ETM
Department of Engineering and Technology Management

Technology Management Seminar Series
Graduate Seminars – Fall 2011

CSR Metrics: Are We Effectively Assessing How “Socially Responsible” Our Corporations Are Or Can Be?

Abstract:
There is a high level of interest and a great deal of debate in the business world whether so called “Corporate Social Responsibility” positively or negatively impacts profitability, competitiveness, and sustainability. This presentation examines current practices in measuring Corporate Social Responsibility in terms of a multi-stakeholder. We will look at whether and which cultural factors, including ethics, drive the values and assumptions about legitimate business practices in a CSR context. We will try to gain some perspective on the question: “Can societal non-economic preferences create a “directionality” that provides incentives for a corporation to structure policies and processes that favor sustainability AND a positive return to all stakeholders?

Richard Vicenzi, MS
MS in Advanced Management, Drucker School of Management, Claremont Graduate University
MBA, UCLA
BA in Economics, University of California Riverside

Background:
Richard has more than 20 years of experience in designing and implementing interventions and advising clients in organizational culture change issues, organizational effectiveness, staffing and recruitment, workplace diversity, executive coaching, and career management. His corporate clients have included Fortune 100 companies, privately held businesses, and non-profit organizations. His interest in sustainability and corporate social responsibility is an outgrowth of his research into organizations as complex adaptive systems where actions are recognized to have distant and unforeseen ramifications. Richard received a BA in Economics from the University of California Riverside, and an MBA from UCLA. In addition, he received an MS in Advanced Management from the Drucker School of Management at Claremont Graduate University, where he also completed doctoral coursework in Organization Design and Strategic Management.

Day: November 18, 2011
Time: 3:15 pm – 4:15 pm
Room: FAB 10
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Portland, OR 97201