

Invitation to the Lecture by Professor Jeffrey Jones

Title: Deeply Responsible Business: A Global History of Values-Driven Leadership

Abstract:

In recent years, amidst the escalating changes in the global natural environment, the significance and scope of corporate social responsibility have garnered increasing attention, evolving into an urgent common concern transcending governmental, economic, and academic sectors.

Amidst this backdrop, what factors are necessary for companies to succeed in business models driven by their core purposes and values, beyond mere profit pursuits? This lecture delves into the importance of leadership that emphasizes organizational values alongside financial gains, presenting insights into the challenges and possibilities of truly deeply responsible business from a historical perspective of management.

Contemporary business leaders are faced with the pressing question of how to address societal issues within their business operations. While CEOs have traditionally prioritized profit maximization, there is now a growing consensus on the imperative for corporations and their leaders to actively engage with social, political, and environmental contexts.

Our distinguished speaker, Professor Jeffrey Jones from Harvard Business School, defines "deep responsibility" distinct from traditional corporate social responsibility (CSR), offering a historical lens on the societal obligations of business. Through examining the experiences of exemplary business leaders who navigated various regulatory frameworks and authoritarian regimes, Professor Jones draws practical lessons and insights.

This lecture underscores the significance of values-driven leadership in fostering socially productive businesses. Furthermore, it explores the potential for businesses to contribute to the sustainability of local communities and the global environment, engaging in discussions with the audience, including a Q&A session.

We cordially invite you to join us for this enlightening lecture, which promises to be of great significance to researchers, experts, and graduate students in Japan with an interest in related topics.