Abstract submission for the first academic Global Compact Conference, part 2” at the Wharton School, University of Pennsylvania

Title: “Internalization of the UN Global Compact principles”

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Abstract:
A survey has been conducted among the UN Global Compact member companies in order to analyze their internalization of the principles. The Global Compact is viewed as a tool for improving Corporate Social Responsibility, and the paper aims at discovering strategies for internalizing Global Compact based on the needs of the companies. The issue is mainly examined from a systemic point of view, through systems theory and especially Systems of Innovation. That is why a special emphasis is given to the public-private collaboration between companies as well as the UN and NGO collaboration.

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