

## Professional Development Workshop MNEs' Corporate Social Responsibility as Complementary to National Development

**Saturday 6.8.2016 at 14.15-15.45**  
**Anaheim Convention Center, Room 202B**

We welcome you to learn and share your experiences on the role of MNEs in the sustainable socioeconomic development in developing countries.

This PDW builds upon the experiences from two large and truly global EU FP7 supported research projects, "MNEmerge" and "GLOBAL VALUE", which deal with MNEs and their impact in sustainable development in the global economy.

Project work has been carried out with research institutions, civil society organizations and companies in four continents: Europe, Asia, Africa, and South America.

### The PDW program

#### Welcome to the CSR and sustainability PDW

Juha Väättänen (Chair), Lappeenranta University of Technology, Finland

#### Experiences around the world

- **MNEs impact assessment in socioeconomic development**
- **How CSR pays off?**
- **Learnings from four continents**

#### Challenges and approaches for corporate impact assessment and management

Norma Schönherr, Florian Findler, André Martinuzzi, WU Vienna, Austria

#### Impact of MNEs in socio-economic development in developing markets

Pervez Ghauri, University of Birmingham, UK

#### Emerging market perspective for sustainable development

George Essegbey, Science and Technology Policy Research Institute (STEPRI), Ghana

#### Brand strategy and policy – Learnings across sectors

Suraksha Gupta, The University of Kent, UK and Eduardo Urias, UNU-MERIT, The Netherlands

#### How investment in CSR pays off? – Sanitation in India

Rushva Parihar, UNU-MERIT, The Netherlands

#### Facilitated discussion & round table

#### on sustainability and national development

Pekka Torvinen, Roman Teplov, Bruno Woeran, Lappeenranta University of Technology, Finland