



## JFBS 7th Annual Conference 2017 Sustainable Enterprise: Revisiting an Enterprise Concept

September 7th - 8th, 2017 (Two-day Program)  
5F, No.11 Building, Waseda Campus, Waseda University

### Program Committee

Masaatsu Doi (Hosei University, Japan)  
Gabriel Eweje (Massey University, New Zealand)  
Sarah Jastram (Hamburg School of Business Administration, Germany)  
Jeremy Moon (Copenhagen Business School, Denmark)  
Nobuyoshi Ohmuro (Kyoto Sangyo University, Japan)  
René Schmidpeter (Cologne Business School, Germany)  
Joachim Schwalbach (Humboldt-University of Berlin, Germany)  
Kanji Tanimoto (Waseda University, Japan)

### Program

< 1st Day: 7th September, 2017 >

Time	Program		
10:30-11:30	60min	<b>JFBS Board Meeting (Rm.508)</b>	
11:30-12:00	30min	<b>JFBS Member Meeting (Rm.506)</b>	
12:00-13:00	60min	Registration (5th Floor)	
13:00-13:10	10min	<b>Opening Remarks (Rm.501)</b> Kanji Tanimoto (Japan Forum of Business and Society / Waseda University, Japan)	
13:10-14:40	90min	<b>Keynote Speech (Rm.501)</b>	
		*Jeremy Moon (Copenhagen Business School, Denmark) "Governance for Sustainable Enterprise" *Masaru Terada (President, Terada Honke, Japan) "Way to Sustainable Sake Making :fermentation (発酵する在り方)" 【Chair】Kanji Tanimoto (Waseda University, Japan)	
14:40-14:50	10min	Coffee Break (5th Floor)	
14:50-16:15	85min	<b>Plenary Session 1 (Rm.501)</b> <b>Sustainable Enterprise: Revisiting an Enterprise Concept</b>	
		*Sarah Jastram (Hamburg School of Business Administration, Germany) *Katsuhiko Kokubu (Kobe University, Japan) *Jeremy Moon (Copenhagen Business School, Denmark) *Joachim Schwalbach (Humboldt-University of Berlin, Germany) *Masaru Terada (President, Terada Honke, Japan) 【Chair】René Schmidpeter (Cologne Business School, Germany)	
16:15-16:30	15min	Coffee Break (5th Floor)	
16:30-18:00	90min	<b>Breakout Session Organized 1 (Rm.506)</b> <長寿企業から学ぶ「企業」像> (Sustainable Business Model: Lesson from Long-running Companies) ・河崎保徳(ロート製薬東京支社広報・CSV推進部長) ・新田見篤(イトーキョーソリューション開発本部Ecoソリューション開発室課長) ・原良憲(京都大学) 【司会】大室悦賀(京都産業大学)	<b>Session 1 (CFP) (Rm.502)</b> <Sustainable Management(1)> 1. Naomi Wakayama, The University of Tokyo, Japan "Synergy-Creating Dynamics of Business-Society Interactions:The Case of Starbucks versus Ethiopia" 2. Rebecca Chunghee Kim, Ritsumeikan Asia Pacific University, Japan Akira Saito, Chuo University, Japan Avvari V. Mohan, Nottingham University Business School, Malaysia "How Creating Shared Value(CSV) Meets Asian Values?: A Dialogue in Asia and Direction for Future Research" 3. Kentaro Azuma, Ritsumeikan University, Japan "Corporate Philanthropic Disaster Response in Japan" 【Chair】Sarah Jastram (Hamburg School of Business Administration, Germany)
		<b>Session 2 (CFP) (Rm.503)</b> <Law and Sustainable Corporation> 1. Jingchen Zhao, University of Leeds, UK "Board Accountability and the Regulation of Corporate Social Responsibility" 2. 池内博一(大阪電気通信大学) 「民法改正と企業経営への影響」 3. 古村久(京都産業大学) 日本企業のガバナンス改革一導入支援の現場から 【Chair】Katsuhiko Kokubu (Kobe University, Japan)	
18:00-18:30	30min	Break	
18:30-20:00	90min	Welcome Reception (at Restaurant Mori no Kaze, Waseda Campus)	

<2nd Day: 8th September, 2017>

Time		Program		
9:00-10:30	90min	<b>Breakout Session Organized 2 (Rm.506)</b> <サステナビリティと地域金融の在り方> (Sustainability and Community Finance) ・江上広行(電通国際情報サービス金融ソリューション事業部VCFエバンジェリスト) ・菊地紀元(全国信用協同組合連合会総合企画部総合企画課長) ・和田裕介(日本政策金融公庫国民生活事業融資企画部ソーシャルビジネス支援グループグループリーダー) ・藤井良広(環境金融研究機構理事) 【司会】山本利明(大阪電気通信大学)	<b>Session 3 (CFP) (Rm.502)</b> <Social Business Model> 1. Daniel del Barrio-Alvarez, So Morikawa, and Hiroshi Komikado, The University of Tokyo, Japan "Business Models and Social Value Creation Through Electricity Access Projects" 2. Daniel McFarlane, Thammasat University, Thailand "Enterprise Sensemaking Practices and Social Sustainability: Lessons from the Marketing of Mobile Networks in Cambodia." 3. 芳賀和恵(文京学院大学) 「地域の持続性に資する組織形態の特徴と持続的適応性:ドイツにおける組織の変遷を中心に」 【Chair】Philippe Debroux (Soka University, Japan)	<b>Session 4 (CFP) (Rm.503)</b> <Finance and Non-finance> 1. Pyemo N. Afego, Kyushu University, Japan "Short-Term Capitalism vs Sustainable Capitalism: A Review and Research Agenda" 2. Mei-Chen Lin and Hsiang-Lin Chih, National Taipei University, Taiwan "On the Peer Effects of Corporate Social Responsibility" 3. Yi-Cheng Shih and Wei-Chung Yu, National Taipei University, Taiwan "The Relationship between CSR and CFP under Market Attention" 【Chair】René Schmidpeter (Cologne Business School, Germany)
10:30-10:50	20min	Coffee Break (5th Floor)		
10:50-12:20	90min	<b>Breakout Session Organized 3 (Rm.506)</b> <ソーシャル・ビジネスの組織戦略> (Organization Strategy for Social Business) ・鳥居希(バリューブックス取締役) ・米澤旦(明治学院大学) ・土肥将教(法政大学) ・大室悦實(京都産業大学) 【司会】金井一頼(大阪商業大学)	<b>Session 5 (CFP) (Rm.502)</b> <Sustainable Business> 1. Zara Berberyan and Sarah Jastram, Hamburg School of Business Administration, Germany Barry A. Friedman, State University of New York, USA "Drivers and Obstacles of Ethical Fashion Consumption" 2. 井上直美(日本貿易振興機構アジア経済研究所) 「フィリピンにおける企業・地域社会パートナーシップを通じた共通価値の創造に関する一考察」 【Chair】Kazue Haga (Bunkyo Gakuin University, Japan)	<b>Session 6 (CFP) (Rm.503)</b> <Sustainable Management (2)> 1. Giang Nguyen Ngo, Eastern International University, Vietnam Tapan Sarker, Griffith University, Australia "The Impacts of Supplier Development Practices on Improving Sustainability of the Supply Chain: A Case Study of Vietnam's Aquaculture Sector" 2. Tobias Bielenstein, Branding-Institute, Germany "Single-handed or in a Multi-stakeholder Environment? Business' View on Governance-Structures to Provide CSR-related Standards and Certification" 3. 遠藤直見(国際社会経済研究所) 「マテリアリティ(持続可能な経営における重要課題)についての考察」 【Chair】Makoto Fujita (Waseda University, Japan)
12:20-13:20	60min	Lunch		JFBS Board Meeting (Rm.508)
13:20-14:50	90min	<b>Breakout Session Organized 4 (Rm.506)</b> <サステナブル・ビジネスモデルの構築> (Development of Sustainable Business Model) ・惣利利紀子(公文教育研究会社長室調査企画チームリーダー) ・阿部哲也(IKEUCHI ORGANIC代表取締役社長) ・土肥将教(法政大学) 【司会兼パネリスト】藤田祐一(一橋大学)	<b>Session 7 (CFP) (Rm.502)</b> <Sustainable Reporting> 1. Chi-Jui Huang, National Taipei University, Taiwan "Does Materiality in Sustainability Reporting Matter for Financial Performance?" 2. Tapan Sarker, Griffith University, Australia Giang Nguyen Ngo, Eastern International University, Vietnam "Links between Corporate Environmental Responsibility (CER) Reporting and Sustainable Development: Evidence from Indonesian Forestry and Plantation Sectors" 【Chair】Hsiang-Lin Chih (National Taipei University, Taiwan)	<b>Session 8 (CFP) (Rm.503)</b> <Working Condition> 1. Forhad Hossain and Sk Rokib Hussein, LBS Management Consultancy, Bangladesh "Employer Perspectives on Hiring People with Disabilities: A Comparative Study of Bangladesh and Japan" 2. Hoang Dinh Nguyen and Hau Do Thi Kim, Eastern International University, Vietnam "Psychological Contract Consequences: The Relations of Psychological Contract Features with Perceived Breach and Organisational Citizenship Behaviour" 3. Kazi Mozaher Hossein, Fumihiko Yokota, and Ashir Ahmed, Kyushu University, Japan "ICT Based Social Service Delivery Model to Reduce Poverty Penalty" 【Chair】Yoshitaka Okada (Tokyo International University, Japan)
14:50-15:10	20min	Break (5th Floor)		
15:10-15:40	30min	<b>Special Session (Rm.501)</b> <b>CSR Made in Germany</b> ・Joachim Schwalbach (Humboldt-University of Berlin, Germany) 【Chair】 Kanji Tanimoto (Waseda University, Japan)		
15:40-15:45	5min	Break (5th Floor)		
15:45-16:55	70min	<b>Plenary Session 2 (Rm.501)</b> <b>Wrap-up Session: Sustainable Enterprise: Revisiting an Enterprise Concept</b> ・Kazuyori Kanai (Osaka University of Commerce, Japan) ・Nobuyoshi Ohmuro (Kyoto Sangyo University, Japan) ・Yuichi Washida (Hitotsubashi University, Japan) ・Toshiaki Yamamoto (Osaka Electric-Communication University, Japan) 【Chair】René Schmidpeter (Cologne Business School, Germany)		
16:55-17:05	10min	<b>Closing Remarks (Rm.501)</b> ・Kanji Tanimoto (Japan Forum of Business and Society / Waseda University, Japan) ・Joachim Schwalbach (Humboldt-University of Berlin, Germany)		
17:05-18:05	60min	Farewell Drinks (5th Floor)		