INTERNATIONAL WORKSHOP

“CORPORATE ACCOUNTABILITY: MAJOR ACTORS, INNOVATIVE INSTRUMENTS AND PERFORMANCE”

ISTEC – BUSINESS SCHOOL OF COMMERCE AND MARKETING
NOVEMBER 24, 2016

WORKSHOP PROGRAM

During past two decades the world has witnessed the growing importance and visibility of a range of initiatives led by businesses, social organizations and governments that was aimed at pressuring companies to behave in more socially responsible and accountable ways. This is a new development for many parts of the business world. Previously, the state was assumed to lead standard setting and behavioral norms for businesses in relation to most categories of stakeholders. When community organizations and interest groups wanted to change business behavior, they focused on changing the law. From the 1990s the focus changed, reflected in the emergence of new alliances and regimes of influence over business norms, linking together consumers, communities, workers and producers. Nowadays the issue of sustainability and accountability of business entities received a complex form and is continuously changing. It is important to trace these changes, follow regulatory developments, business practice to identify stable fundamentals in corporate accountability and management practices and distinguish emerging trends that are going to occupy practitioners, regulators and academics minds in nearest future.

Workshop venue: ISTEC, Paris

9:00 – 9:30 REGISTRATION

9:30 – 9:45 WELCOME and OPENING REMARKS

Remi Jardat, Professor, Director of Research, ISTEC, France
Alexander Kostyuk, Professor, Director at Virtus Global Center for Corporate Governance, Ukraine
THE PATTERN OF FRAUDULENT ACCOUNTING: ETHICS, EXTERNAL AUDITING AND INTERNAL WHISTLE-BLOWING PROCESS  
Loredana Ferri Di Fabrizio, Italy

THE IMPACT OF BINDING VOTE “SAY ON PAY” REGULATIONS, AUSTRALIAN EVIDENCE  
Will Mackay, Australia

RISK OF INTRODUCING BENEFICIARY FUNDS WITHOUT STRONGER REGULATORY FRAMEWORK  
Hlako Jacob Choma, South Africa

DOES A HIGH DIVIDEND PAYOUT RATIO SIGNAL PROPER CORPORATE GOVERNANCE OR HIGH AGENCY COST OF DEBT? EVIDENCE FROM CASABLANCA STOCK EXCHANGE  
Imad Jabbouri, Morocco

11:30 – 11:45 Coffee time

BOARD COMPENSATION COMMITTEES: CEO PAY AND MARKET CAP PERFORMANCE WITH IMPLICATIONS FOR INVESTORS  
Hugh Grove, USA

CAPTURING THE PARADOX: THE EXTENT HOW THE PRACTICED ROLE OF NED’S DIFFERS FROM THE DE-JURE  
Afshan Moeed, UK

MORATORIUM IN BUSINESS RESCUE SCHEME AND THE PROTECTION OF COMPANY’S CREDITORS  
Anthony O. Nwafor, South Africa

13:00 – 14:00 Lunch

DOES CORPORATE SOCIAL RESPONSIBILITY EFFECT BRAND IMAGE  
Ali Caglar Uzun, Turkey

‘ENDOGENOUS IMPERATIVES OF SMALL BUSINESS ENTREPRENEURSHIP’? EXPERIMENTAL CONCEPTUALISATION  
Maxwell Phiri, South Africa

AUDIT COMMITTEE CHARACTERISTICS AND INTERNAL AUDIT BUDGET: MALAYSIAN EVIDENCE  
Bakr Ali Al-Gamrh, Malaysia

OWNERSHIP STRUCTURE AND INVESTMENT-CASH FLOW SENSITIVITY  
Imen Derouiche, Luxembourg

16:00 – 16:15 Coffee time

EU SUSTAINABILITY DIRECTIVE AND CORPORATE GOVERNANCE IMPLICATIONS FOR 15 OF THE LARGEST EU COMPANIES, ESPECIALLY VOLKSWAGEN!  
Hugh Grove, USA

ACCOUNTING SCANDALS: BEYOND CORPORATE GOVERNANCE  
Francis Awolowo, UK

EFFECTIVE MANAGEMENT OF THE COMPANY, CORPORATE SUSTAINABILITY, AND CORPORATE SOCIAL RESPONSIBILITY AS PILLARS OF AN ACCOUNTABLE BUSINESS ORGANIZATION  
Bonginkosi Zondi, South Africa

EFFECTS OF CORPORATE GOVERNANCE CONTROL MEASURES ON ISLAMIC BANKS’ FINANCIAL SOUNDNESS: EVIDENCE FROM THE INTERNATIONAL FINANCIAL CRISIS  
Ben zeineb Ghada, Tunisia

19:00 – 20:30 Workshop dinner
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ISTEC is recognized by the French Government and is a member of the ISG Group (International Professional University). ISTEC’s declared aim has been to train future high caliber managers in the areas of marketing, sales and company management. These basic pillars of the school’s mission are today given an international and intercultural dimension. ISTEC’s final goal is to foster the development of real professional intelligence for a successful integration and career in the company. [www.istec.fr](http://www.istec.fr)

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Publishing house Virtus Interpress has an expertise only in corporate governance publishing four journals in corporate governance and regulation, and book series, acts as co-organizer of international conferences, and is a founder of International Center for Banking and Corporate Governance. [www.virtusinterpress.org](http://www.virtusinterpress.org)

Paris receives about 27 million visitors per year (including 17 million international visitors); or 44 million if the surrounding region is included. The city and its region contain 3,800 historical monuments and four UNESCO World Heritage Sites. The most famous attractions include Notre Dame de Paris, Basilique du Sacré-Cœur, the Louvre, the Eiffel Tower, the Pompidou Centre, Musée d’Orsay, Champs-Élysées, and the Arc de Triomphe. Paris is also famous for its cafés and restaurants, its theatres and cinemas, and its general ambiance.
Publication opportunities

Authors who would like to publish a paper should declare the journal to have their papers considered for publication in Special Issues of one of them:

- **Corporate Ownership and Control**
- **Journal of Governance and Regulation**

Conference fee doesn’t include publication, this is the issue of separate consideration. Papers will be subject to a separate reviewing process after the conference. Papers for "Corporate Ownership and Control", “Journal of Governance and Regulation” should be submitted to Professor Alexander Kostyuk at alex_kostyuk(at)virtusinterpress.org and a copy to paris_2017conf@virtusinterpress.org.

Papers submitted for consideration in the Special Issues must follow the next Author Style Guidelines:

1. Papers must be written in English. Submit a paper to the following e-mail: alex_kostyuk(at)virtusinterpress.org
2. The papers must be submitted in a form of MS Word file. The secretary of the Editorial board undertakes to make papers submitted meet the style requirements after the papers are received.
3. The cover page of manuscript should contain (i) the title and (ii) name(s) and institutional affiliation(s) of the author(s). At the bottom of this page, provide the name, address, phone and fax numbers, and e-mail address of the corresponding author. Include an abstract (about 120 words) that reflects the conceptual content of the article. In the abstract the author should give a brief overview of research importance, describe the subject matter and the aim of research, its methodology as well as highlight the most significant results of research.
4. Where there is a methodology, it should be clearly described under a separate heading. Headings must be short, clearly defined and numbered. Notes or Endnotes should be used only if absolutely necessary and must be identified in the text by consecutive numbers, enclosed in square brackets and listed at the end of the article.
5. Figures should be of clear quality, in black and white and numbered consecutively with arabic numerals.
6. Tables should be typed and included as part of the manuscript. They should not be submitted as graphic elements. Supply succinct and clear captions for all tables, figures and plates. Ensure that tables and figures are complete with necessary superscripts shown, both next to the relevant items and with the corresponding explanations or levels of significance shown as footnotes in the tables and figures.
7. References to other publications must be in Harvard style and carefully checked for completeness, accuracy and consistency. References are made as follows: (Myers, 2000), the former being the name of the author, the latter - edition year.
8. The paper should not be less than 2000 words and should not exceed 6000 words.
9. Upon acceptance of a paper, authors will be asked to transfer copyright of the article to the publisher.

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