

Renewal of Commitment to the UN PRME

A Word from the Dean



In the past two years, IESEG has achieved both EQUIS and AACSB accreditation, and we are proud to now be on the Financial Times' list of best Masters in Management. We have continued to grow in student numbers and programme diversity. We remain strongly committed to educating young professionals with a strong sense of ethical business and we actively encourage those students who show an interest in social entrepreneurship.

The following pages will provide a more detailed overview of IESEG's past actions and future plans in our drive to educate future business leaders with a strong sense of responsibility towards their stakeholders and future generations

A handwritten signature in black ink, appearing to read "Jean-Philippe Ammeux". The signature is fluid and stylized, with a long horizontal stroke at the end.

Jean-Philippe AMMEUX, Director

Putting PRME into Action

Intermediate report, Autumn 2013

1. Continued Commitment to PRME

- Very active participation in the Globally Responsible Leadership Initiative (GRLI) (Principle 6). One faculty member is member of the Editorial Board of the Journal of Global Responsibility.
- We continue to produce a significant output of research on issues of ethical business and corporate governance (Principle 4)
- Membership of the “Responsible Campus” Campaign, an initiative of the French *Conférence des Grandes Écoles* that strives to establish eco-friendly practices on Campus life (Principle 6).
- We increased the number of permanent faculty members teaching and researching on Business Ethics and Corporate Governance
- Consolidation of the Certificate in Responsible Management programme (Principles 1; 2 and 3)
- IESEG’s Centre for Responsible Leadership (ICRL) has professional affiliations (Principle 6) with: UN Global Compact European Foundation for Management Development (EFMD); AACSB International: European Affinity Group and PRME Group; CLADEA (Latin American Council of Management Schools); European Association for International Education (EAIE); Economics and Business Studies (EBS; professional section of EAIE); International Association of Jesuit Business Schools (IAJBS).

In this context, the members of IESEG’s Centre for Responsible Leadership participate and present in various conferences, workshops and seminars organized by the above mentioned

2. Key objectives with regard to the implementation of the Principles set 18 months ago and which have been achieved

- Extension of the number of partner schools with commitment to providing a solid grounding in Business Ethics.
- Start of “Yes, we can”, a two-day competition during induction week for first year students, during which they have to find solutions to ethical/ecological dilemmata
- Continued improvement of the compulsory module on Business Ethics & Corporate Governance at MSc level

3. Initiatives planned for the coming years

- Strengthening the teaching of Business Ethics at Undergraduate level (ongoing project)
- Continued search for partnerships with NGOs as internship destinations for our students

4. Desired support (meetings, tools, best examples, implementation guidelines...) from the PRME community which could help most in achieving your key objectives for the next 18 months.

- As ever, implementing PRME is a long process which we would very much welcome a possibility to link with other members of the PRME community through conferences and workshops, reflection retreats and electronic fora for the exchange of ideas on Best Practice.

APPENDIX

Relevant publications since 2011 (IESEG staff in bold print)

Articles in Peer-Reviewed Journals

BOUTEN L, Hoozee S. On the interplay between environmental reporting and management accounting change. *Management Accounting Research*. (in press) 2013; .

Bouten L, Everaert P, Roberts RW. How a two-step approach discloses different determinants of voluntary social and environmental reporting. *Journal of Business Finance & Accounting*. 2012; 39(5 & 6):567-605.

Bouten L., Everaert P, Van Liedekerke L, De Moor L, Christiaens J. Corporate Social Responsibility Reporting: A Comprehensive Picture? *Accounting Forum*. 2011; 35(3):187-204.

Charry, K., De Pelsmacker, P. and Pecheux, C. (forthcoming), "How does perceived effectiveness affect adult's ethical acceptance of anti-obesity threat appeals to children? When the going gets tough, the audience gets going", *Journal of Business Ethics*.

De Roeck K., Marique G., Stinglhamber, F. and **Swaen V.**, "Understanding Employees' Responses to Corporate Social Responsibility: Mediating Roles of Overall Justice and Organizational Identification", *The International Journal of Resource Management*, accepted for publication.

Marquet-Pondeville S., **Swaen V.** and De Rongé Y., « Environmental Management Control Systems: Contextual and Strategic Drivers and Impacts on Environmental Competitiveness », *Management Accounting Review*, accepted for publication.

Du S., **Swaen V.**, Lindgreen A. and Sen S. (2013), « The Role of Leadership Styles in Corporate Social Responsibility », *Journal of Business Ethics*, 114 (1), 155-169.

Lindgreen A., **Swaen V.**, Harness D. and Hoffmann Marieke (2012), "The Role of 'High Potentials' In Integrating and Implementing Corporate Social Responsibility", *Journal of Business Ethics*, 99 (Suppl. 1), 73-91.

Gond J-P., Igalens J., **Swaen V.** and El Akremi A. (2011), « The human resources contribution to responsible leadership : An exploration of the CSR-HR interface », *Journal of Business Ethics*, 98 (Suppl. 1), 115-132.

Igalens J., El Akremi A., Gond J-P. and **Swaen** V. (2011), “ La responsabilité sociale des entreprises vue par les salariés : phare ou rétroviseur ?”, *Revue de Gestion des Ressources Humaines*, 82 (October – November – December), 33-45.

De Roeck, K., Marique, G., Stinglhamber F. and **Swaen**, V. (accepted for publication, in press). Understanding employees’ responses to corporate social responsibility: mediating roles of overall justice and organizational identification. *The International Journal of Human Resource Management*.

De Roeck, K. and **Swaen**, V. (2013). *Corporate Social Responsibility and Employee Responses to M&As*: LAP Lambert Academic Publishing.

De Roeck, K. and Delobbe N. (2012). Do environmental CSR initiatives serve organizations' legitimacy in the oil industry? Exploring employees' reactions through organizational identification theory. *Journal of Business Ethics*, 110(4), 397-412.

Book Chapters

Maon F., **Swaen** V. and Lindgreen A. (2012), “ ‘Make sense who may’ – CSR as a continuous multistakeholder co-construction process”, In Lindgreen A., Kotler Ph., Vanhamme J. and Maon F. (Eds.), *A Stakeholder Approach to Corporate Social Responsibility: Pressures, Conflicts, and Reconciliation*, Gower, ISBN-10: 1409418391 | ISBN-13: 978-1409418399.

Maon F., Lindgreen A. and **Swaen** V., “Organizational Stages and Cultural Phases: A Critical Review and a Consolidative Model of Corporate Social Responsibility Development”, *International Journal of Management Reviews*, 12, 1, 20-38; reproduced in Gond J-P. and Moon J. (Ed.) (2011), *Corporate Social Responsibility, Critical perspectives on Business and Management*, Routledge, Part 3, 36, 978-0-415-54804-5.

Maon, F., Lindgreen, A., and **Swaen**, V. (2011), “Designing and implementing corporate social responsibility: an integrative framework grounded in theory and practice”, in Sethi, S.P. (Ed.), *Globalization and the Good Corporation*, Springer Verlag, Berlin, pp. 71-89. (ISSN 978-94-007-0239-4).

Conference Papers

Bouten, L. (2013) *CSR Reporting in Belgium: Pour vivre heureux, vivons cachés*. Centre for Social and Environmental Accounting Research Conference, Montpellier, France.

Bouten, L. (2013). Does the choice of CSR performance ratings provider matter? Investigating the use of ASSET4, MSCI ESG, and Sustanalytics measures in CSR accounting research. Centre for Social and Environmental Accounting Research Conference, St. Andrews, United Kingdom.

Bouten, L. (2012). Exploring **the interface between environmental reporting and management accounting**. Centre for Social and Environmental Accounting Research Conference, St.-Andrews, Scotland.

Bouten, L. (2012). Exploring **the interface between environmental reporting and management**. EAA annual congress, Ljubljana, Slovenia.

Bouten, L. (2012). Exploring the interface between environmental reporting and management accounting. Manufacturing Accounting Research conference, Helsinki, Finland.

Bouten, L. (2012). CSR Reporting in Belgium: Pour Vivre Heureux, Vivons Cachés. EAA annual congress, Ljubljana, Slovenia.

Bouten, L. (2011). CSR reporting: The mastery of the internal dynamics. Centre for Social and Environmental Accounting Research Conference, St. Andrews, Scotland.

Bouten, L. (2011). Exploring the interface between environmental reporting and management accounting. Centre for Social and Environmental Accounting Research Conference, St. Andrews, Scotland.

Maon, F. and **De Roeck, K.** (2013). Banks were bailed out, we were sold out! – An analysis of the Occupy Movement’s discourse on corporate influence and control in society – 29th EGOS Colloquium 'Bridging Continents, Cultures and Worldviews' – Montréal, Canada.

De Roeck, K. and **Delobbe, N.** (2011). Relationship between corporate social responsibility and employees’ organizational identification: a survey in a Petro-Chemical company – 15th conferences of the European Association of Work and Organizational Psychology – University of Maastricht (The Netherlands).

Goethals, F., Addas, S., & Fagnot, I. (2012). The Effects of two-directional Messages about Planned Obsolescence. Pre-ICIS Workshop on E-Business, Orlando, December 15.

Goethals F., Addas S., Fagnot I. (2012) Communication about Planned Obsolescence as an Atypical Two-sided Message, AMCIS, Seattle, August 9-11 (Poster).

Kleymann, B. (2013), „Educating for Mindfulness in Business Schools – A Whiteheadian Perspective”. Annual Conference of the Academy of Value-Based Management, New Delhi, India

Janssen C. and **Swae n V.** (2013), “Enhancing CSR communication credibility: On the use of infomercials”, paper accepted for presentation at the 42th European Marketing Academy (EMAC) conference, June 4-7, Istanbul, Turkey.

Janssen C., **Swaen** V. and Vanhamme J. (2013), "Toward an understanding of consumers' perceptions of corporate crises and their link to corporate social responsibility", paper accepted for presentation at the 3rd CSR Research Seminar, May 23-24, Brussels, Belgium.

Janssen C., **Swaen** V. and **Vanhamme** J. (2012), "Toward an understanding of consumers' perceptions of corporate social responsibility crises", CSR Research Seminar, February 15, Gand, Belgique.

Maon F. and **Swaen** V. (2011), "Ethical dimensions in Consumer Decision-making processes: Mapping the territory", accepted for presentation at the 18th Annual International Conference Promoting Business Ethics at the Manhattan campus of St. John's University, October 26-28, 2011.

Itänen Miia-Emilia, **Maon** F. and **Swaen** V. (2011), "Digging into the corporate social responsibility discourse: a critical analysis of corporate frontrunners' rhetoric", accepted for presentation at the 18th Annual International Conference Promoting Business Ethics at the Manhattan campus of St. John's University, October 26-28, 2011.

El Abboubi M. and **Swaen** V. (2011), "Engaging with local communities: A sociological-based approach", accepted for presentation at the 18th Annual International Conference Promoting Business Ethics at the Manhattan campus of St. John's University, October 26-28, 2011.

Du, S., Lindgreen, A., **Swaen**, V., and Sen, S. (2011), "Organizational leadership style and corporate social responsibility", 8th Annual Conference of Corporate Identity / Associations Research Group: Ethical Leadership and Marketing in the Stakeholder-Oriented Corporation, September 8-10, Drexel University, Philadelphia, the USA.

Janssen C., **Swaen** V. and **Vanhamme** J. (2011), « Comment les consommateurs perçoivent-ils les crises liées aux activités socialement irresponsables de l'entreprise? », Paper accepted for presentation to the AFM, Brussels, Belgium, May 18-20.

Janssen C., **Swaen** V. and **Vanhamme** J. (2011), "Toward an understanding of consumers' perceptions of Corporate Social Responsibility Crises", Paper accepted for presentation to the EMAC 2011 Conference hosted by University of Ljubljana, Faculty of Economics, Ljubljana, Slovenia from May 24-27, 2011.

Maon F., **Swaen** V., Janssen C. and Lindgreen A. (2011), "From Eastern dawn to Northern lights: A comparative analysis of CSR implementation practices across Europe", International Association of Business in Society annual meeting, June 23-26, Bath, UK.

Case Studies

Hota M. and **Swaen** V. (2008), "Sleeping with the Enemy or a Marriage of Convenience? The Body Shop and L'Oreal Case", submitted to the EFMD Case Writing Competition 2008, part of the EFMD Case Collection in the Corporate Social Responsibility Area.