

INTERNATIONAL WORKSHOP

“CORPORATE ACCOUNTABILITY: MAJOR ACTORS, INNOVATIVE
INSTRUMENTS AND PERFORMANCE”

ISTEC – BUSINESS SCHOOL OF
COMMERCE AND MARKETING
NOVEMBER 24, 2016

WORKSHOP PROGRAM

During past two decades the world has witnessed the growing importance and visibility of a range of initiatives led by businesses, social organizations and governments that was aimed at pressuring companies to behave in more socially responsible and accountable ways. This is a new development for many parts of the business world. Previously, the state was assumed to lead standard setting and behavioral norms for businesses in relation to most categories of stakeholders. When community organizations and interest groups wanted to change business behavior, they focused on changing the law. From the 1990s the focus changed, reflected in the emergence of new alliances and regimes of influence over business norms, linking together consumers, communities, workers and producers. Nowadays the issue of sustainability and accountability of business entities received a complex form and is continually changing. It is important to trace these changes, follow regulatory developments, business practice to identify stable fundamentals in corporate accountability and management practices and distinguish emerging trends that are going to occupy practitioners, regulators and academics minds in nearest future.



Workshop venue: **ISTEC, Paris**



9:00 – 9:30 REGISTRATION

9:30 – 9:45 WELCOME and OPENING REMARKS

Remi Jardat, Professor, Director of Research, ISTEC, France

*Alexander Kostyuk, Professor, Director at Virtus Global Center for Corporate Governance,
Ukraine,*

HEDGE FUND ACTIVISM AND SHAREHOLDER STEWARDSHIP:
INCOMPATIBLE, RECIPROCAL OR SOMETHING IN BETWEEN?
Dionysia Katelouzou, UK

THE PATTERN OF FRAUDULENT ACCOUNTING: ETHICS,
EXTERNAL AUDITING AND INTERNAL WHISTLE-BLOWING PROCESS
Loredana Ferri Di Fabrizio, Italy

THE IMPACT OF BINDING VOTE “SAY ON PAY” REGULATIONS,
AUSTRALIAN EVIDENCE
Will Mackay, Australia

RISK OF INTRODUCING BENEFICIARY FUNDS WITHOUT
STRONGER REGULATORY FRAMEWORK
Hlako Jacob Choma, South Africa

11:30 – 11:45 Coffee time

BOARD COMPENSATION COMMITTEES: CEO PAY AND MARKET
CAP PERFORMANCE WITH IMPLICATIONS FOR INVESTORS
Hugh Grove, USA

CAPTURING THE PARADOX: THE EXTENT HOW THE
PRACTICED ROLE OF NED’S DIFFERS FROM THE DE-JURE
Afshan Moeed, UK

MORATORIUM IN BUSINESS RESCUE SCHEME AND
THE PROTECTION OF COMPANY’S CREDITORS
Anthony O. Nwafor, South Africa

13:00 – 14:00 Lunch

DOES CORPORATE SOCIAL RESPONSIBILITY EFFECT BRAND IMAGE
Ali Caglar Uzun, Turkey

‘ENDOGENOUS IMPERATIVES OF SMALL BUSINESS ENTREPRENEURSHIP’?
EXPERIMENTAL CONCEPTUALISATION
Maxwell Phiri, South Africa

AUDIT COMMITTEE CHARACTERISTICS AND INTERNAL AUDIT BUDGET:
MALAYSIAN EVIDENCE
Bakr Ali Al-Gamrh, Malaysia

EFFECTS OF CORPORATE GOVERNANCE CONTROL MEASURES ON ISLAMIC BANKS’
FINANCIAL SOUNDNESS: EVIDENCE FROM THE INTERNATIONAL FINANCIAL CRISIS
Ben zeineb Ghada, Tunisia

16:00 – 16:15 Coffee time

EU SUSTAINABILITY DIRECTIVE AND CORPORATE GOVERNANCE IMPLICATIONS
FOR 15 OF THE LARGEST EU COMPANIES, ESPECIALLY VOLKSWAGEN!
Hugh Grove, USA

OWNERSHIP STRUCTURE AND INVESTMENT-CASH FLOW SENSITIVITY
Imen Derouiche, Luxembourg

ACCOUNTING SCANDALS: BEYOND CORPORATE GOVERNANCE
Francis Awolowo, UK

EFFECTIVE MANAGEMENT OF THE COMPANY, CORPORATE SUSTAINABILITY, AND CORPORATE
SOCIAL RESPONSIBILITY AS PILLARS OF AN ACCOUNTABLE BUSINESS ORGANIZATION
Bonginkosi Zondi, South Africa

19:00 – 20:30 Workshop dinner



Co-organizers and sponsors of the workshop



ISTEC – Business School of Commerce and Marketing was founded in 1961 and imparts general and professional managerial training to more than 1000 individuals every year. ISTEC is recognized by the French Government and is a member of the ISG Group (International Professional University). ISTEC’s declared aim has been to train future high caliber managers in the areas of marketing, sales and company management. These basic pillars of the school’s mission are today given an international and intercultural dimension. ISTEC’s final goal is to foster the development of real professional intelligence for a successful integration and career in the company. www.istec.fr



The Center is established by Virtus Interpress and has a wide portfolio of research in the banking and corporate governance. The Center has more than 80 participants from more than 25 countries.



Publishing house Virtus Interpress has an expertise only in corporate governance publishing four journals in corporate governance and regulation, and book series, acts as co-organizer of international conferences, and is a founder of International Center for Banking and Corporate Governance. www.virtusinterpress.org

Paris receives about 27 million visitors per year (including 17 million international visitors); or 44 million if the surrounding region is included. The city and its region contain 3,800 historical monuments and four UNESCO World Heritage Sites. The most famous attractions include Notre Dame de Paris, Basilique du Sacré-Cœur, the Louvre, the Eiffel Tower, the Pompidou Centre, Musée d'Orsay, Champs-Élysées, and the Arc de Triomphe. Paris is also famous for its cafés and restaurants, its theatres and cinemas, and its general ambiance.