

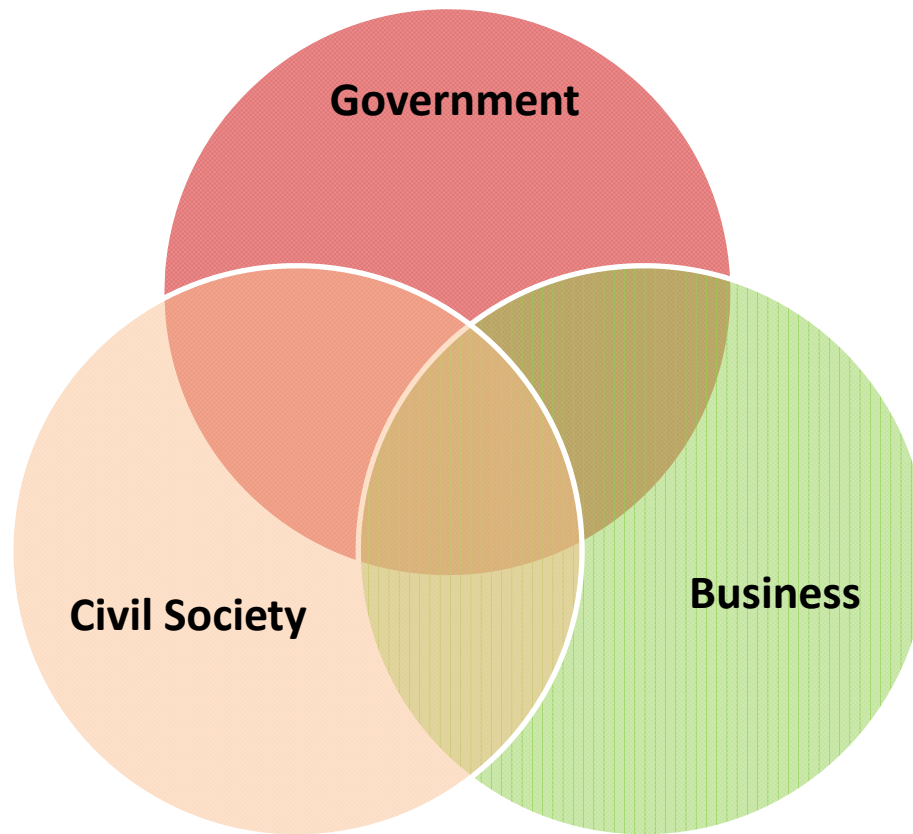
The Public Roles of the Private Sector in Asia: Framing a Research Agenda

Ann Florini

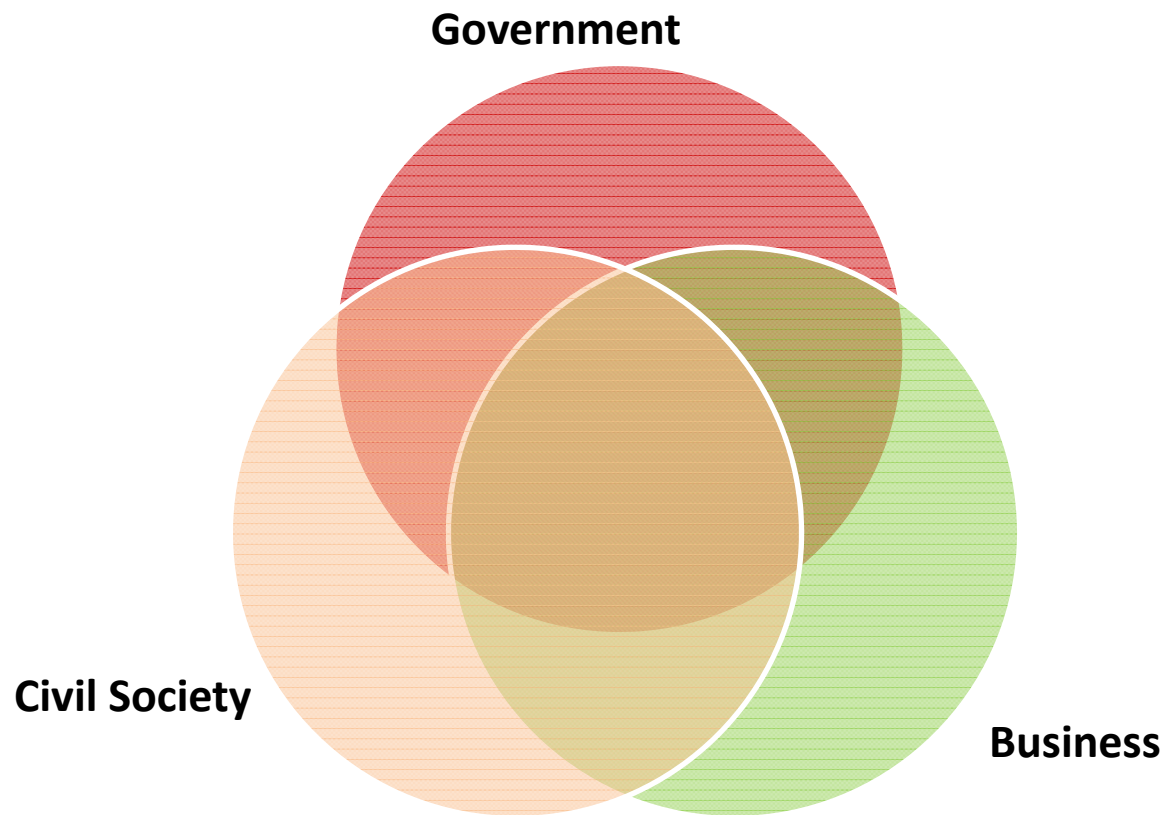
Conference on Collaboration Among
Government Market and Society

Fudan University, May 2013

The intersections of business, government, and civil society



... are growing



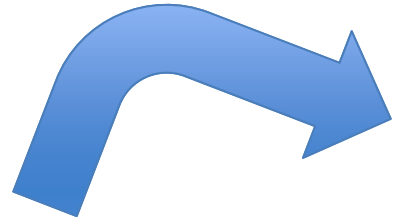
Overview

- Why that intersection is growing
- History of business roles
- potential independent variables and contexts
- Conclusion: a research agenda for Asia?



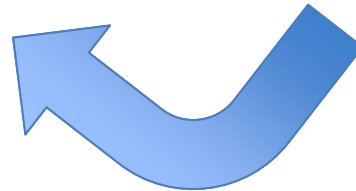
Wealth, goods, jobs,
services, taxes

BUSINESS



GOVERNMENT

Physical infrastructure, public
education, contract
enforcement, property rights

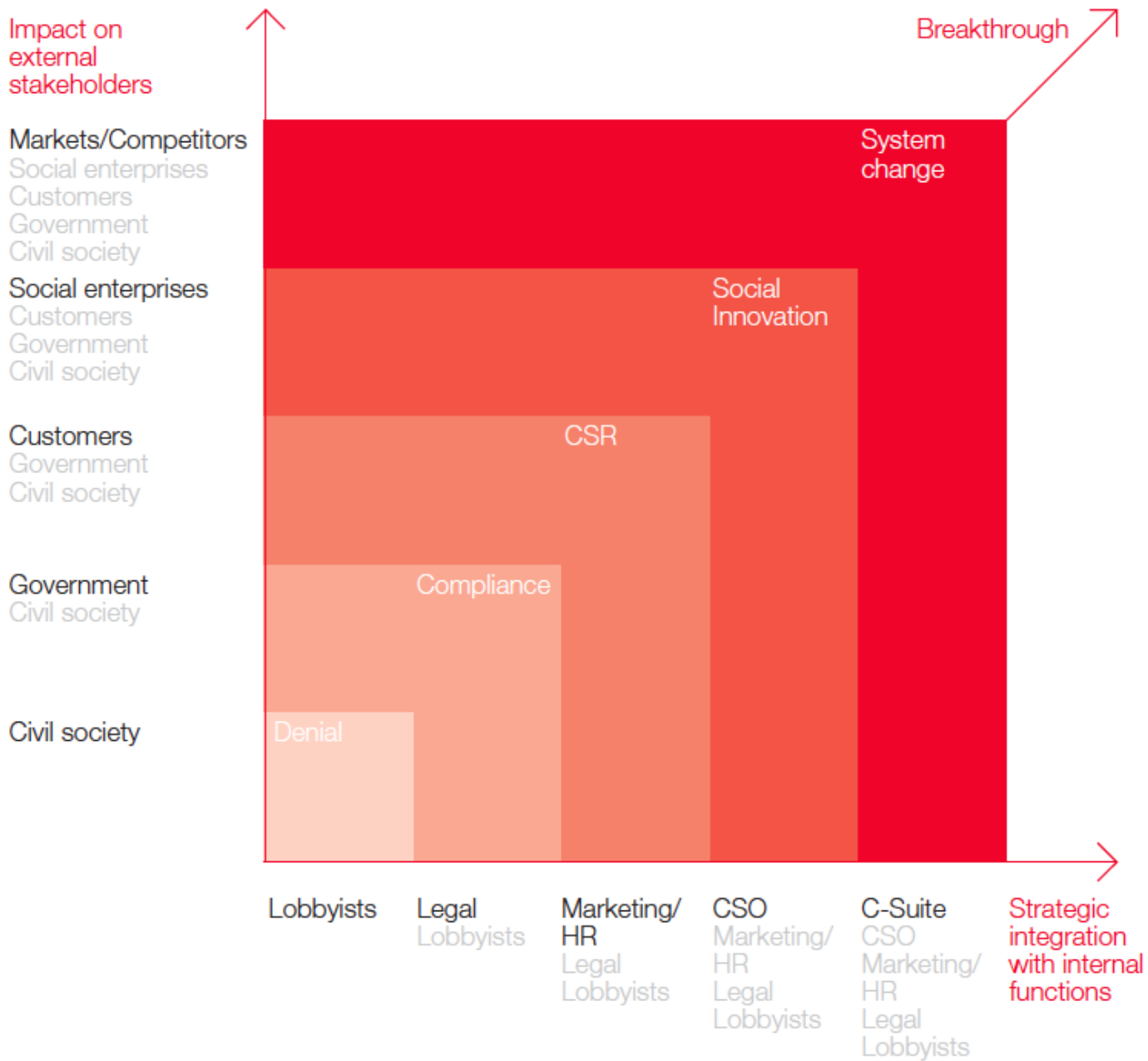


The Traditional Social Contract

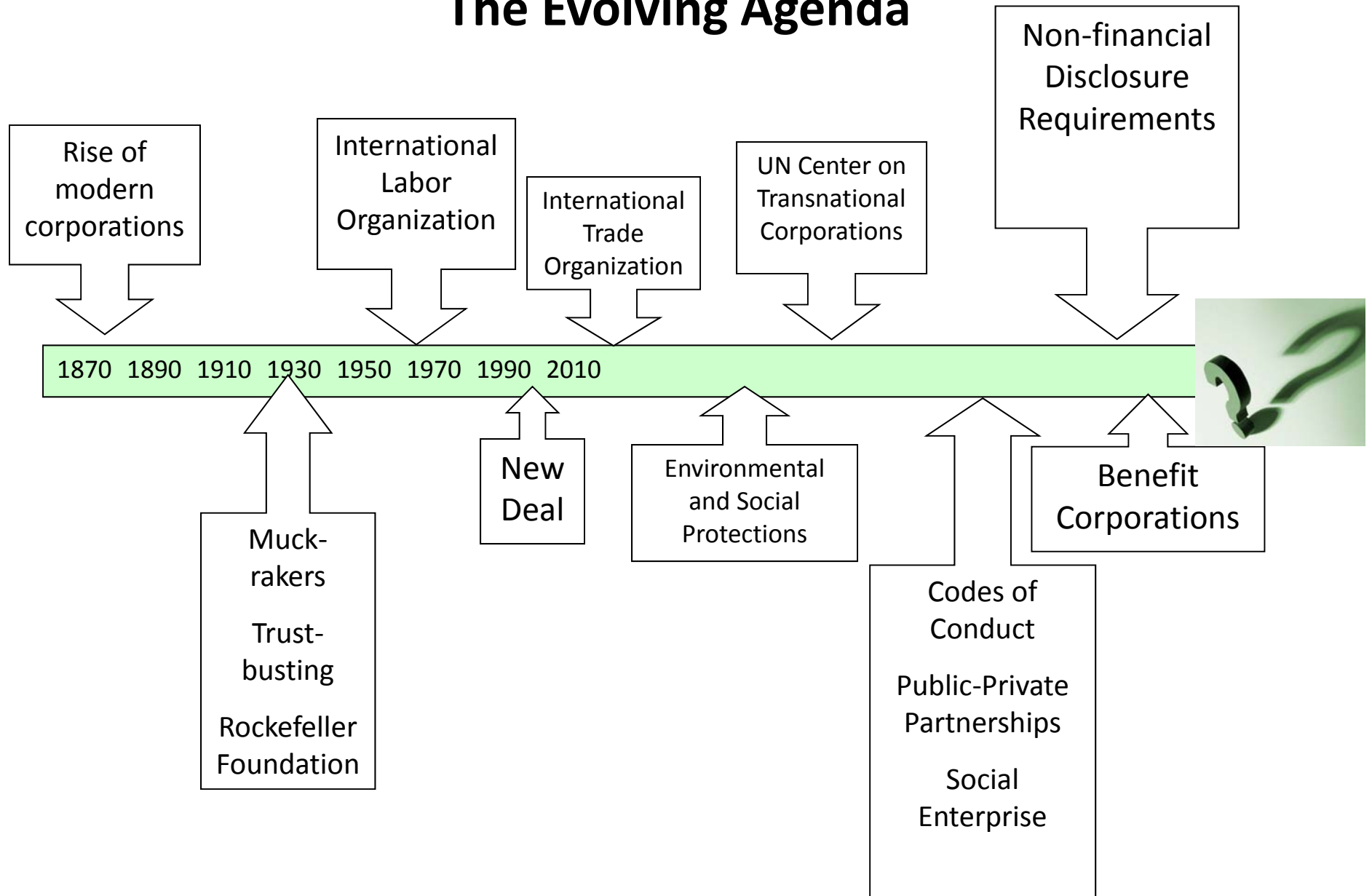
“Embedded Liberalism”



Figure 6.1
From Denial To Breakthrough
 Source: Volans



The Evolving Agenda



Key Corporate Responsibility Systems



Corporate Responsibility
(CR) Reporting



UN Global Compact

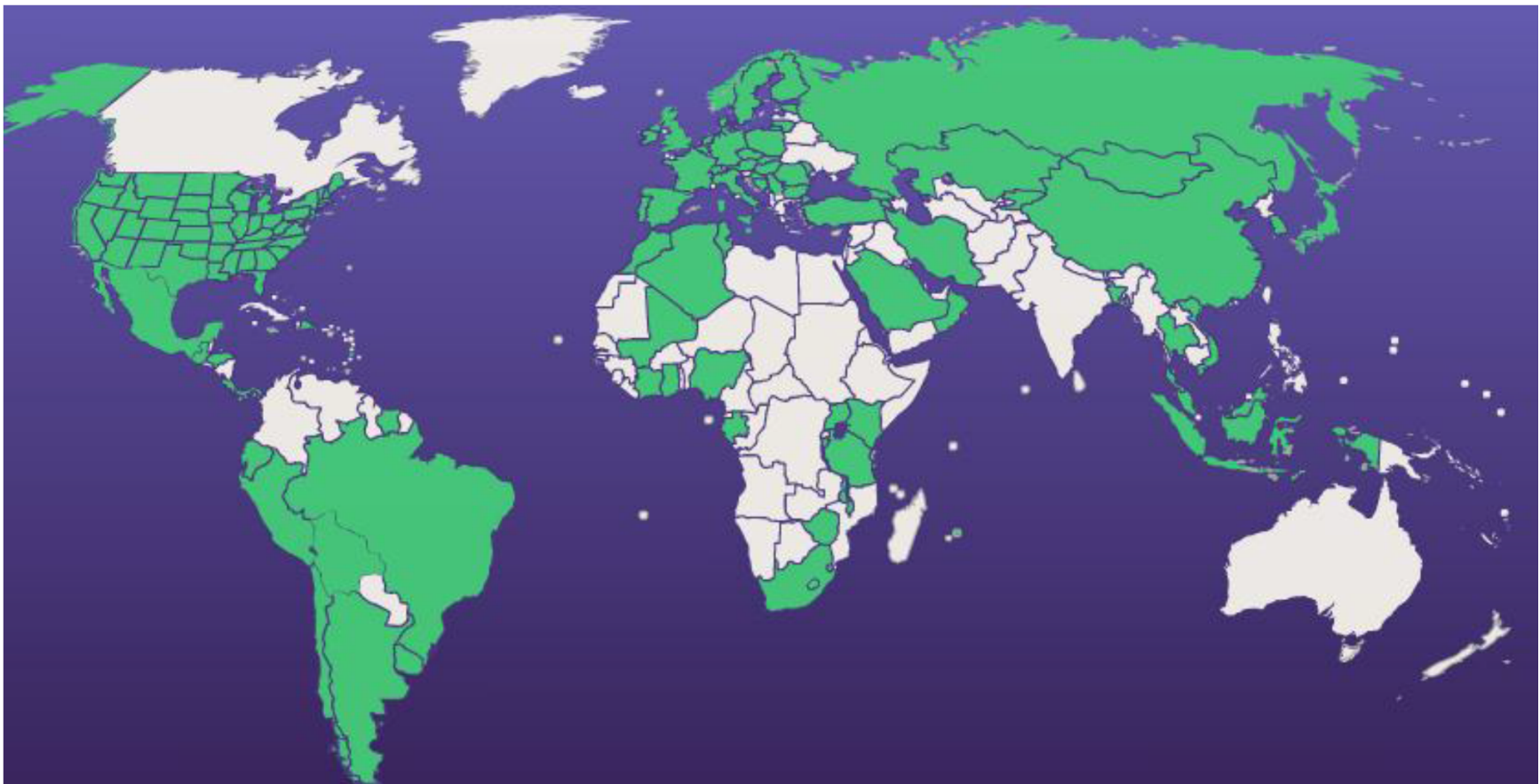


ISO 26000
SOCIAL RESPONSIBILITY

The ISO 26000 logo consists of a thick green horizontal bar at the top. Below it, the text "ISO 26000" is written in a large, bold, black sans-serif font. Underneath that, the words "SOCIAL RESPONSIBILITY" are written in a smaller, bold, black sans-serif font. A thin grey horizontal line is positioned below the text, and a thick black horizontal bar is at the bottom of the logo area.

ISO 26000
Social Responsibility

Countries that have adopted or are planning to adopt ISO 26000, November 2012, *rev*



Source: ISO 26000 Post Publication Activities and the 2012 Survey

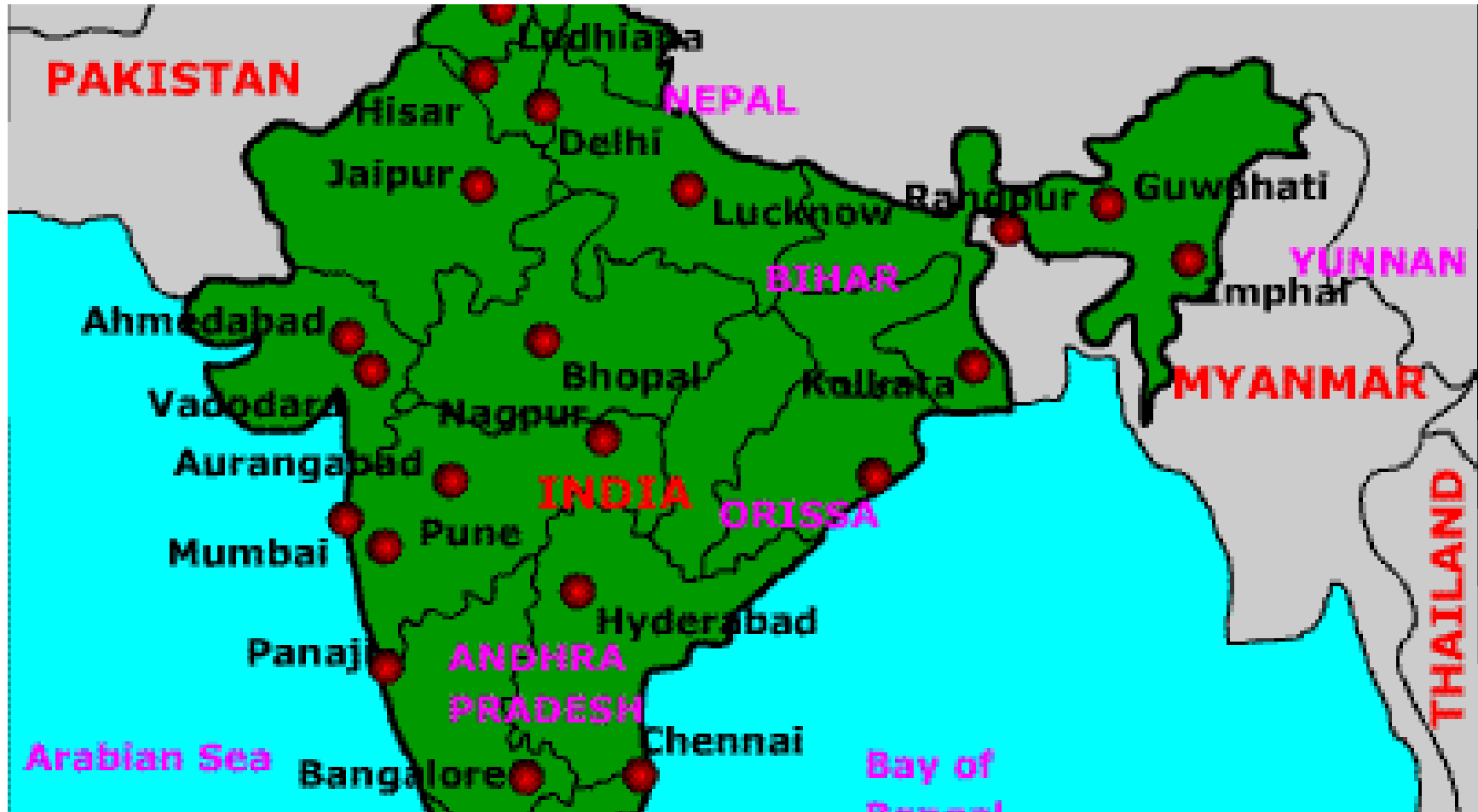
Why variation in private sector participation

- National cultures
- Government policy
- Varieties of capitalism
- Industry sector
- Nature of issue (a la Keck and Sikkink)
- Type of collaboration
 - PPPs
 - Internalizing externalities
 - Providing public goods

Mandatory CSR?



Spreading in Asia?



State-owned CSR?



Where next?

Master of Tri-Sector Collaboration

