

International Videoconference - Friday, 15 of April 2016
« Innovative CSR policy for global performance: towards High Added Value »

Paris (France), Shanghai (China), Tomsk (Russia), Hanoi (Vietnam), Bhubaneswar (India)

From Shanghai University of International Business and Economics (SUIBE)

Partners	Paris Ovest University	France
	RSE & PED NGO(Corporate social responsibility and developing countries)	France
	Shanghai University of international Business and Economics (SUIBE)	China
	Polytechnic Tomsk	Russia
	Xavier University	India
	National Economics University	Vietnam

Contact : B atrice BELLINI, Paris Ovest University (beatrice.bellini@neuf.fr)

Date : Friday, 15 of April Shanghai Time (14h15-18h00) / Paris Time (8h15-12h00) / Vietnam (13h15-17h00)
 Russia (12h15-16h00) / India (11h45-15h30)

Public : Professors, students, executive managers (around 100 participants in 5 places)

Objectives

The current economic growth is generating lot of adverse environmental and social impacts. However, some new business models exist and could offer solutions enabling well-being for all. At the occasion of this webconference will be announced the official launch of the International Platform for New Business Models.

Content (Shanghai Time)

- 14h15-14h30 : Local introduction of the conference, Lynn Dai, SUIBE
- 14h30-14h40 : “Potential of internet for social and environmental data gathering, analysis and reporting”, Joelle Brohier (RSE & PED, France)
- 14h40-16h20 : Social and environmental actions to develop new business models
- * 14h45-15h05: “Chinese solar industry as an exemple of cyclique economy”, Mingming Duan (SUIBE)
 - * 15h10-15h40: Case of Vietnam
 - “Integrating Corporate Social Responsibility in Human Resources Management activities to balance interest of stakeholders”, Thuy Anh Nguyen Van (NEU University, Vietnam)
 - “CSR typologies in Vietnam, spiritual beliefs and CSR practices in companies”, Thang Truong Thi Nam (CFVG, Vietnam)
 - * 15h40-16h00: “Sustainable marketing: Case of India”, Subhasis Ray (Xavier University, India)
 - * 16h00-16h20: “Sustainable development in Russia: the case of the region of Tomsk”, Boris Kalioujny (Polytechnic Tomsk, Russia)
- 16h20 : Coffee break
- 16h40-17h30 : Questions and discussion: which adapted indicators for evaluating and reporting global performance?
 All participants
- 17h30 : Conclusion: International platform for responsible business models, Beatrice Bellini (West Paris University, France) / Video of Jan Jonker (Radboud University Nijmegen, Netherland)

Technical aspects : Videoconference through Paris Ovest University system : BBB

Communication of the event : Through each partner network and international communication through RSE&PED
Conference Proceedings will be published through Aunege website.

Biography of speakers

- Beatrice Bellini

Associate professor in management sciences in West Paris University. She studies sustainable consumption and responsible business models for less environmental and social impacts, and specially with a value chain approach. *The presentation will present the opportunity of developing new business models courses in management schools. The international platform aims to enables development and help educators.*

- Joelle Brohier Meuter

She is, a French national, turned to CSR in 2002 after 11 years in Marketing with Unilever and Havas. Joëlle studied Sustainable Development in Hong Kong and London. She started to consult in 2005, for companies, international institutions, NGOs, public bodies, in Bangkok, Singapore and now Shanghai. Her focus and passion are building CSR in supply chains and pushing the uptake of international CSR standards in Asia. In 2008, she co-founded CSR and Development, a French NGO promoting and supporting the uptake of CSR in Francophone Africa through a leading resource portal: www.RSE-et-PED.info with over 11,000 online resources, webinars (more than 1,000 participants), and a community of interest and practice (2,500 members). Joëlle speaks and teaches CSR in international conferences, universities and facilitates CSR workshops.

Her presentation will expose potential of internet for social and environmental data gathering, analysis and reporting.

- Mingming Duan

He is an associate professor of organization sociology in Management School, SUIBE. He also is research fellow at the Center for French Studies, Wuhan University, and CNRS, France. He received a PhD in economics at University Paris X. His current research interests include organization theory, corporate governance, strategy.

His presentation will be about management in Chinese solar industry.

- Jan Jonker (j.jonker@fm.ru.nl)

He is professor of Sustainable Entrepreneurship at the Nijmegen School of Management at Radboud University Nijmegen (The Netherlands). Since 2014, he has also held the Chaire d'Excellence Pierre de Fermat at the Toulouse Business School in Toulouse (France). His research focuses on challenges at the interface of sustainability, (new) business models, and in what way these developments are related to change and transition. More recently he edited and wrote practionars oriented books such as the 'green' bestseller *Duurzaam Denken Doen* [Thinking and Acting in a Sustainable Way](Kluwer, 2011) and *Werken aan de WEconomy* [Working on the WEconomy] (Kluwer, 2013), and the bestseller *Nieuwe Business Modellen* [New Business Models] (Academic Service, 2014). As a follow up on this last publication a whole range of teaching materials including YouTube's has been made for educational purposes, specifically for students of all sorts in applied sciences. With a team he has also been working on the development of a system of Hybrid Banking in addition to various other projects in France and Holland. He did a TEDx in the Netherlands in 2015 on his line of thinking which you can see here: bit.ly/1DJRV8i. Later this year he will launch a MOOC on New Business Models with the German-based International Platform Iversity (1 million participants) combined with the launch of the translated e-book on New Business Models.

- Boris Kalioujny

He is studying a master degree of economics and working as a teacher assistant at TPU. Since 3 years I specialize myself in Sustainable Development (SD) and Circular Economy (CE). I try to analyse the possibility to exploit the principles of SD and CE in the systems of production and consumption in the region of Tomsk and in Russia in general. I am trying as well to create new diplomas of higher education in TPU with local and international partners in order to include actual problems of Humanity in strategies of development.

He will present the politics of sustainable development in the Russia Federation and in the region of Tomsk, then the dynamic of development of the universities in the region of Tomsk for the last ten year. Then, he will show main projects of the lifelong well-being lab at Tomsk Polytechnic University.

- Subhasis Ray

Professor in marketing and co-ordinator of the center of resettlement, rehabilitation and corporate social responsibility in Xavier University in India. He is specialized in Sustainable Development and Corporate Sustainability that are situated at the intersection of CSR, sustainability and marketing.

The presentation will be about the need to think differently about business and sustainable development. He will question the importance of quick growth that is so prevalent in western business literature. In particular, emerging economies need to create alternative pathways for business growth that is sustainable, eco-friendly, just and locally relevant. The change has to be led by start in universities and business school.

- Thuy Anh Nguyen Van

She is Doctor of Philosophy in Economics, lecturer in HRM in National Economics University of Hanoi and visiting lecture in Undergraduate Business Program given by Pearson Group and University of Sunderland, UK. Her research is focused on Human Resource Management (HRM), organisational behavior, and human resource development. Recently, she has accessed Sustainable Development (SD) and Corporate Social Responsibility (CSR). She is trying to integrate SD and CSR in training programs at business schools and in approaching sustainable and responsible models to improve business practice at Vietnamese enterprises through HRM activities.

The presentation will focus on interests of employees, customers and local community. The purpose is to show that integrating CSR in different HRM activities could balance the interests of shareholders/owners.

- Thang T. N Truong

She is Director of the Executive Education of the French-Vietnamese Center for Management (CFVG) and Associate Professor at the National University of Economics, Hanoi, Vietnam. Thang teaches in most of international master programmes in Vietnam. She has been visiting scholar at Sobey Business School, Saint's Mary University, Canada; Chuo University, Japan and regular international professor at Kedge Business School, France in its different campuses. Her research interests include corporate governance, merger & acquisition, corporate social responsibility and social entrepreneurship. She is member of International Corporate Governance Network, Global Corporate Governance Forum, Asia Pacific Business Ethics Network. Thang is co-founding director of UN backed PRME ASEAN + 1, cofounder and chair of the Vietnam Social Enterprise Scholars Network (VSES).

The presentation will focus on CSR typologies in Vietnam, spiritual beliefs and CSR practices in companies.