

10th international Euro-Asia Research Conference

Yokohama, Japan, 28-29 May 2004

CORPORATE SOCIAL RESPONSIBILITY IN THE AGE OF GLOBALISATION



Université Nationale de YOKOHAMA



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Friday 28th of May 2004

Entry 9h30

Introductory Session

9h45 – 10h00

Welcoming

YAMASHITA Seiki, Université Yokohama

10h00 – 10h30

*Japanese rules for corporate governance between national regulation and foreign influence :
the effects of the Sarbane-Oxley Act*

POHL Nicole, Franklin & Marshall College

10h30 – 11h00

Corporate social responsibility towards change management

BAREIL Céline, HEC Montréal

11h00- 11h20 COFFEE BREAK

Corporate Social Responsibility in China

11h20 – 11h50

Corporate social responsibility in China : the enterprise and the environment

TAYLOR Robert, University of Sheffield

11h50 – 12h20

Chinese firms and the world market : the quest for business ethics

BOYER André, IAE de Nice

12h20 – 14h00 LUNCH BREAK

Accounting, auditing, finance & corporate social responsibility

14h – 14h30

The present data analysis of Eco funds and the possibility of social responsibility investment in Japan

HASEGAWA Naoya, International Graduate School of Social Science, Yokohama

14h30 – 15h

Corporate social responsibility and auditing

KURIHAMA Ryuichiro, Hiroshima University of Economics

15h – 15h30

Legal auditing in Japan, recent developments

KANIE Akira, Université d'Hokkaidô

15h30 – 16h

The Innovation of EMS: Green-Budget Matrix Model

ITO Yoshihiro, Kobe University, Hiroyuki YAGI and Akira OMORI, Aichi Gakuin University

16h – 16h30 COFFEE BREAK

Corporate Social Responsibility – various issues

16h30 – 17h

*Compensative Human resource management strategies for reducing working hours :
International comparison between Japan and Taiwan*
FANG TAI Tseng, Nation Chiao Tung University

17h – 17h30

*Corporate social responsibility and social embeddedness of Japanese manufacturing firms in Poland:
a multiple case study*
SCHLUNZE Rolf, Otemon Gakuin University

17h30 – 18h00

How are the Service Products produced ? Viewed from input side and output
Yukihiko OKADA and Hiroshi OBATA, Hitotsubashi University

18h00 – 18h30

Trans-national Co-operation of Social Regulation
SZELL Gyoergy, Hitotsubashi University

Saturday 29th of May 2004

Entry 9h00

International management

9h15– 9h45

La mise en œuvre des stratégies d'internationalisation : une comparaison entre la France et le Japon
MILLIOT Eric, IAE de Poitiers

9h45 – 10h15

*Multidimensional control of European and Japanese subsidiaries in China : a structural model
and empirical evidence*
SCHAAPER Jan, IAE DE POITIERS

10h15 – 10h45 COFFEE BREAK

10h45 – 11h15

Protection of the intellectual rights and conflict management in China : the case of Lacoste
KRUPICKA Anne, IAE de Poitiers

Information and Corporate Social Responsibility

11h15 – 11h45

Green communication and the internet : a comparative study of corporate web sites
MILLIOT-GUINN Shawna, IAE de Poitiers

11h45 – 12h15

The adaptive advantage of Fowler's accounting patterns over REA model
SAKAI Masahiko and OBATA Hiroshi, Hitotsubashi University

12h15 – 13h45 LUNCH BREAK

Social Responsibility -global issues in Asia

13h45 – 14h15

Deflationary growth, globalisation and inequality in Japan

ANDREOSSO O'CALLAGHAN Bernadette, University of Limerick, BASSINO Jean-Pascal Maison Franco-Japonaise

14h15 – 14h45

Corporate and society collective interests : some cases in the Asian economies.

ANDROUAIS Anne, Université Paris X

14h45 – 15h15

Environmental education at primary schools in Taiwan : the message of textbooks

KAEMMER Christine, University of Tuebingen

Foreign enterprises in China

15h15 – 15h45

Management of French expatriation in the Chinese context

SONG Lingfang, Groupe ESCM

15h45 – 16h05

Human Resource Management of local employees by multinational companies in China

XUEMING Liu, IAE de Poitiers

JAUSSAUD Jacques, Université de Pau et des Pays de l'Adour

16h05 – 16h20 COFFEE BREAK

16h20 – 16h50

Do fiscal incentives help attract FDI to developing countries, evidence from the Chinese Provincial FDI Data

Li-Gang LIU and TSENG Yinglee, , School of Public Policy, George Mason University

16h50 – 17h20

Ecosystems and its material, institutional and ideational environments: competition and partnership strategy –Comparative study of three industrial parks in China, 1992-2002

SEPULCHRE Alain, CEFC Hong Kong (French Centre for Research on Contemporary China)

Corporate Social Responsibility - Japanese issues

17h20 – 17h50

female entrepreneurship in Japan

DEBROUX Philippe, Soka University Faculty of Business Administration

17H50– 18h20

The crisis of Japanese style management as a crisis of the Japanese social policy

THOMANN Bernard, Maison Franco Japonaise

18h20-18h35 Conclusion & Information