

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 continually 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**



## Co-organizers and sponsors of the workshop



ISTEC – Business School of Commerce and Marketing was founded in 1961 and imparts general and professional managerial training to more than 1000 individuals every year.

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)



The Center is established by Virtus Interpress and has a wide portfolio of research in corporate governance. The Center has more than 80 participants from more than 25 countries. <http://www.virtusgccg.org/>



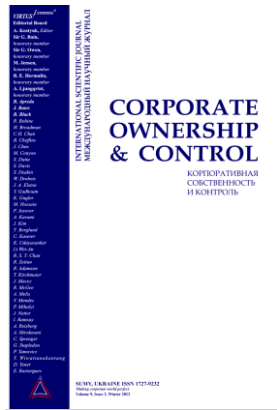
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Paris receives about 27 million visitors per year (including 17 million international visitors); or 44 million if the surrounding region is included. The city and its region contain 3,800 historical monuments and four UNESCO World Heritage Sites. The 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.



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@virtusinterpress.org](mailto:alex_kostyuk@virtusinterpress.org) and a copy to [paris\\_2017conf@virtusinterpress.org](mailto:paris_2017conf@virtusinterpress.org).

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- 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.
  - Figures should be of clear quality, in black and white and numbered consecutively with arabic numerals.
  - Tables should be typed and included as part of the manuscript. They should not be submitted a 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.
  - 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.
    - The paper should not be less than 2000 words and should not exceed 6000 words.
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