

IESEG School of Management

## **Renewal of Commitment to the UN PRME**

### Intermediary Report Spring 2011



#### A Word from the Dean

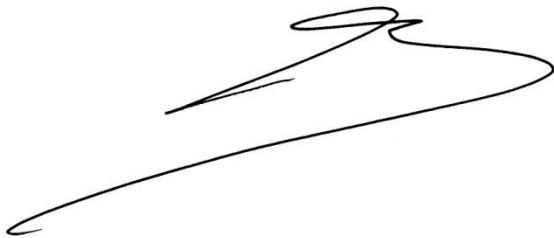
Since IESEG School of Management signed the United Nations Principles for Responsible Management Education (PRME) in 2007, it has embarked on an exciting and rapidly expanding development process which has already resulted in the doubling of student enrolment over the last four years and the opening of a new campus in Paris (in addition to the flagship campus in Lille).

New developments and initiatives often necessitate guidelines for orientation. To this end, the PRME provide important support for our school, as they serve to focus our efforts and to help us hold ourselves accountable to our values in times of transition.

As such, alongside our growth in student numbers, our development process has also involved enhancing our strengths and introducing new initiatives in teaching and research in the area of Corporate Social Responsibility.

One of these new projects is the launch of the Certificate in Sustainable Management at the IESEG Centre for Responsible Leadership (ICRL), in cooperation with SHAWCO, a student-run NGO based at the University of Cape Town in South Africa. The certificate is set up for students at the master's level, who do project work in the townships of Cape Town, take a series of courses in Business Ethics and Corporate Governance, and write their theses on the topic of sustainable management.

This initiative is just one example of our commitment to and application of the PRME in teaching, research, and community involvement. The following report provides a more comprehensive overview of the related efforts by students, faculty, and staff over the course of the past two years. In the coming year we will continue to seek opportunities to apply and reinforce the PRME in both our curricular and extracurricular activities.



**Dr. Jean-Philippe Ammeux, Director**

# Putting PRME into Action

## Intermediary Report Spring 2011

### 1. Continued Commitment to PRME

- a. A significant number of publications on managerial responsibility and ethical governance (Principle 4)
- b. Very active participation in the Globally Responsible Leadership Initiative (GRLI) (Principle 6). One faculty member is member of the Editorial Board of the recently launched Journal of Global Responsibility.
- c. 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. Several (Principle 6)
- d. 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**

- a. Setting up a certificate programme in "Sustainable Management" which will allow students to take a series of core courses and electives in the field and includes a work/study period in an NGO in South Africa (Principles 1; 2; 3)**
- b. Integration of an obligatory six-credit (ECTS) module on Ethics and Corporate Governance for final year students (Principles 1; 2; 3)**
- c. The creation of a chair in "Social Innovation Management". This chair, currently held by Professor Jacques Angot, is funded by Société Générale and ADECCO. The aim of the chair is teaching and research on the integration of social innovation into business models. The chair will also be active in consultancy. (Principles 3;4;5;6)**

## **3. Initiatives planned for the coming years**

- a. Extension of partner NGOs abroad where students can do internships (potential partners identified in India) (Principles 1;2;36)**

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.

- a. **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.**
- b. **We would welcome ideas on how to change the image of business schools from being re-active to ethical issues regarding commerce to being pro-active thought leaders (and even *agents provocateurs* – the privilege of academia over the industry).**

## APPENDIX

Relevant publications since July 2009 (IÉSEG staff in bold print)

### BOOK CHAPTERS

**Kleymann, B.**, & Tapie, P. (2010). Corporate Responsibility and the Business School Agenda. In A. Rasche & G. Kell (Eds.), *The United Nations Global Compact: Achievements, Trends and Challenges* (pp. 161-174). Cambridge, UK: Cambridge University Press.

**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).

Gond J-P., El Akremi A., Igalens J. and **Swaen V.** (2010), “A Corporate Social Responsibility – Corporate Financial Performance Behavioural Model for Employees”, In C. Smith, C.B. Bhattacharya, D. Vogel, and D. Levine. (Eds.), *Global Challenges in Responsible Business: Corporate Responsibility and Strategy*, Cambridge University Press, Cambridge, 13-48.

**Maon F.**, **Swaen V.** and Lindgreen, A. (2010), “Impact of CSR Commitments and CSR Communication on Diverse Stakeholders: The Case of IKEA”. In C. Smith, C.B. Bhattacharya, D. Vogel, and D. Levine. (Eds.), *Global Challenges in Responsible Business: Corporate Responsibility and Strategy*, Cambridge University Press, Cambridge, 161-190.

**Maon F.**, Lindgreen A. and **Swaen V.** (2009), “Mainstreaming CSR: A triadic challenge from a general management perspective”, In S. Idowu, and W. Filho (Eds.), *Professionals’ Perspectives of Corporate Social Responsibility*, pp. 71-96, Berlin: Springer.

## DOUBLE-PEER REVIEWED ARTICLES

**Kleymann, B., & Malloch, H.** (2010). The Rule of Saint Benedict and Corporate Management: Employing the Whole Person. *Journal of Global Responsibility, Vol. 1 (2)*, 207-224.

Lindgreen A., **Swan V.** and Campbell T. T. (2010), “Corporate Social Responsibility Practices in Developing and Transitional Countries: Botswana and Malawi”, *Journal of Business Ethics*, 90, 3, 429-440.

**Maon F.**, Lindgreen A. and **Swan V.** (2010), “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.

Janssen C., Chavagne S. and **Swan V.** (2009), “L’exploitation de la responsabilité sociétale de l’entreprise dans la publicité télévisuelle”, *Reflets et Perspectives de la Vie Economique*, Tome XLVIII, N°4, 51-58.

**Bollaert, H., Daher, H., Deroo, A. and Dupire, M.**, (2011). Corporate Governance and Performance of French Listed Companies, Bankers, Markets and Investors, forthcoming.

## EDITORIALS OF INTERNATIONAL JOURNALS

Lindgreen A. and **Swan V.** (2010), “Corporate Social Responsibility”, *International Journal of Management Reviews*, 12, 1, 1-7.

**Swan V.** (2009), “Introduction : Quel avenir pour la responsabilité sociétale de l’entreprise ?”, *Reflets et Perspectives de la Vie Economique*, Tome XLVIII, N°4, 5-10.

## DOUBLE-BLIND PEER REVIEWED COMPETITIVE PAPERS

**Bollaert, H.** and Petit, V., 2010. Desperately Seeking Good Leaders: Hubris, Ethical Behaviors and Authentic Leadership at the Top. Society of Business Ethics annual meeting, Montreal, Canada, August 7-10, 2010.

**Swaen V., Vanhamme J.,** Berens G. and Janssen C. (2010), “Corporate Social Responsibility communication campaigns toward the consumer: Analysis of the risks during a crisis involving socially irresponsible corporate activities”, Communicating green – Communication d’organisation et environnement, November 18-19, IHECS, Brussels, Belgium.

**Maon, F. and Swaen, V.** (2010), “From Eastern dawn to Northern lights: A comparative analysis of CSR implementation practices across Europe”, paper accepted for presentation at the *Academy of Management Annual Meeting*, August 6-10, Montreal, Canada, and the *Academy of Marketing Science Conference*, July 21-24, Lille, France.

De Roeck K. and **Swaen V.** (2009), « The potential role of CSR in Cross-Border Mergers and Acquisitions: Process by which CSR supports employees’ post-merged organizational identification », *Cross border M&A: Challenges and opportunities in global business environment*, November 12-13, Brussels, Belgium.

**Chumpitaz R., Papatoidamis N., Swaen V. and Mogos R.** (2009), “Modelling Customers’ Loyalty: the Impact of Overall Customer Satisfaction and the Mediating Role of Trust and Commitment”, accepted for presentation at the 2009 AMA Summer Marketing Educators' Conference, August 7-10, Chicago, USA.

**Maon F. and Swaen V.** (2009), « Shaping up the processual view on CSR : A multipartite sensemaking-sensegiving conceptualization », *Academy of Management Conference*, August 7-11, Chicago, Illinois, U.S.A.