



## Abstract



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## Corporate foresight – an attempt to listen to the voice of futures generation in the strategy making processes

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In this paper I introduce a methodology called "corporate foresight". Foresight as a participatory, process-oriented, transparent and forward looking method – building medium-to-long term visions, aimed at influencing present-day decisions and mobilising joint actions – is mainly used on international, regional, national, or industrial level (Havas, 2003). However, in the last few years the number of companies using corporate foresight has increased (e.g. Daimler-Chrysler, Ericsson, Nokia).

Corporate foresight is – in my understanding – being aware of the social and ecological embeddedness of the firm. Theoreticians as well as practitioners argue that a wide range of stakeholders (also by forming dialogues between generations) should be part of the decision making processes (Goodpaster–Matthews, 1982) this could be supported by foresight program/process.

This paper draws a theoretical connection between 'corporate foresight', 'corporate responsibility' and 'strategic management'.