

The Newsletter

From the Social Responsibility Research Network

www.socialresponsibility.biz

Welcome to the first edition of The Newsletter – the news distribution mechanism for the Network. It is planned to publish a newsletter regularly, with the plan being for 2 per year initially. This is in addition to – and more formally than – the irregular circulation of news and information which takes place when appropriate. And also in addition to any information circulated via the website.

One of the particular activities of the Network is the publication of an academic, peer reviewed journal. The journal of the Network is Social Responsibility Journal (www.emeraldinsight.com/info/journals/srj/srj.jsp) which is published by Emerald 4 times per year. The journal publishes special issues on particular themes from time to time – and calls for contributions to two themed issues are contained in this newsletter. The journal also publishes special issues based upon papers presented at our annual conference. In addition there are general issues of the journal and contributions are always welcome. Please consult the journal website for further details

The other main activity of the Network is to organise an annual conference. You will find details of the next conference – the 7th – to be held in Durham in September 2008 later in this newsletter. And you can find details of past and future conference from our website. We hope to be able to meet you at the conference in September – if not then hopefully another conference in the future.

The Network also occasionally does other things – for example you will also find details of a book which we are publishing and which will be given to delegates at the conference in September. We plan to do more publishing but this depends upon the availability of funds...

The main reason for the existence of the Network however is to enable 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 400 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.

Chair of the Network: Professor Dr. David Crowther, De Montfort University, Leicester Business School, The Gateway, Leicester LE1 9BH, UK davideacrowther@aol.com
Deputy Chair: Professor Dr. Güler Aras, Yildiz Technical University, Institute of Social Science, Yildiz Besiktas 34349, Istanbul, TURKEY guleraras@yahoo.com

The Social Responsibility Research Network Constitution

As this is the first newsletter that it is 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.

Britain's Towns & Village are Becoming Food Deserts

Hillary Shaw is a Senior Lecturer at Harper Adams University College in Shropshire and has identified many areas in the UK as 'Food Deserts'. He began his research at the University of Leeds in 2000, by initially plotting the location of residential areas and shops on 250 sq metre grids. He published his doctoral thesis 'The Ecology of Food Deserts' in 2004. Since then he has checked around 10,000 sq kilometres, covering the whole of Birmingham, much of Hampshire, Somerset, Stevenage, parts of north London, Shropshire, Staffordshire and also parts of France.

He found that around 20% of rural areas and 25% of urban areas were 'food deserts' where people have to walk more than 500 metres to reach a shop selling a good selection of fruit and vegetables. He has also charted the decline of local post offices, the closure of which has a serious impact on the viability of neighbouring retailers, including food stores.

By mapping the location of supermarkets and smaller grocery stores and subjecting all such retail outlets to his unique classification system which determines whether they stock ten or more different types of fruit and vegetable, Hillary has identified an alarming trend. This trend has gained momentum in recent years as the demise of greengrocers has turned large areas of the country into 'food deserts' where people have inadequate access to fresh fruit and vegetables.

Even apparently affluent market towns such as Shrewsbury and Winchester have pockets of nutritional barrenness where residents fail to obtain five portions of fresh food a day and numerous areas in Shropshire are mapped as having no food stores. In fact huge swathes of Shropshire are miles from an outlet that stocks ten or more different kinds of fruit or vegetables. Of course, this has negative dietary, health and economic implications for the population, all of which in turn puts a strain on public services.

In terms of their definition, food deserts have been described as areas where people experience physical and economic barriers to accessing healthy food. Everyone should have access to healthy foods such as fresh fruit and vegetables, however, this is not always the case and a food desert can quickly develop. Such food deserts arise where people without cars have to walk a kilometre or more to reach the nearest shop selling fresh fruit and vegetables and then have to transport these foods home, which is burdensome especially for the less able-bodied. Clearly, it is not so much of a problem for those who have a motorcar and so can travel to larger supermarkets which are increasingly sited on the outskirts of towns. Such outlets possessing major economies of scale offer more variety, lower prices and extended opening hours. However, by 2060 there are predicted to be, in the UK, 7 million people aged between 65 and 74, and 2.9 million aged over 85. With an aging population many of whom will have considerable mobility difficulties, along with less and less local stores, the access problems are set to spiral.

Often there are fast-food outlets or retailers selling pre-prepared meals, much closer to home and this pushes people into eating unhealthily. They are eating ready meals and tinned foods high in sugar, fat and salt. As a result there has been an increase in Type II diabetes, which can result in blindness and amputations, and of course obesity, which can cause heart disease and cancer.

As a general rule, it is recommended that residents should not have to walk any more than 500m to a shop selling healthy foods. In many cases Hillary's research has identified that although there are some local grocery stores, often these sell little or no fresh food. One such example is Shrewsbury, a small picturesque city near Harper Adams University College. Generally thought of as an affluent place to live with a thriving economy built largely on tourism, but even here, there are areas where residents have to travel over 1,000m to their nearest shop stocking fresh food. For example, car-less residents in the Shrewsbury suburbs of Shirehall and Monkmoor to the west, Meole Brace and Belle Vue to the south and Cophthorne to the east all face possible difficulties in accessing healthy food. The same situation applies to those living in the less affluent Coton Hill area and the wealthier Mount Pleasant estate to the north of the town.

Food deserts are most likely to disadvantage the poor, the disabled and the elderly. Households may also face dietary problems caused by lack of knowledge of how to cook or prepare fresh food, or foods from a different ethnic culture. Deprived urban housing estates are particularly prone to practical or cultural difficulties sourcing fresh food. There are also problems in villages where the only shop had closed, leaving car-less pensioners stranded, and in more affluent estates and towns, where most residents drove to out-of-town superstores.

The closure of local stores has certainly increased food deserts. Nationally, 29% of unaffiliated independent grocers closed down between 2001 and 2007, whilst supermarkets have continued to expand. One problem experienced by small shops is increasing rents and greengrocers are likely to be outbid by other retailers. On the supply side, small shops face higher wholesale costs; they lack economies of scale and often have to pay higher costs to suppliers than supermarkets charge customers at the till. Furthermore, a lot of small shops are reluctant to stock fresh fruit and vegetables because they trade on a very marginal financial basis and so they cannot afford much wastage when sales are poor. Also issues of affordability and the consumer's attitude towards food generally, exacerbate the problem and clearly there is a need for more education to improve diet in deprived areas.

Although in our developed society everyone should be able to access fresh fruit and vegetables, in many areas people experience physical and economic barriers to purchasing healthy foods. Research has shown that food deserts quickly develop when the last shop selling fresh produce in a suburb or village closes, leaving entire areas served only by fast food outlets and shops stocking ready meals and other less-healthy food options. Independent food stores are currently closing at the rate of four a day, making it increasingly problematic for many people to choose a healthy diet.

Affordability is a crucial issue for many households, particularly now that the era of cheap food may be drawing to a close as food inflation is rising once again. Food used to comprise 25% of the average household budget but over the past few decades this has reduced to nearer 10% as other expenses have taken their place such as higher mortgage costs and energy bills; so for many people there is no room in their budget to increase spending on food. The recent rise in food costs is now one factor pushing many people towards cheaper but less healthy food choices and this also has implications for rising levels of obesity.

Britain's four biggest supermarket chains have between them captured three quarters of the UK food market, resulting in the closure of many independent local grocery stores. Clawback of trade has in some cases supported small shops operating near supermarkets but more often than not, independent grocery stores have stopped selling fresh produce or even ceased trading altogether. Economies of scale have enabled the large supermarket chains to offer inexpensive food but part of the price paid for this supermarket cheap food is an abandonment of the High Street to an out-of-town location where consumers often need a car to access these large stores. There is a real danger of a market failure situation where those on low incomes, the elderly and less mobile, the disabled and those without cars, are forgotten about altogether.

As independent grocers continue to decline in number, food deserts seem likely to spread across many more areas of the UK. This is why Corporate Social Responsibility (CSR) is of great significance at this time. Initiatives by local food retailers, the large supermarkets, and wholesalers, along with action by local and national government and the NHS, are necessary in order to address the issues of poor diet amongst disadvantaged groups, those left behind by supermarket expansion. I would suggest this is the only way to support our remaining local shops and effectively halt the progression of food desertification in the UK.

Further information on Food Deserts is available from www.fooddeserts.org or by contacting Dr Hillary Shaw at email address: hshaw@harper-adams.ac.uk

Other recently published research on food deserts include:

'What's wrong with their diet?' Overcoming barriers to healthy eating faced by ethnic minorities in the UK, in *Opportunities from Ethnic Diversity*, M. Hingley & A. Lindgreen (eds.), Ashgate Publishers (forthcoming 2008)

Resisting the Hallucination of the Hypermarket, *International Journal of Baudrillard Studies*, Vol.5, No 1, January 2008

The Role of CSR in empowering local communities, *Social Responsibility Journal*, Vol. 3, No 2, 2007

Relocalising Food Shopping: Consumer Responses to Supply Chain Transformation in the UK Convenience Store Sector; (with) Prof Neil Wrigley, University of Southampton, February 2007. Published by University of Southampton

Food desertification: towards the development of a new classification; *Geografiska Annaler* Vol. 88 B (2): pp 231-248, in June 2006

CSR in the Community: Redefining the Role of the Supermarket Giants, *Social Responsibility Journal*, November 2005

Retailing in Leeds, in *Contemporary Geographies of Leeds*, Dr Rachael Unsworth and Dr John Stillwell (eds.) School of Geography, University of Leeds, October 2004

Below is a list of useful website links should you be interested in finding out more about this research

www.cittaslow.org.uk

www.slowfood.com

www.gaff.org.uk

www.jrf.org.uk

www.localfoodworks.org

www.fiveadaynorfolk.org

www.bigbarn.co.uk

www.localfoodshop.com

www.villageshops.org.uk

Promoting Sustainable CSR

Dr. S.C. Das, Sr. Lecturer in Commerce, Banaras Hindu University, Varanasi-5, INDIA
scdas@sify.com

Nowadays, CSR has seen a movement away from mere funding to looking for a direct business impact. Truly sustainable initiatives are those which have a positive and tangible benefit on the health of the business. CSR requires careful planning like any major business venture of an enterprise. There are at least **three ways** of making CSR sustainable and all these ways leave a positive impact on the goal attainment abilities of the organization. **First**, CSR can be competence driven. CSR can be sustained by relying on an organization's core competence. **Second**, CSR can be community driven. In this model, sustainable CSR is achieved by linking the company's business interest to community development. **Finally**, CSR can be consumer driven. In this case CSR can create new consumer expectations and thus turn the heat on its competitors.

Conferences:**7th International Conference on Corporate Social Responsibility**

**3-5 September 2008
University of Durham, UK**

See <http://www.dur.ac.uk/dbs/csr2008/> for details.

Offers to run workshops, symposia, poster sessions, themed tracks or alternative events are especially welcome. Please contact Dr. Aly Salama (aly.salama@durham.ac.uk) with suggestions.

Abstracts of 200-500 words should be sent by 31st May 2008 (preferably by email to davideacrowther@aol.com) or by post to Professor David Crowther, Conference on Corporate Social Responsibility, De Montfort University, Leicester Business School, The Gateway, Leicester LE1 9BH, UK.

This year we will also be running a doctoral colloquium on the final day of the conference. This colloquium will be organised by Professor Dr Güler Aras and abstracts of 200-500 words should be sent by 31st May 2008 (preferably by email to guleraras@yahoo.com).

Conference Announcement and Call for Papers**Knowledge Globalization - Annual Conference 2008**

Boston, Massachusetts
April 11 - 13, 2008

Hosted by
Sawyer Business School
Suffolk University, Boston, Massachusetts
Organized by
Journal of Knowledge Globalisation (www.kglobal.org)
Theme:

Call for papers

Please send one page abstracts or completed manuscripts in Word or PDF format to the conference director at confdirector@kglobal.org with a copy to mrahman@suffolk.edu. More than one submission from the same person will be considered.

Submission deadline is January 31, 2008.

Books:**The Ashgate Research Companion to Corporate Social Responsibility**
Editors: David Crowther and Nicholas Capaldi

Contents:

Introduction, David Crowther and Nicholas Capaldi; Part 1 Theoretical Developments: Introduction; The maturing of corporate social responsibility: a developmental process, David Crowther; Sustainability and its place in CSR research, Kumba Jallow; Stakeholder perspectives on social responsibility, David Crowther; Corporate social responsibility: from transparency to 'constructive conflict', Dominique Besaire; Corporate governance and the agency problem in financial markets, Güler Aras; Governance, sustainable development and social responsibility: towards future mapping, Ananda Das Gupta; The impact of social responsibility on the environment, R.S. Topal and A. Öngen. Part 2 The Employment Relationship: Introduction; The human rights obligations of multinational corporations, Denis G. Arnold; The symbiotic relationship between HRM practices and employee well-being: a corporate social responsibility perspective, Nicole Renee Baptiste; Protect your whistleblowers!, Wim Vanderkerckhove; Legally imposed corporate social responsibility for the protection of HIV positive employees in South Africa, Stella Vettori. Part 3 Ethical Considerations: Introduction; Inquiring about social conscience, Ana-Maria Davila-Gomez; Change management and CSR: an essay in ontology and business ethics of change/process management, Jelena Debeljak and Kristijan Krkac; Tycoon philanthropy: prestige and the annihilation of excess, Mary Phillips; Corporate governance studies on the accounting environment in Turkey, Kiyemet Tunca Caliyurt. Part 4 Implementing CSR: Introduction; Effectiveness of social advertising: a study of selected campaigns, Tejinder Sharma and Geetanjali Kwatra; Is everything that is legal ethical? Research on the Turkish tax system, Gülsevım Yumuk; How far can CSR travel – reflections on the applicability of the concept to SMEs in Uzbekistan, Daniel Stevens, Alexey Kim, Lobar Mukhamedova, Malika Mukimova and Rowan Wagner; Corporate social responsibility in the Peruvian mining industry, Sonia Meza Cuadra; taxation and fiscal evasion: a perspective on corporate social responsibility, Fátima David and Rute Abreu; Cause related marketing: doing good for your company and your cause, Ioanna Papasolomou; Index.

Review:

'Clear, practical, insightful and wide-ranging...The Ashgate Research Companion to Corporate Social Responsibility is a must have guide to everyone interested in CSR. Written by renowned experts in CSR from world over, it covers all issues from theoretical to sustainable developments, from employment to ethical issues, from legal to marketing aspects and beyond.'

Mustaffa Mohamed Zain, Universiti Teknologi MARA, Malaysia

David Crowther is Professor of Corporate Social Responsibility at De Montfort University, UK and Professor Nicholas Capaldi is The Legendre-Soule Distinguished Chair in Business Ethics, Loyola University New Orleans, USA.

Corporate Responsibility: a critical introduction**Authors: Michael Blowfield & Alan Murray**

ISBN978-0-19-920909-5

'An excellent resource for students who want to understand why traditionally "soft" issues for business like human rights, the environment, or diversity have now become "hard"—hard to ignore, hard to manage, and very hard for businesses that get them wrong.'

Professor David Grayson, CBE, Director, Doughty Centre for Corporate Responsibility, Cranfield School of Management

Corporate Citizenship: Perspectives in the New Century**Author: Ananda Das Gupta**

The international community has policy tools to influence business activity within and between nations, and to help ensure that globalization proceeds in a way that benefits all. These tools include legislation and regulatory frameworks, voluntary compliance with an agreed set of standards monitored by a third party, or self-regulation by businesses, often in conformance with voluntary codes of conduct.

Balancing corporate investment with community investment is the way of the future. With growing public interest and concern regarding the sustainability of communities as globalization deepens, it will be necessary to show that the nations are working together to ensure that the activities of the business community make a positive contribution to the communities in which they do business.

With all these points in the backdrop, the book aims at underlining the big-picture thinking on issues related to the roles that business can play in fostering a moral, equitable and ecologically sustainable world.

A new publication from the Network:**Culture and Corporate Governance****Editors: Güler Aras and David Crowther**

After the recent big corporate scandals corporate governance has become central to most companies. It is understandable that investors' protection has become a much more important issue for all financial markets after the tremendous firm failures and scandals. Investors are demanding that companies implement rigorous corporate governance principles in order to achieve better returns on their investment and to reduce agency costs. Most of the times investors are ready to pay more for companies to have good governance standards. Similarly a company's corporate governance report is one of the main tools for investor' decisions. Because of these reason companies cannot ignore the pressure for good governance from shareholders, potential investors and other markets actors. The aim of this book is to investigate governance from a number of different perspectives and traditions, through the lens of a variety of theoretical and geographical perspectives and so contribute towards the discourse of good governance.

Call for papers – Social Responsibility Journal

See website: <http://www.emeraldinsight.com/info/journals/sri/sri.jsp>

Special Issues:

Corporate Social Responsibility in Transitional Economies Guest Editor: Maria Aluchna, Warsaw School of Economics, Poland

The deadline for submission of full papers is April 1st 2008 but early submission is encouraged.

Authors should submit their manuscripts electronically (preferably in Word format) to Maria at maria.aluchna@sgh.waw.pl.

Globalization, Sustainable Development and Socially Responsible Initiatives in Developing Countries Guest Editor: Ananda Das Gupta, Associate Professor (HRD-Area), Indian Institute of Plantation Management Bangalore India.

The deadline for submission of full papers is 15th December 2008 but early submission is encouraged.

Authors should submit their manuscripts electronically (preferably in Word format) to Ananda at adg_iipm@vsnl.net.

Book List – books that everyone should read:

1. Silent Spring – Rachel Carson
2. The Revenge of Gaia – James Lovelock (+ the original Gaia of course)
3. War and Peace in the Global Village – Marshall McLuhan
4. Economics, Ecology and Ethics – H E Daly
5. The Costs of Economic Growth – E J Mishan

Do you have a list of books related to social responsibility which you think everyone should read? If so then please tell us.

A message from José Carlos Arias, Socio Director, Sayco - Secured Assets Yield Corporation, Acapulco, Mexico:**Business Intelligence Journal**

Business Intelligence Journal (BIJ) publishes research analysis and inquiry into issues of importance to the business community. Articles in BIJ examine emerging trends and concerns in the areas of general management, business law, public and corporate social responsibility, ethics, marketing theory and applications, business finance and investment, general business research, business and economics education, production/operations management, organizational behavior and theory, strategic management policy, social issues and public policy, management organization, statistics and econometrics, personnel and industrial relations, technology and innovation, case studies, and management information systems. The goal of BIJ is to broaden the knowledge of business professionals and academicians by promoting free access and provide valuable insight to business-related information, research and ideas. BIJ is a semiannual publication and all articles are peer-reviewed.

Business Intelligence Journal will be published semiannually (one volume per year) by the Business Intelligence Service of Secured Assets Yield Corporation Limited based in London, UK.

Submit Manuscript

Please read ***Instructions for Authors*** before submitting your manuscript. The manuscript files should be given the last name of the first author.

Submit manuscripts as e-mail attachment to the Editorial Office.

edit.bij@saycocorporativo.com

BIJ will only accept manuscripts submitted as Microsoft Word archives attachments within an e-mail communication forwarded to the above mentioned e-mail address.

The Living Wages North and South Initiative

I have just completed a new paper on Business and Human Rights from the perspective of our initiative: The Living Wages North and South Initiative (TLWNSI).

The URL's are:

English-language version: <http://www.jussemper.org/Resources/BusinessandHRRVF.pdf>

Spanish-language version: <http://www.jussemper.org/Inicio/Resources/DDHHyEmpresaVF.pdf>

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