

Note on Responsibility Accounting

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Kedge Business School

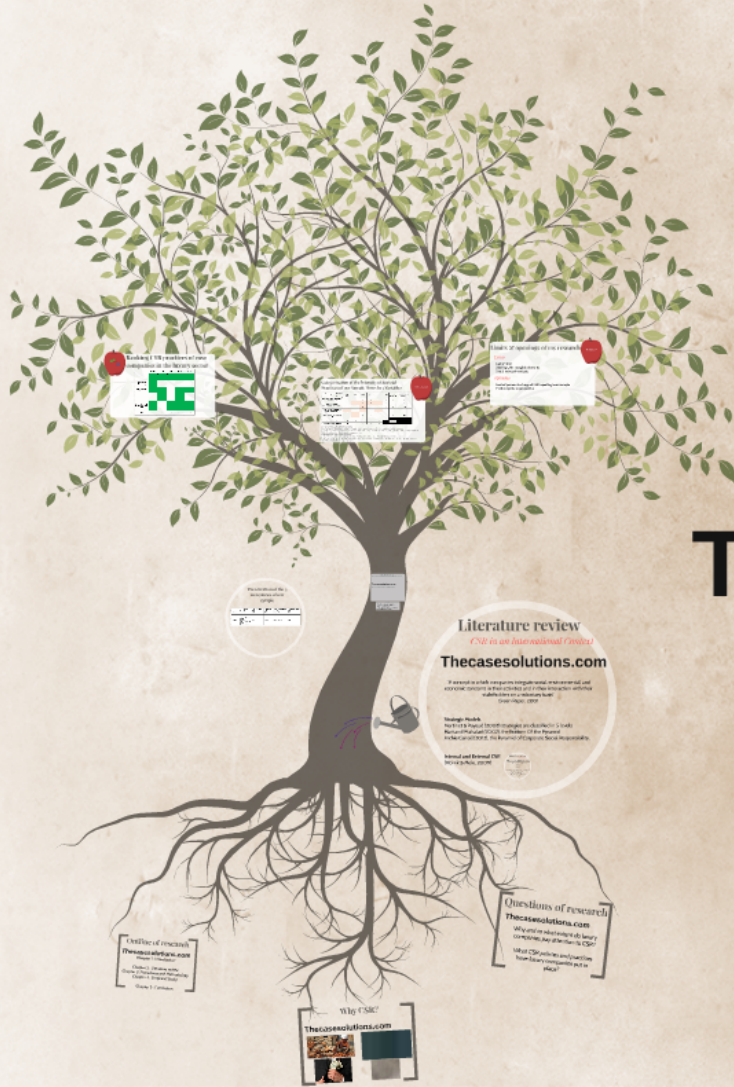
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By Mathilde Castets

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Paris - Bordeaux

November 22, 2017



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Outline of research

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Chapter 1 : Introduction

Chapter 2 : Literature review

Chapter 3: Procedures and Methodology

Chapter 4 : Empirical Study

Chapter 5 : Conclusion

Why CSR?

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Questions of research

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Why and to what extent do luxury companies pay attention to CSR?

What CSR policies and practices have luxury companies put in place?

Literature review

CSR in an International Context

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“A concept in which companies integrate social, environmental, and economic concerns in their activities and in their interaction with their stakeholders on a voluntary basis”

Green Paper, 2001

Strategic Models

Martinet & Payaud (2008) strategies are classified in 5 levels

Hart and Prahalad (2002), the Bottom Of the Pyramid

Archie Carroll (2012), the Pyramid of Corporate Social Responsibility,

Internal and External CSR
(Hoivik & Mele, 2009)



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Literature review

Luxury and CSR

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The main characteristics of a luxury product

High quality

Scarcity

Price

Superfluous

What motivates brand-conscious consumers to buy luxury products

What values high-end products represent to consumers

What idea of exclusivity do those products stand for

Chandon, Laurent & Valette-Florence (2015)

Why luxury brands should invest in CSR

Financial

Legal

Social

Methodology

Table 1 : Name of companies composing our sample in their different sectors

Fashion	Wines & Spirituous	Parfumes & beauty products	Watches & jewelry
LVMH	LVMH	L'Oréal	LVMH
Hermès	Leather goods	Hermès	Hermès
Automotive	LVMH	LVMH	High tech
Porsche	Hermès		Bang & Olufsen

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Table 2 : Criteria for the analysis of the reporting processes

The process	How do the companies present their CSR policies and practices?
Stakeholders	What is the role of stakeholders in implementing CSR in the luxury sector? How are they involved?
Coherence and dialogue process	Does CSR reporting include both good news and bad news? Is there a link between the CSR reports and the general financial reports that investors usually rely on? Is the information provided by the company presented in a way that makes it easier to compare with the results of other companies (calculation methodology, indicators used, etc.)?
Experience in CSR	Does the published reporting make it possible to understand how sample companies define CSR and respective issues? what are the methods adopted by the sample companies to show their CSR activities? Does the reporting indicate future objectives of CSR? If yes, what are the major priorities? How can previous experience in CSR contribute to the future improvement in the area?
An overview	Does the CSR reporting combine the implementation of practices with details of the policies deployed in the field? Does the reporting provide data covering an overall scope or does it focus on anecdotal information of a restricted scope?