

## **IFSAM 2010 Track: Tetranormalisation and Corporate Social Responsibility**

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One can observe ongoing emergence of new norms and standards in the business environment, that companies and organizations should at first sight comply with.

We can surmise that the objective of norms and standards is to set rules of the game for human, social, economic and cultural activities. Today, this normative environment is scattered and each stream of norms exerts centrifugal pressure. Moreover, one can observe simultaneously a speeding up of norms proliferation and their obsolescence. The sheer volume of norms keeps increasing but they tend to grow more quickly out-of-date.

There are two conflicting points of view. That of the norm issuer who considers the pertinence of these norms and attaches importance to their strict observation, including the adjunction of incitative, coercitive and repressive elements.

The strategy decision-maker of a company or an organization is permanently in a potential constant infringement situation, as long as he/she doesn't comply with such or such norm or standard. He/she is thus compelled to manage the risk inherent to this noncompliance.

Based on an international research network set up two years ago on the tetranormalisation problematics, this workshop calls for contributions from various disciplines (management, law, sociology, geography, political sciences, etc.) with regard to the impacts of this tetranormalisation phenomenon on the efficiency and effectiveness in resource management, corporate, territorial, national social responsibility, etc. In particular the following themes could be developed:

- The social and societal responsibility of firms and organizations, in terms of compliance with the norms and the cost entailed when taking into consideration this normalization;
- Paradoxes met when applying norms and standards, specially, the actual effects of this implementation compared with the expected effects which have been at the origins of these norms;
- Questions raised on scales and levels of norms and standards issuing, and the emerging contradictions caused by the multiplication of levels.

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