

HUMAINE - Research Network Social Responsibility (RNSR)



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Agenda/Topics To Be Covered



- History of Social Responsibility (SR)
- Corporate SR
- Research Network SR – Dimensions
- Why should we care about SR?
- What can we do?
- What we already did?
- Required paperwork
- Summary

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Social Responsibility: History Development



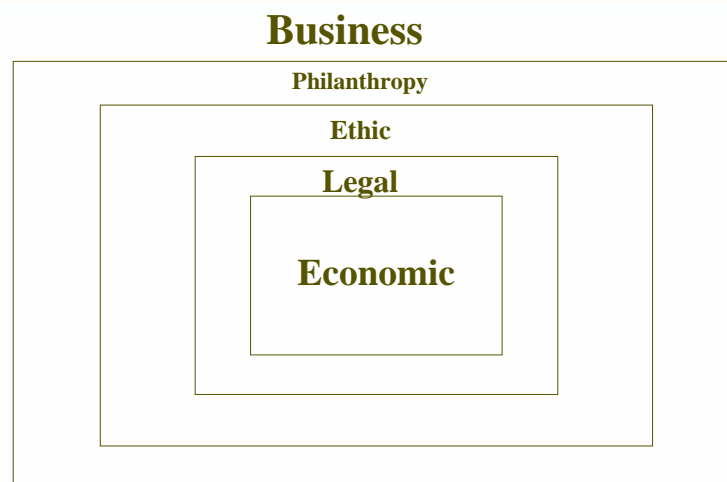
- The core responsibility of business is economic
(Bowen, 1953; Friedman, 1970) €
- Corporate Social Responsibility
(Carroll, 1991)
- Organizational Social Responsibility
(Acar, Aupperle & Lowy, 2001)
- Research Network Social Responsibility

Organization
is part of
society



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Business SR: Dimensions



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Ethics

*“ Knowing the difference between
what you have a right to do and
what is the right thing to do”*

Former Supreme Court of Justice- Potter Stewart



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Research Network SR: Dimensions




Research Network



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| State of the Art and Legal components of RNSR | |
|---|--|
| |  |
| State of the Art Components (Responsibilities) | Legal Components (Responsibilities) |
| 1. It is important to explore and develop new knowledge, products, and technology. | 1. It is important to perform in a manner consistent with expectations of government and law. |
| 2. It is important to be committed to scientific truth. | 2. It is important to comply with various EU, state, and local regulations. |
| 3. It is important to maintain a strong research position. | 3. It is important to be a law-abiding research network citizen. |
| 4. It is important to maintain a high level of transparency and clarity. | 4. It is important that a successful research network be defined as one that fulfills its legal obligations. |
| 5. It is important that a successful Research Network be defined as one that is consistently developing new ideas. | 5. It is important to provide goods and services that at least meet minimal legal requirements. |
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| Ethical and Social Activity components of CSR | |
|---|--|
| |  |
| Ethical Components (Responsibilities) | Social activity Components (Responsibilities) |
| 1. It is important to perform in a manner consistent with expectations of societal mores and ethical norms. | 1. It is important to perform in a manner consistent with contribution to society . |
| 2. It is important to recognize and respect new or evolving ethical moral norms adopted by society. | 2. It is important to facilitate society members' exposure to the research outcomes. |
| 3. It is important to prevent ethical norms from being compromised in order to achieve research network goals. | 3. It is important that scientists participate in voluntary activities within their local communities. |
| 4. It is important that to perform fair treatment for research subjects/participants. | 4. It is important to provide assistance and access to society members as well as private and public institutions to the research knowledge. |
| 5. It is important to recognize that RN integrity and ethical behavior go beyond mere compliance with laws and regulations. | 5. It is important to assist voluntarily those projects that enhance a community's "quality of life." |
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Why should we care about SR?



- Power
 - The 'iron law of responsibility':
if responsibility is not taken, it may be lost
- Dependence
 - Economic
 - Legitimacy
- Stakeholder
 - Reputation:
intersection between perceptions and reality

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Possible Actions



- Doing less from what is required
- Doing only what is required
- Doing more than what is required

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What can we do?



- Doing only what is required
 - State of the art; Legal; Ethical
- Doing more than what is required
 - State of the art; Legal; Ethical + Social Activity

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Issue for Discussion: What we already did?



- Do we really need to add social responsibility?
- What type of social relevant fruits our project already did and will do in the future ?

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Economic and Legal components of CSR



| Economic Components (Responsibilities) | Legal Components (Responsibilities) |
|--|--|
| 1. It is important to perform in a manner consistent with maximizing earnings per share. | 1. It is important to perform in a manner consistent with expectations of government and law. |
| 2. It is important to be committed to being as profitable as possible. | 2. It is important to comply with various federal, state, and local regulations. |
| 3. It is important to maintain a strong competitive position. | 3. It is important to be a law-abiding corporate citizen. |
| 4. It is important to maintain a high level of operating efficiency. | 4. It is important that a successful firm be defined as one that fulfills its legal obligations. |
| 5. It is important that a successful firm be defined as one that is consistently profitable. | 5. It is important to provide goods and services that at least meet minimal legal requirements. |

Carroll, 1991, p.40

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Ethical and Philanthropic components of CSR



| Ethical Components (Responsibilities) | Philanthropic Components (Responsibilities) |
|--|---|
| 1. It is important to perform in a manner consistent with expectations of societal mores and ethical norms. | 1. It is important to perform in a manner consistent with the philanthropic and charitable expectations of society. |
| 2. It is important to recognize and respect new or evolving ethical moral norms adopted by society. | 2. It is important to assist the fine and performing arts. |
| 3. It is important to prevent ethical norms from being compromised in order to achieve corporate goals. | 3. It is important that managers and employees participate in voluntary and charitable activities within their local communities. |
| 4. It is important that good corporate citizenship be defined as doing what is expected morally or ethically. | 4. It is important to provide assistance to private and public educational institutions. |
| 5. It is important to recognize that corporate integrity and ethical behavior go beyond mere compliance with laws and regulations. | 5. It is important to assist voluntarily those projects that enhance a community's "quality of life." |

Carroll, 1991, p.43

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