

Webinar Series on A New Concept of the Corporation

Episode 5: The Purpose of the Corporation and How to Realize its Purpose

Co-organized by **RIETI, ECGI and WBF (Waseda Business Finance Center)**

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Aims of this webinar

- Japanese translated version of Colin Mayer's book, *Prosperity: Better Business Makes the Greater Good* will be published April
- A webinar series on a new concept of the corporations
- Five episodes from March to July.

Episode 1: Comprehensive pictures of a new concept of the corporation

Episode 2: the Law and governance

Episode 3-4: Ownership and Corporate purpose

• Block (anchor) shareholders /activist funds/ institutional investors

Episode 5: How to realize the purposeful firm



Issues of Episode 5

1. The concept of purpose: the relation between profit and social-benefit
2. How to define the purpose and how to put it into practice
3. Understanding the current status of purposeful corporation around the world
4. Implication for Japan
5. Lapping up the series of webinar: How to realize the purpose of firms

