

KUBS-ABIS Global CSR Conference

"The Role of Corporate Sustainability in Asian Development"

- Host: Asian Business Center at Korea University Business School (KUBS)
- Co-Host: The Academy of Business in Society (ABIS)
- Date: 29th-30th November, 2013
- Venue: Korea University, Seoul, Korea

Dear Professors and other faculty members,

You are invited to submit an expression of interest to participate in the KUBS-ABIS Global CSR Conference, which will be held on 29th-30th November, 2013 in Seoul, Korea. Co-hosted by the Asian Business Center of Korea University and the Academy of Business in Society (www.abis-global.org), the conference aims to bring interested academics together to share and discuss research on the role of corporate sustainability in the development of the region. The conference also aims to share best-practices and corporate sustainability solutions beyond the conference audience by compiling selected case studies, written by the invited academics for the conference, into a book for global publication.

Asian Business Center at Korea University Business School (ABC), founded in 1955, aims at thoroughly analyzing Asian countries, which are newly emerging as important markets as well as prominent global trends. The goal of the ABC is to collect a wealth of professional knowledge on regional corporate activities and economies of major countries in Asia and subsequently, to provide valuable advice on the strategic decision-making process of corporations and countries.

Academy of Business in Society (ABIS), launched in 2002, is a unique growing alliance of currently more than 130 companies, business schools, academic institutions and other stakeholders, committed to integrating business in society issues into the heart of business theory and practice around the globe. It is increasingly viewed as a reference point for corporate responsibility knowledge development and learning.

The conference will bring together companies operating in Asia and academics from around the world. In accordance with the theme, academics are invited to write an academic case study on pre-selected companies, analyzing their sustainability initiatives and/or strategy, and discussing how it has contributed to Asia's sustainable development.

Interested writers are encouraged to notify the event committee as soon as possible, and the Asian Business Center of Korea University and ABIS will then select the authors based on experience and expertise. Academicians will have a chance to meet with the companies initially on the second day of the conference and will be given an additional six months to submit the written academic case and teaching notes. Final cases will be co-copyrighted between the academic institute of the writer and ABIS, and the final book will be co-edited by two host organizations as well as a reputable publisher (tbc).

The hosts will cover travel expenses of the academics who are chosen to write the cases and attending the conference but there will be no remuneration for the case writing.

Each applicant who wants to submit an Expression of Interest should send the CV, including the list of publications to Ms. Jeena Park at jeena.park@abis-global.org by 11 October, 2013.

Sincerely,

Prof Jay Hyuk Rhee (Director of Asian Business Center, Korea University Business School)
Dr Gilbert Lenssen (President of Academy of Business in Society)

Co-Sponsors

The Institute for Business Research Education at Korea University Business School, KOTRA, Chosun Daily

Supporting Think-Tanks:

Samsung Economic Research Institute, LG Economic Research Institute, POSCO Research Institute, Hyundai Motors Research Institute

Supporting Academies (Korea Domestic/Asia):

Academy of International Business, Academy of International Management and Business, Academy of Business Strategy, Academy of Business Ethics & Sustainable Development

Supporting Government Agencies (Korea):

Ministry of Foreign Affairs, UN Global Compact Local Networks, National Brand Committee, SME Administration, Ministry of Labor, Ministry of Knowledge and Economy, Ministry of Environment,

** All the related parties listed are to be confirmed*

Theme Description

The Role of Corporate Sustainability in Asia's Development

Corporate Sustainability can be defined as a business approach that responds to multiple stakeholders on every dimension of how a business operates and creates long-term shared value through integration of business strategies, human values and environmental responsibility. Hence, it seems logical to think that a fast-growing economy of Asia is boosted by the commitments of businesses in the area for sustainable development.

The aim of this conference is to discuss current challenges and share the best practices that have contributed in the development of Asia or that can further be applied in order to expand their positive impact in Asia.

Programme

Keynote Session: Opening speech by the hosts and Korea Government (tbc)

Panel Discussion: 1st session: ICT Industry / 2nd session: Auto Industry

Case Presentation: MNC's Corporate Sustainability Cases in Asia

Case Matching: Individual interviews between companies and academicians

Invited Companies and Case Topics (to be confirmed)

Below Listed Companies and Topics are Tentative.

Hosts will notify the academics who expressed interest as soon as their case-assignment

has been confirmed

■ **ICT Industry**

Intel (US):
Aging population

Lenovo (CN):
Venture Philanthropy; supporting NGOs

Samsung Electronics (KR):
Green Memory Chips

Toshiba (JP):
Corporate vision and environment management

ZTE (CN):
Eliminating Digital Chasm

■ **Auto Industry**

Geely (CN):
Partnership with WWF / Sustainability throughout the value chain

GM (US):
EN-V (Electric Networked-Vehicle)

Hyundai Motor Company (KR):
Fostering social enterprises

Mahindra & Mahindra (IN):
Mainstreaming Sustainability in Business through knowledge building

Volkswagen (DE):
Efficient Vehicles /Efficient Production

Agenda Overview

Conference Day 1: Friday 29th November, 2013

Opening

09.00-09.15 Welcome Speech

- Asian Business Center at Korea University Business School
- Academy of Business in Society

09.15-09.30 Korea Government Opening Keynote (TBC)

The Role of Corporate Sustainability in Asia's Development

09.30-10.30 Panel discussions 1 (ICT Industry)

Panel: Samsung Electronics, Lenovo, ZTE, Intel, Toshiba. (three of the above)

Moderator: Prof Jay Hyuk Rhee, Korea University

10.30-11.00 Coffee Break (KUBS - ABIS Partnership Signing Ceremony)

11.00-12.00 Panel discussions 2 (Auto Industry)

Panel: Hyundai, Geely, VW, Mahindra & Mahindra, GM (three of the above)

Moderator: Sam Yoonsuk Lee, Asia Director, ABIS

12.00-13.30 Lunch

Sustainability cases and Asia's development

13.30-13.50 **Intel**, Business contribution to aging population

13.50-14.10 **Lenovo**, Venture Philanthropy

14.10-14.30 **Samsung Electronics**, Green Memory Chips

14.30-14.50 **Toshiba**, Corporate vision and environment management

14.50-15.10 **ZTE**, Eliminating Digital Chasm

15.10-15.30 Coffee Break

15.30-15.50 **Geely**, Partnership with WWF / Sustainability throughout the value chain

15.50-16.10 **GM**, EN-V (Electric Networked-Vehicle)

16.10-16.30 **Mahindra & Mahindra**, Employee Social Options Program (ESOPS)

16.30-16.50 **Hyundai Motor Company**, Fostering social enterprises

18.00 Dinner

Conference Day 2: Saturday 30th November, 2013

Case Matching

09.00-12.00 Individual interviews between companies and academicians (small rooms to be provided)

Closing

12.00- 13.30 Farewell Lunch

Company Visits (If applicable)

NOTE: Agenda is subject to change