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JAPAN FORUM OF BUSINESS AND SOCIETY
(JFBS)

HUMBOLDT-UNIVERSITY BERLIN INTERNATIONAL CSR CONFERENCES
(HU CSR)

JAPANESE-GERMAN CENTER BERLIN
(JDZB)

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JAPAN FORUM OF BUSINESS AND SOCIETY (JFBS)

c/o : TANIMOTO OFFICE, SCHOOL OF COMMERCE, WASEDA UNIVERSITY,
1-6-1 NISHIWASEDA, SHINJYUKU-KU, TOKYO 169-8050 JAPAN

URL : <http://j-fbs.jp/>
TEL & FAX : +81-3-3203-7132
EMAIL : info@j-fbs.jp



JAPAN FORUM OF BUSINESS AND SOCIETY (JFBS)

HUMBOLDT-UNIVERSITY BERLIN INTERNATIONAL CSR CONFERENCES (HU CSR)

JAPANESE-GERMAN CENTER BERLIN (JDZB)

THE INTERNATIONAL JOINT CONFERENCE

JFBS第3回年次大会

CSR & CORPORATE GOVERNANCE

19 - 20 SEPTEMBER, 2013

NO. 8 BUILDING, WASEDA CAMPUS, WASEDA UNIVERSITY, TOKYO



WE ARE PLEASED TO INVITE YOU TO TOKYO FOR THE INTERNATIONAL JOINT CONFERENCE WHERE WE WILL ENGAGE IN CONVERSATION ABOUT CSR AND CORPORATE GOVERNANCE.

HOW IS CORPORATE SOCIAL RESPONSIBILITY (CSR) UNDERSTOOD AND MANAGED IN BUSINESS ORGANIZATIONS AND HOW IS IT PART OF 'GOOD' CORPORATE GOVERNANCE? IT IS ACKNOWLEDGED THAT CSR SHOULD BE INCORPORATED INTO THE MANAGEMENT PROCESS AND CSR IS CLEARLY PART OF MANAGEMENT STRATEGIES AND BUSINESS PLANS. BUSINESS ADDRESSES CSR AS PRACTICAL MANAGEMENT ISSUE, AND IMPLEMENTS AND CONTROLS IT. EXECUTIVES NEED TO GOVERN THE MANAGEMENT PROCESS RESPONDING TO VOICES AND INTERESTS OF THE RELATED STAKEHOLDERS. IT IS SIGNIFICANT TO CONSIDER THE INTERDEPENDENCE BETWEEN CORPORATE GOVERNANCE AND CSR. IN THE JOINT CONFERENCE, WE WILL DISCUSS THE RELATIONSHIP BETWEEN CSR MANAGEMENT AND CORPORATE GOVERNANCE.

THE CONFERENCE IS HOSTED BY THREE ORGANIZATIONS: JAPAN FORUM OF BUSINESS AND SOCIETY (JFBS), HUMBOLDT-UNIVERSITY BERLIN INTERNATIONAL CSR CONFERENCES (HU CSR), AND JAPANESE-GERMAN CENTER BERLIN (JDZB).

IT IS THE 3RD ANNUAL CONFERENCE FOR JFBS, AND WE ARE EXCITED THAT IT BECAME SUCH A GLOBAL AND MULTI-SECTORAL CONFERENCE. DURING THE TWO-DAY PROGRAM, THERE ARE 7 ORGANIZED SESSIONS WITH PANELS, AND 14 BREAKOUT SESSIONS WITH PRESENTERS BASED ON THE CALL FOR PAPERS. SCHOLARS AND PRACTITIONERS FROM BUSINESS, NGOs, AND CONSUMER/LABOR GROUPS GATHER FROM ALL OVER THE WORLD.

WE ALSO ARE PLEASED TO HOLD THE DOCTORAL WORKSHOP PRECEDING THE CONFERENCE. PHD CANDIDATES HAVE A UNIQUE POSSIBILITY TO PRESENT AND DISCUSS THEIR RESEARCH PROJECTS IN THE FIELDS OF CSR MANAGEMENT AND GOVERNANCE IN AN INSPIRING ACADEMIC COMMUNITY.

WE HOPE THE CONFERENCE WILL BE AN EXCITING OPPORTUNITY FOR DISCUSSION AND NETWORKING.

LAST BUT NOT LEAST, WE WOULD LIKE TO GIVE SPECIAL THANKS TO ALL SPONSORS, SUPPORTER, AND PARTNERS.



KANJI TANIMOTO

SCHOOL OF COMMERCE,
WASEDA UNIVERSITY, JAPAN
PRESIDENT OF JAPAN FORUM OF BUSINESS AND SOCIETY



JOACHIM SCHWALBACH

INSTITUTE OF MANAGEMENT,
SCHOOL OF BUSINESS AND ECONOMICS
HUMBOLDT-UNIVERSITÄT ZU BERLIN, GERMANY



JAPAN FORUM OF BUSINESS AND SOCIETY (JFBS) IS A NEW ACADEMY, FOUNDED IN 2011, WHICH AIMS TO CONDUCT ACADEMIC RESEARCH/DISCUSSION UPON BUSINESS IN SOCIETY AND DEVELOP HUMAN RESOURCES WITH ENCOURAGING BROAD COOPERATION AMONG ACADEMIA, INDUSTRY, GOVERNMENT, LABOR AND NPO/NGO AS WELL AS COLLABORATION WITH RELATED ENTITIES IN AND OUT OF JAPAN.



HUMBOLDT UNIVERSITY INTERNATIONAL CSR CONFERENCE (HU CSR) WAS INITIATED IN 2004 AND HAS BEEN ORGANIZED AS THE SERIES OF INTERNATIONAL CSR-CONFERENCES, MAINLY FOCUSING ON "INTERNATIONAL MANAGEMENT", "CORPORATE GOVERNANCE" AND "CORPORATE SOCIAL RESPONSIBILITY". THE CONFERENCE IS HELD EVERY OTHER YEAR IN BERLIN, GERMANY. ITS MISSION IS ADVANCING THE RESEARCH IN THE AREA OF CSR, FOSTERING AN INTERNATIONAL EXCHANGE BETWEEN ACADEMIA AND BUSINESS PRACTICE, AND INTEGRATING CSR INTO THE ECONOMIC CURRICULUM.



JAPANESE GERMAN CENTER BERLIN (JDZB) WORKS FOR GERMAN-JAPANESE AND INTERNATIONAL EXCHANGE INCLUDING SPECIALISTS' CONFERENCES, CULTURAL EVENTS, LANGUAGE COURSES, EXCHANGE PROGRAMS, A LIBRARY AND REGULAR HOUSE PUBLICATIONS.

INTERNATIONAL JOINT CONFERENCE PROGRAM: 1ST DAY (SEPTEMBER 19, 2013)

PROGRAM (HONORIFICS OMITTED)			
TIME	55 min	30 min	30 min
10:30	Board Meeting	Rm. 401	Breakout Session (CFP) 3
11:30	JFBS Member Meeting	Rm. 312	CSR in Emerging Countries
12:00	Registration		Chair: Yamamoto, Toshiaki (Osaka Electro-Communication University, Japan)
13:00	OPENING REMARKS	Rm. B107	Mizobata, Satoshi (Kyoto University, Japan)
13:15	<ul style="list-style-type: none"> Tanimoto, Kanji (Professor, School of Commerce, Waseda University/President of Japan Forum of Business and Society, Japan) Bosse, Friederike (Secretary General, Japanese-German Center Berlin, Germany) 	Rm. B107	"Corporate Social Responsibility in Russia and Comparative Analysis Perspective"
13:45	KEYNOTE SPEECH		Zhe, Ru (Minzu University of China, China)
14:00	<p>CSR and Corporate Governance</p> <p>English/Japanese (Simultaneous Interpretation)</p> <p>Schwalbach, Joachim (Professor, Institute of Management, Humboldt-Universität zu Berlin, Germany)</p> <p>PLENARY SESSION I</p> <p>CSR and Corporate Governance: Comparative Study of European Companies and Japanese</p> <p>English/Japanese (Simultaneous Interpretation)</p> <ul style="list-style-type: none"> Blechinger-Talcott, Verena (Professor of Japanese Politics and Political Economy, Free University of Berlin, Germany) Kinoshita, Masayuki (Representative Director, Senior Executive Managing Officer, MITSUI & CO., LTD., Japan) Ogasawara, Takahiro (Chief Corporate Responsibility Officer, AXA Life Insurance Co., Ltd., Japan) Schmitz-Hoffmann, Carsten (Director of the Business Unit Private Sector Cooperation, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, Germany) Tanimoto, Kanji (Professor, School of Commerce, Waseda University, Japan) [Chair] Jackson, Gregory (Professor, School of Business & Economics, Free University of Berlin, Germany) 	Rm. B107	Humbert, Marc (University of Rennes, France)
15:40	Coffee Break		"The Specific Historical Status of the Firm in the Japanese Society"
16:10	Breakout Session (Organized) I	Rm. B107	
17:10	Corporate Governance of Japanese Companies		
17:50	Break		
18:30	Welcome Reception (Rihga Royal Hotel Tokyo)		

INTERNATIONAL JOINT CONFERENCE PROGRAM: 2ND DAY (SEPTEMBER 20, 2013)

TIME		PROGRAM (HONORIFICS OMITTED)			
		Breakout Session (Organized) 2 Rm. 312	Breakout Session (CFP) 4 Rm. 311	Breakout Session (CFP) 5 Rm. 310	Breakout Session (CFP) 6 Rm. 309
9:00	100 min	Compliance and Strategic Choice (English only) ----- • Era, Akitsugu (Vice President, BlackRock Japan, Japan) • Hemming, Herbert (President and Representative Director, Bosch Japan, Japan) • Saito, Kiyomi (President, JBond Totan Securities, Japan) • Sato, Fumitoshi (Managing Director, Horiba, Japan) • Seki, Masao (Managing Director, Sampo Japan Environmental Foundation/Senior Advisor CSR, Sampo Japan/Associate Professor, Meiji University Management School, Japan) • [Chair] Sakuma-Keck, Kyoko (Senior Researcher, SBS-EM, Free University of Brussels, Germany)	CSR and Corporate Governance I Chair: Debroux, Philippe (Soka University, Japan) Meyer, Nora (Witten/Herdecke University, Germany) "Analysing the Micro Foundations of Corporate Social Responsibility: Implications for New Corporate Governance Mechanisms" Bielenstein, Tobias (Branding-Institute, Germany) "Going Hybrid" – How Does the Business Case Have Influence on the Development of Strategic CSR Norms in Corporations? A Case Study About the Japanese Pharmaceutical Corporation Daiichi Sankyo"	CSR and Education Chair: Blechinger-Talcott, Verena (Free University of Berlin, Germany) Schulte, Frank P. (FOM University of Applied Sciences, Germany), Heinemann, Stefan (FOM University of Applied Sciences, Germany) and Gerholz, Karl-Heinz (University of Paderborn, Germany) "Will I Learn What's Morally Right to Do in Business? Preliminary Results of the Development of a Short Scale to Assess the Expected Academic Acquisition of Ethical Competency" Gerholz, Karl-Heinz (University of Paderborn, Germany) and Heinemann, Stefan (FOM University of Applied Sciences, Germany) "How is CSR Managed in Universities? – An Empirical Case Study on CSR Activities at German Universities"	CSR of Japanese CompaniesII (in Japanese) Chair: 在間 敬子 (京都産業大学) 高橋 勲徳 (首都大学東京) 「持続可能な観光（エコツーリズム）に関する法制度と 社会企業家の戦略的行為： 産間味村におけるダイバーシタス・ポーツとサンゴ礁保全活動の事例を通じて」 石黒 智朗 (首都大学東京・院) 「CSR に基づく戦略的サステイナビリティイノベーション – トヨタ自動車によるプリウスの開発・普及の事例を通じて」 金井 司 (三井住友信託銀行株式会社), 阿部和彦 (プライスウォーター・ハウスマーシャル・トーマス・コopers AG, 株式会社)「自然資本評価型環境格付融資の開発及び実施 (ケーススタディ)」
10:00	20 min		Break		
10:40	100 min	Breakout Session (Organized) 3 Rm. 312 Supply Chain Management (English only) ----- • Aicken, Alan (Vice President and Chief Sustainability Officer, Huawei Technologies, China) • Barter, Nick (Senior Lecturer, Asia-Pacific Centre for Sustainable Enterprise, Griffith University, Australia) • Okada, Yoshitaka (Professor, Faculty of Liberal Arts, Sophia University, Japan) • Suzuki, Hitoshi (President, Institute for International Socio-Economic Studies, Japan) • [Chair] Kokubu, Katsuhiko (Professor, Graduate School of Business Administration, Kobe University, Japan)	Breakout Session (CFP) 7 Rm. 311 CSR and Corporate Governance II Chair: Lee, Sam Yoonsuk (Nyenrode Business Universiteit, China) Baber, Will (Kyoto University, Japan), Schlunze, Rolf (Ritsumeikan University, Japan), Ji, Weiwei (Jinan University, China) "Co-leadership in Corporate Governance: A Practical Model Forged in Japan" Bustamante, Silke (Berlin School of Economics and Law, Germany) "Corporate Governance: Integrative Element of CSR?" Bustamante, Silke (Berlin School of Economics and Law, Germany) "Corporate Governance: Integrative Element of CSR?"	Breakout Session (CFP) 8 Rm. 310 Responsible Investment Chair: Jiang, Wanjun (Peking University, China) Chih, Hsiang-Lin (National Taipei University, Taiwan), Chiu, Tzu-Kuan (National Central University, Taiwan) and Chiu, Jia-Mei (National Taipei University, Taiwan) "Socially Responsible Investing and Short-termism in Capital Markets" Albrecht, Patrick (PricewaterhouseCoopers Aarata, Japan) and Greenwald, Christopher (RobecoSAM AG, Switzerland) "Financial Materiality of Sustainability: The Japanese Context" Biehl, Christoph F. (University of St Andrews, UK), F., Hoepner A.G., F., Solomon J., and T., Hayashi "Responsible and Conventional Equity Funds in Japan: Differences in Return and Investment Style, and Diversification."	Breakout Session (CFP) 9 Rm. 309 CSR and Communication Chair: Anemiya, Hiroshi (Corporate Citizenship, Japan) Simkhada, Prapuja Pokhrel (Tribhuvan University, Nepal) "Corporate Social Responsibility Perspective of Employees Working at Nepalese Banking and Insurance Sector" Valentine, Sean (University of North Dakota, USA) and Godkin, Lynn (Lamar University, USA) "Corporate Social Responsibility, Value-Based Commitment, and Turnover Intention" Eweje, Gabriel and Brunton, Margaret (Massey University, New Zealand) "Back to Basics: Communicating CSR/Sustainability to Internal Stakeholders"

TIME		PROGRAM (HONORIFICS OMITTED)			
		Breakout Session (CFP) 11 Rm. 311	Breakout Session (CFP) 12 Rm. 310	Breakout Session (CFP) 13 Rm. 309	Breakout Session (CFP) 14 Rm. 312
12:40	60 min	Lunch			
13:40	100 min	Breakout Session (CFP) 11 Rm. 311 CSR of SMEs Chair: Debroux, Philippe (Soka University, Japan) Fan, Yanyan, Lo, Carlos Wings-Hung and Ni, Na (Hong Kong Polytechnic University, Hong Kong) "Does Non-instrumental Motivation Matter in Using Strategic CSR to Build Brand?" Rayman-Bacchus, Lez (London Metropolitan University, UK) and He, Zheng (University of Electronic Science and Technology of China, China) "Corporate Responsibility among SMEs in Clusters: the Role of Stakeholder Networks" Reyes, Jorge and Iturbide, Laura (Anahuac University, Mexico) "Corporate Social Responsibility Implementation in Mexican Small and Medium Enterprises"	Breakout Session (CFP) 12 Rm. 310 Stakeholder Management Chair: Barter, Nick (Griffith University, Australia) Rotter, Julia Patricia and Mark-Herbert, Cecilia (Swedish University of Agricultural Sciences, Sweden) "Exploring the Link Between Corporate Social Responsibility and Corporate Governance in Food Retail - The Case of Tiger Shrimp" Kubo, Katsuyuki and Viet, Phan Huu (Waseda University, Japan) "Political Connection, Behavior and Performance at Firm Level: An Empirical Research from a Transition Economy"	Breakout Session (CFP) 13 Rm. 309 Managing CSR Chair: Adams, Carol (Monash University/Integrated Horizons, Australia) Cravenna, Bianca and Bartels, Frank L. (United Nations Industrial Development Organization, Austria) "Assessing the Influence of the United Nations Norms on Corporate Social Responsibility (CSR): The Case of Mexico" Bustamante, Silke (Berlin School of Economics and Law, Germany) and Groznaya, Elena (Germany) "CSR in Japan as Cultural Construct. Cultural Embeddedness of CSR-related Expectations and Practices in Japan" Elgergeni, Siham, Khan, Nadeem and Kakabadse, Nada K. (University of Northampton, UK) "The Impact of Ownership Structure on Corporate Social Responsibility"	Breakout Session (CFP) 14 Rm. 312 CSR of Japanese Companies III Chair: Tanimoto, Kanji (Waseda University, Japan) Lee, Sam Yoonsuk (Nyenrode Business Universiteit, China), Ramasamy, Bala (China Europe International Business School, China) and Rhee, Jay Hyuk (Korea University Business School, Korea) "The CSR of Japanese MNCs in China" Kusumoto, Minoru (University of London, UK), Vasquez, Diego (University of London, UK) and Okubo, Kazutaka (Ernst and Young Japan, Japan) "The Role of Expatriates in the Formation of Integrated Japanese CSR" Eweje, Gabriel (Massey University, New Zealand) "CSR in Japan: An Empirical Paper"
15:20	20 min	Break			
15:40	100 min	Plenary Session 2 CSR and Corporate Governance: Integrated Report English/Japanese (Simultaneous Interpretation) ----- • Adams, Carol (Director, Integrated Horizons/ Professor, Monash Sustainability Institute, Monash University, Australia) • Aicken, Alan (Vice President and Chief Sustainability Officer, Huawei Technologies, China) • Jiang, Wanjun (Associate Professor, Guanghua School of Management, Peking University, China) • Tomita, Hidemi (Lloyd's Register Quality Assurance Limited/Chair, GRI Multi-stakeholder Committee, Japan) • (to be decided, Business Sector in Japan) • [Chair] Schwalbach, Joachim (Professor, Institute of Management, Humboldt-Universität zu Berlin, Germany)			
17:20	60 min	Farewell Drinks			

PROGRAM COMMITTEE

THE PROGRAM COMMITTEE MEMBERS SERVED AS REVIEWERS OF THE SUBMITTED PAPERS TO BOTH THE JOINT CONFERENCE AND DOCTORAL WORKSHOP.

IN ADDITION, THEY SERVE AS SPEAKERS/CHAIRS FOR THE JOINT CONFERENCE, AND MODERATE THE DOCTORAL WORKSHOP TO PROVIDE CONSTRUCTIVE FEEDBACKS TO PHD STUDENTS.

- JOACHIM SCHWALBACH (HUMBOLDT-UNIVERSITY OF BERLIN, GERMANY)
- NICK BARTER (GRIFFITH UNIVERSITY, AUSTRALIA)
- WANJUN JIANG (PEKING UNIVERSITY, CHINA)
- GREGORY JACKSON (FREE UNIVERSITY OF BERLIN, GERMANY)
- MASARU YARIME (UNIVERSITY OF TOKYO, JAPAN)
- KANJI TANIMOTO (WASEDA UNIVERSITY, JAPAN)

企業と社会フォーラム編『持続可能な発展とイノベーション』
(企業と社会シリーズ2)

- I 序論
- II 特集論文
- III 持続可能な発展をもたらすイノベーション
- IV 日本の企業社会とイノベーション
- V 特別論文
- VI 投稿論文(査読付)

2013年9月1日発行、千倉書房刊



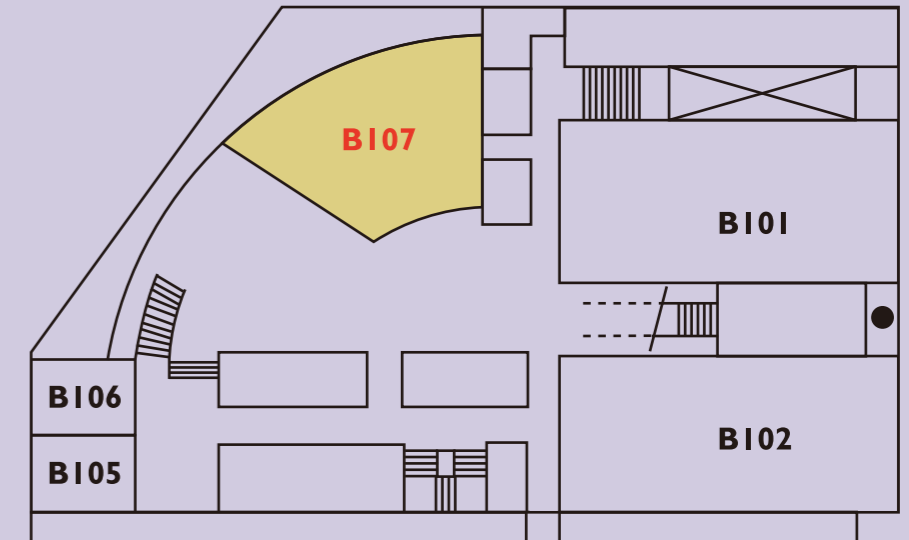
THE CONFERENCE WEBSITE

http://j-fbs.jp/annualconf_2013.html (日本語)

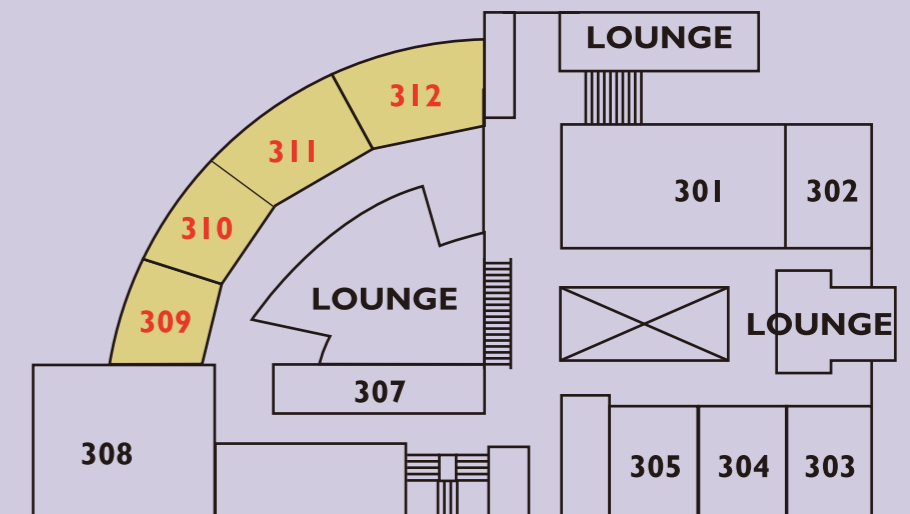
http://j-fbs.jp/annualconf_2013_en.html (English)

REGISTERED PARTICIPANTS CAN DOWNLOAD RESUMES/POWERPOINTS OF THE CONFERENCE SPEAKERS, WITH USER ID AND PASSWORD, FROM THE ABOVE WEBSITES. (THE ID AND PASSWORD ARE TO BE VALID UNTIL OCTOBER 31, 2013.)

•ROOM. B107 ON THE BASEMENT FLOOR



•ROOM. 309, 310, 311 AND 312 ON THE THIRD FLOOR



•ROOM. 411 ON THE FOURTH FLOOR

