



CEIBS Professor on Corporate Social Responsibility

China's integration into the global economic order has brought many opportunities but also responsibilities for Chinese companies. Corporate social responsibility (CSR) is one of those that Chinese companies need to face, in particular, at a time when Chinese companies are increasingly looking to build strong culture and brands abroad. To discuss CSR and sustainable development in China, the 15th Shanghai Social Science Colloquium (SSSC) is delighted to welcome:

- Mr. **Richard BRUBAKER**, Managing Director of Collective Responsibility and Visiting Professor of Management at China Europe International Business School (CEIBS)



A leading voice for sustainability, leadership, and innovation with 15 years of working experience in Asia, BRUBAKER has been involved in more than 200 projects with a focus to promote long term organisational capability and address economic, environmental and social hurdles. A frequent commentator, BRUBAKER will eloquently discuss how Chinese and foreign companies are dealing with CSR and sustainable development both at home and abroad.

We hope to see you there,
Frank TSAI & Max RECH

Please RSVP >>> 15th SSSC on Corporate Social Responsibility

When & where

[ESSCA School of Management, Shanghai](#)

Tuesday, 12 July 2016 – 18.30h

2016年7月12日 星期二 18时30分

297 Wusong Lu (close to Tanggu Lu), 4th floor

中国上海市虹口区吴淞路297号4楼(近塘沽路)



Further reading

Please find further information on Richard BRUBAKER online:

- [Mr. Richard BRUBAKER's homepage](#)
- [Asia Society interview with Richard BRUBAKER on Why Apple's Problems Go Beyond Foxconn](#)
- [Econ-Business: "Why don't they care?" Why top-down sustainability strategies are often doomed to fail by Richard BRUBAKER](#)
- [Carnegie Council: Sustainability in China: More than Winning a Cleantech War by Richard BRUBAKER](#)

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