

The Newsletter

From the Social Responsibility Research Network

www.socialresponsibility.biz

It is the start of another year and environmental issues such as climate change and resource depletion are being felt everywhere. We are now certain that change is taking place and must learn how to adjust. At the same time the world – but particularly the developed countries of Europe and North America – is still slowly recovering from the financial crisis. In Europe particularly many countries are being shown to have exhibited poor management in the expectation that prosperity and growth is a continuing feature of modern life. And of course there is social unrest and social problems in many parts of the world. So the dream of sustainable development remains just a dream; all three pillars upon which it is based have been shown to have problems which are affecting many countries and certainly very many people.

Our task therefore in our concern for social responsibility is as great as ever and we must continue to work diligently to address all of these problems. As a Network we continue to research and to publish through our journal – Social Responsibility Journal. And of course plans for the 2011 Conference – our 10th to be held in New Orleans in May and hosted by the Loyola University New Orleans are well advanced. Full details of this too can be found later in this Newsletter and you will note that the deadline for submission of abstracts is approaching. The website will continue to give the latest information concerning the conference, as well as details of all past and future conferences.

In the Newsletter we also of course continue to publish news items, research profiles and short articles of general interest to members. Please send anything which you would like to be published in a future issue. 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 700 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:

Professor Dr. Güler Aras, Yildiz Technical University, Institute of Social Science, Yildiz Besiktas 34349, Istanbul, TURKEY guleraras@aol.com

Professor Dr. David Crowther, De Montfort University, Leicester Business School, The Gateway, Leicester LE1 9BH, UK davideacrowther@aol.com

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.

Rebuilding the pillars of sustainability

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

Everyone will be aware of the Brundtland Report of 1987 and its definition of sustainable development: "*Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.*" Equally everyone will be aware that the report clearly stated that sustainable development was based upon three equal pillars of economic development, environmental protection and social cohesion - the "*interdependent and mutually reinforcing pillars*" of *sustainable development as economic development, social development, and environmental protection.*". It seems however that the stress upon the equality of these three have been forgotten about. For businesses the focus is primarily upon – perhaps inevitably – the economic while for most people the dawning realisation of climate change means that the focus of sustainability is primarily upon the environmental. Brundtland however stressed the need for the equality of the three pillars. It is only this balance which can ensure sustainability.

One of the most used words relating to corporate activity at present is the word sustainability. Indeed it can be argued that it has been so heavily overused, and with so many different meanings applied, to it that it is effectively meaningless. Sustainability is of course fundamental to a business and its continuing existence. It is equally fundamental to the continuing existence not just of current economic activity but also of the planet itself – at least in a way which we currently understand. It is a complex process; moreover it is a process which must recognise not just the decision being made in the operational activity of the organisation but also the distributional decisions which are made. Only then can an organisation be considered to be sustainable.

Others have tended to assume that a sustainable company will exist merely by recognising environmental and social issues and incorporating them into its strategic planning. Some argue that there is no specific definition of corporate sustainability and each organisation needs to devise its own definition to suit its purpose and objectives, although they seem to assume that corporate sustainability and corporate social responsibility are synonymous and based upon voluntary activity which includes environmental and social concern. Concomitantly therefore all corporations are becoming concerned about their own sustainability and what the term really means. Such sustainability means more than environmental sustainability. As far as corporate sustainability is concerned then the confusion is exacerbated by the fact that the term sustainable has been used in the management literature over the last 30 years to merely imply continuity.

Sustainability is one of the core concepts of corporate social responsibility and there has been a considerable shift in the perceptions of corporate social responsibility in recent time. It seems to have become generally accepted by businesses and their

managers, by governments and their agencies, and by the general public that there is considerable benefit in engaging in CSR. Consequently every organisation is increasingly going to have its CSR policy which will have been translated into activity. Despite the fact that many people remain cynical about the genuineness of such corporate activity, the evidence continues to mount that corporations are actually engaging in such socially responsible activity, not least because they recognise the benefits which accrue. Nevertheless the need for social responsibility is by no means universally accepted but evidence shows that ethical and socially responsible behaviour is being engaged in successfully by a number of large corporations – and this number is increasing all the time. Additionally there is no evidence that corporations which engage in socially responsible behaviour perform, in terms of profitability and the creation of shareholder value, any worse than do any other corporations. Indeed there is a growing body of evidence that socially responsible behaviour leads to increased economic performance – at least in the longer term – and consequentially greater welfare and wealth for all involved.

At the present time the term sustainability is both ubiquitous and a controversial topic because it means different things to different people. There is a considerable degree of confusion surrounding the concept of sustainability: for the purist sustainability implies nothing more than stasis – the ability to continue in an unchanged manner – but often it is taken to imply development in a sustainable manner and the terms sustainability and sustainable development are for many viewed as synonymous. It will be apparent of course that in order to achieve sustainable development¹ it is first necessary to achieve sustainability and there are a number of elements to this. What is important for sustainability is not just addressing each of these elements individually but also paying attention to maintaining the balance between them. It is the maintenance of this balance which is the most challenging – but also the most essential – aspect of managing sustainability. There are a number of elements which must be addressed but these can be grouped together into four major elements, which map exactly onto the model for evaluating sustainability outlined earlier. These four major elements of sustainability² therefore are:

- Maintaining economic activity, which must be the central *raison d'être* of corporate activity and the principle reason for organising corporate activity. This of course maps onto the economic pillar of Brundtland.
- Conservation of the environment, which is essential for maintaining the options available to future generations. This maps onto the environmental impact pillar of Brundtland.
- Ensuring social justice, which will include such activities as the elimination of poverty, the ensuring of human rights, the promotion of universal education

¹ Many authors continue to assume both the possibility and desirability of sustainable development, hence our mentioning of it. For us however the achievement of sustainability is both a necessary precondition and sufficient in itself.

² See Aras G & Crowther D (2009); *The Durable Corporation: Strategies for sustainable development*; Farnham; Gower for the development of these ideas.

and the facilitation of world peace. This maps onto the social pillar of Brundtland.

- Developing spiritual and cultural values, which is where corporate and societal values align in the individual and where all of the other elements are promoted or negated; sadly at present they are mostly negated. This too maps onto the social pillar of Brundtland.

It is our argument that sustainability is predicated upon addressing all of these aspects and that this cannot be done simply through focussing upon one pillar or through privileging one pillar at the expense of the others. If we are truly going to seriously address the question of sustainability and all of the issues which must be dealt with to achieve this then it is imperative that we recognise that sustainability rests upon all three of these pillars which must be treated equally. It is time therefore to remember all that has been said about sustainability and to rebuild these pillars each with equal strength.

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

Business Responsibility for Sustainable Development

Verena Tandrayen-Ragoobur, University of Mauritius

Damage to the world environment poses a major threat to the population of both developed and developing countries. Just as businesses around the globe have to accept a large share of the responsibility for this devastation, they must also play a central role in reversing it. To date most businesses which have begun to respond to environmental issues have done so in quite marginal ways. Green marketing will not replace slashed rainforests; and printing glossy environmental reports on recycled paper will not rehabilitate thousands of square miles of dangerously contaminated land. Change has to be much more radical.

The increase in the power of environmental groups, the ease of cross border information flow, and the rising concern of the public with regards to the global impact of environmental damage are motivating factors resulting in the establishment of environmental management systems. The integration of the environmental management system into the company's vision, mission and strategic plan will create a change in the corporate culture.

It is a well-known fact that maintaining or gaining competitive advantage is the key to the success of business. It is sometimes assumed that strategies and tools associated with environmental protection and sustainable development will be costly and may reduce competitiveness. However, there is evidence that environmental management can add to competitive advantage in the new framework for competition that is emerging with globalisation.

There are many opportunities for improving corporate environmental management in developing countries; but there are also many barriers to business strategies that would be consistent with sustainable development. Corporate Social Responsibility and Environmental Management provide a practical resource for organisations concerned about social and environmental responsibilities for sustainable development and are interested in developing tools to improve their performance and accountability in these areas.

For companies to adopt sustainable production systems and procedures, they must embark on a comprehensive reform. One key aspect of this process involves the development of sustainable production systems that make fewer "throw-away" goods, produce more products of quality that last longer and create less waste, promote reuse and recycling, and increase levels of employment. Another is the development of a broad-based strategy that addresses not only environmental and economic concerns but also social, political and ethical dimensions of sustainable development. Such a framework implies the need for a strategic reorientation of companies, with firms having to reduce costs by using fewer inputs, and to produce and market environmentally friendly goods and services in order to differentiate their products and thereby enhance corporate image. Business should therefore have a clear policy in six areas, which can be called the six "Es": environment,

empowerment, economics, ethics, equity and education. Then the firm must operationalise its policies by using specific tools, report on progress and demonstrate continuous improvement.

Progress towards corporate environmental and social responsibility can be greatly accelerated through governmental actions that create an appropriate policy framework. Policies include the development of a framework for social accounting and consumer information to monitor and report on corporate achievements and failures; and punitive measures against companies that consistently degrade the environment and threaten people's livelihoods. Within an appropriate policy framework, companies will be in a better position to implement programmes and structural changes that improve their environmental responsibility and global sustainability.

Comments invited. Contact Verena at v.tandrayen@uom.ac.mu

Book Review:

Corporate Social Responsibility in the 21st Century Debates, Models and Practices Across Government, Law and Business

Professor Bryan Horrigan

Published by Edward Elgar: Cheltenham, UK

Published in 2010

Pages: 427

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ISBN 978 1 84720 835 4 (Paperback)

Corporate Social Responsibility (CSR) has developed in our faces with such a remarkable speed and strength that it is now one of the most debated and highly contested interdisciplinary topics. Despite the fluidity of the discourse and the long trajectory of complex and at times perplexing dialogue it has generated, it is yet one of the least clearly understood issue of our recent history. The topic has been discussed within a variety of theoretical frameworks including Stakeholders, Legitimacy, Social contract, and Institutional and Reputational risk management theories. Academics, policy makers, professionals and other stakeholders continue to be challenged on the right approach to dealing with what may be referred to as a universal concept with far reaching implications for public policy and regulation. The CSR puzzles range from conceptual (such as its definitions and theoretical underpinnings) to practical (such as what qualifies as CSR, should it be communicated and how, should it be motivated through regulation or voluntary?) issues. Bryan in this book successfully provides a clear illumination on the topic, with a focus on the governmental, legal and business interpretations of its meaning, ramifications and implications in the 21st century for business and other stakeholders. With a rich international legal practice and academic background that covers experiences both in the UK and his homeland Australia, and diverse familiarity including interactions with businesses, international organisations and civil society, Bryan hinged the motivation for the book on its ability to inform legal and regulatory policies within a globalised theoretical and practical framework of CSR. He draws on his vast experiences as a law professor and as a co-director of the cross –disciplinary Centre for Comparative Law, History and Governance at Macquarie University in Australia to project a multi-disciplinary lens on CSR debates within the realm of international law, regulation and governance. While the book meets most of its stated aims, yet, it was short of providing a truly global dimension to the issues. This is because it failed to take sufficient account of the likely impacts and implications of the emerging economies such as China and India on CSR dialogue, and only lay passing comments on the meaning and implications of CSR in these contexts. Despite this omission the book is highly invaluable for a wide cross section of its targeted audience.

In chapter 1, the author introduced a difficult issue that is enormously immersed within keenly contested global interpretations and varied understandings, often

influenced by a colossal of complex factors ranging from institutional to cultural, political, religious and moral factors, with such erudite style that would most certainly be pleasing to most of its targeted audience. The insight it gleans on the concept and elements of the subjects in chapter 2 would definitely motivate more eminent scholarly endeavour with huge potential to build comprehensive frameworks that could support and extend the laudable aims and aspirations of the author. Bryan rightly argued for a new kind of framework that can be used to explore current debates, handle new and emerging challenges and changing expectations of the society on businesses (p68). The idea that corporations are not just subject but are, indeed, also objects of governance, regulations and responsibility open up a genuine opportunity for more intense theorisation on the subject. Although the ultimate benefit of this for societal actors in the 21st century corporate environment is debatable. I suspect that chapter 3 of the book would be very useful to the book's audience, but I think it will be priceless for academics who are hoping to trace the genealogy of the debate on the purpose of the firm. However, despite providing a brilliant analysis of this debate, in the polarised intellectual squabbles of Unitarianism vs. pluralistic purpose of the firms, the book was unable to conclusively resolve the question of who is ultimately responsible for finding solutions to societal problems (p122).

In search of governmental responsibility for CSR, the author modified the four –fold categorisation of endorsing, facilitating partnering and mandating to include five more activities that a 21st century government should be obliged to undertake for CSR. These are 'legitimising', 'standardising', and 'enforcing', 'leveraging' and modelling CSR (p146). Chapters 5 and 6 continued with the sublime agenda of mapping a landscape for the regulation of CSR. Specifically in chapter 6, the author suggested a number of legal modifications to the roles of the board that can enhance their CSR performance. I particularly find this chapter intriguing, and I guess most corporate executives and policy makers would be keen to engage more with this part of the book. The author teased out in clear fashion what would mostly likely be the evolving future roles of the board of directors in the context of CSR and their corporate objectives. The book moves quite quickly and its last four chapters focused on practical issues relating to the application of CSR within business. Chapter 7 undertook a recast of the UK corporate law for the 21st century. As much as I enjoyed reading this chapter of the book, and would be glad to recommend it for most of its targeted audience, however, I gained a sense that it may have inadvertently constrained the readership of the book by focusing only on corporate law development in the UK. If I was writing this book, I would probably enlarge the chapter to encapsulate corporate law development in other jurisdiction to further enmesh the international dimension objective of the book. It would therefore be worthwhile to look at corporate law development in Australia and other continental European countries at the least in subsequent edition of the book. Chapter 8 examined methods and mechanisms for integrating CSR into the practical business activities and reminded readers of some of the business arguments for CSR. CSR and Human right was the focus of chapter 9, and in the last chapter the author reinvigorated the CSR grand project agenda for the 21st century and identified veritable areas of future research.

In terms of presentation and style, the book is easy to understand and follow, written in an unambiguous fashion that captures the audience yet challenges the intellectual positions of the discourse. I feel very confident that the author would like to improve on this commendable effort and I look forward to reading the next edition of the book. I am delighted to recommend the book to all its targeted audience.

Reviewed by
Dr Ismail Adelopo, De Montfort University, UK

2011 New Year Message from Seoul

Let the first day and thereafter of 2011 and second decade of the 21st century belong to you, us and all in the society with humanism. Let us manage our expectations with time by realizing our strengths, weaknesses, opportunities and threats at micro and macro levels of economy affecting individuals as consumer, producer, distributor, trader, national economies and the global economy at large free from fear and panic of any kind.

Let us convert our weaknesses into strengths for availing the forthcoming opportunities with no threats of any kind.

To live complex, complicated, unpredictable, and multi-dimensional life with its own set of problems difficult to comprehend, we need to move from thoughts to Looks, Actions and Words for making it a universal LAW of relationship management.

We are required to cultivate love, patience, honesty, forgiveness and altruism in 2011 and thereafter and all times to come by using our head- intelligence quotient (IQ), heart- emotional quotient (EQ) and soul- spiritual quotient (SQ).

Medicines do their job quickly and efficiently, they also cause a lot of side effects, and can even prove fatal. The same effect or cure can be obtained by going deep into the mind, using positive thoughts, energies, emotions and feelings to boost one's own immunity and fight the disease. This subtle level treatment is without any side effects, takes time, but certainly possible for everyone.

A rose is the gross element. Its fragrance is the subtle element. A flower is incomplete without fragrance. Similarly, we as human beings can exist as physical bodies for 70 to 80 years, but they can be fruitful, or life can be meaningful, and we can be existentially successful only if we are able to discover our fragrance. We can harness unlimited potential and energy, to live our lives with joy, happiness, good health and peace with spirituality- the science of soul which is gender neutral religion free and ism neutral. Spiritually Guided Materialism (SGM) strategy is the best solution of our problems which confines to needs and not greed. Happy New year from 'Seoul' the 'soul' of Asia.

Professor (Dr.) M.M. Goel
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News from the Network

10th International Conference on Corporate Social Responsibility 18 – 20 May 2011 Loyola University New Orleans, USA

The 10th conference is always a bit special so for our 10th conference in this series we will be visiting Mississippi, USA where the conference will be held in New Orleans and hosted by Loyola University New Orleans. It will be organised by the university 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 Sustainability

Sustainability is a central concern of businesses, governments and individuals at the present time. It is often related to environmental sustainability and the imminent arrival of Hubbert's Peak coupled with evidence of climate change and resource depletion has fostered this view. Brundtland of course recognised the three pillars of economic, social and environmental as all integral to any concept of sustainable development. This is all intimately connected to CSR. We therefore consider that it is timely to look in greater detail at this issue, although papers addressing all other areas of CSR are welcome. Thus papers are welcome on any topic related to this broad theme and suggested topics for papers include:

- Sustainable business activity
- Business responses to climate change
- Multi-national Corporate Accountability
- Developing sustainable strategies
- Accounting for climate change
- Social entrepreneurship
- Dealing with Hubbert's Peak
- Measuring and managing virtual water content
- Carbon footprint accounting

- Socially responsible business activities
- Globalisation and Corporate Activity
- Regulation of Corporate Social and Environmental Behaviour
- Governmental Influences on Corporate Accountability
- CSR and Corporate Risk
- Corporate Responsibility and the Triple Bottom Line

Offers to run workshops, symposia, poster sessions, themed tracks or alternative events are especially welcome. Please contact Nick Capaldi (nick.capaldi@gmail.com) with suggestions.

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 10th January 2011 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 31st December 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 Loyola University. 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 New Orleans in 2011 for the 10th conference in the series.

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

www.davideacrowther.com/10csrhome.html

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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 latest publications are:

No 1001

Promoting sustainable consumption: the case of refrigerators
Shahla Seifi, Norzima Zulkifli & David Crowther

No 1002

Universities and Corporate Education: 21st Century Social Responsibility for
Developing Countries
B. Panduranga Narasimharao & P.R.R. Nair

No 1003

Tertiary Education Institutions for Corporate Education
Need and Relevance of Corporate education centres
B. Panduranga Narasimharao

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.

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

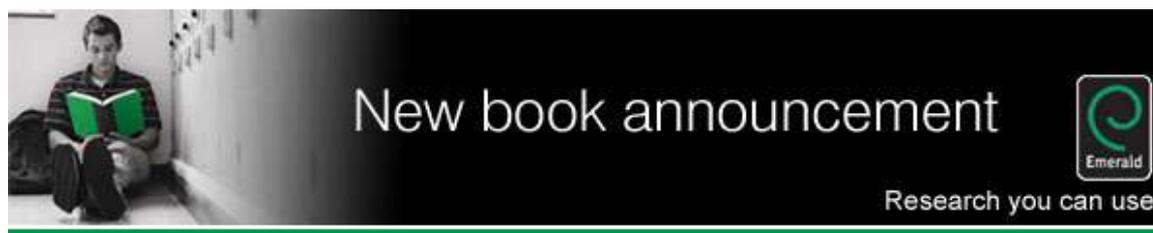
- Accountability and accounting
- Issues concerning sustainability
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- Ecology and environment
- Corporate activity and behaviour
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- Governmental and trans-governmental regulation
- Globalisation and 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

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Another initiative from the Network



NGOs and Social Responsibility

Developments in Corporate Governance and Responsibility, Volume 1

Editors: Güler Aras and David Crowther

ISBN: 9780857242952

Price: £62.95/€89.95/\$114.95

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 run by The Social Responsibility Research Network

Synopsis

It is increasingly being accepted that there is a benefit to both parties when a relationship is established between an NGO and a company. Consequently a considerable number of strategic alliances have been established. It must be accepted that such alliances are not necessarily mutually beneficial but little research has been undertaken to determine the factors which facilitate or mitigate against such mutual benefit. Indeed it is only recently that such relationships have started to be examined at all. The contributions in this volume seek to redress this by researching various aspects of such relationships in order to arrive at some conclusions regarding the potential benefits and pitfalls of such relationships. The various contributors speak from different perspectives and different locations around the world and have different experiences and interpretations to offer. The results therefore present a diverse but balanced picture of the potential of any relationship between NGOs, companies and corporate social responsibility.

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News from our members

CALL FOR PAPERS

***The 10th International Conference on Corporate Social Responsibility
18 – 20 May 2011, Loyola University New Orleans, USA***

Stream

Sensemaking and Corporate Social Responsibility: individual and social contextual developments

Deadline for Submission: All papers and abstracts should be sent by 10th January 2011 by email to davideacrowther@aol.com, creis@newhaven.edu & anthony.yue@msvu.ca

Stream Convenors: Christina Reis and Anthony R. Yue

Making sense of corporate social responsibility reflects subjective judgments made by groups of observers. Karl Weick (1995) sees sensemaking as a process in which everyone engages in normal life and from which people develop a set of ideas with explanatory possibilities. This sensemaking arises from contextualized actions and is grounded in identity work. The sensemaking of corporate social responsibility (CSR) aims to understand how employees come to believe, indeed to act upon, what is important for business and consequently improves our understanding about their interpretations and actions of CSR. However, in previous research these relationships are often largely acontextual, focusing exclusively on decision making and neglecting the role of various contextual aspects such as culture, gender, ethnicity, class or social background. We would argue there is a lack of contextual research on the relationship of sensemaking and CSR. Our aim in this stream is to extend traditional notions of the importance of the sensemaking and CSR by giving attention to issues of individual and social identities. At the same time the individual and the social is contextualized within attachments to cultural, communities and organizations. Thus we seek to foster an individual and social contextualised consideration of the concept of sensemaking and CSR.

Issues may include but are not confined to the following themes. In particular we seek papers which address the following themes and issues:

Individual orientations of professionals in different contexts. We are interested in papers that consider how professionals identify social responsibility content in their daily work. Reis (2010) examined how some managers were more proactive than others in identifying ethical content in unexpected situations. This theme seeks to extend our understanding of corporate professional orientations in various contexts or how they make sense of social responsibility in their daily work/lives.

Identity, choice and existential being. To consider individual choice within the context of ethical behavior and CSR broaches fundamental questions of how we act in good or bad, faith (Sartre, 1957) and notions of personal authenticity (Yue, 2009a; 2009b). Emerging work concerning sensemaking and identity in existential terms (Yue & Mills, 2008) might usefully be extended into the CSR field, offering more in-depth contextualization of the “enactive of sensible environments” aspect of sensemaking (Weick,1995) in CSR terms.

Reflecting on sensemaking and CRS. We propose a general theme focusing on the role of various contextual aspects such as culture, gender, ethnicity, embodied aesthetics, class or social background. We embrace papers with examples, case-studies and papers arguing of how theories related to these topics contribute to the study of sensemaking and CSR.

We therefore welcome both conceptual and empirical papers that develop these approaches toward understanding Sensemaking and CSR and insights on how Sensemaking and CSR relationship might apply in various contexts.

Submission Instructions: 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 10th January 2011 by email to davideacrowther@aol.com; creis@newhaven.edu; anthony.yue@msvu.ca

Stream Convenors:

Christina Reis

Christina Reis, Ph.D. is Assistant Professor in management at the University of New Haven in Connecticut. She worked as management trainer for a European multinational company where she gained knowledge and experience on international management and managers' work. She has taught in Canada, Germany, Austria, Finland, Portugal and the USA. Her research covers global careers, ethics, gender and female entrepreneurship.

Anthony R. Yue

Anthony is an Assistant Professor in the Department of Communication Studies at Mount Saint Vincent University in Halifax, Nova Scotia and came to academic life after an extensive career working in a variety of entrepreneurial organizations. He is broadly interested in how individuals navigate their organized world. His research spans diverse areas such as gossip and storytelling in organizations, occupational health and safety issues, disability and workers, and existentialist thought. Anthony teaches in the areas of public relations, management, ethics and research methods

References

Reis, C. (2010), Sensemaking of managers' ethical work orientations, *Social Responsibility Journal*, Vol.6 No.1, pp. 143-155

- Sartre, J.P. (1957) *Being and Nothingness: An Essay on Phenomenological Ontology*. New York, NY: Philosophical Library.
- Weick, K. E. (1995), *Sensemaking in organizations*, Thousand Oaks, CA: Sage.
- Yue, A.R. (2009a). "Existentialism" in Mills, A.J., Durepos, G., & Wiebe, E. (Eds). *The Sage Encyclopedia of Case Studies*. Thousand Oaks, CA: Sage Publications.
- Yue, A.R. (2009b). "Authenticity and Bad Faith (Sartre)" in Mills, A.J., Durepos, G., & Wiebe, E. (Eds). *The Sage Encyclopedia of Case Studies*. Thousand Oaks, CA: Sage Publications.
- Yue, A. R. & Mills, A. J. (2008). Making sense out of bad faith: Sartre, Weick and existential sensemaking in organizational analysis. *Tamara* 1(1).

Call for Papers

ESRC Seminar

'Environmental Sustainability in Non-Western Contexts: An Interdisciplinary Event'

Wednesday 23rd March 2011, Salford Business School, University of Salford,
Manchester UK

Environmental sustainability is a significant and increasingly important global issue. Developing/non-western regions of the world are often blamed for environmental damage, due to a lack of environmental management and regulation. As such, developing/non-western countries are considered responsible for achieving environmental sustainability. However, discourses and understandings of environmental sustainability – what it is, how it can be achieved and those who are responsible for implementing it – remain to adhere to Western definitions, based upon Western experiences.

This one-day seminar therefore seeks to bring together papers that examine environmental sustainability, management and regulation, in Non-Western contexts, encouraging academics from across a range disciplines.

We would like to invite papers that examine the following themes, but not restricted to:

- environmental sustainability
- environmental management
- environmental regulation and legislation
- corporate citizenship
- discourses of responsibility
- corporate social responsibility
- civil society and the third sector
- NGO's/CSO's/non-profit sector organisations
- Climate change

All in non-western contexts.

If you are interested in participating in this one-day event, please send a copy of your abstract (250 words max) to Sarah Marie Hall (S.M.Hall@Salford.ac.uk) by 31st January 2011.

Álvaro J. de Regil, Executive Director, The Jus Semper Global Alliance & The Living Wages North and South Initiative has published these papers:

CSR and Labour Rights:

- MEXICO: HELL IS THE TIJUANA ASSEMBLY LINE – The maquiladora factories, where consumer goods are pieced together along the Mexican-US border, are falling apart. Their workforce is without rights, without hope, and increasingly without jobs
<[http://www.jussemper.org/Resources/Corporate%20Activity/Resources/Mexico-Hell is the Tijuana assembly line.pdf](http://www.jussemper.org/Resources/Corporate%20Activity/Resources/Mexico-Hell%20is%20the%20Tijuana%20assembly%20line.pdf)>

CSR and living wages:

- PPP WAGE GAPS FOR 12 SELECTED DEVELOPED AND "EMERGING" ECONOMIES FOR PRODUCTION-LINE MANUFACTURING WORKERS (1975 UP TO 2008).
<<http://www.jussemper.org/Resources/Labour%20Resources/WGC/Resources/Wage%20gap%20charts.pdf>>
- UPDATED ASSESSMENT OF MEXICO'S WAGE GAP 1975-2008 – The Mexican State, still challenged for the lack of legitimacy of its election, corroborates every year its vocation as a customary violator of the labour rights of its citizens
<<http://www.jussemper.org/Resources/Labour%20Resources/WGC/Resources/WagegapsMex2008.pdf>>
- UPDATED ASSESSMENT OF BRAZIL'S WAGE GAP 1996-2008 – Brazil's recovery of production-line manufacturing wages remains idle in 2008. Yet, there IS A plan for a strong long-term equalisation
<<http://www.jussemper.org/Resources/Labour%20Resources/WGC/Resources/WagegapsBra2008.pdf>>
- UPDATED ASSESSMENT OF SPAIN'S WAGE GAP 1975-2008 – Maintaining the European trend, Spain improves once again the equalisation of its production-line manufacturing workers' REAL WAGES with their U.S. counterparts
<<http://www.jussemper.org/Resources/Labour%20Resources/WGC/Resources/WagegapsSpa2008.pdf>>
- TABLE T4*: 1975 - 2008 REAL-WAGE GAPS FOR TWELVE ECONOMIES, IN PURCHASING POWER PARITY (PPP) TERMS, FOR PRODUCTION-LINE MANUFACTURING WORKERS. *(THE BASE TABLE USED FOR ALL PPP REAL-WAGE GAP ANALYSIS)
<<http://www.jussemper.org/Resources/Labour%20Resources/Resources/T4rcrslbr.pdf>>
- TABLE T5: NEW LIVING-WAGE GAPS 1996-2008 –IN PURCHASING POWER PARITY TERMS (PPPS)– VIS-À-VIS THE U.S. FOR ALL MANUFACTURING EMPLOYEES FOR THE FOUR LARGEST ECONOMIES IN THE AMERICAS (CANADA, BRAZIL, MEXICO AND ARGENTINA)!
<http://www.jussemper.org/Resources/Labour%20Resources/Resources/T5-T4_AmericasEng.pdf>

Any comments to Alvaro at alvaro.de.regil@jussemper.org

Call for Papers

Workshop

on

The Determinants and Implications of Prosocial Behaviour May 6-7, 2011 University of Southampton, UK

This workshop aims to bring together a small group of researchers interested in the determinants and implications of prosocial behaviour. Both theoretical contributions as well as empirical papers using experimental or field data are welcome. The goal is to disseminate recent findings and foster interaction among economists of diverse interests (theory and empirics). We also welcome submissions with an interdisciplinary approach that draw insights from related disciplines such as psychology and management.

Topics of interest include but are not restricted to research on:

- Microfoundations of prosocial preferences
- Contribution to public goods
- Collective action engagement
- Charitable giving and fundraising
- Volunteering
- Prosocial behaviour in the workplace
- Corporate social responsibility

We are delighted to have keynote speeches delivered by:

- Gary Charness (UCSB)
- Tore Ellingsen (Stockholm School of Economics)
- Imran Rasul (UCL)

The workshop is funded by the Economic and Social Research Council (ESRC) and the Third Sector Research Centre. There will be no charge for participating and accommodation will be provided. Some funds are also available to meet travel costs for presenters. Please indicate in your response whether you will require funding.

To apply, please send an email with your paper attached as a PDF file to:
prosocialworkshop@gmail.com

Submission Deadline: February 15th 2011

Notification of Acceptance: March 1st 2011

The Organizers

Mirco Tonin (Economics Division, University of Southampton) and
Michael Vlassopoulos (Economics Division, University of Southampton)

Endowed CSR Chair at KSU, Saudi Arabia

The King Saud University, Saudi Arabia, has established an endowed research chair for Corporate Social responsibility. The chair is sponsored by the National Commercial Bank and it aims at:

- Building awareness of the critical importance of CSR, including the importance of corporate ethical business cultures, corporate governance, environmental sustainability, responsible competitiveness in an open society
- Creating and delivering CSR related educational and consultative services to business through developing and offering training workshops and seminars aimed at business executives and academicians in various topics related to CSR
- Educating the next generation of business leaders, through developing and integrating a CSR based curriculum at the graduate and undergraduate levels at KSU
- Fostering research into critical aspects of the creation of profitable CSR business cultures linking CSR efforts to economic development goals and priorities

Presently we are interested in the following topics:

- The Role of the Private Sector in Social Responsibility
- Obstacles to the Development of Social Responsibility Programs
- Arab Experiences in Corporate Social Responsibility (GCC)
- Unemployment and Employment and their Relations to CSR
- Environment and Corporate Social Responsibility
- Free Market Economy and Corporate Social Responsibility
- The Role of CSR in the Promotion of Competitiveness among Business Sectors
- Health, Youth, Sports and Corporate Social Responsibility
- Culture, Arts and Corporate Social Responsibility
- The Role of the Media in Promoting Corporate Social Responsibility
- Learning, Education, and Search of Scientific and Social Responsibility
- Private Sector Partnerships and Corporate Social Responsibility
- Best Practices of CSR in Arab Countries
- How to Strengthen the Partnership of Private and Public Sector?
- How to Activate and Implement the Work Program of Social Responsibility?
- Areas of Application and Motivation
- Standards and Agencies Responsible for Regulating and Codifying CSR
- Intercultural Issues contributing to Success and Failure of CSR Initiatives

The Chair invites partnership and cooperation from all interested Parties.

Contact:

Prof. Mazen F. Rasheed, Director of the Chair

E:mail mazen@ksu.edu.sa

Prof. Michael von Gagern Chairholder

E:mail mgagern@ksu.edu.sa