

Mini-seminar 18th February 2009 NTNU Trondheim

PhD seminar with a focus on CSR collaborative interactions

Where: HMS meeting room, Gløshaugen, NTNU, Trondheim

When: Wednesday, 18th February, 1400-1600

Seminar Program	
	1400 – Brief introductions 1410 – Annik Magerholm Fet: Introduction to the seminar 1420 – Fengrong Zhang: Introduction to her research objectives as Visiting Scholar from China during 2009 1520 – Øivind Hagen: report on approaches to CSR based on his analysis of current literature
15:45	Discussion – how best to follow up; potential publications, projects
1900	Dinner at Khao Thai

Participants list			
Caroline Cheng	Masters student	Indecol	cheng@stud.ntnu.no
Annik Fet	Professor	IØT	annik.fet@iot.ntnu.no
Cecilia Haskins	Post-doc GPC, referant	IØT	cecilia.haskins@iot.ntnu.no
Øivind Hagen	PhD Candidate	Sintef	Oivind.Hagen@sintef.no
Ottar Michelsen	Post-doc	IØT	ottar.michelsen@iot.ntnu.no
Natalia Vakar	PhD stipendiat	IØT	natallia.vakar@iot.ntnu.no
Fengrong Zhang	Visiting Scholar	China	fengrong.zhang@iot.ntnu.no
Other team members			
Luitzen de Boer	Førsteamanuensis	IØT	luitzen.de.boer@iot.ntnu.no
John Hermansen	Amanuensis	IØT	john.hermansen@iot.ntnu.no
Christofer Skaar	Research fellow PhD Candidate	IØT	christofer.skaar@iot.ntnu.no

Record of meeting and presentations:

In her opening introduction, Annik told us that Robert Strand will be at CBS in Arpil. Fengrong described her background and research objectives during her time here as a visiting scholar. Her slides are attached to this summary.

Øivind Hagen reported on some reading and literature he has done for the globalization program – his slides are also attached.

Annik expressed a goal to identify a core body of literature that defines CSR – both classical and state-of-the-art articles. Uno reminded us that CSR is often part of industry's approach to self-regulation. Øivind hopes to link CSR to Factor-10.

The group exchanged news items before adjourning for the evening.

Short bios of many of the team are provided with this record. More will be added as I receive them.

Short research statements/ background bios

Caroline Cheng

Originally from Singapore and bilingual in English and Mandarin, Caroline Cheng has had twelve years' working experience both in Singapore and Hong Kong, with exposure in business process reengineering, product development, marketing and branding, and customer relationship management. Her educational background includes a BBA (Honors) in Accounting and International Business from University of Wisconsin-Madison, U.S.A. and a MSc in Industrial Ecology from NTNU, Norway. Her management experience and international background contribute to her ability to appreciate cultural differences in East Asian business processes and human resource systems versus European and Scandinavian counterparts. Her academic research interests include corporate social responsibility and strategic management. She now resides in Trondheim with her husband from the Netherlands and her two children born in Norway.

Annik Magerholm Fet

Dr. Annik Magerholm Fet is a professor at the Norwegian University of Science and Technology (NTNU) for the past ten years. She is an expert in environmental management, systems engineering and life-cycle analysis. She currently leads multidisciplinary initiatives within NTNU for Global Production and Corporate Social Responsibility. She is also the Director of Education and Research for the Norwegian Systems Engineering Council and holds a position as board member of the Environmental Product Declaration (EPD) Norway.

Cecilia Haskins

Cecilia is an American living and working in Norway for the past eleven years. After earning her PhD in systems engineering from NTNU, she conducts post-doctoral research on innovative applications of systems engineering to socio-technical problems such as those encountered in software development, sustainable development, and global production systems. Her educational background includes a BSc in Chemistry from Chestnut Hill College, and an MBA from Wharton, University of Pennsylvania. This combination has contributed to her ability to understand issues with an insider's view of both the business environments and the technical solution domains. She has been recognized as a Certified Systems Engineering Professional since 2004.

Ottar Michelsen

Ottar Michelsen is educated ecologist with a cand. scient (MSc) in plant ecology. Since 1999 he has been working at Department of Industrial Economics and Technology Management at NTNU where he also earned his doctoral degree in 2006. His thesis was on eco-efficiency in extended supply chains. He has primarily been working on environmental management in production systems. Environmental assessment of components and suppliers, as well as green purchasing, has been a part of this, as well as methodological development on how to implement land use issues in environmental performance assessments.

Magnus Sparrevik

Magnus Sparrevik has more than 15 years of experience working with environmental management as a consultant and researcher. He holds a MSc in Chemical Engineering from Chalmers University of Technology Gothenburg Sweden. Mr Sparrevik is working at the Norwegian Geotechnical Institute (NGI) primarily with management of contaminated sediments, but he has also extensive experience with HSE risk analysis and HSE risk management from previous positions and is certified lead auditor for ISO 14001/EMAS. In 2008 Sparrevik was accepted as PhD candidate at NTNU working with sustainable management of contamination sources in coastal areas.

Introduction and Plan

Fengrong Zhang Associate Professor
PhD

Brief Introduction about Fengrong Zhang

Main education:

1997—2000 Master Degree in Management (Dept. of Economics & Management, Changchun Science and Engineering University)

2001—2005 PhD in Transportation Planning and Management (Dept. of Transportation, Jilin University)

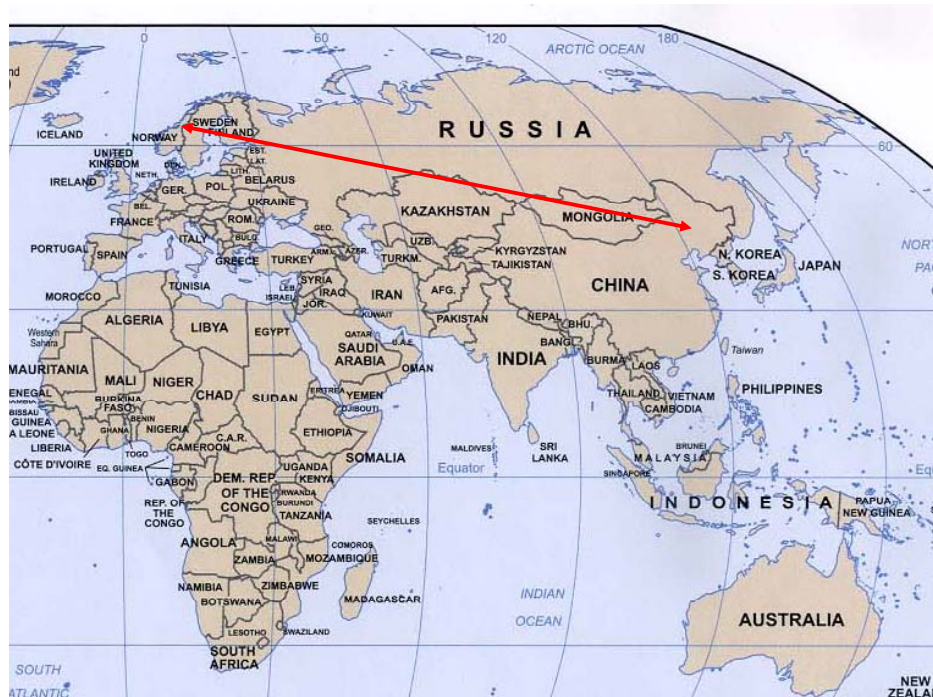
2005 to present Post doctoral researcher in Applying Economics (Dept. of Economics, Northeast Normal University)

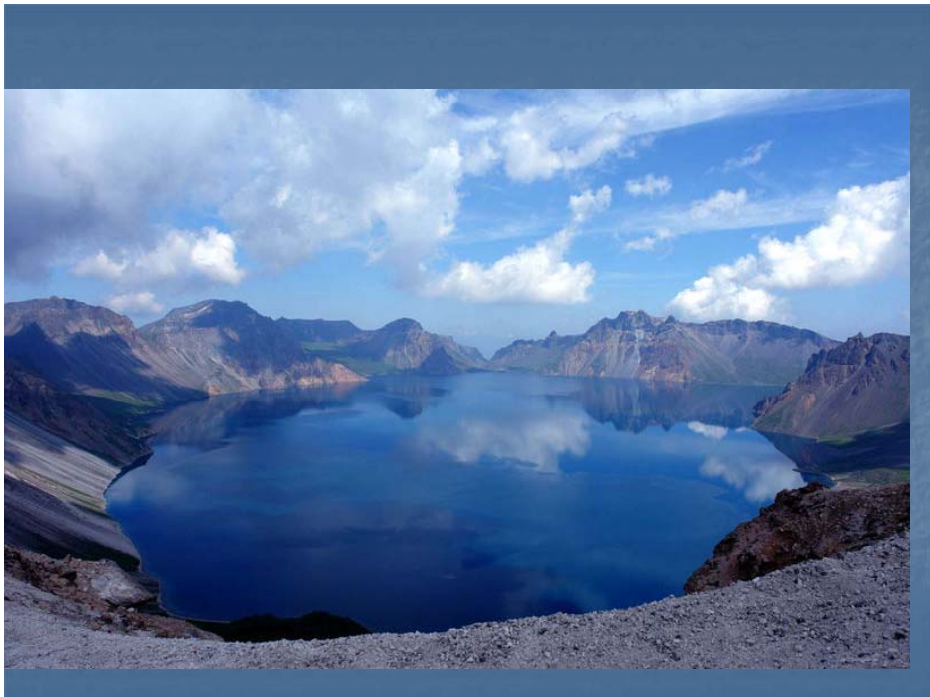
Occupations:

1992—1997 Accountant at Material Supply Company of Changchun

2000 to present Associate professor and researcher in NENU

2009,1—NTNU as visiting scholar cooperate with Pro. Annik





CHINA'S LAKE MONSTER

China's version of the "Loch Ness Monster" has surfaced anew, with local officials reporting sightings of as many as 20 of the mysterious and unidentified creatures in Lake Tianchi

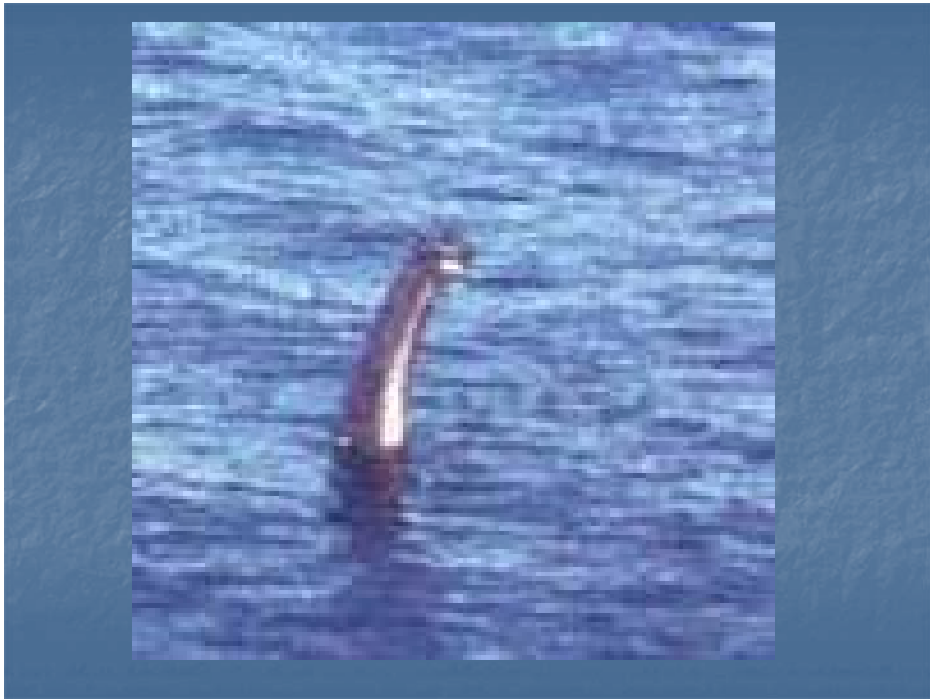


Human to scale




RUSSIA
250 miles
Lake Tianchi
CHINA
Beijing
NORTH KOREA
SOUTH KOREA
East China Sea

Elasmosaurus This ancient sea reptile fits the description of modern-day creatures such as Scotland's "Loch Ness Monster"



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NEWS

- Student from NENU Achieves Good Results in 11th National Games
- Scholar from NENU explains the Ancient Egyptian Civilization to State leaders
- NENU Students Win China Adolescents Science & Technology Innovation Award the Fourth Time
- "NENU Phenomenon" of Student Employment Draws Attention from Ministry of Education and News Media
- Delegates from Nationwide Documents and Resources Sharing and Exchange of Experience Group Visit NENU
- An Auditing Project of NENU Chosen by Jilin Institute of Internal Audit as Outstanding Internal Auditing Project
- Lin Yanzhi, a Vice-chairman of CPPCC in Jilin Investigates NENU

...more

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Teaching and tutoring

2000~now, teaching in NENU:

- Economics & Sociology
- Social Research Statistics
- Social Research Methods
- Survey Methods and SPSS

RESEARCH ACTIVITIES

From 2000 , I have taken charge or taken part in more than 10 projects supported by the central and local governments.

I have published more than 10 essays in international conferences and important Chinese journals, and received awards for academic and teaching achievements.

Main Research Direction:

- Economic Sustainable Development and Supply Chain Logistics
 1. Regional Logistics Development
 2. Regional Economic & Environment
- Regional Planning and Evaluation Methods
 1. Decision Making Model
 2. Evaluation Methods
- Survey Research Method
- Social Economic Statistic analysis

Research Plan For Culture Exchange

Name: Environmental Management, CSR and Eco-Logistics Evaluation

Background: In the past 20 years, along with economic growth, environmental problems, especially in the developed countries become the focus of attention. In the government's pressure, there is increasing pressure on business to pay more attention to the environmental consequences of the products and services they offer and the process they deploy. This has spurred the sustainable operation of management (POM) to study the safety, health and environmental management direction. This guide to the logistics design environmentally friend.

In China, the logistics is a large consumption of energy fuels, but also to the noise, exhaust serious industrial pollution of the environment, there is a weak scale, backward technology, and other unfavorable factors, and some of them can not be regarded as effective logistics enterprises. As long as the EIA (Ecology Indicator Assessment) was used for the effective examination of the governments in China, and also, the improvement of people's environmental awareness, the voice of requirement is getting higher and higher to ask the logistics companies to take measures to meet the sustainable development in China.

Research Plan For Culture Exchange

Main content : This plan is based on the project *Ecological Logistics & Sustainable Economic Development in Jilin Province* (sponsored by the Social Science Research Program of the Higher Educational Department of Jilin Province).

The main object is to explore the decision methods in revitalizing the Northeast industrial foundation of China by studying the experience of economics and environmental sustainable development in Norway.

Research Plan For Culture Exchange

research program:

- **Eco-logistics foundation**
To explore the methodology of eco-logistics decision based on life-cycle theory, and illustrate the status of economic and environmental research for finding differences and improving methods.
- **Environmental management analysis**
To analyze the environmental management of logistics system based on reverse and remanufacture logistics theory and different specific cases. The main indicators are eco-efficiency and in-out expenditure.
- **Closed-loop supply chains analysis**
To analyze the manufacturers' economic behavior with POM theory regarding social responsibility, the cost of external environmental costs and other indicators.
- **Environmental effect evaluation and economic evaluation of eco-logistics**
To explore the evaluation index and models in making decisions; and also, we will promote relevant policy and suggestions according to the evaluation results.

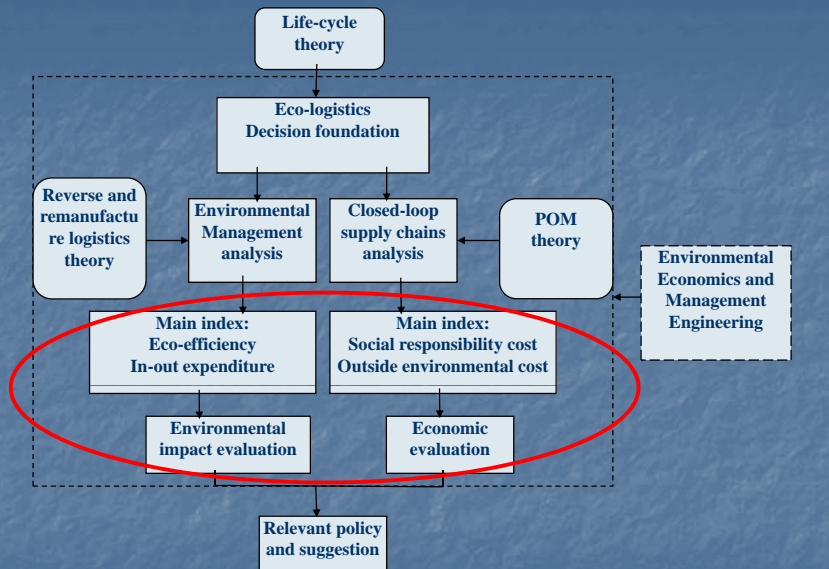


Illustration:



Theoretical basement



Research content



Technology method

Thank you!

Theoretical approaches to CSR

An attempt at mapping a complex terrain

Øivind Hagen

The overload of CSR-litterature:

Search on "CSR":

- Bibsys: 1960-9: 0, 1970-9: 6, 1980-9: 2, 1990-9: 32, 2000-9: 240
- Google scholar:
 - CSR: 158.000 articles
 - TQM: 121.000 articles
 - BPR: 46.000 articles
- A-tekst (Norwegian newspapers)
 - 1998-9: 232, 2000-1: 288, 2002-3: 322, 2004-5: 575, 2006-7: 812

The lack of clarity

- Archie Carroll in 1994:
 - CSR is "... an eclectic field with loose boundaries, multiple membership, and differing training/perspectives; broadly rather than focused, multidisiplinary; wide breadth; brings in a wider range of literature; and interdisciplinary" (Carroll, 1994: 14).
- The Oxford Handbook of Corporate Social Responsibility in 2008:
 - "For a subject that has been studied for so long, it is unusual to discover that researchers still do not share a common definition or core principles, that they still argue what it means to be socially responsible, or even whether firms should have social responsibilities in the first place" (Crane et al., 2008: 4).
 - "Empirical researchers have been similarly unable to agree on the answer to the one question that has dominated CSR research probably more than any other over the past 30 years, which is whether CSR is good for business or not" (Crane et al., 2008: 4).

Why the lack of clarity?

- Litterature overload
- Multidisiplinary nature
- Overlapping concepts and issues
- "Everybody has an opinion about CSR"

Reserach questions

- What approaches to CSR are visible in the litterature?
- What characterizes the approaches?
- Who are leading scholars and the most important litterture?
- What is my method to study these issues?

My approach

- Snowball-approach: one article lead to the next
- What seems to be the significant articles/scholars? Who sets the agenda? Where do scholars publish?
- Google scholar – frequency: how many refer to it
- My general knowledge within the field and organizational theory

Approaches

1. Historical approaches
2. Normative vs. descriptive approaches
3. Geographic/cultural appraoches
4. CSR as an eclectic field
5. Institutional theory
6. Instrumental, political, integrative and ethic approaches

Discussion

- Is CSR a field/diisipline?
- The lack of clarity is a strength rather than a weakness
- Future development
 - More empirical research
 - More research on the link between CSR and innovation
 - More focus on CSR and regulation (particularly in the financial sector)
- Need for more studies on theoretical approaches to CSR