

Management-ICOR Research Seminar

«Strategic global strategy:

The intersection of general principles, corporate responsibility and economic value-added»

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02.30 pm – 04.00 pm

Abstract:

An ongoing argument often made in business ethics is that a singular preoccupation with profitability without taking into account the context in which a company operates, its stakeholders, or thinking in broad terms of ethical, social and environmental value added, will lead, in the long run, to disvalue for most of the stakeholders, and often, (but alas not always) for the company. In contrast, today there is a preoccupation of academia, nongovernment organizations, and international voluntary mandates such as the U.N. Global Compact, the Caux Principles, most recently the U.N. Sustainable Development Goals for 2030 that companies should refocus their efforts on ethics and CSR.

In this presentation I shall make two sets of arguments. First, using Prahalad and Bettis's notion of "dominant logics," I will argue that changing corporate habits and the minds sets that ground their efforts entails changing a corporate dominant logic underlying these habits. One viable methodology to achieve this end is to operationalize and engage in the process of moral imagination. Secondly, I will argue that a preoccupation with ethics and CSR as the primary aims of a for-profit company on its own, like a preoccupation with profitability, is unsustainable. Without economic largesse, a company will fail. Merely being ethical and socially responsible are not enough for the long-term well-being of commerce just as a preoccupation with profits for their own sake is not either. What is realistic, practical, pragmatic, sustainable and profitable for corporations, and what also serves the interests of multiple stakeholders is a true balance of ethics, CSR, and economic value-added. One method for addressing this balance is to engage in a form of corporate social strategy, a set of strategies I shall spell out in more detail.

- **Paris: Room H426**
- **Lille : Visio Room E202**