

**Nineteenth Annual Conference  
of the International Association for  
Business and Society**

**Program**

**June 26 -29<sup>th</sup>, 2008**

**Tampere Hall – Tampere**

**Tampere, Finland**

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<b>IABS Fellows Representative</b>	Craig Dunn	Western Washington, USA
<b>Executive Director</b>	Aaron Miller	Brigham Young University

## **Local Arrangements**

***A very, very special thanks to the “ Finnish Team” led by Juha Nasi, Selma Nasi, and Johanna Kujala, University of Tampere. They had the inspiration and vision for having IABS in the beautiful city of Tampere, Finland. The entire team also including Tiina Toikka and Hannele Makele , both at the University of Tampere, worked tirelessly to plan and co-ordinate all of the local arrangements, with respect to finalizing all the agreements with Tampere Hall, the hotels, developing and implementing the program ideas for Thursday, Friday and Saturday activities. Also thanks to the University of Tampere for sponsoring our lunch on Saturday.***

# 19<sup>th</sup> Annual IABS Conference

June 26 -29<sup>th</sup>, 2008

Tampere, Finland

## **THURSDAY, June 26<sup>th</sup>**

**9:00 – 12:00 p.m.** IABS Governance Board Meeting, Cabinet Room, Hotel Ilves

**13:00 – 19:00 p.m.** **Registration**, Tampere Hall (Conference Center)

**19:00 – 20:00 p.m.** **Welcoming Reception**

Tampere, Old City Hall

## **FRIDAY, June 27<sup>th</sup>**

**8:30 – 10:00 a.m.** **Concurrent Sessions**

### **Session 1: Understanding The Stakeholder Perspective**

#### ***Aaria***

**Chair:** Brad Agle, University of Pittsburgh

“Understanding the stakeholders' perception of a common strategic issue to manage a stakeholder network: A single case study in the pharmaceutical industry”

Hans Groth, Pfizer Switzerland

Sybille Sachs, University of Applied Sciences for Business Administration

Ruth Schmidt, University of Applied Sciences of Northwestern Switzerland

“From communication to dialogue: How to enhance stakeholder involvement through information sharing?”

Johanna Kujala, University of Tampere

Hanna Lehtimäki, Life Works Consulting, Ltd

Tiina Toikka, University of Tampere

“Customer and employee beliefs about corporate responsibility”

Carola Hillenbrand, Henley Management College

Kevin Money, Henley Management College

## **Session 2: Supply Chain and Corporate Social Responsibility**

### ***Sopraano***

Chair: Jamie Hendry, Bucknell University

“Institutional pressures and ethical supply chain management: A multi-contextual perspective”

Adam Adrien-Kirby, University of Bath

Stephen Brammer, University of Bath

Andrew Millington, University of Bath

“The supply chain from West to East: Do companies extend the chain of responsibility”

Laura Maria Ferri, Catholic University of the Sacred Heart of Milan

“Munificence, competitive strategy, and socially and environmentally responsible procurement”

Stefan Hoejmosé, University of Bath

Stephen Brammer, University of Bath

Andrew Millington, University of Bath

## **Session 3: Teaching Workshop –**

### ***Opus 2-3***

“Responsible Management Education for the 21st Century: An Update on the State of Affairs and an Open Forum”

Duane Windsor, Rice University, Workshop Facilitator

“Business ethics education within the context of business schools in the United States: A critical analysis”

Harry Van Buren, University of New Mexico

## **Session 4: Business Ethics and Leadership**

### ***Opus 1 Room***

Chair: Ben Wempe, Erasmus University Rotterdam

“Emotional integrity in creative leadership: A social constructionist approach”

Anne-Maria Mikkonen, University of Tampere

“Leadership influence on ethical workplace behavior”

Silvia Salas, Florida International University

**Session 5: Corporate Governance (Misconduct)**

***Opus 4***

**Chair:** Cynthia Williams, Bentley College

“Corporate governance: Substantive or symbolic?”

Jared Harris, University of Virginia

“The strategy-making process as a method of corporate governance”

Peter J. Snyder, University of Wisconsin –Milwaukee

Richard Priem, University of Wisconsin - Milwaukee

“Scapegoating under scrutiny”

Jill Brown, Lehigh University

**10:00 – 10:30 a.m. Coffee Break**

**10:30 – 12:00 a.m. Concurrent Sessions**

**Session 6: Stakeholder Analyses**

***Soprano***

**Chair:** Shawn Berman, University of New Mexico

“Stakeholder Value Management System”

Sybille Sachs, University of Applied Sciences for Business Administration

Ruth Schmitt, University of Northwestern Switzerland

Irene Perrin, HWZ Hochschule for Wirtschaft

\*“Preliminary evidence concerning the influence of inequities and expectancies on stakeholder action”

Sefa Hayibor, Saint Mary’s University

David M. Wasieleski, Duquesne University

“Stakeholder synergy: A management framework for bridging who and what really counts? A case study for Brazilian universities”

Eliseu Machado, University of Northern Iowa

## **Session 7: Improving Corporate Governance**

### ***Aaria***

**Chair:** Lori Verstegen Ryan, San Diego State University

“Meaningful investment choices: An examination of investor autonomy”

Katherina Glac, University of Pennsylvania

Ryan Burg, University of Pennsylvania

“Primacy without power: The shareholder democracy paradox”

Ann Buchholtz, University of Georgia

Jill Brown, Lehigh University

“Nomination committees: A help or a hindrance to gender diversity?”

Johanne Grosvold, University of Bath

Stephen Brammer, University of Bath

## **Session 8: New Players in the Corporate Social Responsibility Game: SME’s and ATO’s**

### ***Opus 4***

**Chair:** Jonathan Doh, Villanova University

“Ethics, local roots, and hidden champions on a global market”

Arnd Mehrtens, University of Bremen

Frank Jan de Graf, University of the Amsterdam Business School

“A fair trade ATO in a period of transition - insights to corporate social responsibility”

Laine Eeva, University of Tampere

Laine Matias, University of Tampere

“Social upgrading among small enterprises and clusters in developing countries: New Challenges for governance:

Jose A. Puppim de Oliveira, University of Santiago de Compostela, Spain

## **Session 9: Business Ethics**

### ***Opus 1***

**Chair:** Jared Harris, University of Virginia

“A cross cultural comparison of business ethics perceptions: Russia, Sweden, and Finland”

Thomas S. Lennerfors, Royal Institute of Technology

“Media discourses on illegal business: Investigating discursive (de) legitimation of cartels in Finnish business media”

Marjo Siltaoja, University of Jyväskylä

Meri Vehkaperä, University of Applied Sciences Haaga-Helia

**12:00 – 13:00 Luncheon, Tampere Hall**

**12:00 - 13:00 Business and Society Editorial Board Meeting, Duane Windsor, Editor  
VIP Room**

**13:00 – 14:00 Showcase Session: The Future Frontiers of Stakeholder Theory  
*Sopraano Room***

Edward Freeman, University of Virginia

Thomas Jones, University of Washington

Moderator: Michael Johnson-Cramer, Bucknell University

**14:00 – 15:30 Concurrent Sessions**

**Session 10: Social Economy Organizations and Social Capital  
*Opus 2***

**Chair:** Robbin Derry, University of Lethbridge

“Business response to increasing social expectations: Identifying new organizational forms”

Adele Queiroz, University of Northern Iowa

Silvia King, Southern Company

“Legitimacy formation by social economy organizations: A political perspective on a form of stakeholder coalition”

Maria Laura Di Domenico, Open University Business School

Stelios Zyglidopoulos, University of Cambridge

“The emergence of social capital in social purchasing portals in Canada”

Robbin Derry, University of Lethbridge

Robert Boutilier, Simon Fraser University

## **Session 11: Evaluating and Measuring Corporate Social Responsibility**

### ***Sopraano Room***

**Chair:** Jeanne Logsdon

“Philanthropy, integration or innovation? An empirical exploration of the financial and societal outcomes of different types of corporate responsibility “

Minna Halme, Helsinki School of Economics

Arno Kourula, Helsinki School of Economics

Reeta Talvitie, Helsinki School of Economics

“Financial correlates with corporate social and environmental responsibility: Comparing the more socially and environmentally efficient companies with their counterparts”

Celine Gainet, Sorbonne Business School

Heidi Wechtler, Sorbonne Business School

“Evaluating and measuring corporate social performance”

Bryan Husted, York University/ITESM & Ins Empressa

Jose Salazar, York University/ITESM & Ins Empressa

## **Session 12 : Environmental Strategy and Performance**

### ***Opus 4***

**Chair:** Niki den Nieuwenboer, RSM Erasmus University

“A conceptual framework for corporate sustainability disclosure standards”

Cathy Rusinko, Philadelphia University

John Matthews, Villanova University

“Beyond acclamations and excuses: An analysis of environmental performance and environmental disclosure”

Cedric Dawkins, California State University – Pomona

Cynthia Clark William, Bentley College

“Much ado about nothing? Evolving corporate environmental strategy in the United States”

Frederick Dahlmann, University of Bath

Stephen Brammer, University of Bath

### **Session 13: Consumer Issues and CSR Marketing**

#### **Opus 1**

Chair: Frank Winfrey, Lyon College

“Responsible branding for young consumers - why and how?”

Johanna, Kujala, University of Tampere

Elina Kivi, University of Tampere

“Irrational consumer behavior in financial services: Implications for the Finnish business and society”

Jukka Laitamaki, New York University

Raija Jarvinen, National Consumer Research Center (Helsinki)

Uolevi Lehtinen, University of Tampere

“Fending off balance? Need an alignment? Aligning CSR, CSR Marketing behavior strategies with the Miles and Snow strategy typology”

Linda C. Rodriguez, University of Texas Pan American

Ivan Montiel, University of Texas Pan American

### **Session 14: Teaching Workshop**

#### **Aaria**

“BB&T, Objectivism and the Role of Outside Donors in an University Curriculum”

Richard E. Wokutch (symposium chair), Virginia Tech University

Philip Cochran, Indiana University

R. Edward Freeman, University of Virginia

Stephen Hicks, Rockford College

Robert W. Kolb, Loyola University of Chicago

Lori Versteegen Ryan, San Diego State University

**15:30 – 16:00 p.m. Coffee Break**

**16:00 – 17:30 p.m. Concurrent Sessions**

**Session 15: Stakeholder Topics**

***Opus 2***

Chair: Michael Johnson-Cramer, Bucknell University

“A Theory of Primary Stakeholder Contributions in Resolving Threats of Market Integration in the European Union”

Murat Akpınar, Turku School of Economics

Zsuzsanna Vincze, Turku School of Economics

“Private security companies: Issues in corporate and stakeholder responsibility”

Heather Elms, American University

Robert A. Phillips, University of Richmond

“The business of war: How private companies are taking the place of state functions”

Silvia Salas, Florida International University

**Session 16: Corporate Social Responsibility in the Global Economy**

***Sopraano***

Chair: Stelios Zyglidopoulos, University of Cambridge

“MNCs, CSR, and Developing Countries: Revisiting the evidence”

D. Jamali, University of Southampton

“The global spread of CSR tools: Codes of conduct of MNCs from developing countries”

Lutz Preuss, University of London

“Seeking a just price for ARVs in Brazil and Thailand”

Ian Maitland, University of Minnesota

**Session 17 Employee Ethical and Social Issues**

***Opus 4***

Chair: Sefa Hayibor, Saint Mary’s University

“Do Discrimination and Segregation Subsist in Pay Policies? The Evidence from Portugal”

Carlos Duarte, Instituto Politecnico de Tomar

Jose P. Esperanca, UNIDE/ISCTE

Jose D. Curto, UNIDE/ISCTE

Maria C. Santos, UNIDE/ISCTE

“Discourse on corporate/employee interaction”

Oana Apostol, University of Tampere

Salme Nasi, University of Tampere

“A Behavioral Schema to the Impact of Corporate Responsibility on Customer and Employee Relationships”

Carola Hillenbrand, Henley Management College

Kevin Money, Henley Management College

“You've been tagged! (then again, maybe not): Employers and web-based social networking”

William Smith, Towson University

## **Session 18 Learning and Teaching Topics**

### ***Opus 1***

Chair: Craig Dunn, Western Washington University

“Scholars United to Reach Generation Y: Discussing Social Challenges Surrounding Globalization”

Susan L. Kirby, Texas State University

Eric G. Kirby, Texas State University

Douglas W. Lyon, Fort Lewis College

“Would-you-rather' Utilitarianism”

Craig Dunn, Western Washington University

## **Session 19: Stakeholder Activism**

### ***Aaria***

Chair: Arnold Wilts, Free University Amsterdam

“The emergence and evolution of stakeholder activism and firm responses during the social issue life-cycle: The dynamics of business-government-NGO relationships”

Mika Skippari, Helsinki School of Economics

Kalle Pajunen, University of Tampere

“Corporate social responsibility and NGO engagement”

Jonathan Doh, Villanova University

**5:45 – 6:45, Business Meeting, Sopraano**

**7:00 p.m. Sauna and Dinner, Bus Arriving At Tampere Hall**

## **SATURDAY, June 28th**

**8:30 – 10:00 Concurrent Sessions**

### **Session 20: Business and Government Relations**

#### ***Opus 1***

Chair: Jim Mattingly, University of Northern Iowa

“Emergence and evolution of institutional entrepreneurship: The adaptive role of financial actors in the commercialization process of the Finnish water sector”

Richard Windischhofer, PBI Research Institute

Mika Skippari, Helsinki School of Economics

“From a local product to global commodity - Can free trade of bioenergy be governed?”

Virgilio Panapanaan, Lappeenranta University of Technology

Anne Hamalainen, Lappeenranta University of Technology

Mirja Mikkilä, Lappeenranta University of Technology

Jussi Heinimo, Lappeenranta University of Technology

Lassi Linnanen, Lappeenranta University of Technology

“Trade-off between corporate political activities and customer orientation”

Jan Siedentopp, Freie Universitaet Berlin

### **Session 21: Corporate Governance**

### ***Soprano Room***

Chair: Andrew Millington, University of Bath

“Country institutional context as an antecedent of female board representation: An empirical study”

Johanne Grosvold, University of Bath

Stephen Brammer, University of Bath

“Brazil's corporate governance innovation: The Novo Mercado”

Lori Ryan, University of San Diego

“Corporate governance in IDOM: An Example of a Corporate Polity”

Alejo Jose G. Sison, University of Navarre

Joan Fontrodona, IESE Business School

### **Session 22: Discussing Corporate Social Responsibility**

#### ***Opus 4***

Chair: Elizabeth Scott, Eastern Connecticut State University

"Talk the Walk; Impact measurement of corporate philanthropy"

Karen Maas, Erasmus University Rotterdam

“Constructing the legitimate responsible corporation: A rhetorical analysis”

Colin Higgins, Victoria University

Robyn Walker, Massey University

“What does society want from corporations? Toward a theoretical classification of firm actions and outcomes”

Joel Marcus, Wilfrid Laurier University

### **Session 23 : Business Ethics**

#### ***Aaria***

Chair: Craig Dunn, Western Washington University

“Implementing social performance: A qualitative field study on middle management practices”

Anne Barraquier, CERAM Business School

“Influencing perceptions of ethical dilemmas: Exploring the use of attribute and goal framing for affecting individuals' moral reasoning”

David Wasieleski, Duquesne University

Sefa Hayibor, Saint Mary's University

“Psychological contracts and social network centrality: How does "buying into" organizational ideology influence one's social status?”

Jeff Thompson, Brigham Young University

John Bingham, Brigham Young University

James B. Oldroyd, Massachusetts Institute of Technology

J. Stuart Bunderson, Washington University

Jeff Bednar, University of Michigan

“Codes of ethics: Rationality, reasonableness, and implementing codes as ethical education”

Scott Carson, Queen's University

## **Session 24: Labor Issues**

### ***Opus 2-3***

**Chair:** Oana Apostol

“Labor unions and CSR: A review of the emerging international literature”

Lutz Preuss, University of London

“Doing well by doing good? The impact of labor union social responsibility on labor union image”

Cedric Dawkins, California State University – Pomona

“Toward a CSR model of international labor regulation”

George Tsogas, Cass Business School

**10:00 – 10:30 Coffee Break**

**10:30 – 12:00 Concurrent Sessions**

## **Session 25: Organizational Climate**

### ***Opus 1***

Chair: Jeff Thompson, Brigham Young University

“Building organizational trust with ethical organizational practices: Empirical evidence from a post-socialist context”

Raminta Pucetaite, Vilnius University

Anna-Maija Lamsa, University of Jyväskylä

“The influence of organizational culture type on forms of bullying behavior”

Jacqueline N. Hood, University of New Mexico

Jeanne Logsdon, University of New Mexico

### **Session 26: The Impact of a Change in Corporate Status on Corporate Social Responsibility and Performance**

#### ***Opus 2-3***

Chair: Celine Gagnet, IAE Paris

“The Effects of “Going Private”: The Newly Private Corporation and the Dimensions of Corporate Performance”

Marguerite Schneider, New Jersey Institute of Technology

Alix Valenti, University of Houston

“Selling out: Innovation rate and risk in socially responsible companies before and after acquisition”

Mariel G. Hayes, Franklin and Marshall College

W. Trexler Proffitt, Jr., Franklin and Marshall College

“How social movements generate new, profit-driven organizational forms: Exploring socially responsible investment changes across time and space”

Linda Markowitz, SIUE

Celine Louche, Vlerick Leuven Gent Management School

Jean –Pascal Gond, LIRHE University of Toulouse

### **Session 27: Educational Workshop**

#### ***Aaria Room***

“Making the most of a doctoral education”

Workshop Organizer: Shawn Berman, University of New Mexico

Ryan Burg, Wharton

Ed Freeman, University of Virginia

Tom Jones, University of Washington

Niki den Nieuwenboer, Erasmus

Robert Phillips, University of Richmond

Michael Johnson-Cramer, Bucknell University, Moderator

## **Session 28: Global Challenges**

### ***Soprano***

Chair: Kalle Pajunen, University of Tampere

“Stakeholders and corporate community involvement in Turkey: An Exploratory Analysis”

Bilge Uyan, University of Bath

Stephen Brammer, University of Bath

Andrew Millington, University of Bath

“How does CSR affect developing countries? The case of CSR in Vietnam?”

Angelo Russo, Bocconi University

Antonio Tencati, Bocconi University

“Corporate ethics and indigenous people: The Finnish pulp companies' role in the land conflicts of the northeastern Brazil”

Susan Myllyla, Environmental Consultant

Tuomo Takala, University of Jyväskylä

“Sovereign wealth funds: A primer on government funds capitalism”

Frank Winfrey, Lyon College

**12:00 – 13:30 Lunch Generously Sponsored By The University Of Tampere**

**18:00 - 22:00 Cruise and Dinner at Viikinsaari**

## **Sunday, June 29th**

**Sunday 8:30 – 10:00 a.m. Concurrent Sessions**

**Session 29 : Corporate Governance Workshop IV,  
Sunday 8:30 - 12:00 a.m. – Aaria**

**Facilitators:** Melissa Baucus, University of Louisville  
Lori Verstegen Ryan, San Diego State University  
Philip Cochran, Indiana University

**Session 30: Environmental Topics  
*Opus 1***

**Chair:** Jamie Hendry, Bucknell University

“Rhetoric of acceptable corporate environmental action: Reflections of environmental values and stakeholder relations in environmental managers ‘talk’”

Tiina Onkila, University of Jyväskylä

“The extreme makeover of a restaurant: The change process from mainstream to sustainability at Hotel Wyswert’s restaurant”

Elena Cavagnaro, CHN University

**Session 31: Corporate Social Responsibility Topics**

***Sopraano***

**Chair:** Craig Caldwell

“Managerial thinking and corporate social responsibility”

Linda C. Rodriguez, University of Texas Pan American

Ivan Montiel, University of Texas Pan American

“Learning to do what you preach: How espoused and in-use corporate social responsibility interface?”

Jean-Pascal Gond, Nottingham University Business School

Bimal Arora, Nottingham University Business School

Gerardo Patriotta, Nottingham University Business School

“Corporate responsibility as psychological games: Applying Eric Berne's transactional analysis to CR”

Tarja Ketola, University of Vaasa

## **Session 32: International Business Practices**

### ***Opus 2-3***

Chair: James Mattingly, University of Northern Iowa

“Social agency in international business practices: Perspectives on principled constructive engagement”  
John R. Schermerhorn, Ohio University

William Lamb, Ohio University

“International social entrepreneurship: Deriving an inductive, case-based model”

R. Scott Marshall, Portland State University

“Rethinking corporate social responsibility: Lessons from the 'globalization-from-below' approach”

Stephanie Schreven, Syracuse University

**10:00 – 10:30 a.m. Coffee Break**

**10:30 – 12:00 a.m. Concurrent Sessions**

## **Session 33: Understanding Corporate Responses**

### ***Opus 4***

Chair: Mika Skippari, Helsinki School of Economics

“Social responsibility ratings and corporate social responses to shareholder resolution: Is there a relationship?”

Harry Van Buren, University of New Mexico

Jeanne Logsdon, University of New Mexico

“Don't break the mold - Managing organizations by creating path-dependencies in the formation of managerial preferences”

Arnold Wilts, Free University

## **Session 34: Corporate Social Responsibility and Performance**

### ***Opus 2-3***

Chair: Stephen Pavelin, University of Bath

“Why some companies attempt to undertake socially responsible actions while others not?”

Celine Gagnet, Sorbonne Business School

“Strategic Corporate Social Responsibility: Possible Synergy Between Economic Profit and Social Value”

Daniela Toro, Universitat Politecnica de Catalunya

“Corporate philanthropy”

Tyron Love, Massey University

“Competition and corporate social performance”

Stephen Brammer, University of Bath

Stephen Pavelin, University of Reading

## LIST OF REVIEWERS

**Many thanks to all the people who helped to review for this conference!!**

Brad Agle  
Gwen Alexis  
David Allen  
Anke Arnaud  
Mike Barnett  
Melissa Baucus  
Shawn Berman  
Jean Boddewyn  
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Frances Bowen  
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Jill Brown  
Ann Buchholtz  
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Jerry Calton  
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Elena Cavagnaro  
Michelle Chwastiak  
Sandra Christensen  
Phillip Cochran  
Mark Cordano  
Nicholas Dahan  
Frederick Dahlman  
David Deephouse  
Frank Den Hond  
Robbin Derry  
Jonathon Doh  
Cathy Driscoll  
Paul Dunn  
Craig Dunn  
Wayne Fallon  
Craig Fleischer  
Celine Gagnet  
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Jennifer Griffin  
Johanne Grosvold  
Francisco Guzman  
Jared Harris  
Nancy Hauseman  
Sefa Hayibor  
Duane Helleloid  
Jamie Hendry  
Irene Henriques  
Vanessa Hill  
Carola Hillenbrand  
Jacqueline Hood  
Bryon Husted  
Dima Jamali  
Thomas Jones  
Hamid Kazeroony  
Deborah Kidder  
Thomas Klein  
Beverly Kracher  
Johanna Kujala  
Sophia Maria Kusyk  
William Lamb  
Matias Laine  
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Barrie Litzky  
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Karen Maas  
Ian Maitland  
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Martin Meznar  
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Barry Mitnick  
Ivan Montiel  
Lisa Newton  
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Steve Payne  
Ramon Paz-Vega  
John Peloza  
Carlos Perez  
Rob Phillips  
Gabriela Predosanu  
Lutz Preuss  
Richard Priem  
Trexler Proffitt  
Angelo Russo  
Lori Ryan  
Donald Schepers  
Marguerite Schneider  
Elizabeth Scott  
David Secchi  
Arthur Shacklock  
Mike Skippari  
William Smith  
Kelly Strong  
Diane Swanson  
Jeff Thompson  
Harry VanBuren  
Sandra Waddock  
David Wasieleski  
Jim Weber  
Stephanie Welcomer  
Ben Wempe  
Duane Windsor  
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Stelios Zyglidopoulos





