

Routledge International Business In Asia Series
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Corporate Social Responsibility and Local Community in Asia-Pacific

Editor: Kyoko Fukukawa

Call for Chapter Contributions

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The Routledge International Business in Asia Series seeks contributions for a new edited book, as a sequel to *Corporate Social Responsibility in Asia* (2010). The underlying theme remains to offer alternative perspectives to the existing dominant discourse of Corporate Social Responsibility (CSR). Having previously examined the goals of CSR and their perceived 'import' into Asia, the new volume, ***Corporate Social Responsibility and Local Community in Asia-Pacific***, looks further to ask: What is at the root of all discourses, disciplines and implementation of CSR across the Asia-Pacific region.

In the previous volume human connectivity was noted as a central concern. Turning now to look more directly at the notion of connectivity (and its discontents), the new volume is framed around the concept of local community, with particular emphasis upon the 'Bottom of the Pyramid'. A key tenet of the book is that in order to complete the 'circuit' of CSR, to gain a more complex and nuanced understanding of CSR, we need to bring into explicit focus consideration of the poorest social-economic groups.

The Bottom of the Pyramid has been identified as a site of opportunity for corporations to tap into new markets, with varying degrees of responsibility to local communities. There is an obvious tension between employees being part of the global supply chain and yet typically having no real choices and opportunities to prosper within a local economy. In terms of CSR, businesses operating at the base of the economic pyramid are all too frequently labelled as 'laggards'. Yet, arguably, we are all lagging behind when someone, somewhere in the overall chain is lagging behind. CSR cannot be the preserve of the rich. In line with the previous volume, which sought to deconstruct dichotomies of 'East' and 'West' and 'buyers' and 'sellers/suppliers', this sequel volume aims to challenge the categories of 'rich' and 'poor'.

The book will consist of two parts: *Part 1* is set to include contributions from Malcolm McIntosh (Asia Pacific Centre for Sustainable Enterprise, Griffith University, Australia) on CSR and Human Security; Chris McCann (Practitioner in Ethical Sourcing) on Supply Chain; and Ed Gray (Loyola Marymount University, USA) on Social Entrepreneurship, author of *Values-Centre Entrepreneurs and Their Companies* (Routledge, 2010).

Part 2 is open to contributions for area studies of Asia-Pacific countries. The intention is to map issues of local communities onto those of CSR to illustrate what an integrated and relational view of 'bottom-up' exercise would entail. The

editor welcomes chapter contributions (3500-5000 words) based on studies of Asia-Pacific countries, to include, for example, China, India, Japan, Korea and Australia. Contributions can be descriptive, reflective and/or analytical accounts of the opportunities, obstacles and issues facing corporations when seeking to be socially responsible in local communities. Examples of topics include, but are not limited to: Ownership and control of lifeline businesses (e.g. Water, Energy and Food); collaboration and engagement of local communities; social entrepreneurship; conflicts of interests; cultural, social and/or religious or belief-system perspectives.

Ultimately, the book seeks to look ahead to understand what businesses can do to operate at *all* levels in the global trading 'village'. The contributions taken together will enable we ask afresh what is meant by CSR across of all stratifications, whether of a country, region, community and/or organisation; and probe further into how corporations can properly locate responsibilities in global operations.

Contributing to the Book: If you would like to contribute a chapter, please submit an extended abstract / proposal of the chapter (no more than 2 pages of A4) to Kyoko Fukukawa by e-mail (k.fukukawa@bradford.ac.uk) by 1st October 2011. Decisions on acceptance will be notified by 1st December 2011. NB. Contributors will be expected to deliver a full chapter by 1st April 2012.