

**CALL FOR PAPERS
ICCSR'S 7TH ANNUAL SYMPOSIUM
TUESDAY, 27th APRIL 2010**

**CORPORATE INNOVATION AND SUSTAINABLE COMMUNITY
DEVELOPMENT**

Poverty remains a big development challenge today. The rise of global poverty has reinvigorated the idea that corporations must embrace wider roles and responsibilities, and respond to poverty and development challenges afflicting communities. The proposition of businesses playing proactive roles in solving development and poverty challenges is widely accepted, and increasingly, corporations are viewed as an integral part of the solution to sustainable livelihoods of low-income communities (WBCSD, 2007). Corporate Community Involvement (CCI) remains a popular approach employed by companies towards sustainable community development, and increasingly, to demonstrate companies' corporate social responsibility credentials (Moon and Muthuri, 2006). However, whether, and if, CCI is actually delivering on its 'development' agenda, and importantly, whether CCI initiatives are designed to accommodate or tackle poverty (Leisinger, 2007) remain a primary concern in contemporary discourse on business and development relationship.

CCI practices such as corporate donations and strategic philanthropy have been criticised as inadequate means of addressing development challenges of low-income communities especially those in developing countries (Manteaw, 2007; Muthuri, 2008). But as community development and poverty reduction agendas move from the periphery to the heart of strategic business thinking (WBCSD, 2007), there is a need to strengthen the emerging critical perspective to corporate social action, and reconceptualise the role of business in the local communities that goes beyond philanthropy and towards sustainable community development (Idemudia, 2008). Such an agenda demands that we examine the extent to which corporations facilitate, support and promote i) interventions and ii) institutional mechanisms and structures, for building the natural, economic, social, cultural, and human forms of community capital which help address development challenges, and advance self-determination of local communities (Kolk and van Tulder, 2006; Muthuri, et al., 2008; Hamann, 2006).

There is need to address further the following questions:

- What is the role of corporations in eradicating extreme poverty? What are the implications of businesses taking on responsibility for poverty alleviation and development?
- What constitutes 'business' and 'poverty' and how different types of businesses may affect different aspects of poverty?¹
- What motivates companies to tackle poverty in local communities? What types of institutional logic inform corporate innovation in community development?
- How do corporations impact sustainable community development, and to what extent is sustainable community development central to the business strategy in across industry sectors?

¹ Prietio-Carron et al. (2006)

- How do corporations integrate the 'sustainable community development' agenda into the organisation? How are poverty alleviation issues incorporated in the corporate strategy? How is a '*community development*' *innovation culture* built, diffused, and sustained in organisations?
- How are corporations engaging in promoting institutions that are fundamental for local communities' participation in development processes?
- In what ways are corporations meaningfully engaging state and non-state actors in poverty alleviation and development through their CCI programmes? What organisational forms support or facilitate corporate social action that works to ameliorate poverty?
- What market mechanisms promote and enhance sustainable livelihoods in the community?
- What are the limits of market mechanisms for sustainable community development, and how might these challenges be resolved?
- What are the a) ethical, and b) governance dilemmas of businesses taking on responsibility for poverty alleviation?
- How do we measure social impact of corporate community development?
- How can 'sustainable community development initiatives' be scaled-up, and what are the boundaries?

The Seventh Annual ICCSR Symposium is intended to discuss corporate innovation as it relates to poverty alleviation in local communities in developing countries. We are interested in conceptual, theoretical or empirical papers that present new research insights and ideas on **business models, strategies and stakeholder engagement processes** that a) respond to factors that contribute to poverty; and b) advance sustainable community development in developing countries. We are inviting multidisciplinary papers which contribute knowledge on how companies are transforming value chain activities, and the 'social dimensions of the competitive context'², to benefit local communities. The papers can cover, but not limited to, the following areas:

- Corporations and community (and, or social) enterprise development
- Corporations and community asset-building
- Business approaches towards community empowerment and capacity building
- Social partnerships and Stakeholder engagement.

Authors interested in submitting a paper for presentation at the symposium should submit an abstract of 1,000 words to Dr. Judy Muthuri (email: judy.muthuri@nottingham.ac.uk) by Friday, 11th December 2009.

Other key dates are:

- Notice of acceptance of abstract – 11th January 2010
- Symposium registration open – 1st February 2010
- Full paper submission – 15th February 2010
- Final symposium programme released – 26th February 2010
- Symposium registration closed – 13th April 2010
- Symposium – 27th April 2010.

The ICCSR will also be preparing a special issue of Business & Society on this topic, to be edited by Prof. Jeremy Moon, Dr. Judy Muthuri and Dr Uwafiokun Idemudia. Papers presented at the symposium would be considered along with those responding to the journal's own call for papers.

² Porter and Kramer (2006)

References:

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- Idemudia, U. (2008) Conceptualising the CSR and Development Debate: Bridging Existing Analytical Gaps. *Journal of Corporate citizenship*, 29, p.91-110
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- Leisinger, K. M. (2007) Corporate Philanthropy: The "Top of the Pyramid". *Business and Society Review*, 112 (3), p.315-342.
- Manteaw, B. (2007) From Tokenism to Social Justice: Rethinking the Bottom Line for Sustainable Community Development. *Community Development Journal*, in press, DOI:10.1093/cdj/bsm015.
- Moon, J. and Muthuri, J. N., 2006. *An Evaluation of Corporate Community Investment in the UK: Current Developments, Future Challenges*, A Report of Charities Aid Foundation (CAF). United Kingdom: CAF. December.
- Muthuri, J. (2008) Participation and Accountability in Corporate Community Involvement Programmes: A Research Agenda. *Community Development Journal*, 43 (2), p. 177-193.
- Muthuri, J., Chapple, W. and Moon, J. (2008) An Integrated Approach to Implementing 'Community Participation' in Corporate Community Involvement: Lessons from Magadi Soda Company. *Journal of Business Ethics*, 85 (2), p.431-444.
- Porter, M. E., and Kramer, M. R. (2006) Strategy and Society: The Link Between Competitive Advantage and Corporate Responsibility. *Harvard Business Review*, December, p.78-92.
- Prieto-Carron, M., Lund-Thomsen, P., Chan, A., Muro, A., and Bhushan, C. (2006) Critical Perspective on CSR and Development: What We Know, What We Don't Know and What We Need to Know. *International Affairs*, 82, p.977-987.
- WBCSD (World Business Council for Sustainable Development) and SNV Netherlands Development Organization (2008), *Inclusive Business: Profitable Business for Development*. Latin America: WBCSD and SNV.