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慶應義塾大学大学院経営管理研究科修士課程

学位論文（ 2017 年度）

論文題名

The study of effective methodologies to measure social values of business and to disseminate them to external stakeholders

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## 論文要旨

所属ゼミ	岡田 正大研究会	氏名	森江 久美子
(論文題名) The study of effective methodologies to measure social values of business and to disseminate them to external stakeholders			
(内容の要旨) The objectives of this paper have two folds.  One is to find an effective way to evaluate social value such as the project conducted in Bangladesh by a Japanese bio venture company so as to improve communication with stakeholders and receive additional support/fund. Suggesting evaluation methodology is done so by practicing the customized assessment methodology that is created by the combination of various assessment methodologies.  Another objective is to explain why social value is important in business. I believe that it is important to recognize the importance of social value in business before mentioning about its methodologies because if social value was not important in business in the first place, there will be no need to evaluate such value to facilitate the communication with stakeholders.  While the importance of Creating Shared Value was acknowledged, some issues of the concept of Creating Shared Value were found.  First, the definition of shared value seemed confusing because Porter and Kramer did not specify what they meant by shared value, a type of social value. Similar concepts such as ESG investing and strategic CSR existed so it became difficult to define how much of these terms were included in the term shared value.  Second, the variety of evaluating methodologies for social value made the companies difficult to decide which one to choose from as well as their variety of questionnaires became a burden for companies to use those methodologies.  Therefore an interview was conducted to the officer of the company in order to figure out what kind of criteria the company is putting stress on towards their stakeholders so as to be able to make an evaluation sheet applicable to this company.  Despite my expectation, specific stakeholders were not mentioned but instead, every stakeholder was important. The attempt to make an evaluation sheet by determining main stakeholders failed.  Alternately, I made an attempt to use customized and simplified evaluation sheet made by JICA which had been mainly used by social sectors. I applied this evaluation methodology to the project in Bangladesh operated by a Japanese bio venture company. This methodology is helpful for companies as such that do not have enough knowledge or skill to evaluate their social value themselves.  However, the suggested evaluation methodology had some limitations so I suggested applying the other framework so as to supplement and further explain other created social values.			