

***Multinational Enterprise and Sustainable Development:
Strategic Tool for Competitiveness***

A Research Colloquium

Organized by

*The Georgia Tech Center for International Business Education and Research,
College of Management, Georgia Tech, Atlanta, Georgia, USA*

The ICN Business School , Nancy, France

and

Groupe de Recherche en Gestion, Nancy-Metz, France

In Cooperation with

*The Institute for Sustainable Technology and Development,
Georgia Institute of Technology*

and

The United Nations CIFAL Center, Atlanta (UNITAR Network)

With the Support of

Air Liquide

The Coca-Cola Company

French Trade Advisors, Southeastern United States Inc. (Conseillers du Commerce Exterieur)

Venue:

*GTRI Conference Center
250 14th Street, N.W.
Atlanta, Georgia 30318*

Directions <http://www.gtri.gatech.edu/visitorinfo/gtriconfdriving.html>

Friday, October 20, 2006, Atlanta, Georgia, USA

Colloquium Objectives:

- The Research Colloquium raises the question of how multinational enterprises deal with what has been called the “great trade off-illusion’: *the belief that firms must sacrifice outstanding financial performance if they choose, strategically, to address societal challenges.* Because of the size and scope of their transborder activities, multinationals are global environmental actors and stewards. Their corporate strategies can accelerate or slow the sustainable development process.

- Select Colloquium Themes:

- Multinational Enterprises’ Sustainable Development Practices:* the normative and corporate governance frameworks, decisional structures, organizational behavior and implementing strategies, ranging from human resources to technology and communications;

- Factors and Motivations:* the macro-economic, market, social, and political factors which define the emergence and diffusion of multinational practices as well as country or region-specific institutional and cultural issues;

- Multinationals as Global Players:* the role of MNEs in evolving regional and international regimes (treaties, codes, norms, standards, monitoring systems) and the impacts of MNEs’ courses of action

-Parking is available in the deck next to the conference center.

-This research Colloquium is by invitation only. Non-presenters are welcome to attend upon a specific request to ciber@mgt.gatech.edu. Limited seating for the keynote luncheon.

-Papers will be published in book and special journal issue form, following the colloquium and review.

Agenda:

7:45-8:30 Continental Breakfast and Registration

8:25-8:30 Welcoming Remarks, Dr. Steven Salbu, Dean and Stephen P. Zelnak Chair, College of Management, Georgia Tech
(Room 119)

8:30-9:00 Morning Keynote address: Setting the Theme (Room 119)

“Globalization of Sustainable Development? Principles and Practices of Transnational Corporations”

Dr. Dennis A. Rondinelli, Senior Research Scholar, Terry Sanford Institute of Public Policy, Duke University, Durham, North Carolina and Glaxo Distinguished International Professor of Management Emeritus at the University of North Carolina-Chapel Hill.

9:00-10:30 First Morning Panel: Situating the Multinational Enterprise in Global Sustainable Development: Corporate Social Responsibility Conceptual Frameworks (Room 119)

Chair: Prof. John R McIntyre, Director, GT CIBER, College of Management, Georgia Tech

“Discourse and Practice in Corporate Social Responsibility: New Components in Corporate Strategies—Micro-Regularities in a post-Fordian Model: The Case of French Multinationals”

Dr. Pierre Bardelli, Professor and past President, University of Metz, Metz France and Ms. Manuela Pastore, Doctoral candidate, Thionville-Yutz, France.

“MNEs, the New Development Paradigm and Sustainable Development”

Dr. John Dunning, Emeritus Professor of International Business, University of Reading, United Kingdom and State of New Jersey Professor of International Business, Rutgers University, New Jersey and Ms. Fabienne Fortanier, Researcher, University of Amsterdam (UvA) Business School, Amsterdam, The Netherlands

“Multinational Enterprise and Sustainable Development: A Review of Strategy Process Research”

Dr. Vera Ivanaj, Institut National Polytechnique de Lorraine, Nancy, France and Dr. John R McIntyre, Georgia Institute of Technology, Atlanta, Georgia

10:30-10:45 Coffee Break (Foyer)

10:45-12:15 Second Morning Panel: Best Global Industry Practices in Corporate Sustainable Development (Room 119)

Chair: Mr. Peter Olfs, Senior Director emeritus, Siemens AG, Munich, Germany
<http://www.usa.siemens.com/index.jsp>

Ms. Brenda D. Pulley, Vice President, Corporate Affairs and Communications, Novelis, Inc.
<http://www.novelis.com>

Dr. Serban Cantacuzene, Director of Operation Control and Planning, Air Liquide Industrial US, Houston, Texas
<http://www.airliquide.com/en/home.html>

Mr. David H. Gustashaw, Vice President, Engineering, Interface Inc.
<http://www.interfaceinc.com/>

12:15-1:45 Keynote Luncheon (Room 119 C)

“Water Stewardship at The Coca-Cola Company”

Mr. Jeff Seabright, Vice President, Environment and Water Resources, The Coca-Cola Company
<http://www.thecocacola.com/>.

Introduced by Dr. Thomas Froehlicher, Dean and Professor, ICN School of Business, Nancy, France

2:00-3:30 Afternoon Concurrent Panel 1: The Ethical Dimension in Corporate Sustainable Development: Defining Boundaries and Trade-offs (Room 119 A)

Chair: Dr. Paul J. Voss, Founder and President of Ethikos (www.ethikos.com) and Georgia State University, Atlanta

“Sustainability: Evaluating Policy Impacts on Multiple Spatio-Temporal Scales”

Dr. Bryan Norton, Georgia Tech Distinguished Professor 2006, School of Public Policy, Georgia Tech

“Sustainable Development: The New Ethic of Multinational Corporate Governance,”

Prof. Benoit Pige, Director, Institute of Enterprise Administration (IAE), University of Franche-Comte, France

“Can Extant Money and Commodities Market Ethics be Compatible with Sustainable Development? Towards an Adaptive Industrial Ecology”

Mr. Jean-Paul Vignal, CCE, Principal, JP2 Consultants, Argyle, Texas

“Of Butterflies and Hummingbirds: Industrial Ecology on the Wing,”

Dr Van V. Miller, Human & Ecological Resources, New Mexico

2:00-3:30 Afternoon Concurrent Panel 2: Regulation and Risk Exposure: Managing the Sustainable Development Trade-offs

Chair: Prof. Mark Ferguson, College of Management, Georgia Tech (**Executive Board Room**, upper floor)

“The Regulatory Potential of MNCs’ Sustainable Development Practices and Policies”

Prof. Alain Lapointe, Associate Chair in Corporate Social Responsibility and Sustainable Development ; Prof. Corinne Gendron, Holder of the Chair in Corporate Social Responsibility and Sustainable Development, and Ms. Emmanuelle Champion, doctoral candidate, all of Ecole des sciences de la gestion (School of Management), UQAM, University of Quebec at Montreal, Montreal, PQ, Canada

“The Role of Sustainable Development in Risk Assessment and Management for Multinational Corporations”

Dr. R. Bruce Hutton, Dr. David B.Cox, Dr. Maclyn L. Clouse, Daniels College of Business, University of Denver, and Messrs. John Gaensbaug and Britt D. Banks, Newmont Mining Corporation, Denver, Colorado

“Current European and French Legislation: Sustainable Development as Apprehended by the Law: Hype or Reality?”

Prof. Ivan Tchotourian, Instructor and Research, Law Faculty, University of Nancy-2, Nancy France

“Multinationals; Sustainable Supply Chains and Influence Exertion upon Suppliers in the U.S. and the Outside the U.S.: A Comparative Approach”

Dr. Bernd Philipp, Lecturer and Research Fellow, Groupe Sup de Co Amiens (Amiens Business School), Amiens, France.

2:00-3:30 Afternoon Concurrent Panel 3: Performance Metrics: Standards and Market Responses to Implementation of Global Sustainable Development Practices (Room 119 B)

Chair: Dr. Ravi Subramanian, College of Management, Georgia Tech

“Assessing the Sustainable Development Commitment of Multinational Enterprises: Reporting, Structural Change, and Social Investment—The Evidence from the Eurostoxx 50”

Profs. Silvester Ivanaj, Jacky Koehl, Sandrine Peney, and Gunter Schumacher, ICN School of Business, Nancy, France

“Measuring Sustainability”

Prof. Salwa Mamoun Beheiry, Department of Civil Engineering, American University of Sharjah, United Arab Emirates (UAE)

“Prospects and Limits of Certifiable Environmental Standards as Tools for Firm-Self-Regulation”

Prof. Petra Christmann, Rutgers Business School, The University of New Jersey, and Prof. Glen Taylor, Skyles College of Business, University of Tampa, Florida

“Towards Sustainable Mining: The Corporate Role in the Construction of Global Standards”

Prof. Hevina S. Dashwood, Political Science Department, Brock University, St Catherines, Ontario, Canada

3:30-3:45 Coffee Break (Foyer)

3:45-5:15 Afternoon Concurrent Panel 4: Region and Country-Specific Issues: The Emerging Markets Perspective (Room 119 A)

Chair: Prof. Silvester Ivanaj, ICN Business School, Nancy, France

“Multinational Enterprises and Sustainable Development in Resource-Based Developing Economies: New Models of Corporate Production Behavior”

Prof. Kofi Afriyie, Kean University, New Jersey,

“The Role of Headquarter-Subsidiary Relationships in Sustainable Development Practices: Lafarge Fights AIDS in Africa”

Mr. Florent Pestre, Researcher, Dauphine Research in Management, University of Paris-Dauphine, Paris, France

“Sustainable Development and Corporate Social Responsibility of Multinational Enterprises in China”

Dr. Maria Lai-Ling Lam, School of Business, Malone College, Canton, Ohio

“Are Multinational Corporations Compatible with Sustainable Development? The Experience of Developing Countries”

Mr. Abdulai Abdul-Gafaru, Department of Development Studies, University of Cambridge, UK

3:45-5:15 Afternoon Concurrent Panel 5: Global Corporate Sustainable Development through the Comparative and Case Study Lenses (Executive Board Room, upper floor)

Chair: Dr. Francis Ulgado, GT CIBER, College of Management, Georgia Tech

“Sustainable Development Innovation and Multinational Firms: Contrasting Corporate Approaches”

Dr. Ihsen Ketata, GT CIBER, College of Management, Georgia Tech and Dr. John R. McIntyre, GT CIBER, College of Management, Georgia Tech

“The Peugeot-PSA’s Partnership with Veolia Environment : Industrial Partnerships with a Multi-Utilities Firm : An Industrial Tool to Improve Economic and Environmental Efficiency”

Mr. Géry Deffontaines, Researcher and doctoral candidate, Ecole Nationale des Ponts et Chaussées (ENPC), Paris, France.

“The Diffusion of Corporate Governance Paradigms: A Focus on Shareholder Value”

Mr. Jonathan Lefevre and Prof. Gabriele Suder, Head, Global Management Department, CERAM Graduate Business School, Sophia Antipolis, Nice, France

“AMD v. Intel”

Prof. Hugh Folk, College of Business Administration, The University of Hawaii, Honolulu, Hawaii,

“Shell Oil, CSR and Legitimacy: Filling the Legitimacy Gap”

Mr. Patrick Laprise, Researcher, University of Quebec at Montreal, Montreal, Quebec, Canada

3:45-5:15 Afternoon Concurrent Panel 6: Broadening the Scope of Global Sustainable Development: New Research Frontiers (Room 119 B)

Chair: Mr. Nicolas Cauchy, International Consultant, Woods Hole, Massachusetts

“From Cost Domination to Differentiation: Can Sustainability Lead to Human Development?”

Dr. Philippe Mouillot, Senior Lecturer, Institute of Enterprise Administration (IAE), University of Poitiers, Poitiers, France

“Turning Compliance into a Competitive Advantage: A Preliminary Research Study”

Professors. Laurent Tournois and Damien Forterre, Negocia School of Business, Nantes, France

“Multinationals and the Challenge of Sustainable Development: Knowledge in Cooperative Networks”

Professor Mohamed Bayad, Director, and Professors Michael Benedic, Malek Bourguiba, Institute for Enterprise Administration, University of Nancy, and Prof. Christophe Schmitt, ENSAIA, University of Nancy, Nancy France, all members of the GREFIGE-CEREMO Research Laboratory

“The Market-Based Justification of CSR : A Double-Edged Activist Tool”

Ms. Pauline Barraude de Lagerie, Researcher, Sciences Po-Paris and CNRS, Paris, France