

CJK CSR Research: What's Next?

Dr. Dawei DING

What We Have Achieved Now?

- Interview with 4 Chinese companies, and draft report finished
- Good connection with the 4 companies
 - Further study
 - Peer recommendation
- Institute for Responsible Business and Leadership Research founded
 - Platform
 - Professors
 - Research team

What We Are Going to Do?

- Two more companies to be interviewed for our Chinese team
- A framework for the final report among all the CJK companies
- A time schedule

Three Questions to Be Answered

- How can we make this research into one with more powerful influences?
- How can we make this research into a sustainable one itself?
- How can we make some real contribution to the society based on this research, from now on?

How to Attain Powerful Influences

- Both in industries and in academia
- Assertive and impressive conclusions
 - “5” common features
 - “8” significant differences
 - “30” best practices, in form of stories, mini cases
 - Get published as a book
- If published, inviting “10” CEOs to give comments, one for each, with their pictures
- From reports to academic papers
- Feedbacks and suggestions for selected companies, as faithful gratitude

How to Be Sustainable

- CJK CSR database construction and sharing
 - Public information
 - Specific investigation and interview
 - More cooperation among CJK
 - The case of Zijin Mining
- Best “10” CSR reports in CJK?
- What’s next topic after the first three?
- A limitation: oversea branches of Chinese companies

How to Make Real Contributions

- Observing
- Commenting
- Advising
- Initiating
- Promoting our findings in conferences
 - The coming Asia Future Forum
 - UNGC East Asia Summit, UNGC global meeting
- Black list
 - Avoiding punishment or pursuing reward
- **To be fully discussed**