

**Global Conference on  
Corporate Social Responsibility (CSR) and  
Globalization**

April 13, 2012  
Korea University Business School

Organizer

Asian Business Center  
Korea University Business School  
Seoul, Korea

## Preface

Corporate social responsibility (CSR) has been attracting increasing attention from the popular and business media. Popular business magazines including *Business Week* and *Economist* have produced a significant number of stories and articles related to CSR. Such public focus on CSR poses tremendous challenges for multinational corporations (MNCs). Being very visible targets for policy-makers and non-governmental organizations, MNCs are under great pressure to become more socially responsible. As such popular terms as 'pollution havens' and a 'race to the bottom' indicate, however, 'doing well by doing good' on a global basis is not as easy as one might expect.

The extent of being socially responsible may significantly vary along a continuum ranging from the most reactive postures to the most proactive ones. In other words, being socially responsible can be perceived as a strategic alternative. From the MNCs' point of view, however, the real challenge is how to capitalize on their CSR practices. Even though each MNC can internally conduct its own CSR evaluation, an external evaluation based on common criteria and indicators may result in more objective results. Based on such external evaluation results, MNCs can understand their current status compared to their peers. External evaluation results also enable stakeholders to identify the extent to which MNCs are socially responsible not only in home countries but also in host countries including emerging or underdeveloped ones.

This one day conference will focus on the theme of "Corporate Social Responsibility (CSR) and Globalization" with three sessions: (1) CSR as a Global Strategy, (2) CSR in Practice, and (3) How to Assess and Improve CSR.

The conference will bring together distinguished experts and professionals in CSR. It will provide a great opportunity for researchers and students to establish relationships with CSR experts and to deepen their potential commitment to the professional development in the field of CSR.

I would like to express my gratitude to all speakers and discussants for contributing to the conference and sharing their insights with other participants. The financial support by the Institute for Business Research and Education and the Asian Business Center at Korea University Business School is gratefully acknowledged.

I wish you a very pleasant and memorable stay in Korea.

Jay Hyuk Rhee  
Professor of IB/Strategy  
Director of Asian Business Center  
Korea University Business School

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LG-POSCO Hall, Room 530  
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9:00 – 9:30     *Registration*

9:30 – 9:45     Welcome Address  
Jin Kyu Lee (Dean, Korea University Business School)

9:45 – 10:15   Keynote Speech

**Globalization and Sustainability: From Corporate Responsibility to Sustainable Enterprise**

Gilbert Lenssen (President of European Academy of Business in Society)

10:15 – 10:45   Keynote Speech

**CSR's Importance towards Country Reputation**

Kyoung-Ha Woo (Director General for Bilateral Trade Affairs, Ministry of Foreign Affairs and Trade (MOFAT), Republic of Korea)

10:45 – 11:15   *Coffee Break*

11:15 – 12:45   Session 1: CSR as a Global Strategy

**Chair:** David Bevan (Professor, Senior Research Fellow, Centre for Leadership and Responsibility, China Europe International Business School)

**CSR from the Economics Side: Does It Make Sense?**

Bala Ramasamy (Professor, China Europe International Business School)

**CSR and MNC Competitiveness**

Jay Hyuk Rhee (Professor and Director of Asian Business Center, Korea University Business School)

**CSR in Asia: Trends and Needs**

Frankie Roman (Professor, Asian Institute of Management)

12:45 – 2:00      *Lunch: Multifunction Room, 6<sup>th</sup> floor*

2:00 – 3:30      Session 2: CSR in Practice

**Chair:** Angela Joo-Hyun Kang (Founder and Executive President, Global Competitiveness Empowerment Forum (GCEF))

**CSR as a Gateway to Asian Markets: Recent Cases and Implications for MNCs**

Rebecca Chung-Hee Kim (Professor, University of Nottingham, Malaysia)

**New Phase of CSR in Japan: Corporate Volunteer, Corporate Governance, Guidelines**

Hiroshi Amemiya (Lecturer, Meiji University; CEO of Corporate Citizenship Japan Limited)

**Cases from Korea**

Jong-Dae Kim (Professor, Inha University, Director, Sustainability Management Research Institute)

3:30 – 4:00      *Coffee Break*

4:00 – 5:30      Session 3: How to Assess and Improve CSR

**Chair:** Jungbien Moon (Professor, Korea University Business School)

**CSR in the East Asian Context**

Wonjae Lee (President, Hankyoreh Economic Research Institute)

**Samsung Electronics CSR Strategy and Practice**

Mijoo Syn (Research Fellow, Samsung Economic Research Institute)

**Fortune China CSR Ranking 2012: Analyses and Trends in China**

Sam Yoon Suk Lee (CEO, InnoCSR)

6:00 –              *Dinner: Multifunction Room, 6<sup>th</sup> floor*