



- Name: “Global Competitiveness of Innovative Leaders – CSR Strategy and CSV Talent”  
“혁신 리더의 글로벌 경쟁력 – CSR 전략과 CSV 인재”
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- ISBN: 979-11-5795-012-6 03320
- Primary audience: People work within South Korean companies, especially operating overseas
- Secondary audience: Corporate people who are interested in improving global CSR(Corporate Social Responsibility)<sup>1</sup> and CSV(Creating Shared Value)<sup>2</sup>

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<sup>1</sup> Not only corporate philanthropy, but also holistic CSR which covers ethical, economic, social and environmental responsibility for sustainable development of business and society.

<sup>2</sup> A concept developed by Michael E. Porter, Harvard Business School Professor, arguing that

- **Summary:** In order to become innovative business leaders, corporations should upgrade CSR (Corporate Social Responsibility) strategy and nurture CSV (Creating Shared Value) talent, core of global competitiveness. The sustainable future needs hybrid companies and talents, integrating social and economic perspectives into their business, to be loved by and succeeded in the international community.
- **Positioning:** A pragmatic guideline book that can help self assessment of global CSR and CSV by corporate people through 6 phases - goal setting-environmental analysis, strategy, practice, communication and performance evaluation - backed with company cases and an author's field experiences.
- **Endorsement:**
  - "Compliance and business ethics are essential factors for survival of corporations. Ethical responsibility should be a basis of corporate management. Sustainable development of not only corporations but also society can be possible, when corporations become frontiers of economic justice as well as social justice. I greatly appreciate the author for her warm advices suggesting global standards for successful future of South Korean companies."

*KIM, Joon-Gyu, Former Public Prosecutor General, Prosecution Service of Republic of Korea. Chief Lawyer of Yoon & Yang LLC currently.*

- "It is easy to say innovation but hard to do. Great strategies may result in vain slogans, if they are not implemented well and do not produce management outcomes. If South Korean companies really want to succeed in the world and be loved by international community, they have to understand and love the countries where they are in with authenticity. This book will become a pragmatic guide for South Korean companies to succeed as global innovative leaders."

*PARK, Keun-Hee, Former CEO of Samsung China. Vice Chairman of Samsung Corporate Citizenship of Samsung Group currently.*

- "I would like to congratulate Angela Joo-Hyun Kang on her ingenious masterpiece which has finally come out and received sunlight. If South Korean companies listen well wise thoughts of Ms. Kang, a nonprofit leader and an international opinion leader in the areas of CSR and shared value of corporations in the 21th century, with close attention and implement successfully, they can be born again as truly innovative companies."

*PARK, Jin, Former Chairman of Foreign Affairs, Trade and Unification Committee of the National Assembly of Republic of Korea.*

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social and economic values are not mutually exclusive, resulting in a zero sum game but created as shared values, driving a plus sum game. Companies can even make profits by solving social problems. For example, Nestle's CSV actions in its global supply chain and GE's Ecomagination or Healthymagination etc.

- “Global CSR and CSV are strong responsive methods, current survival strategies, and future differentiation strategies for South Korean companies to obtain global business leadership in global competition with foreign companies. I sincerely hope this guide book, written by the author with insight and experiences in private and nonprofit sector as a researcher and practitioner, can be helpful to South Korean companies hoping to grow together with the international community.”

*OH, Young-Ho, Former President & CEO of Korean Trade-Investment Promotion Agency (KOTRA). Chairman of the National Academy of Engineering of Korea currently.*

- “Angela Joo-Hyun Kang analyzes CSR sharply with perspective of competitiveness empowerment and explains it convincingly based on her field experiences and observation with originality. The epilogue of this book, emphasizing to nurture leadership and talent, suggests with accuracy what are essential for success and survival of corporations in globalized era. Her endeavors pursuing social change through corporate change will move hearts of readers.”

*IM, Hong-Jae, Former Ambassador Extraordinary and Plenipotentiary to the Socialist Republic of Vietnam. Secretary General and Vice President of Global Compact Network Korea currently.*

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- Prologue: Why did I write this book? Self anecdotes working in business, nonprofit and CSR arena with some life changing stories during 24 years.
- Chapter/Phase 1: Goal Setting – Global Business Leadership
  1. Companies should become leaders of change, not subjects of change
  2. Companies should be acknowledged by their excellence of their products and services as well as loved by communities where they operate in the world
  3. Think globally and act locally. (Globalization + Localization = GloCalization)
- Chapter/Phase 2: Environment Analysis – Adapting into Global Market
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    - ✓ Developed countries also have the large gap between haves and have-nots
    - ✓ Focus on relationship between buyer companies and vendor companies in emerging countries (global supply chain issues)
    - ✓ Disseminate a success model of South Korea’s miracle to developing countries

2. You can't succeed without considering multiculturalism
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      - ✓ Enter into foreign market as a foreign invested company
      - ✓ Create a niche market in a potential market
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2. Set up multi-stakeholder structure
    - ✓ Collaborate with other departments within company – horizontal collaboration
    - ✓ Headquarter and local subsidiaries in each country – Consider each other for synergy effects
    - ✓ Work even with competitors – Collaborate and make a pie bigger
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    1. Good ranking and awards are not all (practices are more important)
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  - Epilogue: Strengthen your global competitiveness through CSR and CSV– Summary of the whole book contents by re-emphasizing key points.

- An excerpt from prologue, "Why did I author this book?"

I am a Corporate Social Responsibility (CSR) consultant in my native South Korea, having 24 years of experience. I worked in the private sector in the areas of PR, marketing and sales at Korean IT venture headquarters expanding global sales & marketing networks as well as at a Korean subsidiary of a French cosmetic company.

In 2001, I decided to pursue an MBA in order to become a successful entrepreneur and set up a global company to benefit people around the world with good products and services.

However, I had a car accident on the way to taking the GMAT. I was not injured but it was significant enough that I re-evaluated what was important in my life. Naturally, I came to believe that gaining an MBA was not the path I was destined to take. I thanked God for letting me survive such an unfortunate accident and I dedicated more time to God in order to express my gratitude.

This helped me to cast off my spiritual blindness and I was able to see the things I could not see before. I grew up in a broken family and an unhappy marriage that lasted only six months, which left me with sad memories. However, my religious awakening helped me to realize how many wonderful gifts I had received from God. I came to see what I already had rather than what I did not have.

In order to give back the generosity I had received from God, I moved to the nonprofit world in 2003 to help the weak and the poor as a social entrepreneur. It was not easy to enter into the nonprofit sector without a social worker certificate, but I managed to gain work in this field, thanks to people who appreciated my enthusiasm and courage.

The social welfare foundation that I worked for was a Korean partner of International Youth Foundation, which implements the corporate philanthropic programs of Nokia and Lucent Technologies for disadvantaged youth for social change. At a global workshop meeting in Washington DC, I met its Chinese partner, Gan Dongyu, Harvard Kennedy School 2001 graduate. He encouraged me, who was somewhat lost in searching for efficient and effective nonprofit management and implementation, to go to Harvard to learn new knowledge. He emphasized the importance of managing society and shared his precious learning experience at Harvard.

When I gained admission to the Harvard Kennedy School for the Mid-Career Master of Public Administration (MC/MPA) degree in 2005, I was in Boston to attend the CSR conference and education courses. I went to the Saint Paul church for thank you prayer and found that day's daily reading, Psalm 82:3-4, "Hand down justice to orphans and the weak. Uphold the rights of the poor and the oppressed. Free the weak and the needy from the grip of the wicked." This has been my spiritual compass and guidance since then.

I thought I had left the business world, but I did not realize this new journey would lead to a search for the moral conscience of business. As soon as I came back to

Seoul, South Korea in 2008, after studying, working and researching at Harvard Kennedy School and Boston College's Corporate Citizenship Center, I set up GCEF, Global Competitiveness Empowerment Forum as a single person enterprise first, then, in 2011 as a nonprofit registered under the Ministry of Trade, Industry and Energy, to help public, private and social enterprises uphold justice, rights, and freedom by promoting CSR, CSV, sustainability, and integrity.

Justice is related with business ethics, compliance and anti-corruption. Rights are related with business and human rights, CSR and social enterprises to improve social and economic rights. Freedom is related with helping people in need in occupation in the world.

The primary goal that I authored this book is to fulfill my life mission and GCEF's vision. Also, there are three detailed reasons.

Firstly, I want to help business people embrace social and economic values as hybrid perspectives by sharing my stories, so that hybrid corporate people can make social values as their own and company's competitiveness.

Secondly, I want to help the hybrid companies that hybrid corporate people can make unfold their business leadership through corporate philanthropy, corporate social innovation, and corporate social responsibility with enthusiasm.

Lastly, I want to help South Korean companies succeed in the world and be loved by international community.

I am dedicating this book to the South Korean business people who work days and nights by sacrificing their personal and professional lives in all of the international industrial sites, global production sites, and overseas business markets, with my sincere wishes for their own and their company's successful and beloved future.