

CSR Research Seminar with Professor Prakash Sethi and Dr. Jouni Korhonen

at NTNU Thursday 13 August

CSR – where ethics meet business practice in the global economy

Organized by CSR Forum NTNU &
Department of Industrial Economics and Technology Management (IØT)

Where: Seminar-room 217 (F5), 1st floor (2. etg.) Gamle Fysikk at Gløshaugen

When: Thursday 13 August, 0930 – 1500, Lunch included.

For registration, please mail oivind.hagen@sintef.no or annik.fet@iot.ntnu.no within 10 August.

0930 – 1000 Opening	Professor Annik Magerholm Fet: Welcome: “CSR research at NTNU”
1000 -1100 Keynote I	Professor Prakash Sethi: Work title: “CSR - The intersect between ethics and economics” (45 min presentation and 15 discussion)
1100 - 1120 PhD-project I	Christofer Skaar: “CSR Reporting in Global Value Chains: a case study of CSR reporting in the Norwegian furniture industry”
1120 - 1140 PhD-project II	Nathalia Vakar: “CSR versus Competitiveness”
1140 – 1200 PhD-project III	Caroline Cheng: “Application of the Hexagonal Balanced Scorecard approach in managing corporate social responsibility in global production systems”
12 - 13	LUNCH
1300 - 1345 Keynote II	Dr. Jouni Korhonen: Work title: “The dominant economics paradigm and corporate social responsibility” (30 min presentation and 15 min discussion)
1345 – 1415 NTNU activities	Professor Edgar Hertwich: ”NTNU’s Industrial ecology programme” (not confirmed)
1415 – 1430 NTNU activities	Dr. Siri Granum Carson: “CSR and business ethics at NTNU's Programme for Applied Ethics”
1430 – 1500 Wrapping up	Professor Annik Magerholm Fet: “Discussion: Future CSR-research at NTNU and common initiatives and collaborations”

About the key-note speakers:

Professor S. PRAKASH SETHI

Dr. Sethi is University Distinguished Professor of Management at the Zicklin School of Business, Baruch College, The City University of New York. He holds a Masters degree from Delhi School of Economics, Delhi University, India, and MBA and Ph.D. degrees from Columbia University, New York.

Dr. Sethi enjoys international recognition as a pre-eminent researcher and scholar in the areas of corporate strategy, international business, corporate social responsibility and accountability, ethical norms of business conduct, sustainable development, human rights, environmental protection, and voluntary codes of corporate conduct. He has done pioneering work in creating and implementing international corporate codes of conduct and global supply-chain management. His field work on issues of corporate social responsibility and related topics spans over three decades in different part of the world, e.g., China, the Czech Republic, India, Indonesia, Malaysia, Russia, Romania, South Africa and Thailand.

Dr. JOUNI KORHONEN

Docent (Adjunct Professor), Academy of Finland Fellow

- Ph.D. 2000, University of Jyväskylä School of Economics and Business Administration: Industrial Ecology. Ph.D. thesis published in November 2000.
- MA. Environmental Policy. University of Tampere. School of Administrative Sciences.1998.
- BA, Environmental Policy. University of Tampere. School of Administrative Sciences.1998.

Dr. Jouni Korhonen is an Academy Fellow, Docent (Adjunct Professor) Research Program Director at Åbo Akademi University (Turku, Finland). Dr. Korhonen is the Editor-in-Chief of Progress in Industrial Ecology (Inderscience Publishers). Dr. Korhonen has served as the Subject Editor (Associate Editor) of Journal of Cleaner Production (Elsevier Science) for six years 2002-2008. He has published over 40 articles on industrial ecology, ecological economics, ecological modernization and social ecology in international scientific journals that apply the referee practice. His Ph.D was published in 2000. Dr. Korhonen has worked as a Visiting Researcher at Harvard University. Dr. Korhonen is the President (together with Professor Richard Welford) of the International Sustainable Development Research Society (www.isdrs.org).

Abstracts PhD-projects:

CSR Reporting in Global Value Chains: a case study of CSR reporting in the Norwegian furniture industry

Christofer Skaar, PhD candidate at NTNU's Department of Industrial Economics and Technology Management - Faculty of Social Sciences and Technology Management

The purpose of my thesis is create a framework for reporting, verifying and aggregating CSR information in value chains based on systems engineering methodology. A case study of environmental and social reporting in the Norwegian furniture industry is being performed as part of the PhD. This study examines how environmental reporting in the form of Environmental Product Declarations is being

expanded to include social aspects such as health aspects in the production and use phases.

CSR versus Competitiveness

Natallia Vakar, PhD candidate at NTNU's Department of Industrial Economics and Technology Management - Faculty of Social Sciences and Technology Management

Despite the fact that CSR has emerged in the center of attention in organizations nowadays, it is still a long way from being in the central stage in corporate strategy. One of the reasons for this is the lack of understanding of the impact CSR has on companies' competitiveness. Although the studies in this field have been significantly developing during last one or two decades, there is still little scientific evidence on how CSR activities influence firms' competitiveness – to contribute to this is the aim of my research.

The central objective of the PhD project lies in developing a methodological framework for evaluation of the impact of CSR on competitiveness of production enterprises operating within global context.

The evaluation of the impact of CSR on enterprises' competitiveness entails the emerge of the following challenging questions:

1. How to thoroughly evaluate enterprises' competitiveness?
2. How can CSR be assessed?
3. The primal one: How can the impact of CSR on competitiveness of enterprises be assessed?
4. Finally, how can companies use CSR as a workable tool to manage their level of competitiveness?

The following approaches and methods will be used to resolve the questions of the research: Literature Review, Concept Mapping; Life Cycle Assessment/Impact Assessment, Multimethod Approach; Systems Engineering, Systems Analysis/Systems Thinking; Case Study Methodology. Case studies will be performed within companies in the textile industry (Devold of Norway) and shipbuilding industry (Ulstein Group) to examine the proposed methodological framework.

Application of the Hexagonal Balanced Scorecard approach in managing corporate social responsibility in global production systems

Caroline Cheng, PhD candidate at NTNU's Department of Industrial Economics and Technology Management - Faculty of Social Sciences and Technology Management

In my Master's thesis, I developed an integrated model based on the Balanced Scorecard and Strategy Map as a possible CSR management system a firm can use to accelerate its CSR activities. Aspects of the model were reviewed using a case study in the Norwegian maritime enterprise, the Ulstein Group. This proposed PhD study intends to focus on empirical studies of maritime enterprises of CSR in practice, examining the business conditions in which a firm devotes and develops its resources - such as financial, managerial, knowledge, processes and relationships - towards CSR, with the aim of finetuning this model towards a process and framework for "operationalising" CSR. Intended methods are multiple company case studies and systems engineering. An action research oriented approach is also being considered if it makes a difference to the quality and results of the project and if it is feasible.