

# *The Newsletter*

From the Social Responsibility Research Network

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Time is passing quickly and it is already time for the second issue of the Newsletter for 2010. As we write this we are also busy preparing for this year's conference which will take place in June in Zagreb, Croatia – hosted by ZSEM, the Zagreb School of Economics and Management. This year the conference will be chaired by Professor Kristijan Krkac. It promises to be even more successful than our previous conferences and we hope to meet as many of you there as possible in June. Zagreb itself is an interesting city which is worth exploring and at the end of the conference there is the opportunity for a trip to the coast to explore one of the old coastal cities of Croatia as well as one of the islands

This issue of the Newsletter follows the format of previous issues and contains some interesting news about the activities of the Network and our members. We hope that you find this information helpful. We also include some articles as usual. You will see that these show the range of issues which are of concern to our members.

At the same time of course there are many other issues which are pressing and are of importance to our members. We must not forget these and the contents of this issue reflects some of these also – the ones which members consider significant to want to write or speak about and to promulgate views about. If there are others then tell us and we can include your activities or views in the next issue.

Do not forget also that Social Responsibility Journal is our official academic journal which is published by Emerald, who also publish our latest venture – a book series on Developments in Corporate Governance and Responsibility. We also publish a Discussion Paper series. You can find details of all of these inside this issue, so there are plenty of opportunities to publish your work as a member of the Network.

The Newsletter is of course one of the voices of the Network and the main reason for the existence of the Network is to enable all of us, as scholars concerned with various aspects of social responsibility, to communicate with each other, share information, join together in research projects, develop courses and course material and various other activities. Hence it is important for us to share news and opportunities. This is the purpose of the email list of members. This too is the purpose of this newsletter – which will promote our interests and activities to a wider body of people than the 600 members of the Network who receive emails.

The strength and vibrancy of the Network is of course only the same as that of its members. So we are inviting you to share news and opportunities both through the email communication system and through this Newsletter by sending contributions.

***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.

## **Information Enables Social Responsibility**

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

It is 25 years now since the internet became available to a limited few people. Much has changed in those 25 years and now more than half of the people on the planet have access to the internet and it is being debated whether or not the right of access should be considered to be a fundamental human right. We do not want to enter this debate; rather we want to say that the internet has been an important vehicle for promoting the cause of social responsibility. There are many ways in which this has been enabled.

The most important way in which the internet has promoted social responsibility is through the way in which it has provided access to information for everybody. There is so much information available on the internet that it is relatively easy to research any topic; consequently it has become possible for anyone who is sufficiently concerned to become an expert on any subject. And concerned individuals do choose to become experts on a wide range of subjects. Thus for example environmental issues are no longer the preserve of the expert – may people are concerned and are expert on such things as climate change, rainforest destruction, resources depletion or alternative sources of energy. Similarly other people have become expert on issues concerning human rights – access to education, exploitation, child labour and other issues.

And of equal import to the access to information has come the ability to disseminate that information via the internet. It is easy to post information and to communicate with people all over the world. Our Network and this Newsletter are a case in point of a communication to like minded people worldwide which would have been impossible prior to the advent of the internet. In many ways the internet has enabled like minded people to congregate together into clubs or pressure groups, and this has effectively given more power to individuals at the expense of the state, large corporations and other powerful entities. This redistribution of power in one very important way in which the internet has promoted the cause of social responsibility.

Of particular interest therefore from the viewpoint of this article is the way in which access to the technology to use the internet can redefine the corporate landscape and change the power relationship between large corporations and individuals. In this respect the changes in these power relationships can be profound and even revolutionary. The technology provides a potential challenge to legitimacy and can give individuals the ability to confront large corporations and to have their voice heard with equal volume within the discourse facilitated by cyberspace. Thus, for example, it is no longer possible for a corporation to hide its practices in other parts of the world – everywhere is visible to a searcher on the internet. Equally it is no

longer possible for a corporation to say that bad practices belong to its suppliers and are not its responsibility. Everywhere is visible and individuals are demanding accountability for all actions along the supply chain – another radical redistribution of power which has been facilitated by the internet.

Alongside access to information has come access to education. And education is the greatest single promoter of equality. The internet radically changes the possibility of access to education. No longer must the teacher and pupil be located together – neither geographically nor temporarily. It is perfectly possible to put material on the web which can be accessed from anywhere in the world and at any time. This gives access to education to people who were previously excluded due to their geographical location. And radical new methods of teaching are being developed as a result of this. Moreover the cost of education is reduced by these methods, which too increases possibilities of access to those who were previously excluded because of cost. This also means that repressive regimes must find other and more problematic ways of subjugating the controlling people. Social responsibility is also promoted in this way and battles are currently being waged in various parts of the world to wrestle control of the internet and the concomitant access to information from repressive regimes or from revolutionary protestors. This places for example Google – one of the most powerful internet based corporations – in direct confrontation with China – one of the most powerful and repressive states.

The increasing availability of access to the Internet has instigated a discourse which means that we need to consider the present and likely future impact of this means of communication upon the construction of society and upon the lives of individual members of that society. Much of this discourse is based upon evidence that the Internet and the World Wide Web has had a significant impact upon the way in which society operates. Thus some people argue that this technology will be more liberating, participatory and interactive than previous cultural forms while others suggest that it will lead to increasing globalisation of politics, culture and social systems. Postmodernist arguments suggest that the technological capability of the Internet will lead a duality of social structures. This will be manifest in increasing globalisation of social structures and also increased localisation of such structures. Whatever happens we can be certain that it has led to opportunities for people to exert their power, individually and collectively, and this has led to increasing concern for social responsibility.

Comments invited. Contact [guleraras@aol.com](mailto:guleraras@aol.com) and / or [davideacrowther@aol.com](mailto:davideacrowther@aol.com)

## **The Eighth Australasian Conference on Social and Environmental Accounting Research (A-CSEAR) – Christchurch, December 2009**

**Juniati Gunawan, Trisakti University – Jakarta, Indonesia**

### ***Kia ora, Greetings and G'day from New Zealand!***

The Conferences on Social and Environmental Accounting Research (CSEAR) have been run since 2001 at the Centre for Social and Environmental Accounting Research at St. Andrews University, Scotland. The main purpose of the conference is to provide a forum for delegates from a range of backgrounds including the professional, public, academic and student sectors to inform debate on the broad topic of Social and Environmental Accounting (SEA). The atmosphere at a CSEAR conference is considerably informal that creates a uniquely supportive environment, particularly for emerging scholars, to engage in informative and stimulating discussions in advancing research into Social and Environmental Accounting. This aim transcends itself into many aspects of the conference, whether it is through presenting in the paper sessions, workshops run by distinguished academics, or the collegial dinners and drinks that occur throughout the days of proceedings.

In the region of Australia and New Zealand, CSEAR has been widely accepted as one of the leading conferences in the social and environmental accounting area and has become the Australasian Conference on Social and Environmental Accounting Research (A-CSEAR). Recently, the latest, the 2009 A-CSEAR has been held in Christchurch, the new host city in New Zealand. It was the Eighth A-CSEAR with a broad scope of topics tied to Social and Environmental Accounting, particularly in 'Greenhouse Gas Measurement and Climate Change'. Apart from the benefit from meeting emerging scholars around the region, discussing with distinguished plenary speakers, or presenting papers, the conference provides an opportunity to publish the accepted papers into the 2 peer-reviewed journals, namely Accounting Forum and the Asia Pacific Centre for Environmental Accountability (APCEA).

Some topics that were discussed during the conference have led into new insight perspectives of SEA as well as creating more awareness into what is happening today in academe and corporations in responding to the SEA issues. There are four general points that can be provided regarding the discussions.

First, the role of both academicians and corporations to be active in saving the world is being asked. One reflection that can be raised is 'am I a social and environmental accountant or corporation?' This self question is expected to create more socially and critically aware accountants and corporations to create action for what are happening in today's society. The actions can be undertaken through the way accounting lectures are designed for academicians, and through the 'right and better' practices in corporate social responsibility activities for the corporations.

Second, the absence of any social financial disclosure guidelines for SEA has created a great number of discussions in the area of accounting and sustainability reporting. The calculation of carbon foot print measurement or measuring the impact of climate change have not yet been determined, and therefore the report from KPMG in 2008 revealed that 70% of the largest international companies have not reported any related information to the climate change impacts. As a result, many corporations pursued a range of different financial strategies to disclose SEA measurement to gain some legitimation.

The third point of the discussion was about sustainability reporting. It is widely agreed that the number of sustainability reports has increased dramatically throughout the world. However, it is criticised that the major qualitative information provided was lacking any notion of sustainable. Therefore, the information is of little value for comparison, while on the other hand, the quantitative information is still showing a downward trend. For this reason, it is suggested that the issue of 'sustainability' should be provided more specifically rather than simply following the Global Reporting Initiative (GRI) disclosure indicators guidelines as some people may find it too technically and only promote 'managerial' issues.

Finally, it was a kindly reminder for all of us to keep putting more efforts and actions to save the world as we are now facing mass biodiversity extinction because of critical environmental issues. For example, as we all play a role as customer in the food industry, it is advised to consume local food rather than imported food. People may not be aware that consuming more imported food will increase the miles of food to travel. Then, how can we calculate these carbon footprints into the food price? Further, how many foods are wasted because they need to travel? Isn't it that this is considered as increasing waste as a result? These questions do, indeed, need further discussions. However, some important points have been revealed to us for a serious thought.

Apart from above brief summary written here, there are still large areas in SEA that need to be explored further. This issue will be likely continuing significantly in the future, while the real actions to save the world are urgently required. Well, for me, it was a truly fruitful, engaging and enjoyable experience attending A-CSEAR in Christchurch!

Comments invited. Contact [juniatigunawan@yahoo.com.au](mailto:juniatigunawan@yahoo.com.au)

## **National Network's of Responsible Business contribution to CSR development in Lithuania**

**Rita Vilké, Mykolas Romeris University, Lithuania**

### **Introduction**

Initiatives of corporate social responsibility (CSR) ideas came to Lithuania in line with entering European Union in 2004. The very first initiatives were mooted during the international conference on the United Nations Global Compact (further – UN GC) and the Corporate Social Responsibility (CSR) concept in November 2004 and resulted with the official launch of the local network called National Network of Responsible Business in Lithuania (further – Network) in April 2005. The Network realize its mission to promote the development of responsible business as a condition for sustainable development in Lithuania, purposing to exchange knowledge, experience and innovations, organize joint learning forums, thereby improving business strategies and implementing joint projects for the benefit of society. Companies and organizations that believe in sustainable development and responsible business, respect human and labor rights of employees, protect the environment, disagree with corruption, take interest in the development of sustainable business strategies and civil society may become members of the Network after officially joining the UN Global Compact Initiative. Micro companies (with less than 5 employees) that are not listed at global website of the Initiative are also accepted as members of the Network. The National Network is part of a global network of responsible businesses - the Global Compact Network. Thus it is relevant to discuss the contribution of the Network toward CSR development in Lithuania.

### **Structure of Network governance and participation dynamics**

The Network operates as an entirely voluntary initiative. The Network was initially facilitated by UNDP but such situation caused some complications as sometimes it was difficult to separate UNDP initiated activities from the activities of the Network as such, to which UNDP is also a member. While in the beginning the UNDP was convening the meetings of the Network during 2005 and 2006, the companies of the Network undertook this task on rotational basis and by the end of 2007 had decided that the network is chaired for 6 months' period by one company – member that will be also responsible for organization of meetings and information sharing (Report 2007). This enhanced the national ownership of the Network, which is essential in order to sustain the Network in a long run. Gradually the role of UNDP was passed to the purely consultative as it is for today.

The Network convenes regularly once per month, about 10 meetings are taking place during the year. No formal structures exist (e.g. Steering Committee), as the Network sees its main strength in informality. There are no membership fees and no formal Secretariat as functions of Secretariat are performed by the company-champion leading the Network for 6 months. Decisions within the Network are taken by consensus of the participating members.

Initially started as a Network of 11 members (including two associations and UNDP) in April 2005, the Network during 2006 increased by some 11 percent and

expanded to 45 member-companies and organizations (Reports 2005, 2006). In 2007 the Network comprised 51 companies and organizations and as of 31 December 2009 it was comprised of 61 companies and organizations, members of the UN Global Compact Initiative. The comparison of network members according to the type of institution is available since 2007 (see table below).

### Structure of National Network of Responsible Business members in Lithuania in 2007-2009

Membership year Type of institution	2007		2008		2009	
	Number of member-institutions	Share in total members, %	Number of member-institutions	Share in total members, %	Number of member-institutions	Share in total members, %
Business representatives	42	82,4	48	84,2	50	82,0
Civil society and business organizations	7	13,7	6	10,5	8	13,1
Academic institutions	2	3,9	2	3,5	2	3,3
Trade unions	-	0,0	1	1,8	1	1,6
<b>Total number of Network members</b>	51	100,0	57	100,0	61	100,0

Source: author's calculations according to the Local network annual activity reports Lithuania 2007-2009.

In 2007-2009 the Network was composed of business companies (both national and multinational) from financial, insurance, telecommunications, textile, chemical and other industries, consultations and other sectors, business and professional associations, trade unions, academic institutions, NGOs and international organizations (Reports 2007-2009). Since the launch of the Network, business representatives constitute the majority, nearly 80 percent of total members. Approximately half of business companies were SMEs since the beginning till the end of 2009.

It is very important to state, that since the launch till today there are no Government participants in the network, neither is any formal relationship with the Government. However, occasionally the Network shares important documents with the Government (e.g. conclusions of the annual conference) and one of the Ministries, the Ministry of Social Security and Labor of the Republic of Lithuania, mentions the list of GC members on its website acknowledging them as responsible companies (<http://www.socmin.lt/index.php?1677521490>). However, the information is not updated regularly on Ministry's website. Such kind of position taken by the Government generates the debate whether CSR ideas are the Government's policy of drift; CSR development in Lithuania looks more likely the business of business. On the other hand, the project of the National Corporate Social Responsibility Development Program for 2009-2013 was approved by the Government, but with rather minimal reaction on its ideology from public authorities. Mainly responses from Ministries to the Program for the requested critique were related to financing problems, or, much worse, replayed with such phrase as "we approve the project without any remarks". It looks like the Governments' position refers to some kind of modification of classical view on CSR,

provided by Friedman (1968; 1970; 1989) were CSR is understood as costs, which reduces benefits.

### **Collective activities implemented by the Network**

One of the core activities, performed by the Network are related to Global Compact promotion, engagement of participants in dialogue with stakeholders and participation in local learning events. As it was mentioned above, the initial purpose of the Network is to serve as a platform for exchange of knowledge and information on GC and CSR, to engage in joint trainings and joint initiatives.

During the 2009, the Network cooperated with other actors in implementation of training initiatives, which aimed at strengthening the capacities of the members to implement CSR/GC principles in business activities. In order to support and facilitate the preparation of "Communications on Progress" (COPs) the Network cooperated with the Ministry of Social Security and Labor and UNDP Lithuania in developing a local database of Lithuanian COPs. The online database and COP format were launched in April and are available at Network website since the beginning of 2009 (<http://www.globalcompact.lt/undp/login.php>). By the end of the year, 13 COPs were published in the database.

With a view of developing self-assessment capacities of companies to evaluate and plan accordingly their CSR activities, an initiative "Self-Assessment of CSR practices" was carried out in beginning of 2009. Among the training and capacity building events where Network members took part was the training for companies on Gender Equality in the private sector "Gender Equality Index: how to reduce tension in the workplace and create conditions for employee productivity without additional costs". As part of the Gender Equality initiative, several members of the Network participated in the assessment of status of gender equality within their own companies, as well as participated in developing an online tool for gender equality (<http://www.globalcompact.lt/questionnaire/>).

The Network made an attempt to promote CSR/GC principles outside the capital by organizing a thematic event in one of 10 Lithuanian regions, called „Social and environmental responsibility of companies in Alytus region: added value for town and business“.

First sectoral event on CSR implementation in the banking/finance sector was organized in spring 2009 in cooperation with Association of Lithuanian Banks and Association "Investors' Forum", in which several members of the Network took part. Overall, the training, funded by ESF, called "Non-traditional financial sector crises: environmental and social risks" attracted only over 20 participants from business sector.

In November 2009 Annual Conference of the Network was organized. The conference "Value of Volunteering for Business and Society during the Economic Crisis" was devoted to the topic of volunteering in the business sector, because it is believed that more solidarity between the business and society is needed in times of economic recession, as well as the role that volunteers play in society to mitigate the consequences of economic crisis (Report 2009). On the same day of the Annual Network Conference, a Strategy Meeting of General Managers was organized. The main objective of the meeting was to discuss and provide guidance for network priorities/activities for 2010 and enhance the commitment in GC of highest

management of corporate members of the Network. The meeting resulted in two priority actions for the year 2010, on which the Network will focus:

- development of user-friendly support mechanism for SMEs during economic recession;
- bringing CSR requirements to the public sector.

By implementing the priority action, related to CSR in public sector, eventually the enhancing role of Lithuanian Government in CSR promotion will be paid with great attention. At least, CSR development as business of business should be gradually shared with all stakeholder groups, e.g. Government also.

### **CSR enhancement through partnership projects**

The network also develops CSR ideas by implementing partnership projects. The Network members perform various specific projects. However, till 2007 there were no joint projects where all members' involve. However, some of the companies of the Network cooperate with NGOs and UNDP in implementing joint projects, as well as joining the Millennium Development Goals campaign "Time to Help Others" (<http://www.undp.lt/en/?id=181>). In 2008, the Network developed a so called "Bulb Initiative: for responsible energy consumption". The initiative focused on responsible and efficient energy consumption with a view of raising awareness of companies through small but meaningful actions.

Second initiative organized by the Network in autumn 2009 was the "Auction of Volunteers". The Network working group for the Annual Conference selected 8 project ideas of NGOs that were offered to business companies for their contribution through volunteers. During the Auction, 165 volunteers were offered by companies to participate in the implementation of selected NGO projects during a period of one year. The project that attracted the biggest number - 59 volunteers, was Lithuanian Red Cross project "Help me to help others", while the company that offered biggest number - 43 volunteers was SEB bank (Report 2009).

In 2009, one of the Network's main activities were related to volunteering promotion, thus the joint trip to "Spengla" provided the Network's members the opportunity to feel for themselves what it means to be a volunteer and to share one's time, kindness and attention with those who miss these things. Network organized a visit for its' members to Child Care Home "Spengla". More than 50 children competed with the Network's representatives in lively games, sang songs and treated themselves to the pies, cakes and other treats brought by the guests. The Network representatives brought more than 100 children's books, collected from the employees of companies belonging to the Network, and that made a pleasant gift for children. The event culminated in the awards of the festival's participants (Report 2009).

Also, some of the companies of the Network cooperate with NGOs and UNDP in implementing joint projects. For instance, several members of the network have been participating in the initiative "White Wave" launched in 2007. Social Initiative „White Wave” promotes transparent and socially responsible business in Lithuania and encourages stopping paying salaries in „envelopes". The certificates confirming the right of companies to use the trademark „White Wave” are being given to the companies that declare the values of this social responsibility initiative. The companies are allowed to use the trademark in the communication, labeling its

products and services. Thus the project aims to attract as many businesses to use the label of transparency in labor relations.

The Network Communications Working Group, established in 2007, has been actively engaged in external communication for the Network, including participation in radio broadcastings and giving interviews to the national and regional media on GC issues and disseminating information on GC to partners and suppliers. It also prepared several thematic topics for the business media to reflect on good practices of companies. These topics were presented during the year to the Editor-in-Chief of Lithuanian business daily "Business News" however no concrete cooperation project has been developed with this newspaper yet.

Members of the Network participate in National Responsible Business Award (CSR Award), launched by the Ministry of Social Security and Labor ceremonies. 6 awards were received by the companies of the Network from 12 awarded. Award for 2009 was launched in December 2009 and will focus on how companies addressed CSR challenges during the economic recession.

Several Network members actively contribute to collection of good practices implementing GC/CSR principles, which are annually published by middle of the year, still publications are available in Lithuanian only.

## **Conclusions**

Summarizing an overview of National Network of Responsible Business in Lithuania, it should be stated that since its launch in 2005 the Network had performed many significant achievements related to CSR development in Lithuania. Among the key achievements in Network organization, the shift from ad hoc approach to strategic approach to Network activities and transfer from UNDP leadership to company leadership in the network by enhancing local ownership should be mentioned.

Coordinated communication activities resulted with more companies engaged in joint external actions by development of good practice examples and joint organization of media events. Successful organization and carrying out for the first time joint Network initiatives are important starting point in joint activity organization.

Regularization of experience sharing by members and production of first methodological tools that are already used in companies' practice with progressive competencies' in CSR implementation enhancement in future and collection of good practices are very significant CSR endorsement achievements in Lithuania, performed by the Network.

Progressively the Network's voice in contributing to development of public policies on CSR is recognized that could make significant implications on CSR development in Lithuania, as the Network is the main organized CSR accelerator in Lithuania for today.

Still, many problems, mainly related to the lack of dialogue between the Network and the Government, better attraction of local companies from regions to participate in Network activities and preparation of COPs by non-active Network members should be solved in future.

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## 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 are:

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

No 0906

Occupational health and Safety in China calls for CSR

Wenlan Yu

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# **9<sup>th</sup> International Conference on Corporate Social Responsibility 16-18 June 2010 Zagreb School of Economics & Management, Croatia**

For the 9<sup>th</sup> 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).

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.

## **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. Following the tradition established at the 6<sup>th</sup> 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 9<sup>th</sup> conference in the series.

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

[www.davideacrowther.com/9csrhome.html](http://www.davideacrowther.com/9csrhome.html)

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# 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
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- Consumption and its consequences

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## Another initiative from the Network

A Book Series:

### Developments in Corporate Governance and Responsibility



**ISSN:** 2043-0523

**Editors:** David Crowther and Guler Aras

#### **Editorial Objectives of the series**

Each annual volume in this series presents a different theme related to the broad field of Corporate Social Responsibility, and publishes in association with the International Conferences on Corporate Social Responsibility. Each volume published in the series contain specially commissioned chapters written specifically for The Social Responsibility Research Network conference.

The objective of each volume is to present current debates and research about a specific aspect of social responsibility and to show these from global and interdisciplinary perspectives. The aim is to spark debate and encourage discussion between people from different backgrounds as a way of developing and promoting best practice.

The papers are global and invited contributions, ensuring that the quality remains high and the scope of coverage is comprehensive and coherent.

#### **Topicality**

Each volume presents current debates and research about a specific aspect of social responsibility and to show these from global and interdisciplinary perspectives.

#### **Coverage**

- Corporate social responsibility
- Governance
- Corporate governance
- Globalisation
- Environmental protection
- Human rights
- Employee protection
- Social and environmental accounting
- Corporate reporting
- Sustainability

If you are interested in contributing to the series, please contact David Crowther: [davideacrowther@aol.com](mailto:davideacrowther@aol.com)

For a volume proposal form, please contact Chris Hart: [chart@emeraldinsight.com](mailto:chart@emeraldinsight.com)

## News from our members

### **A Handbook of Corporate Governance and Social Responsibility**

***Edited by Güler Aras, Yildiz Technical University, Turkey and David Crowther, De Montfort University, UK***

The current economic situation has highlighted deficiencies in corporate governance while also showing the importance of stakeholder relations. It has also raised the profile of the debates regarding corporate social responsibility and shown the inter-relationship with governance. And the two together are essential for sustainable business. The social and environmental contexts of business are generally considered to be as significant as the economic and financial contexts and good governance will address all of these aspects. The combination of these aspects offers long term benefits for a firm, such as reducing risk and attracting new investors, shareholders and more equity as well as sustainable performance.

Written by experts from all over the world, The Gower Handbook of Corporate Governance and Social Responsibility is the most authoritative single-volume guide to the relationship between good governance and social responsibility and the reality of managing both. In addition to the theory and practice of governance and CSR, the book includes case studies from large and small organizations and NGOs to highlight examples of good and bad practice, and to show international and cultural similarities and differences while at the same time furthering the debate regarding the relationship between good governance and social responsibility.

#### **Contents:**

39 chapters

Part 1 Theoretical Overview

Part 2 Applying Corporate Governance

Part 3 Applying Corporate Social Responsibility

Part 4 Dealing with Stakeholders

Part 5 Experience in Practice: case studies

Index

#### **Another publication in the Corporate Social Responsibility Series**

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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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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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