

CSR outsourcing of MNEs in the regional innovation ecosystem

Network analysis on the French pharmaceutical cluster Polepharma

Yihan WANG Ph.D.

Assistant Professor, EM Normandie Business School, Métis Lab, France

The ongoing ecological challenges of climate change, resource scarcity and environmental pollution urge the global business to integrate the corporate social responsibility (CSR) of environmental integrity and social equity in the strategic direction and development beside economic prosperity. Business managers acquire new knowledge and enhance innovation capability to reshape the business model oriented by “green growth”. Policymakers leverage the tools of finance incentives and regulatory support to transfer the pattern of regional economic development towards “circular economy”. Thereafter, understanding how diverse stakeholders collaborate and coordinate in the local innovation ecosystem becomes a crucial issue to address the sustainable development objectives in the regional economy.

In this research, I will explore how multinational enterprises (MNEs) outsource their CSR activities in the innovation ecosystem of host subnational regions. First, I will emphasize the contributions of cross-border collaboration in innovation to the regional sustainable development. Then I will identify the typology (normative vs instrumental) and the modes (financial, political, technological, social) of CSR implementation conducts of MNEs. Also, I will specify the positions key stakeholders (global MNEs, local startups, governmental authority, R&D institutes, civil society) and territorial hierarchy of subnational regions (global metropolitan areas, regional economic sub-centers, suburban and rural periphery) in the regional innovation ecosystem establishment. To demonstrate how the regional innovation ecosystem governance affects the CSR outsourcing, I will build up a multiplex collaboration network of stakeholders of Polepharma (Île-de-France – Normandie - Centre-Val de Loire in France), one of Europe’s largest bio-pharmaceutical industrial clusters. Applying social network analysis techniques, I will demonstrate how the organizational and territorial composition or regional innovation ecosystem contribute to the overall structural features and stakeholders’ embeddedness of CSR outsourcing networks. Finally, I will conclude the strategic implications for business managers and policymakers in sustaining green growth and building the circular economy.