



**SRSB** | SULAIMAN ALRAJHI  
SCHOOL OF BUSINESS  
كلية سليمان الراجحي للأعمال  
SPIRIT OF ENTREPRENEURSHIP

# Innovation in Corporate Social Responsibility

## Engagement & Innovation

Monday 19<sup>th</sup> December 2016

# Overview

Social innovation is considered nowadays as the new era of the corporate social responsibility (CSR) after two decades of practicing CSR and implementing it as a concept and initiatives that focus on company's image and reputation with a little attention to the long-term impact for such practices on the next generations who will be the leaders for innovating the future. This led many companies to modify its business models and to include CSR and social strategies as core components in order to enhance its competitiveness and image. In 2011, an article which was published by HARVARD professors on "Creating Social Value" has led the efforts towards maximizing the social impact of companies and not just to focus on strategies that implement social initiatives, which shifted the attention towards innovating CSR as a driver for creating the desired values of our companies.

# Overview

This new trend of CSR has created new business models that consider the investors as “impact investors” who are interested in generating measurable social impact at the time of gaining financial returns, which is the main purpose for smart governments at the current time who looks toward a significant participation of the private sector in developing societies and human resources. This new global trend is the one that we need to align the efforts of private sector to the Saudi 2030 mission and to be impactful participant in the development of the next coming generations.

# Why to Attend

The current workshop aims to highlight the current trends for CSR and the best practices globally that could be implemented in Saudi Arabia in this context to effectively enhance CSR strategies and to move toward in having a socially responsible corporations that could be part of the development efforts in Saudi Arabia. The current workshop is mainly designed for senior management in the Saudi Companies who can share their thoughts and ideas for implementing the new trend for CSR in Saudi Arabia and how to efficiently invest in the future of our country considering the movement from being risk focused to opportunity .

Through this workshop, different concepts and ideas about social innovation are to be presented, discussed and disseminated for general discussion in this knowledge sharing workshop which will maximize the value of this workshop and its social impact.



# Participants

This workshop will be of benefit to a wide audience from different business industries, including

- Board Members.
- Executive Directors of Different Companies in Saudi Arabia.
- CSR Officers.
- HR directors.
- Partnership Officers.
- Sponsorship Officers.
- Regional Directors.
- Academics from Business Colleges.

# Scheduled/ Program

09:00 – 09:10 Welcome Speech by Prof Abdulrahman AlMazrou, Chief Supervisor of Sulaiman AlRajhi Colleges.

09:10 – 09:30 Introduction about Sulaiman AlRajhi School of Business by Dr. Obaid AlMotairy and Prof. Qasim Zureigat, Sulaiman AlRajhi School of Business

## **09:30 – 10:30 Panel Session I: Aligning CSR programs to Saudi 2030 Vision.**

- ❑ Ayman Aboabah, CBDO & Subsidiaries Affairs, Awqaf Sulaiman Al-Rajhi Holding Co.
- ❑ Jamal A. Rashed, PH.D, Acting Executive Dean at Mohammad Bin Salman College for Business and Entrepreneurship & Dean of Undergraduate Studies & Quality Assurance and Professor of Economics.
- ❑ Dr. Yousef AlOraini, Chairman of Qassim Economic Committee & General Secretariat of Qassim Investment Committee.
- ❑ Chair and Facilitator: Prof. Minwir Al-Shammari, Dean College of Business Administration, University of Bahrain.

10:30 – 10:45 Coffee Break.

## **10:45 – 12:00 Panel Session II: Social Innovation and Responsibility.**

- ❑ Prof. Mohammad Nadeem, Professor, Marketing, USF & NU, CA, USA.
- ❑ Mr. Tamim Al-Matouq, Head of Public Administration division (Former Head of Social Responsibility) at ARAMCO, Saudi Arabia.
- ❑ Eng. [Bandar Alshammari](#), Sustainability General Manager, Khalid Ali Alturki & Sons (Alturki), Saudi Arabia.
- ❑ Chair and Facilitator: Dr. Mohammad AlOdib, Dean College of Business and Economics, Qassim University.

## **12:00 – 12:30 Partnership and Human Building: The Role of SRSB**

12:30 – 01:00 Dhuhr Prayer.

01:00 – 02:00 Luncheon and Interactive Session.

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