



Panel's title (En) : Corporate Social Responsibility in the Asian Context: Japanese and Korean Case Studies on Collaboration among the Government, Businesses, and Civil Society

Coordinator (Affiliation, University...) : Toru OGA (Kyushu University / Columbia University)

Language : English

Topics : Political Sociology, Civil Society, Employment, Environment

Panel presentation :

This panel compares Japanese and Korean cases of Corporate Social Responsibility (CSR) to evaluate CSR-initiated collaboration among the government, businesses, and civil society and explores the Asian context of CSR. The increase in activities across national boundaries has expanded economic markets and led to the globalization of corporate undertakings. Besides pursuing profitable goals, the business sector is required to fulfill specific responsibilities towards society, such as maintaining compliance with laws and ordinances, protecting the environment and human rights, and respecting labor standards and consumer interests. The CSR concept summarizes such essentials. CSR signifies that corporations need to recognize the social influence of their corporate activities and implement the relevant decision-making procedures and initiatives that will benefit all the stakeholders, including consumers, stockholders, customers, and civil society.

Numerous studies describe that there are two different types of CSR in Europe and the US: (1) CSR which is conducted as part of business activities and (2) CSR which is conducted as charitable activities and is not directly linked with business. Most of studies about the effectiveness and consequences of CSR have been dominated by cases in Europe and the US: CSR studies on other regions such as Asia are in their nascent stage. The proposed panel attempts to bridge the gap between existing studies and their practical application in Japanese and Korean societies and their collaboration among the government, business, and civil societies.

This panel is part of the Joint Research Projects under the Bilateral Collaborations Program, applied to the funding by the Japan Society for the Promotion of Science and the National Research Foundation of Korea. This research analyzes the role of CSR in community development by examining six themes (diversity, welfare, consumer issues, business, employment, and environment) and focusing on the collaboration among three sectors: the government, businesses, and civil society. By focusing on these collaborations, the research attempts to evaluate CSR as the driving force of a developing civil society. In addition, this research reveals the manner by which companies and organizations have exercised CSR in cooperation with the governments and non-profit organizations and its contribution in developing the community and constructing civil society.

Japan and Korea are similar with regard to the increasing influence of civil society. Both these countries have stabilized liberal democracies with strong central governments. This creates several opportunities for collaboration among the government, business, and civil society. While the business and civil society sectors operate independently, they have also work in collaboration with the central and local governments. The objective of the comparison between Japan and Korea is to analyze the advantages and disadvantages of CSR collaboration in a civil society and democratic traditions under a strong centralized government and to identify the differences between Japanese and Korean political and social cultures. These comparisons will contribute in understanding of the CSR model in the Asian context.

This panel is based on important issues in the Japanese and Korean CSR models including employment, environment, and consumer issues. The panel consists of six presentations: one presentation focuses on the theoretical and quantitative overview of Japanese and Korean CSR and the other five are significant case studies.

Key words : Corporate Social Responsibility (CSR); Civil Society in Japan and Korea; Employment; Environment; Consumer Issues.



Participants :

1) Toru Oga (Kyushu University), Norihiro Nihei (University of Tokyo), Tetsuya Nakatoh (Kyushu University), and Suk-Ki Kong (Seoul National University)

Communication's title : Measuring Corporate Social Responsibility in Japan and Korea: its trends and impacts toward Civil Society.

Language : English :

Presentation :

It describes CSR trends, the aspects of CSR that companies focus on, and the financial support provided by businesses to civil society in Japan and Korean. In this paper, a quantitative text analysis is conducted and companies' CSR reports are examined to evaluate the issues that CSR reports focus on and the extent of these reports, such as the environment, human rights, employment or consumer issues, by adopting and applying two existing CSR criteria: ISO 26000 (International Organization for Standardization) and GRI Guidelines (by Global Reporting Initiative). The paper also evaluates the connection between businesses and civil society. It utilizes regression analysis to determine the support provided by business funding to civil society and influences their performances.

Key words :Quantitative Text Analysis; CSR; ISO26000, GRI(Global Reporting Initiative).

2) Myung-Joon Park (Korea Labor Institute)

Communication's title : Job Creation as Social Movement by Local Government: Concepts and Actions of the 'Kwang Ju-style Job Creation Model'

Language : English :

Presentation:

The paper highlights the role of the government in encouraging business and civil society activities. He focuses on the Kwang Ju-style Job Creation Model (KJJCM), which is a social movement led by the local government to create jobs and resolve the structural inequalities in labor markets. The paper explores the collaborative role of the local government in bridging the gap between businesses and the labor market.

Key words :Employment; Social Activity, Local Government, Job Market.



3) Yuki Ooi (Nanzan University)

Communication's title : Catholic Church as a Location Where the Environments Meet Poverty: Environmental Justice in Japan.

Titre de la communication :

Language : English :

Panel presentation (En) :

This focuses on the Japanese Catholic church and examines the current and future implementation of environmental and anti-poverty measures together. The paper explores the treatment of environment and poverty as two separate issues by Japanese companies and their lack of perspective on environmental justice in comparison to US companies, where the concept of the green movement originated. In addition, it examines the way by which the Japanese Catholic church became aware of environmental issues, with an emphasis on the church's local initiatives and recommendations for companies and local and national governments.

Key words :Catholic Church; Environment; Anti-Poverty Measure.

4) Suk-Ki Kong (Seoul National University),

Communication's title : Scoping out Gasiri Community Where Environment and Justice Are Converged: A Just Sustainable Community Development.

Titre de la communication :

Language : English :

Panel presentation (En) :

The paper focuses on the environmental aspects in a community development plan of the Gasiri community in Jeju Island, Korea. He explores how environment and community building are framed and implemented it in local projects. This research explores the collaboration between local residents and those from outside, the revival of cooperative principles and democracy through the Gasiri community building project, and the main factors that contribute to the success of community development programs.

Key words :Environment; Community Development.



5) **Kyoko Tominaga (Ritsumeikan University)**

Communication's title : Consumer Movement in Fluidarity and Individuality: Rethinking Practices of Consumer Movement as Sharing Experiences

Language : English :

Panel presentation (En) :

The paper focuses on Seikatsu Club Seikyo, a representative consumer movement in Japan that promotes collective purchase of living necessities and creates information materials on health and environment. The movement aims to conserve the affluent life of consumers, and the participants are involved in the network between consumers and producers and share information about goods with the network. In a movement called *Taberu Seiji* (Eating Politics), the participants engage in collective cooking for environmental and health reasons and learn about the politics of food issues through the eating process.

Key words :Consumer Movements; Politics of Food Issues; Health and Environment.

6) **Taekyoon Kim (Seoul National University)**

Communication's title : NGO Accountability in Consumer Justice Movement: The Case of CCEJ's Action Center for Consumer Justice in South Korea.

Language : English :

Panel presentation (En) :

The paper focuses on the accountability of non-governmental organizations (NGOs) for consumer justice movements in Korea. It particularly focuses on the Citizens' Coalition for Economic Justice (CCEJ). The CCEJ launched the Action Centre for Consumer Justice (ACCJ) in 2012 and it aims to challenge various consumer-related social problems. The ACCJ includes multiple actors in its justice movement, which complicates the accountability of ACCJ. The paper reviews the performance of the ACCJ within the consumer justice movement and describes the Korean approach to NGO accountability in the context of the consumer movement in Korea.

Key words :Consumer Movements; Consumer Justice Movements; Consumer-related Social Problems