public sectors come together to present insights into progress challenges in the achievement of improved social, environmental and economic productivities.

This outstanding Congress is timed to take advantage of the beautiful Mediterranean weather of the region, as well as the astonishing natural beauties, awesome historical remains around the attractive city of Antalya and the unique Turkish cuisine.

We would like to encourage you to be an active part of our Congress and we are looking forward to see you in Antalya hoping to share experiences and establish new partnerships and networks, also to provide you with an enlightening and enjoyable experience.

Steering Committee

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Mr. Kerim Ünal (Secretary General, MPM)

Prof. Dr. John Heap (President, WCPS)

Mr. Wolfgang Schroeter (President, EANPC)

Mr. Peter Rehnström (Former President, EANPC)

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Prof. Dr. David Crowther (De Montfort University, UK)
Prof. Dr. Alâeddin Tileylioglu (Middle East Technical University, Turkiye)
Prof. Dr. Hüsnü Erkan (Dokuz Eylül University, Turkiye)
Doç. Dr. Adem Sahin (TOBB University of Economica and Technology, Turkiye)
Mr. Kerim Ünal (Secretary General, MPM)
Mr. Nurettin Peskircioglu (Deputy Secretary General, MPM)
Dr. Zehra Özkan (Technical Consultant, MPM)
Ms. Dilek Özdemir (Head of International Relations Department, MPM)
Ms. Aysegül Pamukçu (Senior Expert, MPM)
Ms. Ilknur Yavuz (Senior Expert, MPM)

This major event – the 16th World Productivity Congress and the European Productivity conference - will be hosted by the National Productivity Centre of Turkiye between the dates November 2nd – 5th, 2010 in Antalya. This gathering of the global productivity community in Turkiye - a bridge across continents and a crossroads at which cultures and concepts meet - will be an important opportunity to discuss new productivity perspectives and to determine cooperation alternatives in the light of the new world order.

The theme of the Congress is: `Productivity at the Crossroads: Creating a Socially, Economically and Environmentally Responsible World` .

Detailed information for the papers and abstracts will be announced on the congress website.

CONGRESS SECRETARY: Ilknur YAVUZ -Seda CANSIZ

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