

Report and upcoming conference explore implications of responsible business



Corporate responsibility has gone global. As business increasingly operates on a global basis, the complexity and scale of social and environmental demands on firms have grown many fold.

Consider, for example, the current debate around the role of business in poverty reduction, developing country access to medicines, oil companies and the environment, global supply chains and sweatshop labour.

The answer for many firms lies in a fundamentally different approach to their business. This has major implications not just for business, but for business schools, policymakers, and civil society too.

London Business School is working to bring corporate responsibility issues into the spotlight. The report, Globally Responsible Leadership was launched last month. This is the result of a collaboration of academics - including Craig Smith, Senior Fellow, London Business School - and businesspeople from around the world. It is published by the European Foundation for Management Development and produced under the auspices of the UN Global Compact.

The School is also hosting an international corporate responsibility conference in July next year. The conference will examine marketing, consumer behaviour, branding and corporate responsibility as well as the development of strategy for corporate responsibility.

The Globally Responsible Leadership report can be found at the Globally Responsible Leaders website.

More information about the conference can be found on the Marketing pages of the website.

The School has been chosen by the European Academy of Business in Society to lead a three year project on curriculum development in corporate responsibility.

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What's the next big business idea? What will be the essential business book of 2006?



The latest issue of Business Strategy Review, 'Work in Progress', features insights and updates from a host of business school luminaries, as well as a venture capitalist; one of the corporate world's best known internet pioneers; the world's leading executive coach; a social philosopher and a former chart topping singer. As the net of business ideas is cast ever wider, they exclusively share their latest research.

The top thinkers include:

- Professor George Yip on successful strategic transformers
- Professor Julian Birkinshaw on innovation and the management of foreign subsidiaries
- Professor Nirmalya Kumar on private-label marketing and moving from price to value
- Associate Professor Lynda Gratton on co-operation, goodwill in organizations and boundaries.

Other contributors include Gary Hamel, Charles Handy and Warren Bennis.

The Winter issue of Business Strategy Review will be available later this month and is packed with these and other insights into global business.

Download the cover story: Work in Progress (PDF, 419KB).

For more information or to subscribe, go to the Business Strategy Review pages of the website.

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Aspen Institute awards

Craig Smith has been named as winner of the Beyond Grey Pinstripes' 2005 European Faculty Pioneer Award.



The award is to "recognize exceptional faculty that are leaders in integrating social and environmental issues into their research and teaching both on as well as off campus."

It is sponsored by the Aspen Institute, the European Academy of Business in Society (EABIS) and the World Resources Institute. The award was made at the Fourth Annual Colloquium of the European Academy of Business in Society, in Warsaw, Poland this week.

In announcing the award, Judy Samuelson, Director of the Aspen Institute Business and Society Program, cited Smith's research on topics of business and society over close to twenty years, as well as his championing of ethics and corporate responsibility in his teaching and other activities at London Business School.

Details of the awards made to US winners last month are on the Aspen website. The European award details have yet to be posted. See the Beyond Grey Pinstripes website.

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