

THE INTERNATIONAL ASSOCIATION FOR BUSINESS AND SOCIETY  
Leuven, Belgium

THE CONFERENCE PROGRAM

(as of July 20, 1995)

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JUNE 13, 1992

1:00-9:00 p.m.  
Begijnhof Congresshotel  
Registration

Registration will take place during these hours in a room adjoining the hotel lobby.

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JUNE 14, 1992

8:00-9:00 a.m.  
KUL Dept. of Applied Economic Sciences  
2 Dekenstraat  
Registration

Registration will take place in the foyer outside the Eyskens Auditorium.

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9:00-10:15 a.m.  
Professor Gaston Eyskens Auditorium  
Opening Session (1.0)

Chair, Steven N. Brenner, Conference  
Chairman

Welcome, Philip L. Cochran, Penn State  
University

Paper: "European Strategic Environmental  
Management: Toward A Global Model of  
Business Environmentalism," Mark Starik  
and Chandra E. Gribbon, George Washington  
University

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10:15-10:30 a.m.  
Foyer, Eyskens Auditorium  
Coffee Break

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10:30 a.m.-12:00 p.m.  
Room 02.40  
Concurrent Session (2.1)

Chair: Sara Morris, Old Dominion University

Paper: "Encouraging Ethical Decisions: An  
Open Systems Approach to Modeling the  
Influences of Social Controls on  
Organizations," Peggy A. Cloninger, Virginia  
Polytechnic Institute and State University

Paper: "Correlates of Corporate Social  
Response Mechanisms: Ethical Work  
Climates and Managers' Beliefs," Sara  
Morris, Old Dominion University

Paper: "Software Piracy: Is It Related to  
Stage of Moral Development?" Jeanne M.  
Logsdon, Judith K. Thompson and Richard  
A. Reid, University of New Mexico

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10:30 a.m.-12:00 p.m.  
Room 03.40A  
Concurrent Session (2.2)

Chair: Greg Daneke, Arizona State  
University

Paper: "International Perspectives on Privacy  
in the Workplace," Marick F. Masters and  
William S. Brown, University of Pittsburgh

Paper: "The Case of the European  
Community and Child Care: Another  
Challenge for US Managers," Diane Dodd-  
McCue, University of Richmond

Paper: "The Implementation of Merger  
Regulation in the European Community--A  
Strategic Evaluation," Jeffrey Gale, Loyola  
Marymount University

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10:30 a.m.-12:00 p.m.  
Room 03.40B  
Concurrent Session (2.3)

Chair: John Mahon, Boston University

Paper: "Green Marketing in Europe and the United States: An Evolving Business and Society Interface," Marc Lampe and Gregory M. Gazda, University of San Diego

Paper: "Green Collaboration: Dealing with the Enemy to Solve Environmental Issues and Problems," John F. Mahon, Boston University and Barbara Bigelow, Clark University

Paper: "Strategies for Environmental Performance in Small Companies: An International Comparison," Robert L. Swinth and Karen L. Vinton, Montana State University

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12:00 p.m.-2:00 p.m.

#### LUNCH BREAK

While this is Sunday, there will be a number of choices for meals in the local area. By the time of the conference we may have identified some alternatives.

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2:00-3:45 p.m.  
Room 02.40  
Concurrent Session (3.1)

Chair: John Keenan, University of Wisconsin-Madison

Paper: "The Study Of Values In Business: Review And Recommendation," Bradley R. Agle and Jeffrey A. Sonnenfeld, Emory University and Sherry L. Conger, Conger Consultants, Inc., Atlanta, Georgia

Paper: "Influence Of Embedded Cultural

Values Upon International Transaction Costs," Kelly C. Strong, University of Colorado-Boulder and James Weber, Marquette University

Paper: "Cultural Diversity and Local Values," Maria Humphries, The University of Waikato, New Zealand

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2:00-3:45 p.m.  
Room 03.40A  
Concurrent Session (3.2)

Chair: Barbara Bigelow, Clark University

Paper: "The Study of Public Affairs: A Conceptual Review, Analysis and Prospectus," Craig S. Fleisher, University of Calgary

Paper: "A Political Strategy Perspective on Product-Market Strategy," Liam Fahey, Boston University, Barbara Bigelow, Clark University and John F. Mahon, Boston University

Paper: "Lotteries and the Financing of Government: A Painless Tax or a Painful Mirage," Richard McGowan, Boston College

Paper: "The Americans With Disabilities Act: Rewriting the S.O.P. Manual For Today's Business," Maribeth M. Frazer and Patsy G. Lewellyn, University of South Carolina

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2:00-3:45 p.m.  
Room 03.40B  
Concurrent Session (3.3)

Chair: Donna Wood, University of Pittsburgh

Paper: "Stakeholder Management in Multinational Enterprises," Duane Windsor, Rice University

Paper: "The Socio-Political Dynamics of Workplace Democracy: Constituent Reactions and Organizational Outcomes at a Gainsharing Facility," Denis Collins, University of Wisconsin-Madison

Paper: "'Dams or Democracy?' Mapping

Stakeholders and Issues in the Hungarian-Czechoslovakian Hydroelectric Controversy," Donna Wood, University of Pittsburgh

Paper: "The Visual Display of Information in Stakeholder and Issue Analysis," Mary Mallott, University of Pittsburgh

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3:45-4:00 p.m.  
Foyer, Eskyens Auditorium  
Coffee Break

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4:00-5:45 p.m.  
Room 02.40  
Concurrent Session (4.1)

Chair: Thomas M. Jones, University of Washington

Paper: "Ethical Decision Making In Organizations: A Policy Capturing Test of an Issue Contingent Model," Thomas M. Jones and Vandra L. Huber, University of Washington

Paper: "Private Institution and Public Service Ethical Dilemmas: Does Context Make a Difference?" Patricia C. Kelley, Western Washington University and Dawn R. Elm, University of St. Thomas

Paper: "The Case Against Ethical Regulation by Government--or, Why Laws Mandating Fairness Are Doomed To Fail," Jerald Greenberg, The Ohio State University

Paper: "An Empirical Test of the Common Interpretation of the Protestant Ethic and the Spirit of Capitalism," Jacques Delacroix, Santa Clara University

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4:00-5:45 p.m.  
Room 03.40A  
Concurrent Session (4.2)

Chair: Dean Ludwig, University of Toledo

Paper: "The Social Diseconomies of Scale: Size, Concentration, and Growth As

Fundamental Issues for the Business and Society Agenda," Dean Ludwig, University of Toledo

Paper: "Corporate Social Responsiveness Orientation: Are There Differences Between Inside and Outside Female Members Of Boards Of Directors?" Nabil A Ibrahim, Augusta College and John P. Angelidis, St. John's University

Paper: "The Business Role In School Reform," Sandra Waddock, Boston College

Paper: "Business and Society: An Examination of Relevant Journals," Tim Edlund, Morgan State University and Richard H. Franke, Loyola College In Maryland

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4:00-5:45 p.m.  
Room 03.40B  
Concurrent Session (4.3)

Chair: Jim Weber, Marquette University

Paper: "Operationalizing The Stakeholder Theory Of The Firm: Establishing Classification Schema For The Matrix Dimensions," James Weber, Marquette University

Paper: "What Is At Stake In The Stakeholder Model?" Jerry M. Calton, Montana State University

Paper: "Stakeholder Influence On The Board Of Directors: Empirical Evidence From The Fortune 500," Frank L. Winfrey, Kent State University

Paper: "Applying the Stakeholder Management Model to the Analysis and Evaluation of Corporate Codes," Max B.E. Clarkson and Rev. Michael C. Deck, University of Toronto

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5:45-7:45 p.m.

DINNER BREAK

Again, there will be a number of choices for meals in the local area even though this is Sunday. By the time of the conference we may have identified some alternatives.

The IABS Executive Committee will meet during this time for its initial session.

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7:45-9:30 p.m.

Room 02.40

Concurrent Session (5.1)

Chair: Durga Prasad, Southern Connecticut State University

Paper: "Whither Scandinavia? Updates on Business Government Relationships in a Negotiated Economy," Kathryn S. Rogers, Pitzer College

Paper: "Sematech Update For Europe 1992," David Palmer, Santa Clara University

Paper: "From Hierarchy to Market: Mitigating Societal Impacts of Governance Transition in the Macro Institutional Setting," Ronald K. Mitchell, University of Utah

Paper: "Everything A Soviet Manager Wants To Know About American Business And Is Not Afraid To Ask," Charles F. O'Donnell and Eduardo S. Paderon, Iona College

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7:45-9:30 p.m.

Room 03.40A

Concurrent Session (5.2)

Chair: Karen Paul, Florida International University

Paper: "Corporate Social Responsibility in the International Context: European, Japanese, and U.S. Response to Emerging Ethical Demands in South Africa," Karen Paul, Florida International University

Paper: "Social Responsibility In The European Community," Peter Curwen, Sheffield Business School, England

Paper: "'Corporate Citizenship' Issues and Managerial Decision Making Autonomy: Perceptions of U.S. -Based Foreign Affiliates," Tammie S. Pinkston, University of Oklahoma and Archie B. Carroll, University of Georgia

Paper: "A Case Study of Immoral Management: How A Finnish Food Processing Company Met Its Fate," Minna Halme, University of Tampere and Juha Näsi, University of Jyväskylä

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7:45-9:30 p.m.

Room 03.40B

Concurrent Session (5.3) --- Symposium

The Effect of the New AACSB Accreditation Guidelines on the Business and Society Field

Chair: Philip L. Cochran, Penn State University

Panel Members:

Steven N. Brenner, Portland State University  
R. Edward Freeman, University of Virginia  
John F. Mahon, Boston University  
Steven L. Wartick, University of Missouri at St. Louis  
Donna J. Wood, University of Pittsburgh

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JUNE 15, 1992

9:00-10:15 a.m.

KUL Faculty Club, Groot Begijnhof  
Willem van Croy Room in the Huis van  
Chièvres  
Special Session (6.1)

Chair: Steven N. Brenner, Portland State  
University

"Europe 1992--What Is Coming?"  
William Martin, Internal Markets  
Information Officer, Commission of the  
European Communities

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10:15-10:30 a.m.

Florquin Room in the Huis van Chièvres  
Coffee Break

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10:30 a.m.-12:00 p.m.

Gommarius Room in the Huis van  
Chièvres  
Concurrent Session (7.1) --- Symposium

Beyond Methodology In Comparative And  
International Research: Getting Started  
And Surviving

Chair: Richard E. Wokutch, Virginia Tech

Panel Members:

Jean Pasquero, University of Quebec  
Karen Paul, Florida International University  
Donna J. Wood, University of Pittsburgh

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10:30 a.m.-12:00 p.m.

Sint Anna Room in the Huis van Chièvres  
Concurrent Session (7.2)

Chair: Peter Smith Ring, Loyola Marymount  
University

Paper: "The Role of Trust in the Design and  
Management of Business Organizations,"  
Peter Smith Ring, Loyola Marymount  
University

Paper: "Reciprocal Agency: A Theory of  
International Joint Ventures," Frank L.

Winfrey, Kent State University and Anne L.  
Austin, Case Western Reserve

Paper: "Executive Management of Multiple  
Organizational Cultures: Implications For  
Global Business Activity," Diane L. Swanson,  
University of Pittsburgh

Paper: "'Never the 'twain shall meet': The  
Death of the East German Sports  
Federation," William E. Martello, University  
of Pittsburgh

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10:30 a.m.-12:00 p.m.

Anna de Paepe Room in the Huis van  
Chièvres  
Concurrent Session (7.3)

Chair: Mark Starik, George Washington  
University

Paper: "International Environmental  
Negotiation: A Framework For A Global  
Stakeholder Management Process," Mark  
Starik, George Washington University and  
Mitchell R. Hammer, American University

Paper: "Internationalizing NEPA," Nancy  
Kurland, University of Pittsburgh

Paper: "Managing Values Across Cultures: A  
Negotiator's Profile," Sam M. Natale and  
Brian Rothschild, Iona College

Paper: "Environmental Management: The  
Case Of Germany And The United States,"  
James W. Evans, University of San Diego

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12:00 p.m.-2:00 p.m.

LUNCH

Lemaire Room in the KUL Faculty Club

This lunch is included in the conference fee.  
Non-registrants must pay for this separately.

Luncheon Speaker: Michael Calingaert,  
Director of European Operations, The  
Pharmaceuticals Manufacturers Association

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2:00-3:45 p.m.

Gommarius Room in the Huis van  
Chièvres  
Concurrent Session (8.1)

Chair: D. Kirk Davidson, Mount Saint Mary's  
College

Paper: "Developing An International Model  
Of Institutional Business Ethics: A Grounded  
Theory Approach," James Weber, Marquette  
University

Paper: "The Challenge of Sexual Harassment  
Across the European Community," D. Kirk  
Davidson, Mount Saint Mary's College and  
Sandra Van Fossen

Paper: "The Teaching Of Ethics In  
International Business," William S. Brown,  
University of Pittsburgh

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2:00-3:45 p.m.  
Sint Anna Room in the Huis van Chièvres  
Concurrent Session (8.2)

Chair: G. Eric Hansen, Saint Mary's College

Paper: "An Empirical Study Of The Content,  
Context and Processes of Corporate Public  
Affairs Management Evaluation," Craig S.  
Fleisher, University of Calgary

Paper: "Issues Management Involvement and  
Integration: An Inter-industry Investigation,"  
Daniel W. Greening, University of Missouri-  
Columbia and Barbara Grey, Penn State  
University

Paper: "Reframing Regulation In The Global  
Securities Industry," Lawrence J. Lad, Butler  
University

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2:00-3:45 p.m.  
Anna de Paepe Room in the Huis van  
Chièvres  
Concurrent Session (8.3) --- Symposium

AIDS In The Workplace: Theory And  
Practice

Chair: Craig P. Dunn, San Diego State  
University

Panel Members:  
R. Edward Freeman, University of Virginia  
Daniel R. Gilbert, Bucknell University  
Robbin Derry, The American College

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3:45-4:00 p.m.  
Florquin Room in the Huis van Chièvres  
Coffee Break

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4:00-5:00 p.m.  
Willem van Croy Room in the Huis van  
Chièvres  
IABS ANNUAL BUSINESS MEETING

Chair, Philip L. Cochran

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5:00-6:00 p.m.  
Gommarius Room in the Huis van  
Chièvres

IABS Executive Committee Meeting

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5:00-7:30 p.m.

FREE TIME

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7:30-10:30 p.m.  
Lemaire Room of the KUL Faculty Club  
IABS CONFERENCE DINNER

The KUL Faculty Club is well known for its  
superb cuisine. This should be a special  
treat. This dinner is included in the  
conference fee. Non-registrants must pay for  
this separately.

Dinner Program: Instead of the  
"traditional" after dinner speaker, we will  
have an informal social gathering where  
IABS members may share coffee, dessert and  
other refreshments in a pleasant and relaxed  
atmosphere.

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JUNE 16, 1992

8:30 a.m.  
In front of the Begijnhof Congresshotel  
Trip To The European Community Briefing

We will leave by bus for Brussels and our visit with representatives of the European Community. Our site is Room 170 of the Eastman Building at 97 rue Belliard in Brussels. Our program will begin at 10:00 a.m. If you are not at the Begijnhof by the announced bus departure time you will have to make your own way to the site of our briefing.

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12:00 p.m  
Afternoon and Evening Free in Brussels

Your registration packet should have some materials about Brussels which will provide some ideas for tours, shopping, eating, etc. Travel back to Leuven is easy as the train makes the trip about every 20-30 minutes. The fee for 2nd class is about 200 BF or \$6.50.

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## DEPARTURE

The conference's primary activities end with our trip into Brussels for the EC briefing. For those of you who are leaving we are pleased you came and we hope you had a useful meeting.

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JUNE 17-19, 1992

Some IABS members have volunteered to stay for the June 17-19 period to develop international business and society materials. For those who are staying we plan to meet in small groups in KUL Faculty Club meeting rooms at 7:30 a.m. on June 17th to begin our work.

John Mahon's group --- Van Ophem Room

The Environmental group --- Begga Room

Jeff Lenn's group --- Sint-Barbara Room

The material development projects have been planned to include volunteer IABS members up to the number which would make the effort unwieldy. Jeff Lenn and John Mahon have worked with various governmental and multinational organizations to facilitate

appropriate site visits. Their groups have been working for a few months. The Environmental group will meet on June 17th to plan future work, but will not have on-site visits or additional meetings while in Leuven. Those IABS member who have not already volunteered to work on a materials development team should contact Jeff Lenn for information about participation.