



CORPORATE SOCIAL RESPONSIBILITY

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Practicing corporate social responsibility (CSR) includes managing organizations in a transparent manner; giving consideration to the environment, human rights, and employment; and complying with all relevant rules and regulations. Fulfilling CSR can also lead to the sustainable development of corporations by encouraging and fostering good relationships with society. Although CSR has its origins in the surprisingly distant past, corporations today are increasingly realizing that they cannot afford to ignore their social responsibilities.

In view of the growing interest in CSR, the APO focused on the topic at its 21st Top Management Forum held in Tokyo from 28 February to 3 March 2005. This publication is a compilation of the presentations made at the forum by executives of leading Japanese corporations and distinguished management specialists. They all noted that fulfilling CSR is not a simple task. It requires support not only from shareholders and investors but also from customers, employees, and communities. While practicing CSR, corporations must respect the rights of employees, satisfy the needs of customers, guarantee dividends to shareholders, and convince the community of the merit of corporate activities. In this, corporations must try to strike an appropriate and delicate balance among these elements.

This publication provides readers with an opportunity to share experiences of corporations and executives and to study CSR so that their own corporations or enterprises can achieve higher productivity and competitiveness in the long run. The presentations included in this publication are:

“Corporate Social Responsibility: Current Context and Future Directions” by Iwao Taka, Professor, Reitaku University.

“Policies to Promote Corporate Social Responsibility” by Hideo Suzuki, Director, Corporate Affairs Division, Japanese Ministry of Economy, Trade and Industry.

“CSR Management and Corporate Value” by Hiroshi Hirano, President and Chief Executive Officer, Sampo Japan Insurance Inc.

“My Management Philosophy and Corporate Social Responsibility” by Morio Ikeda, President and Chief Executive Officer, Shiseido Company, Ltd.

“Building a ‘New Snow Brand Milk Products Co., Ltd. Goal: To Establish Compliance Management’” by Makoto Wakita, Managing Director, Snow Brand Milk Products Co., Ltd.

“Positive Aspects of the CSR Debate in Japan in Comparison with Europe and America” by Minoru Inaoka, Managing Director, Managing Executive Officer, Administration Division, Ito-Yokado Co., Ltd.

“Socially Responsible Investment in Japan” by Mariko Kawaguchi, Senior Analyst, Managing Strategy Research Department, Daiwa Institute of Research Ltd.

This publication also includes a paper titled “Corporate Social Responsibility—Why It Matters, What It Means, and Where It Is Going” by Arif Zaman, Research Fellow, Henley Management College, UK, and adviser to the Commonwealth Business Council, who acted as a facilitator at the 2005 Top Management Forum.

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