



INTERNATIONAL CONFERENCE ON CSR AND
COMBATING MALNUTRITION:
OBTAINING MILLENNIUM DEVELOPMENT GOALS (MDGs) IN INDONESIA

Keynote Address

Dr. Hein Roelfsema
Kofi Annan Business School



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INTERNATIONAL CONFERENCE ON CSR
AND COMBATING MALNUTRITION:
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CSR AND BUSINESS EDUCATION

CURRENT PRACTICE AND FUTURE DIRECTIONS

DR. HEIN ROELFSEMA
KOFI ANNAN BUSINESS SCHOOL





WHAT MY PRESENTATION IS NOT ABOUT:

- What is CSR?
- How should we conduct and measure CSR ?
- Why should firms engage in CSR?
- Are business students potential criminals on whom social responsibility needs to be forced?
- It is about how CSR can be incorporated in business education.



CSR and Strategy

- Value creation, the mindset: profitability in not about profits
- Are we in the right business for society and are we the right people to do it?
- Resources, competitive forces and sustainable business models

CSR and business processes

- Do we share with and give back to society?
- Are we doing things the right way for society?

CSR and Marketing

- Brand Management
- Risk Management
- Stakeholder Commitment
- Future Consumer preferences

CSR and HRM

- Intrinsically motivated people are more productive
- Workers who can contribute to society may be paid less...
- Higher worker commitment, motivation, and retainment



CSR IN BUSINESS SCHOOLS: FUTURE DIRECTIONS

- Profit = value creation = innovation
 - Value creation often starts with assessing social needs
 - CSR is a motivation for value creation and innovation
- Social entrepreneurship, social venturing, and corporate social entrepreneurship
- CSR and leadership: how to inspire people?



BUSINESS EDUCATION AND CSR: THE EXTERNAL ENVIRONMENT

- The domains of corporate contributions:
 - To large, global problems such as climate change, health, and poverty, through global governance and alliance,
 - To smaller social problems that need innovative answers the government cannot provide: business is about entrepreneurship and innovation,
- CSR in Emerging markets with weak states: CSR as public services and policy
- CSR in developing countries: catalyst for aid coordination



THE KOFI ANNAN BUSINESS SCHOOL

**Kofi Annan
Business School**

- Aims to support the achievement of the MDGs by means of entrepreneurship,
- It supports business schools and individual students of humble background to contribute to sustainable economic development in their home country,
- Activities:
 - Together with PA-CSR Indonesia we organize a research paper contest on how entrepreneurs can contribute to society,
 - we provide scholarships for students from Trisakti to study abroad
 - In 2012-14 we aim to organize a tour on sustainable economic development, entrepreneurship, and MDGs together with ITCEE, Bhakti Limadaya Foundation, Majalah Guruku, and hopefully others.