



THE SOCIETY FOR BUSINESS ETHICS NEWSLETTER

Summer, 2012

Volume XXIII, Number 1

BOOKS, JOURNALS & MULTIMEDIA

**King Car and the Ethics of Automobile Proponent's Strategies in China and India, Martin Calkins, University of Massachusetts Boston, Nova Science Publishers (2012)
ISBN: 978-1-61761-271-8**

This book questions the ethics of government officials' and automobile industry representatives' strategies to promote automobiles over other forms of transportation in China and India. It begins by reviewing the early history of the symbiotic relationship of automobile representatives and government officials in America that led to automobile proliferation and the well-entrenched car culture that we have today. The book then shows how these same dynamics and strategies are at work in China and India and how in each country, transportation policies have favored private and individual forms of transportation over public ones.



**"The Rise and Fall of CR Education"
Diane Swanson, Edgerley Family Chair in
Business Administration, Kansas State University**

The trade publication *Corporate Responsibility Magazine* recently published an article by Professor Diane Swanson on the need for business schools to institute more rigorous ethical training. In it, she discusses the 2003 AACSB campaign to improve business ethics education, as well as the role of the Society for Business Ethics and *Business Ethics Quarterly* in this larger effort. The article can be found in the March/April, 2012 issue or by going to <http://www.thecro.com/content/rise-and-fall-cr-education>.



**Journal of Business Ethics Education Volume 9: 2012
Special Issue: "The Post-GFC Debate: Pedagogical Implications for Finance and Financial Planning Disciplines"**

This special issue of the Journal of Business Ethics Education is intended to stimulate some discussion on the process of how business schools should redefine what they teach and re-invent themselves in light of the recent Global Financial Crisis (GFC).

The special issue contains seven papers that explore different aspects of the GFC and its implications for accounting and finance education. It opens with an introductory article by the Guest Editors, Parmendra Shama, Eduardo Roca, and Ken McPhail:

- "The Global Financial Crisis and Reinventing the Business School"
- "The Case for Integrating Accounting, Finance, and Economics in Teaching the GFC Through a Problem-Based Learning Approach" by Ross Guest
- "Money Mathematics: Examining Ethics Education in Quantitative Finance" by Jason West
- "Teaching Finance in the Post-GFC Environment: Quo-modo hic habetur, et Quo hinc?" by Richard I. Copp
- "Who Was Swimming Naked When the Tide Went Out? Introducing Criminology to the Finance Curriculum" by Jacqueline M. Drew and Michael E. Drew
- "Ethics Education for Finance Students Following the GFC" by Richard I. Copp and Victor Wong
- "Simulated Trading Environment as a Learning Tool in Corporate Finance" by Zoltan Murgulov
- "Past, Present, and Future: The Role of Tertiary Education in Supporting the Development of the Financial Planning Profession" by Mark Brimble and Brian Murphy

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Society for Business Ethics
www.societyforbusinessethics.org

Board of Directors

Past President

Joanne Ciulla
University of Richmond
+ 1 (804) 287-6083
jciulla@richmond.edu

President

Denis Arnold
UNC Charlotte
+1 (704) 687-7703
denisarnold@unc.edu

Program Chair

Ronald Duska
+1 (610) 247-6215
rduska@comcast.net

Bryan Husted
York University
+1 (416) 736-2100 ext. 40855
Bhusted@schilich.yorku.ca

Joseph DesJardins
College of St. Benedict/St. John's University
+1 (320) 363-3147
jdesjardins@csbsju.edu

Business Ethics Quarterly

Editor in Chief:
Denis Arnold
UNC Charlotte
BEQ@unc.edu

Managing Editor:
Elizabeth Scott
BEQmanaginedit@easternct.edu

Executive Director

Jeff Frooman
University of New Brunswick
+1 (506) 451-6911
frooman@unb.ca

Treasurer

Robert Krug
St. Joseph's College
+1 (718) 940-5726
rkrug@sjcnv.edu

Newsletter Editor

Jeffery Smith
University of Redlands
+1 (909) 748-8785
jeffery_smith@redlands.edu

Newsletter Editorial Assistant

Vanessa Siliezar
University of Redlands
+1 (909) 748-8769
vanessa_siliezar@redlands.edu

To access abstracts and order individual articles visit <http://www.neilsonjournals.com/JBEE/jbeev9.html>. The special issue is also available as a hard copy at <http://www.neilsonjournals.com/JBEE/jbeesi.html>

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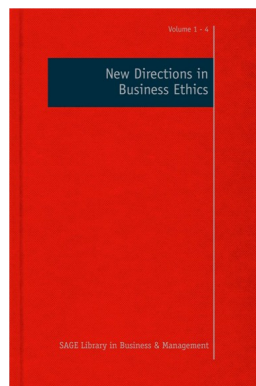
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Peter Neilson
Publishing Editor JBEE
Neilson Journals Publishing
pneilson@neilsonjournals.com
<http://www.neilsonjournals.com/JBEE/>



Andrew Crane & Dirk Matten
New Directions in Business Ethics (4 Volumes) Sage Publications (2012)

As problems such as corruption, financial scandals, food safety, human rights and pollution continue to hit the headlines, business ethics are becoming increasingly central to the global economy. In this four-volume set, two of the leading international figures in the field bring together the most critical and up-to-date academic research in business ethics as it continues to proliferate in new and exciting directions.



Volume One: International Perspectives on Business Ethics, provides a comprehensive overview of business ethics in different parts of the world, acknowledging how, with the rise of countries such as Brazil, India, China and Russia as key global players, it is critical to capture the range of different ethical approaches represented by these different regions and cultures.

Volume Two: New Theoretical Directions explores areas that business ethics scholars are now engaging with, including theories of moral imagination and pragmatism, business ethics as practices and virtues, critical and postmodern perspectives and political and contractarian theories of business ethics.

Volume Three: Behavioural Business Ethics explores how ethical decisions get made. This ranges from studies of psychological reasoning and cognitive moral development to neurobiological examinations of how the brain works when confronted with ethical dilemmas.

Volume Four: Managing Business Ethics, for those who practice business ethics, focuses on how to manage ethics in the organization, marking an important new direction in business ethics research. This includes work on ethical leadership, codes of conduct, stakeholder management, and corporate governance.

More information can be found at <http://www.uk.sagepub.com/books/Book236023>

2012 Society for Business Ethics
PRELIMINARY ANNUAL MEETING PROGRAM

Boston, MA
August 2-5, 2012

Thursday, August 2

SBE Board Meeting, 10:00am-4:30pm

International Reception (All Registered Meeting Attendees Welcome), 6:00pm- 7:30pm

Friday, August 3

Emerging Scholars Workshop (For invited workshop participants), 8:30am-12:30pm

Faculty Mentors

Norm Bowie, University of Minnesota

Joanne Ciulla, University of Richmond

Richard DeGeorge, University of Kansas

Joe Desjardins, College of Saint Benedict and Saint John's University

John Dienhart, University of Seattle

Ron Duska, Duska Ethics Consulting

Welcome, 1:00-1:15pm

Ronald Duska, Program Chair

Jeff Frooman, Executive Director

Plenary Session, 1:15-2:30pm

Behavioral Business Ethics

Chair: Joanne B. Ciulla, University of Richmond

Panelists: Max H. Bazerman, Harvard Business School; Arthur Brief, University of Utah;

Gary R. Weaver, University of Delaware

Concurrent Sessions, 2:45-4:00pm

A. Moral Imagination

Chair: Patricia Werhane, DePaul University

Moral Imagination and Managerial Decision-Making: A Vygotskian Alternative

David E Ohreen, Mount Royal University

The Social Construction of Proof

Barry M Mitnick, Robert C Ryan, University of Pittsburgh

Employee Deviance and Silence as Reactions to Psychological Contract Breach:

The Moderating Role of Ethical Climate Perception

Yau-De Wang, National Chiao Tung University

B. Business Ethics Education

Chair: Cynthia Clark, Bentley University

Ethical Darkness Made Visible: Using Michael Moore's Roger and Me in the Business Ethics Classroom

Daryl Koehn, University of St. Thomas

Facilitating Embodied Learning in Business Ethics Education: The Use of Relational Sculptures

Sheldene Simola, Trent University

Teaching Business Ethics through Strategically Integrated Micro-insertions

Alesia Slocum, St. Louis University; Sylvia Rohlfer, Cesar Gonzalez-Canton,

Universidad Complutense de Madrid

C. Emerging Scholars (1)

Chair: Lindsay Thompson, Johns Hopkins University

(Continued on page 4)

Anyone Can Be Angry, That's Easy: A Normative Account of Anti-Corporate Anger"

Jennifer Lynn Kiefer Fenton, Marquette University

Out of control: How Visceral Factors Affect Ethical Decision Making

Kai Chi Yam, Scott Reynolds, University of Washington

When Good Words Lead People to Do Bad Things: How Framing Effects the Semantic Memory When Constructing Moral Judgments Towards Illegal Music Downloading Behaviors

Tracy Nicole Rank, Rutgers University

Beyond Good And Evil? Analyzing Moral Decision-Making In Mainstream Video Games

Thorsten Busch, University of St. Gallen

Concurrent Sessions, 4:15-5:45pm

A. Environmental Responsibility

Agribusiness, Genetically Modified Foods, and the Consumer's Right to Know

Samuel V. Bruton, The University of Southern Mississippi

Sustainable Development in Management Thinking: A Review of Past Contributions, Present Challenges and Future Directions

Arturo Briseno, EGADE Business School

Promoting Corporate Environmental Responsibility: A Heideggerian Response To 'Payoff' Arguments

Mollie Painter-Morland, De Paul University; Rene Tenbos, Radboud University

B. Leadership

Leadership and the Three Faces of Integrity

David Bauman, Regis University

An Aretaic Account of Ethical Leadership and Social Responsibility

Alan A. Preti, Rosemont College

Who Leads?

Wayne Eastman, Rutgers University

C. Beyond Stakeholder Management and CSR: Does Benefit Corporation Legislation Signal a Fundamental Transformation of the Corporate Form?

Co-chairs: David Steingard, Saint Joseph's University

Pedro Arrupe Center for Business Ethics

Panelists: Regina Robson, Saint Joseph's University; William Clark, Drinker Biddle & Reath LLP;

Bart Houlihan, B Lab

Reception, 6:15-7pm (All Registered Meeting Attendees Welcome)

Sponsored by Editors and Publishers of *Business Ethics Quarterly*

Saturday, August 4

Continental Breakfast, 6:45-7:45am

Concurrent Sessions, 7:45-9:00am

A. Corporate Agency

Corporate Character, Corporate Virtues And The 'Success Turn' In Organization Studies

Geoff Moore, Durham University

If You Tickle Us. . .How Corporations Can Be Moral Agents Without Being Persons

Kendy Michelle Hess, College of the Holy Cross

Corporations and Non-Agential Moral Responsibility

James Dempsey, University of Leeds

B. Catholic Social Teaching

How Can A Specific Stakeholder Management Theory Based On The Common Good Principle Be Compatible With Catholic Social Thought?

(Continued on page 5)

Gianfranco Rusconi, Bergamo University
Managerial Ethos: A Catholic Social Teaching Perspective
Domenec Mele and Alejandro Moreno Salamanca, University of Navarra
A Framework for A Catholic-Centered Stakeholder Theory
Angelo Carlo Carrascoso, University of Redlands

C. Globalization

Global Business Self-Regulation: Responsible Care Global Charter, An Institutional Approach
Laura Albareda, University of Deusto
The Necessity of Supranational Governance: The Case of Apple in Asia
David R Keller, Utah Valley University
Globalization, Moral Diversity, and the International Manager
Manuel Velasquez, Santa Clara University

Plenary Session, 9:15 -10:45am

Richard DeGeorge Festschrift

Chair: Pat Werhane, De Paul University
Panelists: Norman Bowie, University of Minnesota; Tom Donaldson, University of Pennsylvania;
Georges Enderle; University of Notre Dame; Michael Hoffman, Bentley University

Concurrent Sessions, 11:00-12:15pm

A. Post Modernist Considerations

Moral Dimensions Of Empowerment And Dis-empowerment In Post-Modern Organisations
Thomas Diefenbach, Ritsumeikan Asia Pacific University
Why Do Corporate Actors Engage In Pro-Social Behavior? A Bourdieusian Perspective On Corporate Social Responsibility
Dominik van Aaken, Ludwig-Maximilians-Universität München; Violetta NA Splitter and David Seidl, University of Zurich
Ethics As An Instituting Force: Organizational Boundaries and Institutional Implications Of Ethics' Uses
Mar Pérezts, ESCP Europe & Conservatoire National des Arts et Métiers (CNAM);
Jean-Philippe Bouilloud, ESCP Europe

B. Stakeholder Management

Beyond Stakeholder Utility Function: Stakeholder Capability In The Value Creation Process
Elisabet Garriga, EADA Business School
Leaning Into the Wind: Adversity, Stakeholder Management, and Organizational Resilience
Megan Hess and Jared Harris, University of Virginia; Morela Hernandez, University of Washington
Good Faith: Addressing the Open Question of Stakeholder Input
Cedric E. Dawkins, California State Polytechnic University, Pomona

C. Emerging Scholars (2)

Effects of Sustainability-oriented Incentive Systems on Employee Behavior
Robert Huber, Bundeswehr University Munich
Complicit or Catalyst: The Role of Multinational Corporations in Human Rights
Akiko Shigemoto, Rutgers University
What if Treating Stakeholders Fairly is Just Table Stakes?
Adrian Keevil, University of Virginia
Business as a Profession
Sareh Pouryousefi, University of Toronto

Luncheon and Presidential Address 12:30pm -2:00pm

(Tickets must be purchased in advance)

Global Justice and International Business
Denis Arnold, University of North Carolina, Charlotte

Concurrent Sessions, 2:15-3:30pm

A. Virtues and the Common Good in Business

Chair: Alejo Jose Sison, University of Navarre
Panelists : Daryl Koehn, University of St. Thomas; Joan Fontrodona, IESE, University of Navarre;
Ignacio Ferrero, IESE, University of Navarre; Gregory R. Beabout, Saint Louis University;
Claus Dierksmeier, Stonehill College; Christopher Michaelson, University of St. Thomas

B. Business Ethics

The Origins of Business Ethics and their Significance in Today's Society
Virtues and the Common Good in Business Ethics
Michio Hagihira, Yamashiro Management R & D Institute Ltd.
Assessing the Pluralistic Nature of Business Ethics: Developing the Ethical Traditions Scale
Yoseline Katherine Leunens, Université de Montréal
The Study Of Function Of Engineer Professional Associations And Ethical Regulation In Science-And-Technology Governance
Taku Hirano and Shuzo Fujimura, Tokyo Institute of Technology

C. Spirituality

Spirituality Incorporated: A Rawlsian Argument for Including Spirituality in Business
Matthew Brophy, High Point University
The Moderating Effect of Religiosity and Moral Courage on Ethical Decision Making
Randi Sims and George Bingham, Nova Southeastern University
Barriers to Organizational Virtue and Effectiveness in the Arab World
Jon Barton Thornberry, American University of Beirut

Concurrent Sessions, 3:45-5:00pm

A. Revolutionizing Business Ethics Pedagogy

Chair: Lori Verstegen Ryan, San Diego State University.
Panelists: John Hasnas, Georgetown University: *The Principles Approach*;
Peter Jaworski, Georgetown University: *The Business Project*;
Jason Brennan, Georgetown University: *The Ethics Project*

B. Friedman, Competition and Trust

Reconciling Competition and Morality
Adam D. Bailey, Black Hills State University
Mirror, Mirror on the Wall: Applying Milton Friedman's Standard of Corporate Social Responsibility to Wall Street
Michael A. Santoro, Rutgers University; Ronald J Strauss, Montclair State University
Trust And Moral Foundations In The Economic Order: Thinking Through Fukuyama's Trust: The Social Virtues And The Creation Of Prosperity
Marc A Cohen, Seattle University

C. Politics

Corporate Political Advocacy: Exploring A New Phenomenon
Dorothea Baur and Florian Wettstein, University of St. Gallen
A Critical Analysis Of How The Academic Discourse On High Frequency Trading Should Influence Public Policy
Emilio Marti and Andreas Scherer, University of Zurich
The Status of the Corporate Citizen – Reshaping Corporate Citizenship Understanding from a Political Point of View
Michael S. Asslaender, International Graduate School Zittau; Janina Curbach, University Regensburg

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SIM/SBE Joint Keynote Address, 5:30pm

Co-Chaired by James Mattingly, University of Northern Iowa and Bryan Husted, York University

Reception, 6:30pm

Sponsored by the Social Issues in Management Division of the Academy of Management and the Society for Business Ethics

Sunday August 5

Continental Breakfast, 6:45-7:45am

Concurrent Sessions, 8:00-9:15am

A. Science and Technology

Neuroscience Research And Ethical Leadership: Insights From An Advanced Neurological Micro Foundation
Christian Voegtlin and Ina Maria Kaufmann, University of Zurich

Areas Of Privacy In Facebook – Expectations And Value

Katherina Glac and Dawn R. Elm, University of St. Thomas; Kirsten Martin, Catholic University of America

Tracking Versus Targeting Online: What Influences Privacy Expectations of Users Online

Kirsten Martin, George Washington University

B. Business Ethics Training

Behavior Or Concepts: What Is Being Taught And Assessed In Business Ethics Classes?

Howard Harris, Aise Kim, Libby Hobson and Erich C Fein, University of South Australia

Investing In Business Ethics Training And Support Systems As Strategic Human Resource Practice

Margaret McKee, Saint Mary's University; Wendy Carroll, University of Prince Edward Island; Cathy Driscoll, Terry Wager, Saint Mary's University

Deepwater: A Computer-based Business Ethics Simulation Game

Wayne Floyd Buck, Eastern Connecticut State University

C. Institutional Practices

Features and challenges of the “social business” model: Lessons from Microfinance

Marek Hudon, Université Libre de Bruxelles; Joakim Sandberg, University of Gothenburg

A Critique Of The Institution-Practice Dichotomy From A Theory Of Personal Action In Societal Institutions

Javier Aranzadi, Universidad Autónoma de Madrid

Reintegrating Ethics and Institutional Theories

Richard P. Nielsen and Felipe G. Massa, Boston College

D. Educating for Ethical Maturity: A Developmental Approach

Chair: Catharyn A. Baird, Regis University

Panelists: Donald Mayer, University of Denver and Joseph A. Petrick, University of Dayton

Concurrent Sessions, 9:30-10:45am

A. European Disunion: The Ethical, Financial, Managerial and Social Implications Of The Ongoing European Financial Crisis

Chair: William Edward Martello, St. Edward's University

Panelists: Sigurgeir "Ziggy" Jónsson, ARAM Global; Richard Nielsen, Boston College;

Ben Wempe, Erasmus University

B. Corporate Social Responsibility (1)

A Study Of Strategic CSR And Bop Business Practice From The Perspective Of Organizational Sustainability
Junichi Mizuo, Surugadai University

Strategic CSR: The Battle for Legitimacy and Reputation

Irene Pollach, Anne Ellerup Nielsen, Bo Laursen, Christa Thomasen, Leila Trapp, Line Schmeltz, and Poul Erik Jørgensen, Aarhus University

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Organizational Identity Orientation and the Adoption of Corporate Social Responsibility: Symbolic, Selective, or Substantial?

Christopher Wickert, University of Lausanne; Antonino Vaccaro and Sophia Kusyk, University of Navarra

C. Emerging Scholars (3)

Tensions of Corporate Social Responsibility

Robert Gavin Strand, Copenhagen Business School

Do Employee-Owned Firms Manage Their Internal and External Stakeholders More Responsibly than non-Employee-Owned Firms?

Anne-Laure Pelissier Winkler, Rutgers University

The Pragmatics of Managerial Deliberation and the Political Imperative to Provide Goods

Gastón de los Reyes, University of Pennsylvania

Beyond Good And Evil? Analyzing Moral Decision-Making In Mainstream Video Games

Thorsten Busch, University of St. Gallen

Managing People Within Organizations: A Catholic Social Teaching Perspective

Alejandro Moreno Salamanca, University of Navarra

Concurrent Sessions, 11:00am-12:15pm

A. A Public Role For Private Capital

Chair: Nien-hê Hsieh, University of Pennsylvania

Panelists: Dorothea Baur, University of St. Gallen; George Brenkert, Georgetown University;

Peter Jaworski, Bowling Green State University; Jeffrey Moriarty, Bentley University

B. Epistemic And Theoretical

The Social Construction of Proof

Barry M Mitnick and Robert C Ryan, University of Pittsburgh

Epistemic Virtues in Business

Boudewijn de Bruin, University of Groningen

Morality and Self-Interest: A Kantian View of How the Twain Meet

Wim Dubbink, University of Tilburg

C. Stakeholders

Talk Isn't Cheap: Moral Messaging Tactics Used in Content of Ethics-Centered Communication

Johnathan K. Nelson, Morehead State University; Stephen J. Zaccaro, George Mason University

Proactive Stakeholder Practices: A Multiple Case Study Approach

Mohammad Abbas Ali, New York Institute of Technology

Recognition of Moral Issues in the Business Environment by Israeli Managers

Arie Reshef, University of Haifa

Business Ethics Quarterly Editorial Board Luncheon, 12:30-1:45pm

Chair: Denis Arnold, University of North Carolina Charlotte

(Only for Members of the *Business Ethics Quarterly* Editorial Board)

Concurrent Sessions, 2:00-3:15pm

A. Historic Corporate Social Responsibility: How Does A Corporation Deal With An Inconvenient Past?

Chair: Robert A. Phillips, University of Richmond

Panelists: Bobby Banerjee, University of Western Sydney; Peter Muchlinski, University of London;

Judith Schrempf, University of Richmond; Florian Wettstein, University of St. Gallen

Discussant: Andrew Crane, York University

B. Financial Issues

New Institutional Economic Approaches to Financialization: A New Paradigm for Ethical Analysis of Finance

Charles Arthur McDaniel, Baylor University

Righting Others' Wrongs: A Critical Look at Clawbacks in Madoff-Type Ponzi Schemes and Other Frauds

Amy Sepinwall, University of Pennsylvania

Priming the Pump for Change: Leveraging the UN PRME for Catalytic Outcomes
Timothy Keane, Saint Louis University; James A.F. Stoner, Fordham University;
Nitsh Singh, Saint Louis University

C. Cases

Livable Cities: The Moral Measure of Urban Century Wealth
Lindsay J M Thompson, Johns Hopkins University

The Federal Aviation Administration and the Ethical Dimensions of Regulatory Capture
Elizabeth A. Hoppe, Lewis University

From Beyond Petroleum to Beyond Integrity? A Case Study in BP's "Green Narratives"
Sabine Matejek, Baden-Wuerttemberg Cooperative State University (DHBW);
Tobias Gößling, Tilburg University

Concurrent Sessions, 3:30-4:45 pm

A. Corporate Social Responsibility (2)

The Implementation Of Corporate Social Responsibility: The Case Of The UN Global Compact
Stefan Schembera, University of Zurich

CSR: Ineffective and Counterproductive
Sandra Lynn Reiter, Washington & Lee University

Work Context and Malleable Ethical Fortitude in Entry-Level Managers: Evidence from a Stakeholder Salience Approach
Steven A Samaras, Rhodes College

B. Global and Corruption

Role of Employees' Participation and Organizational Identification in Corporate Sustainability: an Investigation in South Asia

Omer Farooq, Euromed School of Management and Business; Mariam Farooq, Aix- Marseille University

Institutional Maturity In Brazil: Applying Statistical Quality Control Techniques To The Measurement Of Corruption Levels

Joao Neiva de Figueiredo, Saint Joseph's University

The Emotion-Evoked Collective Corruption Model

Kristin Smith-Crowe, University of Utah; Danielle Warren, Rutgers University

C. Miscellaneous

Anatomy of the Mining Scam

Jeff Frooman, University of New Brunswick; Sareh Pouryousefi, University of Toronto;

Angela Wisniewski, University of New Brunswick

Business, Human Rights, and Due Diligence: The Case of Human Trafficking

Harry J. Van Buren III, University of California, Los Angeles;

Michelle Westermann- Behaylo, American University

From Personal Troubles To Institutionalised Expressions Of Compassion:

A Study Of Charity Shop Volunteers In The UK

Ruben Flores, Higher School of Economics

SBE Business Meeting and Open Panel with the Board, 5:00-6:15pm

Reception, 6:30 - 7:30pm (All Registered Meeting Attendees Welcome)

POSITIONS

POSITION ANNOUNCEMENT TENURE TRACK POSITION IN DIVERSITY MANAGEMENT

The Department of Management at Virginia Tech is seeking applications to fill a tenure track faculty position in diversity management and to serve as director of the department's Business Diversity Center. The appointment begins in August 2013.

A strong program of scholarly research and instructional capabilities at both the undergraduate and graduate levels are important requirements of the position. A Ph.D. is required in Management or other related fields from an AACSB accredited university with a specialization that qualifies the candidate to conduct research and teach courses in diversity-related areas. The preferred candidate would have another area of specialization such as international business, organizational behavior, organizational theory, human resource management, strategy, or business ethics. The rank is open, and the candidate's program of scholarly research and accomplishments should be consistent with the rank applied for.

The Pamplin College of Business and the Department of Management at Virginia Tech have a long history and commitment to diversity. We define diversity in a broad sense to encompass research and education on the management of an international workforce both in domestic and foreign settings in addition to the more traditional work on differences related to race, gender, ethnicity, sex, religion, age, physical and mental ability, sexual orientation, work and family status, and socioeconomic background. We have recently established a Business Diversity minor housed within the Business Diversity Center of the department. As director of the Business Diversity Center, the successful candidate would be expected to provide leadership to our scholarly initiatives in diversity-related areas.

The Virginia Tech Pamplin College of Business on-campus enrollment is about 3,600 undergraduates and 290 full-time graduate students. Pamplin's undergraduate program is ranked in the nation's 50 best business schools by U.S. News & World Report. Pamplin ranks number 46 overall which puts it in the top 10 percent of the approximately 600-plus U.S. undergraduate programs accredited by the AACSB and number 26 among the public institutions.

Pamplin's full-time MBA program is ranked number 84, its evening MBA program is ranked number 37 in U.S. News & World Report, 2012. The college also offers an executive MBA program (located on its Falls Church campus in close proximity to Washington D.C.) and a professional MBA (co-located in Richmond and Roanoke VA).

Blacksburg is located in the Blue Ridge Mountains, making its beauty and temperate climate attractive to many. Blacksburg also has high quality primary and secondary schools (K-12) as well as a relatively low cost of living. The Appalachian Trail runs through this area and there are numerous hiking, camping, mountain biking, and other outdoor recreational opportunities available. Reflecting the high quality of life in the area, Blacksburg was recently rated by Business Week as the number one location in the US to raise children (see: <http://www.businessweek.com/lifestyle/virginia-town-is-best-place-in-the-us-to-raise-kids-11152011.html>)

VIRGINIA POLYTECH NICINSTITUTE AND STATE UNIVERSITY

An equal opportunity, affirmative action institution

Interested applicants must complete an online application at <http://www.jobs.vt.edu> posting 070475 and attach the following documents: 1) curriculum vita, 2) evidence of teaching effectiveness, 3) a statement regarding research interests and professional goals, and 4) names and contact information for three references. Review of applications will begin June 15 and will continue until the position is filled. We will be interviewing at the Academy of International Business Meetings and National Academy of Management Meetings.

Applications must be done on-line. General inquiries may be directed to Professor Richard E. Wokutch, Search Committee Co-Chair, Department of Management, Pamplin School of Business, Virginia Tech, Blacksburg, VA 24061 or via email to wokutch@vt.edu with the subject line of "VT Diversity Management Position Inquiry."

Virginia Tech has a strong commitment to the principle of diversity and, in that spirit, seeks a broad spectrum of candidates including women, minorities, veterans, and people with disabilities.

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Individuals with disabilities desiring accommodations in the application process should notify Karen Poe, Department of Management, (540) 231-6353 or (TDD) 1-800-828-1120.



**UNIVERSITY OF NORTHERN IOWA
Assistant/Associate Professor
Department of Management**

A tenure-track position as Assistant or Associate Professor of Management is available for August 2013. Primary teaching responsibilities include strategy courses taught to undergraduate students. The successful candidate will also be able to contribute in the areas of organization theory or international management. Applicants who seek a balance of teaching/research responsibilities preferred. The department encourages applications from persons of color, women, persons living with disabilities, and veterans. Required qualifications include a Ph.D. in Strategic Management or a related business field from a nationally or internationally recognized doctoral program (ABD in Strategic Management with evidence of degree completion by August 2013 will be considered), a record of excellence in teaching, demonstrated ability to produce publishable research in business-related journals, and demonstrated organizational, communication and interpersonal skills. Preferred qualifications include secondary interest in Organization Theory or International Management, business experience, and active participation in appropriate professional associations. Rank dependent on qualifications and experience. Pre-employment background checks are required.

To apply, visit <http://business.uni.edu/positions>. Applications will be accepted beginning June 21, 2012, with full consideration of applications received by September 1, 2012.

For more information, contact Dr. Atul Mitra, Professor of Management, at Atul.Mitra@uni.edu or by phone at 319-273-6202.

EOE/AA

The University is a smoke-free campus



**ASSISTANT PROFESSOR IN BUSINESS STRATEGY OR HUMAN RESOURCE MANAGEMENT
KANSAS STATE UNIVERSITY
College of Business Administration
Manhattan, KS 66506
STARTING DATE: AUGUST 2013**

QUALIFICATIONS:

The Management Department in the College of Business Administration at Kansas State University is seeking to hire an assistant professor for a tenure-track appointment in either Business Strategy or Human Resource Management. Required: (1) A Ph.D. or equivalent degree in a Management-related field from an AACSB accredited Business School (or must be within 6-months of degree completion at the start of contract); (2) demonstrated potential for conducting high quality research and publishing in high quality journals in the Management discipline; (3) demonstrated potential for high quality teaching in (a) Human Resources Management or (b) Strategic Management; and (4) ability to contribute to the service mission of the college. Preferred: Preference will be given to candidates with (1) strong research records as demonstrated through publications in top academic journals and presentations at national academic conferences; (2) prior university teaching experience in the management, HRM or strategy areas; (3) strong interpersonal and communication skills; and (4) related professional work experience. Responsibilities include conducting and publishing academic research and teaching two courses per semester, along with assisting in the service mission of the Department.

We will do limited interviewing at the Academy of Management conference in Boston of candidates who have previously submitted applications.

THE UNIVERSITY AND COLLEGE OF BUSINESS ADMINISTRATION: Kansas State University is a state-supported institution with over 23,000 students. The University is recognized for the quality of its academic programs and for consistently producing winners of top national scholarships. The 668-acre main campus is located in beautiful Manhattan, Kansas (population approximately

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50,000) a community nestled in the Flint Hills of Northeast Kansas. The College of Business Administration is one of 10 Colleges on the main campus. The College, with 2800 undergraduate and graduate students and 55 full-time faculty members, consists of four academic departments: Accounting, Finance, Management, and Marketing. The College is accredited by AACSB at the bachelors and masters level in both business administration and accounting. The university and the college are dedicated to enhancing the diversity of our student body and staff, and providing an inclusive work environment. The college website is available at: <http://www.cba.ksu.edu>.

DEPARTMENT OF MANAGEMENT:

The Management Department is the largest department in the college and grants about 300 degrees each year. The Department is affiliated with two centers (Entrepreneurship and Leadership) and is active in several research formal initiatives including Ethics and Responsible Business Citizenship and Globalization.

SALARY:

Salary is commensurate with experience and qualifications

EMPLOYMENT POLICY:

Kansas State University is an Affirmative Action/Equal Opportunity employer and actively seeks/pursues employee diversity. Background check required.

APPLICATION:

Application screening will begin July 15, 2012 and continue until the position is filled. Please send cover letter, vita, examples of publications, summarized teaching evaluations, list of references, and other evidence of qualifications to (email preferred):

Dr. Bruce Prince, Chairperson
Search Committee
Department of Management, Calvin 101
Kansas State University
Manhattan, KS 66506
jbprince@ksu.edu

SBE on LinkedIn

As a small experiment in social networking, a “group” has been established for SBE on LinkedIn, the business-oriented social networking site (www.linkedin.com). Supplementing the SBE listserv and Newsletter, it is designed as another possible means of generating conversation, asking questions, or making announcements. At this time the group is fully moderated and open to SBE members only; however, this could change in the future, as warranted.

If you are currently a LinkedIn member, simply search LinkedIn’s groups for Society for Business Ethics. Then click to Join Group. If you are not a member of LinkedIn at this time, and have interest in joining, you can do so by going to the url above and selecting Join Today. Alternatively, you can e-mail Bob Krug, SBE Treasurer, (rkrug@sjcny.edu), and an invitation will be generated for you.

CALLS FOR PAPERS AND CONFERENCES

Call for Papers – Policy Conference 2012 – REMINDER

BUSINESS EXPERIENCES AND SOCIAL RESPONSIBILITIES: BETWEEN GLOBAL CHALLENGES AND EU ECONOMIC POLICIES

The Monash European and EU Centre, the Monash University Department of Management and the International Business Research Group at the University of Adelaide are proudly sponsoring this Policy Conference.

Date: Monday 24 – Tuesday 25 September 2012

Venue: Monash University Prato Centre, Palazzo Vaj, Via Pugliesi, 26 59100 Prato, Italy, <http://www.ita.monash.edu> (40 minute drive to Florence, in the heart of Tuscany)

The uncertain business context created by the EU enlargement and the global financial crisis has led to new EU policies introduced to address this context. The use of traditional strategic approaches available to foreign firms operating in the EU, especially in matters of managing multiculturalism and cultural diversity in their organisation, may no longer be appropriate. We invite a variety of approaches (philosophical, political, sociological, managerial and economic) to address this major issue in international business, corporate ethics, governance and social responsibility.

European and international experts will address the following themes:

- New ethical and social responsibility issues for businesses operating in an enlarging and integrating European Union: the EU debt crisis, the euro crisis, effects of the global financial crisis
- The place of corporate social responsibility in the European social model
- Multiculturalism and the impact of globalization on cultural diversity: challenges faced by internationalizing non-EU businesses operating in the EU (e.g. experience sharing between Australia and EU countries)
- The role of philosophical criticism in shaping economic, political and legal institutions and their impact on economic action.

Featured speakers include:

- Professor Pierre Guillet de Monthoux, Head – Department of Management, Politics and Philosophy, Copenhagen Business School (Denmark)
- Professor Anna Leander, Department of Management, Politics and Philosophy, Copenhagen Business School (Denmark)
- Associate Professor Susan Freeman, Discipline Leader – International Business, University of Adelaide Business School (Australia)
- Professor Eric Pezet, Co-Director – Paris Research in Norms Management and Law (PRIMAL), Université Paris Ouest Nanterre la Défense (France)
- Professor Sophie Robin-Olivier, Co-Director PRIMAL, Université Paris 1 Panthéon Sorbonne (France).

Submissions, Registration and Further information

- Submissions are accepted in the form of abstracts or full papers. All manuscripts should be submitted to Dr Cristina Neesham at cristina.neesham@monash.edu by **30 June 2012**. Authors will be notified of the acceptance or otherwise of their submission for conference presentation by 31 July 2012.
- For all attendees: There are no registration fees. However, you should confirm your attendance with the conference organizers (below) by 15 July 2012. Catering for the evening of 24 September (Welcome Reception) and for 25 September (morning tea, lunch, afternoon tea) are provided.
- For more information and registration details, please contact Dr Jeremy St John at jeremy.stjohn@monash.edu.

This conference follows the European Business Ethics Network (EBEN) Conference, which will be held at the IESE Business School in Barcelona, Spain, on 19-22 September 2012.

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**2nd Annual Australasian Business Ethics Network (ABEN) Conference
Melbourne 12th-14th December 2012.
Supported by *The Bowater Trust*, Deakin University.**

Call for Papers: Extended Deadline!

Following the highly successful inaugural conference held in Auckland in 2011 submissions are now being invited for the 2nd ABEN conference on business, ethics and business ethics. Bringing academics, critics and practitioners together to discuss and debate the nature, intent, effects and futures of business ethics in Australasia and beyond, the ABEN conference is developing into a key forum in the region for reflective, engaged and critical work in the area. The location for this year's conference is the Metropole Hotel and Conference centre, on bohemian Brunswick Street, in the cosmopolitan city of Melbourne. Once again, the conference is linked with publication opportunities in business ethics and professional ethics journals (*The Journal of Business Ethics Education* and the *Australian Journal of Applied and Professional Ethics*). Like the wider network from which it originates, the ABEN conference is inclusive – welcoming submissions that explore business ethics from a range of theoretical, empirical and practical positions and perspectives. The following is a non-exhaustive list of this year's conference streams.

- Business Ethics in the Region: (*chair Dr Tracy Wilcox, University of New South Wales*)
- Business Ethics Education (*chair Dr Jan Schapper, La Trobe University*)
- Ethics and the Employee (*chair Dr Michelle Greenwood, Monash University*)
- CSR and Sustainability (*chair Dr Sara Walton, University of Otago*)
- Business Ethics and Human Rights (*chair Professor Tom Campbell, Charles Sturt University*)
- The Problems of (Business) Ethics (*chair Dr Edward Wray-Bliss, Deakin University*)
- Ethics in Accounting (*chair Dr Gordon Boyce, La Trobe University*)
- Research Student track (*chair Nicole El-Haber, La Trobe University*)
- Open Stream (*chair Dr Kate Grosser, Monash University*)

To submit to one of the above thematic streams, to the conference *Open Stream*, or dedicated *Research Student* track, please send a 500 word abstract, as an email attachment, to 'ABEN Conference Administration' at events-mm@deakin.edu.au by **31st July 2012**. Full papers may also be submitted, to be peer reviewed, if required by your funding institution.

Registration for the conference is \$A300 (registering before September 30th) and \$A380 (registering after September 30th) for salaried persons; and \$A200 (before September 30th) and \$A280 (after September 30th) for those who are non-salaried. To register please email ABEN Conference Administration at events-mm@deakin.edu.au.

Kind regards

Dr Edward Wray-Bliss, Dr Cristina Neesham, Dr Jan Schapper, and Ms Nicole El-Haber.

Attendees may also be interested in the Australasian Caucus of SCOS (ACSCOS) conference, Melbourne, 10-12 December, 2012. For further details contact susan.mayson@monash.edu or Michela Betta at MBetta@groupwise.swin.edu.au



**CALL FOR PAPERS
CORPORATE SOCIAL RESPONSIBILITY IN CHINA:
Perspectives and Evidence
A special issue of *Business & Society***

For decades economic growth has been the foremost priority on the political agenda in China, but in a recent declaration China's leaders have pronounced the building of a harmonious society as the official long-term goal in China. CSR is perceived as the private sector's contribution to this goal (Wong, 2009). Key concerns are how to sustain this economic growth, and understanding the contribution of CSR to greater sustainability in China's international value chains and to a 'harmonious society' inside China.

Studies show Chinese firms are increasingly implementing CSR practices and CSR reporting (Ip, 2009; Kolk, Hong, & van Dolen,

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2010; Welford, 2005; Wong, 2009). This behavior appears to be driven by global and domestic forces.

Looking first at global drivers, the fast integration of China into the global economic system and its prominent position as manufacturing hub in global supply chains (Wang & Juslin, 2009) has led to stakeholder calls (NGOs, consumers, governments) to enhance responsibility along global supply chains a trend reinforced by China's entry to the World Trade Organization (Ip, 2009). For example, international customers increasingly require their suppliers to undergo CSR audits and Chinese government has introduced regulations to strengthen corporate commitment to CSR, including the Labor Contract Law, PRC Company Law and central government guidelines on social responsibility implementation for state-owned enterprises (Lin, 2010; Wang & Juslin, 2009).

Domestic drivers for CSR also have become more explicit in recent years. Societal expectations regarding CSR grew particularly in the aftermath of the Sichuan earthquake where media and the public scorned several firms for perceived stingy donations which led various companies to expand their donations (Lin, 2010; Roney, 2011). In addition, growing industrial unrest amongst the migrant worker population employed in the manufacturing sector, related media attention towards labor conditions and statements of high-level public officials condemning firms that mistreat their workers, have put pressure on organizations to pursue more socially responsible behavior towards their employees (Lin, 2010; Tang & Li, 2009).

Combining these international and domestic forces, many Chinese firms operating within global supply chains make significant efforts to increase their value-added in China, some supported by strong government support for R&D and innovation. Therefore CSR may become more instrumental in order to attract and retain more skilled workers and through the development of collaborative relationships that can bring in knowledge and foster innovation.

Alongside these practice and policy-based developments, there is an increasing knowledge of CSR in China produced by scholars using the English language, both based in the PRC and outside (Moon and Shen, 2010). The purpose of this Business & Society special issue is to bring together some of the current leading scholarship on the topic.



The Call for Papers

We invite papers to explore various perspectives on the role of corporate social responsibility in the aforementioned developments, ranging from more theoretical to practice-oriented, from a China angle to comparative perspectives, and from the micro-level to the sector/supply chain level and macro-level. These could include contributions from business ethics, corporate citizenship, accountability, sustainability and business-government perspectives, for example.

We seek papers that explore how the development of CSR is reflecting a shift in the balance between stakeholders from government, business and civil society; a shift between normative and instrumental motives for CSR (Moon & Shen, 2010); and a shift from implicit to more explicit CSR (Matten & Moon, 2008).

We especially invite papers that develop fresh theoretical perspectives, aim to apply recently developed conceptual frameworks or present empirical evidence in areas that are relatively underexplored in China. Examples of potential topics are:

- How does the interaction of regulations and institutions shape the nature of corporate social responsibility in Chinese firms at home and abroad?
- What is the evolving role of civil society (including consumers) in framing and driving CSR in China?
- Is there a specific relationship between philanthropy and corporate social responsibility in Chinese firms, and/or is it possible to identify a distinct Chinese perspective on CSR and business ethics?
- CSR reporting is expanding rapidly in China – why and to what effect?
- What is the CSR contribution to the government's goal of a harmonious, innovative and climate-friendly Chinese society?
- How and why is CSR manifest Global supply chains and CSR in Chinese supplier firms?
- What is the nature of stakeholder engagement in CSR of firms in China and of Chinese firms expanding abroad?
- How do comparative perspectives on CSR and sustainability strategies improve our understanding of the Chinese experience?
- Are there particularly prominent instances of irresponsible business behavior in China, why and how might CSR address these?

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Editors

Dr. Peter S. Hofman, Assistant Professor in Corporate Governance and Corporate Social Responsibility at the Nottingham University Business School China

Professor Jeremy Moon, Professor and Director, International Centre for Corporate Social Responsibility, Nottingham University Business School

Dr. Bin Wu, Senior Research Fellow in the School of Contemporary Chinese Studies at the University of Nottingham

Timetable

Please submit papers by **31st July 2012** to Peter.Hofman@nottingham.edu.cn

Please use Business & Society style for citations, references, and internal headings (see any recent issue of the journal). The references in this call (word or pdf documents) are in the basic BAS format for submissions: upper-lower case article, chapter, and book titles, journal volume numbers in italics, italicized book and journal titles.



Call for Papers for a Special Issue of Business and Society
Corporate Sustainability – Off to Pastures New or Back to the Roots?
Exploring New Perspectives, Theories and Research Methods in Corporate Sustainability Research

Guest editors

Tobias Hahn, Euromed Management Marseille
Frank Figge, Euromed Management Marseille
J Alberto Aragón Correa, University of Granada
Sanjay Sharma, University of Vermont

Deadline for submissions: **30 September 2012**

Research on corporate sustainability has gained considerable momentum and recognition over the last two decades. Fostered by milestone publications like the special issues of the Academy of Management Review in 1995 and the Academy of Management Journal in 2000, environmental and sustainability issues have developed from niche topics into widely accepted research topics in the field of management and organization research. At the same time, this mainstreaming of corporate sustainability research has somewhat narrowed the methodological and theoretical approaches chosen by corporate sustainability scholars. While approaches such as the resource based view or institutional theory have greatly contributed to gain a better understanding of organizational responses to sustainable development, we believe that the time is ripe for exploring a wider range of perspectives. In order to promote methodological and paradigmatic heterogeneity and innovation in the production of rigorous research on corporate sustainability, this special issue seeks papers that adopt new perspectives, theories and research methods to guide academic corporate sustainability research into the next decades.

In this context, we believe that two avenues appear particularly promising: On the one hand, a return to some of the fundamental notions of sustainable development offers the potential to address sustainability-related issues that have been neglected in current corporate sustainability research. On the other hand, the adoption of theories, methodologies and perspectives that have not yet been taken up to investigate corporate sustainability promises insights that go beyond our current understanding of corporate responses to sustainability challenges.

For this special issue we thus particularly encourage submissions that (a) look into corporate responses to sustainability aspects that have so far only received scant attention or (b) that take on theoretical and/or methodological perspectives that have not yet been widely used to analyze corporate responses to sustainable development. The following sections provide more detailed guidance on this topical focus of the special issue.

The very definition of sustainable development comprises numerous aspects that have not yet received widespread attention by cor-

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porate sustainability scholars. This holds for the fundamental definitional core of sustainability as well as for specific sustainability issues and different types of strategic responses. For instance, with regard to its definitional foundations and despite the fact that sustainable development adopts a long-term perspective and stresses intergenerational equity, the construct of time has only sparsely been at the focus of research on corporate sustainability. Topic wise, a wide array of issues and challenges are being discussed in the context of sustainability. Not all of them have received the same attention by management and strategy scholars. For instance corporate responses and strategies in the context of climate change have been treated extensively in the sustainability-related management and organization theory literature. In contrast, the role and strategies of firms with regard to other sustainability challenges such as the loss of biodiversity or environmental justice are a lot less researched. Some of the fundamental strategies proposed in the sustainable development literature, for instance based on sufficiency considerations, have been adopted in other fields of business studies such as marketing and consumer behavior but much less so by management and strategy scholars. Submissions that seek to develop and exploit these or other fundamental aspects of sustainable development for research on corporate sustainability at the organizational level are particularly encouraged.

Today, institutional theory and the resource based view seem to represent the dominant theoretical perspectives of management research into corporate sustainability. These approaches have considerably helped to further our understanding of corporate responses to sustainability issues, for instance when it comes to corporate climate strategies. However, there are still phenomena, such as why companies voluntarily contribute to sustainability or how and which corporate sustainability emerge and dominate in organizations, that are not understood well enough. This special issue encourages submissions that adopt alternative theoretical and/or methodological perspectives to gain a better understanding of phenomena in corporate sustainability. Because sustainable development is an overarching normative concept with implications at and across levels and addressing many different functional areas of the firm and its wider environment, theoretical and methodological cross-fertilization within the field of management and organization studies but also from other fields and disciplines appear most promising. Sustainability-related research based on institutional theory oftentimes focuses on the legitimizing effect of norms and rules and associated corporate strategies. In contrast, theories of institutional work or structuration have received much less attention to explain the behavior of firms vis-à-vis sustainability-related norms and rules. Likewise, the literature on corporate sustainability strategies predominantly adopts a top-down perspective of planned strategies in contrast to bottom-up approaches that perceive strategies of emergent patterns shaped by action rather than strategic planning. A better understanding of corporate responses to sustainability issues might also be gained through experimental methods as oftentimes used in psychology and behavioral economics. While clearly not limited to the above examples, this special issue seeks submissions that venture for new theoretical or methodological pastures in the quest for a better understanding of corporate responses to sustainability. With this special issue we thus encourage innovative and rigorous research that contributes to a better understanding of organizational responses, strategies, business models and policies with regard to sustainability challenges. We explicitly welcome conceptual as well as empirical submissions. While the focus of this special issue will be to encourage innovative, novel, and even unorthodox approaches in corporate sustainability research the call is very open and inclusive with regard to a wide range of corporate sustainability related topics such as sustainable business models and entrepreneurship, environmental strategy and policy, innovation and green products, green consumerism and shareholder activism, environmental accounting and performance, the role of firms in natural protection, stakeholder and community management, governance for sustainability, as well as management tools and approaches for corporate sustainability. However, in their submission letter authors should provide a paragraph that explains the fit of their submission with this special issue: Authors should thus either explain which so far under-researched sustainability aspect with regard to the fundamental notion of sustainable development they address in their research (“back to the roots”) or need to show how and in what respect their theoretical or methodological perspective offers novel insights that go beyond the currently dominant approaches (“off to pastures new”).

The topic of this special issue is closely related to the GRONEN Research Conference 2012 that is held in southern France on 26-29 June 2012. For more details please visit www.gronen2012.org. Interested authors in this call for papers are invited to submit their work also to the GRONEN conference to discuss their drafts with guest editors, reviewers, and other colleagues at the conference. However, participation in the conference is NOT a requirement for submissions to this special issue.

Submissions to the special issue should be sent by email to specialissue.bas@gmail.com and should be prepared in accordance with the submission guidelines of Business and Society (for details see here). The deadline for submissions is 30 September 2012. Any questions regarding the special issue can be addressed to the guest editors:

Tobias Hahn: tobias.hahn@euromed-management.com
Frank Figge: frank.figge@euromed-management.com
J Alberto Aragón Correa: jaragon@ugr.es
Sanjay Sharma: ssharma4@bsad.uvm.edu

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**Call for Papers
Special Issue
"Sustainable Development and Financial Markets"
in Business & Society**

Guest Editors:

Timo Busch, Department of Management, Economics, and Technology, ETH Zurich, Switzerland, tobusch@ethz.ch

Rob Bauer, Maastricht School of Business and Economics, and European Centre for Corporate Engagement (ECCE), Maastricht, The Netherlands, r.bauer@maastrichtuniversity.nl

Marc Orlitzky, The Pennsylvania State University, Altoona, USA, moo3@psu.edu

Parallel Announcement

"Sustainable Development and Financial Markets
– Connections, Opportunities, and Theories"

Sub-theme for the 29th EGOS Colloquium 2013

July 4–6, 2013, HEC Montréal, Montréal / Canada

The Convenors of this sub-theme will be the Guest Editors

We strongly would like to encourage authors, who submit a paper to the Business & Society special issue, to also attend the EGOS Colloquium. This will be an excellent opportunity to present revised versions of the paper and obtain further feedback. However, attending the EGOS Colloquium is not a requirement for submitting manuscripts to the Business & Society special issue and vice versa.

Background

To what extent and how can market processes and institutions foster, encourage, or facilitate business environmental responsibility? This question is a vigorously debated issue with a long history, particularly given the increasing influence of, and research on, sustainable investment. Sustainable investment practices sometimes are called social, ethical, responsible, or socially responsible investing (Eurosif, 2010). In this Call for Papers, sustainable investment is used as generic term to describe investment strategies centered on long-term environmental, social, and corporate governance (ESG) criteria; thus seeking to contribute to sustainable development by integrating investors' financial objectives with restrictions on ecological and social issues or concerns (Eurosif, 2011; Hoffmann, Scherhorn & Busch, 2004; Juravle & Lewis, 2009; WEF, 2011). The most well-known and widely used definition of sustainable development is "development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (WCED, 1987).

In recent years, sustainable investment practices have increasingly gained importance in capital markets (e.g., Bauer, Koedijk, & Otten, 2005; Galema, Plantinga, & Scholtens, 2008). In fact, stock market data show that sustainable investments have reached US\$10.6 trillion globally; for European investments alone, there was an increase from US\$3.8 trillion in 2007 to US\$7 trillion at the end of 2009, which corresponds to a compound annual growth rate of 36 percent (Eurosif, 2010). In addition, according to some industry surveys (e.g., Allianz, 2010), the market is expected to grow further. The signatories of the Principles for Responsible Investment increased from 557 organizations, worth US\$18.5 trillion, in 2009 to over 900, worth US\$30 trillion, in 2011 (PRI, 2010, 2011). Empirical studies suggest that sustainable investments may either outperform the market (e.g., Derwall, Guenster, Bauer, & Koedijk, 2005), underperform the market (e.g., Chong, Her, & Phillips, 2006), or make no difference in terms of their risk-adjusted financial returns (e.g., Bauer, Derwall, & Otten, 2007). Epistemological concerns with previous research (see, e.g., Orlitzky, 2011; Vogel, 2005) notwithstanding, the results indicate that, at a minimum, there seems to be no clear indication for a negative relationship between share price performance and corporate environmental or social performance (Kurtz, 1997; Kurtz, 2008; Orlitzky, Schmidt, & Rynes, 2003). Presumably, these trends in financial markets and results of empirical studies lead to a greater focus on sustainable development in business practices.

In reality, however, we can observe a somewhat paradoxical situation. On the one hand, many reasons can be identified as to why equity market participants have shown increasing interest in issues of ecological sustainability. In cases where the biophysical environment imposes new constraints and offers new opportunities for businesses, firms must respond to sustainability challenges effec-

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tively (Hart & Milstein, 1999; Russo & Fouts, 1997; Shrivastava, 1995). One of the most prominent examples of the business sphere being impacted by the biophysical environment is the limited availability of crude oil coupled with steadily increasing energy demand. This presents both a clear constraint on all carbon-dependent industries and a unique opportunity for the entire renewable energy sector. Furthermore, in some areas, policy makers have started to put pressure on business to internalize negative externalities through environmental regulations. An example of this is the European emissions trading scheme. Such changing conditions in the business landscape affect business risk, profitability, and ultimately competitive advantage (e.g., Busch & Hoffmann, 2011; Orlitzky, 2005; Orlitzky & Swanson, 2008; Porter & Kramer, 2006; Porter & van der Linde, 1995). As such, sustainability has become a central issue in many industries and firms, and it appears plausible that ESG criteria are increasingly integrated into investment decisions (Mercer, 2009; Mercer & UNEP FI, 2007).

On the other hand, when considering ecological reality, current global production and consumption patterns seem to have become even more unsustainable, according to several analyses and projections. For example, global CO₂ emissions increased by 4.4 percent between 2008 and 2010 (from 29.3 to 30.6 gigatons), while at the same time global GDP increased by only 3.9 percent (from US\$71.7 trillion to US\$74.4 trillion). This implies that carbon intensity (defined as CO₂ emissions / GDP) increased by .5 percent in the last three years, a trend that raises fundamental questions about the ecological sustainability of current business practice. This dangerous trend is also reflected by the ecological footprint of human activities. In 2007, humanity used the equivalent of 1.5 planets to support its activities; by 2030 humanity is projected to require the capacity of two Earths (WWF, Zoological Society of London & Global Footprint Network, 2010). Given the current population growth, the world's population is projected to grow to about 9.3 billion by 2050 (in 2011, it reached the inglorious milestone of seven billion) – despite an assumed declining growth rate. In the words of Jeffrey D. Sachs, director of Columbia University's Earth Institute, "This is a crowded planet. This is trouble, frankly."

As such, many examples can be found which illustrate that, in spite of increasing concerns about environmental and related social and governance issues, there has not been a significant global shift towards greater sustainability. This Special Issue will address this paradoxical situation related to the market demand for and "supply" of sustainable development. Contributions to the Special Issue may cover (but are not limited to) the following research questions:

- What are the contemporary sustainable investment practices, and how effective are they in terms of their contribution to sustainable development? How are these sustainable investing practices affected by other events and upheavals in financial markets, such as the 2008/2009 financial crisis or the current Euro crisis?
- How can different (economic, sociological, psychological, etc.) theories of equity market participants' decision making, business cycles, and aggregate market dynamics inform the debate on sustainable development and financial markets?
- How do individual market participants react to sustainable investment products? Do the characteristics of these "sustainable" investors differ from those of regular investors?
- Is the filing of shareholder proposals on environmental and social issues an effective mechanism for investors? And, if so, which investors are most likely to have an impact?
- How do ESG signals affect financial markets? What is the impact of institutional entrepreneurs on the viability of ESG investing?
- How, if at all, do sustainability-oriented institutional logics influence investor choices and corporate finance decisions? In general, what is the impact of sustainable investing?
- To what extent do the trends in sustainable investing call for changes in corporate governance structures?
- What are effective (or ineffective) corporate strategies to attract capital from sustainability-oriented investors? How can we use theory to derive best practices for business—particularly environmental entrepreneurs?
- What are some firm-internal preconditions for more successful business positioning vis-à-vis with sustainability-oriented investors?
- What is the role of sustainability-related investment recommendations from security analysts and rating agencies for firms and investors (see, e.g., Ioannou & Serafeim, 2010)?
- What theoretical perspectives or typologies can be identified for different investment styles, and what do they imply for efforts seeking to foster sustainable business practices? For example, what is the role of "impact investments"? This investment style critically reflects on the outcomes (e.g., the environmental improvement) of an investment strategy before an investment in an asset or construction of a portfolio occurs (Eurosif, 2010).
- What are individual and/or institutional investors' expectations about sustainable development, and how do these expectations affect their investor behaviors? To which extent do (should) investors reflect on sustainability trends in investment decisions from a real-options point of view (e.g., Busch & Hoffmann, 2009)?
- What are the myths and realities of sustainable investing? What are the validity challenges inherent in ESG data (Chatterji, Levine & Toffel, 2009; Entine, 2003; Waddock, 2003)? In other words, do ESG criteria and data really measure what they purport

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to measure?

- How can ESG criteria best be applied to other asset classes beyond publicly traded securities (e.g., corporate bonds), and how may possible barriers be overcome?
- Process and timeline for the Business & Society call for papers
- Deadline for submissions call for papers for the Special Issue “Sustainable Development and Financial Markets”: October 15th, 2012
- Manuscripts must be submitted electronically via email to Timo Busch: tobusch@ethz.ch
- The submission should consist of two separate Word documents: (i) a manuscript without title page and without author identification information of any kind, containing an abstract (about 100-150 words) and keywords (3 – 5); (ii) a title page with full author contact information
- Further information regarding the formatting of Business & Society can be found on the [webpage](#) (do not submit the paper through the online submission system)

Process and timeline for the EGOS Colloquium 2013

- Deadline for the submission of short papers for the EGOS Colloquium in Montreal will be in mid January 2013.
- Further information can be obtained through <http://www.egosnet.org>



**Business & Society AND Business and Professional Ethics Journal
JOINT CALL FOR PAPERS: “Business in Extreme Operating Environments”**

We live in a world that is vulnerable to natural disasters, human-made crises, and uncertainty. Businesses must respond to crises and continue to operate in environments of increased risk, great uncertainty, and scarce resources. Recent examples that have brought on extreme operating environments (EOE) include economic threats exacerbated in Japan by natural and human-made disasters; the 2010 earthquake in Haiti; the terrorist attacks of September 11, 2001; health epidemics such as the 2009 influenza pandemic; regional and global military conflicts; global climate change; and social upheaval such as the Arab Spring. These events and the EOE's they bring on affect communities and individuals, and of course, business organizations and markets.

What special managerial and moral considerations, responsibilities, and obligations does business have in EOE's, defined as times of great uncertainty and/or crisis which challenge human capabilities, organizational operations, and social institutions?

How do, and how should, businesses operate in unconventional environments or at the boundaries of our normal assumptions?

Business & Society and Business and Professional Ethics Journal together invite submissions to Special Topic Forums on the role of business in EOE's. We encourage research that elaborates on, but is not limited to, the following research questions:

- Economic and management theories address how business influences and responds to uncertainty within markets. However, it is less clear whether these theories apply in EOE's. How do existing theories extend to EOE's, or do we need unique theoretical frameworks or perspectives?
- How do existing theories of management, risk, and uncertainty extend to EOE's? How do we distinguish "extreme" from "normal"? Do extreme cases make for good theories?
- Theories of corporate responsibility and corporate citizenship apply to individual organizations within normal markets. However, global risks may go beyond the capacity of any individual market actor to remedy. What do these theories tell us about ethical responsibilities and obligations in EOE's?
- Does the origin of crisis (endogenous or exogenous) affect how business can or should respond? When human-made disasters can be traced back to prior behavior of business organizations and managers, how should that influence authority and responsibility?
- Are there special considerations for businesses and the intersection of business, government, and non-governmental organizations? How do networked operating environments complicate or resolve matters of authority and responsibility?
- What are paradigmatic examples of how businesses operate in EOE's? What are the results and best practices?
- Does the capability to help others cope with the effects of EOE's entail a moral obligation to help? Does can imply ought?
- Should moral accountability be put on hold, or should judgment be more lenient, regarding ethical decisions made in EOE's?
- What do such interrelated concepts as moral luck, moral risk, and moral hazard have to illuminate our answers to these and other

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questions about EOE's?

Submission instructions

Authors are requested to submit a full paper to the guest editors, Virginia Gerde (gerdev@duq.edu) and Christopher Michaelson (cmmichaelson@stthomas.edu), by **28 February 2013**.

The guest editors will review submitted papers and, in consultation with the journal editors, determine where accepted papers will be published based on fit with the respective journals' editorial aims. The final versions of submitted papers should follow the relevant journal's guidelines for authors: [Business & Society](#) or [Business and Professional Ethics Journal](#) guidelines for authors.

Target dates (subject to change)

- **28 February 2013**: Full paper submissions to the Special Topic Forums
- **31 May 2013**: Authors are invited to revise and resubmit
- **31 August 2013**: Submission of revised papers
- **30 November 2013**: Delivery of accepted contributions together with introductory papers by the guest editors for future publication



**Business & Society Special Issue
Call for Papers
SMEs and CSR in Developing Countries:
Advancing Academic and Policy-Oriented Knowledge**

Guest Editors

Dima Jamali, Professor, American University of Beirut

Peter Lund-Thomsen, Associate Professor, Copenhagen Business School

Søren Jeppesen, Associate Professor, Copenhagen Business School

Special Issue Theme

Small and medium-sized enterprises (SMEs) account for more than 90% of the world's enterprises. Yet in the context of developing countries, where the goal of poverty reduction is imperative, we lack a more systematic exploration of their potential contribution to sustainable development (Fox, 2005). In particular, the role of SMEs in relation to the promotion of corporate social responsibility (CSR) in developing countries is an area of research that remains underinvestigated (Jamali et al., 2009; Sachdeva & Panfil, 2008). In this context, CSR may be understood as the integration of economic, environmental, and social concerns into core business practices of SMEs and their voluntary engagement in actions that are likely to benefit stakeholders and society beyond the narrow economic interest of the firm (Lund-Thomsen, 2004).

Previous research on SMEs and CSR has focused on the need to distinguish between the types of CSR that large multinational companies and SMEs might engage in, highlighting that the theories and concepts used to analyze CSR in large firms may not be appropriate in the context of SMEs. For example, the question is whether the term corporate social responsibility can really capture the nature of small and medium-sized firms' engagement in economic, social, and environmental issues as these firms – by definition – may not be considered large-scale corporations (Jenkins, 2004). Thus, CSR in SMEs has often been described as being less formally institutionalized within firms, being of more ad hoc nature, and not involving a CSR manager or the publication of CSR reports (Jamali et al., 2009). The literature on SMEs and CSR has also highlighted the context-specific nature of engagement of SMEs in CSR, the community embeddedness of many CSR activities, and the sense of personal or religiously inspired ethics as a motivating factor behind SME engagement in CSR (Murillo & Lozano, 2006; Vives 2006). On a positive note, some authors have argued that SMEs may be a source of innovation, growth and employment in developing countries (Raynard & Forstater, 2002). A more negative assessment portrays SMEs as potential laggards in relation to complying with national social and environmental laws, often having very exploitative conditions for their workers, and being concentrated in heavily polluting industries (Blackman, 2006).

In fact, the relationship between SMEs and CSR remains poorly understood which is sometimes related to the conceptual vagueness of both these terms. In relation to SMEs, a variety of definitions have been proposed which focus on issues such as number of em-

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ployees working in the enterprise, annual turnover, ownership types, and formal versus informal economy status (Jamali et al., 2009). CSR has also been characterized as a contested concept and understood in a variety of ways such as legally complying with the letter of the law, complying with the social and environmental codes of conduct of multinational corporations, engaging in corporate philanthropy, and the broader impact that business has on society among others (EC, 2011; Jenkins, 2005; Khan & Lund-Thomsen, 2011; Prieto-Carron et al., 2006). But we believe that aside from these complications which are well documented in the literature, one main reason for the lingering limited understanding of CSR in SMEs in developing countries is the fact that the debate on this topic appeared to reach a plateau around 2005-06. Since then very few contributions or significantly novel insights have been made that go beyond the main research revelations and concerns outlined above. The last five years have also seen stakeholders in developing countries such as local firms, government support agencies, international aid agencies, industry associations, NGOs and/or other actors taking comparatively little interest in promoting CSR in SMEs. Therefore, in this new special issue on CSR in SMEs in developing countries, we aim to break through this plateau in advancing academic and policy-oriented knowledge regarding the role that SMEs play in relation to CSR in Southern contexts.

Our special issue revolves around three fundamental and relevant areas of concern in relation to the SME-CSR literature. First, the special issue welcomes submissions that are concerned with the question of how specific international, regional, national or local institutional contexts affect the way in which CSR is institutionalized within SMEs in developing country settings. Recent writings have emphasized distinctions between Western style CSR and CSR in developing countries, attributing those to distinct institutional contexts and starkly different economic, political and cultural-religious values (Jamali, 2010; Jamali & Neville, 2011). The central idea here is that firms are embedded in national systems and institutions, which influence managerial belief systems, firm stakeholder responses and overall orientations to social issues. Particularly important from this perspective is the nature of the economic environment, the nature of competition, state regulations, the system of industrial self-regulation, the presence of private independent organizations, and the nature of the normative discourse, which individually and collectively mold peculiar institutional constellations and consequently different manifestations of CSR (Campbell, 2007). CSR from this perspective is clearly embedded in the nexus of specific institutional dynamics and cannot be studied in vacuum or isolation from these important contextual underpinnings (Jamali & Neville, 2011). We wish to investigate whether and how different types of institutional environments influence the expressions and manifestations of socially and environmentally responsible behavior in SMEs in developing countries, beyond the Latin American and Indian contexts where these differences have so far been documented (Sachdeva & Panfil 2008; Vives 2006;). In a sense, we are thus seeking to develop a special issue that takes “grounded” perspectives on CSR and SMEs seriously – i.e. the views of SME managers and workers of CSR in the developing world - and provide a better understanding of how SME-CSR is invariably molded by socio-institutional constellations.

Second, the special issue seeks contributions that dig deeper and revisit the core of the debate on SMEs and CSR in developing countries by posing the more fundamental question of whether and how SMEs ought to engage in CSR? Contributions to the special issue may touch upon the applicability, relevance, and implementation gaps that exist in relation to how SMEs engage in CSR in developing countries. On the one hand, some observers claim that the vast majority of SMEs in developing countries fail to meet their existing obligations under national economic, social and environmental laws. Hence, if they only were to engage in CSR (i.e. meet their legal obligations), most of the negative economic, social, and environmental externalities related to SME operations in developing countries could be addressed (Prieto-Carron et al., 2006). On the other hand, a contrasting perspective holds that Western-style CSR implemented through global supply chains has been viewed by SME managers as a form of economic and cultural imperialism that seeks to extract rents from SMEs while imposing culturally and socially inappropriate models in these contexts (Jamali & Sidani, 2011). In other words, CSR as an economic and culturally imperialist project may in fact do more harm than good to SMEs, their workers, and the communities in which they are embedded (Khan & Lund-Thomsen, 2011). There is in parallel a strong and evolving stream of research that has argued in recent years that SMEs have a strong spontaneous affinity to CSR and are able to often evolve their own local models that better fit with their realities and the developing context in which they operate (Jamali et al., 2009). Hence, a concern in this special issue is examining the circumstances in which SME engagement in CSR may prove to be beneficial for developing country firms, workers, communities, and the environment. In other words, the special issue seeks to explore whether engagement in CSR really benefits developing country enterprises, workers, communities, and the environment from an economic, social, and environmental point of view? Or is it possible to speak of SME “greenwash” where SMEs attempt to create an appearance of social and environmental benevolence while their core business practices remain essentially exploitative and harmful to the environment? If so, what are the alternatives if policy-makers are to address the economic, social, and environmental externalities that arise from SME operations in developing country contexts?

Finally, the special issue invites contributions on a range of new or hot topics that have surfaced as relevant in recent years and are certainly salient and worth examining to advance the debate on CSR in SMEs in developing countries to the next level, given the inertia in writings on SMEs and CSR described above. These salient issues include but are not limited to:

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- I. How viable are collective CSR action initiatives for SMEs in developing countries?
- II. How do international institutions influence the SME CSR discourse and practice in developing countries?
- III. Can multi-nationally branded companies go beyond their first tier suppliers to address CSR concerns further down the chain amongst formal and informal economy SMEs?
- IV. Given the recent proliferation of CSR self-assessment and other management tools for SMEs, how useful are these likely to be to SMEs in developing countries? What are their potential and limitations?
- V. How effectively can developing country SMEs address the climate change challenge and in what ways?

While two special issues have already focused on the relationship between SMEs and CSR in developed countries (Journal of Business Ethics, Vol. 67, No. 3, 2006; Business Ethics: A European Review, Vol. 18, No. 1, 2009), we believe these new research questions have not received systematic attention and can provide new perspectives that are likely to take research on CSR and SMEs in developing countries to the next level. In other words, the aim of the proposed special issue on “SMEs and CSR in Developing Countries: Advancing Academic and Policy-Oriented Knowledge” is to provide timely novel insights that will make original contributions to knowledge in this important area of research.

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Submission Instructions

Questions related to the special issue should be addressed to the guest editors who can be reached on the e-mails below. Authors are invited to submit a full paper to Dima Jamali (dj00@aub.edu.lb), Peter Lund-Thomsen (plt.ikl@cbs.dk), or Søren Jeppesen (sj.ikl@cbs.dk) before **1 November 2012**. Submitted papers should follow the Business & Society Guidelines for authors (see <http://bas.sagepub.com>). Submissions should include an abstract of 100-150 words, followed by 3-5 keywords. The manuscript should not contain any indication of authorship and should be submitted separately from the title page with full author information for contact. Business and Society uses the citation and reference system of the American Psychological Association (APA) and any paper published in Business & Society can be taken as an example. A citation-reference-writing guidance document prepared by the BAS Editor is also available upon request to Duane Windsor at odw@rice.edu.

Special Issue Timeline and Deadlines

Target Dates	(Approximate and Subject to Change)
Submission of Full Papers to Guest Editor(s)	1 November 2012
Peer Review of Submitted Papers Completed	1 February 2013
Resubmission of Revised Papers to Guest Editor(s)	1 April 2013
Submission of Final Selection of Papers to BAS	1 June 2013