



LUNCH SEMINAR

on the Japanese Economy and Society

at the Maison franco-japonaise

Thursday February 10th, 2011, from 12:30 pm to 2 pm
Maison franco-japonaise, room 601 (6th floor)

CSR Management in Japanese Companies

Prof. Dr. TANIMOTO Kanji

Graduate School of Commerce and Management, Hitotsubashi University

Discussant :

Marc HUMBERT

French Research Institute on Contemporary Japan

Summary

Corporate Social Responsibility (CSR) has been booming since around 2003 in Japan and institutionalization of CSR in management has been rapidly developed in many major listed companies for these five years. For instance more than 60% of the companies establish the CSR department, almost 60% name the CSR executives and more than one thousand of companies publish the CSR/environment report now. These figures themselves may represent that Japanese companies are supposed to be advancing in CSR management. Even after the financial crisis, most Japanese companies answered they have not changed their basic principle and policy toward CSR. But do those institutions in the organization function well in practice? Some Japanese companies admittedly develop green innovation producing environmental-friendly

goods and services, and do some unique philanthropic activities. CSR, however, basically demands socially responsible management and accountability to the companies. CSR is understood as a set of policies and practices that are integrated into management process and business operations. CSR does not work in the organization unless it is incorporated into corporate governance and management system. Japanese business leaders should have their comprehensive philosophy for their sustainable business and sustainable development of global society and show their clear vision of what the company and their business activities ought to be in years to come. This presentation aims to understand to what extent Japanese companies embed CSR into the core management process.

Short Biography of TANIMOTO Kanji



TANIMOTO Kanji is a professor of Business and Society at Graduate School of Commerce and Management, Hitotsubashi University, Japan, and a visiting professor, Freie Universität Berlin (2010). He is Chairperson of Multi-Stakeholder Forum for Sustainable Future in Japan and Representative of Japan Forum of

Business and Society (JFBS). His research interests are the relationship between business and society, CSR and social innovation. Recent articles include "Structural Change in Corporate Society and CSR in Japan", in K. Fukukawa (ed.), *Corporate Social Responsibility in Asia* (Routledge, 2009) and "Does Foreign Investment Matter? The Effects of Foreign Investment on the Institutionalization of Corporate Social Responsibility by Japanese Firms", with K. Suzuki & A. Kok, *Asian Business & Management*, Vol.9, No.3, 2010.9.

Short Biography of Marc HUMBERT



Marc HUMBERT got a French University Professor status in 1981. He has published intensively about industry and technology dynamics of firms and nations and their interactions, with application to Japanese, Latin-American, European, Breton... economies.

He is currently on leave from University of Rennes (France), and is head of the French Research Institute on Contemporary Japan (UMIFRE 19 CNRS – MAEE, MFJ) where, along with other duties, he is carrying on his theoretical research and is able to closely watch the Japanese economy and society.



With the generous support of the French Chamber of Commerce and Industry in Japan.



What is the Lunch Seminar?

This typical event has been organized at the Maison-Franco Japonaise (Nichi-Futsu Kaikan) – Room 601 (6F) from 12.30 to 14.00, since 2004 with the generous support from the French Chamber of Commerce and Industry in Japan. For more information, please visit the website of the seminar : http://www.mfj.gr.jp/lunch_seminar/lunch_seminar.html

Please note that this is a "brown bag lunch seminar" (please bring your sandwiches or "bento").

How to attend the Lunch Seminar ?

The participation to the Lunch Seminar is free but **registration is strictly required**. Please apply by e-mail to : mikasa@mfj.gr.jp ; or by fax (03-5421-7652) specifying your :

- name
- adress
- company or institution
- phone
- position
- e-mail

NB : The presentation will be followed by a discussion with the participants (in English, no translation).

How to get there ?



Nichifutsu Kaikan (MFJ) : Shibuya-ku, Ebisu, 3-9-25

▷ From the Ebisu JR station take the Skywalk Exit, turn left and walk 5 mn alongside Yebisu Garden Place.

