Second International Academic Symposium in Corporate Citizenship

Is Corporate Citizenship Making a Difference?

The UNISA Centre for Corporate Citizenship (CCC) will be in Accra, Ghana from 20-22 November 2006. This is the second International Academic Symposium in Corporate Citizenship, hosted by the CCC and the College of Economic and Management Sciences.

Researchers and academics from around the world will gather in Accra to understand how corporate citizenship can enhance the contribution of business to sustainable development. “We are proud to be able to present this very important symposium for the second year in a row. The response after the 2005 symposium in South Africa was so positive that we had no choice but to start planning the 2006 event. This event is being held in collaboration with the United Nations Global Compact and the Marc Lindenberg Centre for Global Citizenship,” says Associate Prof. Derick de Jongh, Founding Director of the CCC.

“The symposium will take place just prior to the Global Compact International Learning Forum Meeting. Keynote speakers include Prof Klaus Leisinger, special advisor to the UN Secretary General on the Global Compact. Papers discussed at the symposium will be considered for a special edition of the Journal of Corporate Citizenship, to be published in winter 2007,” says Dr Ralph Hamann, Head of Research at the CCC.

The following questions characterised by scale of analysis may be relevant to the symposium, among others:

1) Do corporate citizenship efforts make a difference at the local level, where the overall impacts of business activity are often uncertain and controversial, especially in areas of conflict?

2) Does corporate citizenship make a difference at the firm level, considering the many unanswered questions on issues such as a company’s sphere of responsibility or influence?

3) Are multi-stakeholder initiatives and partnerships making a difference, bearing in mind the high expectations of such efforts despite lingering uncertainties regarding their impact?

4) Is the Global Compact (or other international corporate citizenship initiatives) making a difference, and how can its various impacts be measured?

5) Are corporate citizenship efforts making a difference to national or international aspirations, particularly in Africa, where the Millennium Development Goals seem most elusive?
“Of particular significance is the fact that this symposium is presented in parallel with the 4th International UN Global Compact Learning Forum (UNGC/LF) meeting to take place in Accra from 22-24 November 2006. It is the first time that the UNGC/LF international meeting takes place in Africa and we are proud to be associated with this very important event,” says Associate Prof. Derick de Jongh.