

24th Annual IABS Conference:
Social Innovations That Create a Better World
June 20-23, 2013
Portland, Oregon, U.S.A.

Overview of Schedule

Thursday, June 20		
8:00 a.m. - Noon	IABS Board Meeting	Columbia Room
2:00 p.m. – 8:00 p.m.	IABS Registration	Ballroom Foyer
6:00 p.m. – 9:00 p.m.	Welcome Reception	Mt. Hood Room
Friday, June 21		
7:00 a.m. – 5:00 p.m.	IABS Registration	Ballroom Foyer
7:00 – 8:30 a.m.	B&S Board Meeting	Eugene Room
7:00 – 8:30 a.m.	Breakfast	Salon E
8:30 – 10:00 a.m.	Concurrent Sessions	
10:00 – 10:30 a.m.	Morning Break	Ballroom Foyer
10:30 – 12:00 noon	Concurrent Sessions	
12:00 noon – 1:30 p.m.	Luncheon Guest Speaker: Skye Burn <i>“Creating a World that Works: Restoring Trust in Government, Business, and Social Process”</i>	Salon E
1:30 – 3:00 p.m.	Concurrent Sessions	
3:00 – 3:30 p.m.	Afternoon Break	Ballroom Foyer
3:30 – 5:00 p.m.	Concurrent Sessions	
5:00 – 6:00 p.m.	IABS Business Meeting <i>Everyone welcome; please attend</i>	Salon E
6:00 – 6:45 p.m.	IABS Fellows Meeting	Eugene Room
6:45 – 9:30 p.m.	Ph.D. Students Dinner (with IABS Board & Fellows)	McCormick’s Restaurant
Saturday, June 22		
7:00 – 8:30 a.m.	Breakfast	Salon E
8:00 a.m. - noon	IABS Registration	Ballroom Foyer
8:30 – 10:00 a.m.	Concurrent Sessions	
10:00 – 10:30 a.m.	Morning Break	Ballroom Foyer
10:30 - noon	Concurrent Sessions	
Afternoon	Free Time	
6:00 – 7:00 p.m.	Outdoor Reception (under tents) <i>Bus transportation from Marriott to OMSI</i>	Oregon Museum of Science & Industry (OMSI)
7:00 – 10 p.m.	IABS Banquet <i>Bus transportation back to Marriott</i>	OMSI Turbine Room
Sunday, June 23		
7:00 – 8:30 a.m.	Breakfast	Salon E
8:30 – 10:00 a.m.	Concurrent Sessions	
10:00 – 10:30 a.m.	Morning Break	Ballroom Foyer
10:30 – 12 Noon	Concurrent Sessions	
12 Noon	Conference Adjourns	



Thank you to the Western Illinois University College of Business and Technology, and the Department of Management and Marketing for support of this conference.



Welcome to IABS in Portland!

I'm Melissa Baucus, IABS 2013 Conference Chair (on the left) and I'm joined by Kim Rodela, IABS Business Manager (photo on right). We're delighted you've come to Portland. We hope you enjoy the conference, attend lots of sessions, engage in interesting and insightful discussions and still find time to enjoy the city. If you need anything while you're here, please don't hesitate to ask us!

Papers and discussion ideas were grouped together in order to have clearer themes; the sessions typically fall into one of 6 "tracks":

Salon A = Social Innovations That Create a Better World

Salon B = Sustainability

Salon C = Business-Government-Politics and Corporate Governance

Salon D = Business Ethics Research & Teaching

Portland Room = Stakeholder Work

Eugene Room = Corporate Social Responsibility (CSR) & Corporate Social Performance (CSP)

Salon E = meals & IABS business meeting from 5:00-6:00 p.m. on Friday

Mt. Hood Room = opening reception

Information about IABS Proceedings is on the last page of this program. Make it a point to send your paper!

Job Opportunity

The San Jose State University College of Business anticipates hiring next year for a tenure-track position in business ethics, with a secondary specialization in a related field, such as business, government, and society; social entrepreneurship; or sustainability (pending administrative approval). For more information or to discuss this opportunity, please contact Anne Lawrence, who will be attending the conference. Email to anne.lawrence@sjsu.edu or voice/text message to 510-387-3693.

Conference Program

Friday, June 21

Time	Event	Location	Chair	Authors	Title	
7:00 – 8:30 am.	B&S Board Meeting	Eugene Room	Duane Windsor			
7:00 – 8:30 a.m.	Breakfast	Salon E				
8:30 – 10:00 a.m. Concurrent Sessions	Salon A <i>Social Enterprise as an Innovation</i>		Andrew Crane	David Cohen, Chris Meyer & Sudhir Nair	Private politics, public good: The role of social entrepreneurship in the funding of stem cell research during the federal embargo	
				Hans Rawhouser & Michael Cummings	The diffusion of new corporate forms for a better world	
				Paul Caufield	Sustaining mutual advantage: A resource based view of social enterprise (virtual presentation)	
	Salon B <i>Sustainability Workshop</i>		Aimee Ellis	Workshop Organizers: Aimee Ellis & Katherine Oertel		Challenging consumer behavior: Reducing the use of bottled water at the IABS conference
	Salon C <i>Financial & Social Decision Making</i>		Ben Neville	Michael Hadani & Nicolas Dahan	Maximizing returns or "minimizing bad surprises"? A fresh look at the benefits of corporate political activity	
				Karen Paul	Business cycle effects on socially responsible investment portfolio performance	
				Tanusree Jain	Impact of financial crisis on corporate social disclosures: A comparative analysis of US, German & Indian companies	
	Salon D <i>Expert publishing advice</i>		Kathleen Rehbein	Workshop Organizers: Kathleen Rehbein, Duane Windsor, Tom Jones & Jim Weber		IABS manuscript development workshop
	Portland Room <i>Challenging Stakeholder Models</i>		Shawn Berman	Prakash Sethi & Donald Schepers	Developing a framework for critiquing multistakeholder codes of conduct	
				Jae Hwan Lee & Ron Mitchell	"Stakeholder Work" and Stakeholder Research	
				Mohammad Ali	How firms recognize stakeholders and interact with them: A multiple case study approach	
	Eugene Room <i>International challenges to CSR</i>		Bryan Husted	Giulio Nardella, Stephen Brammer & Stephen Pavelin	Unpacking the reputational risks of operating in countries of concern: An attribution theoretic analysis	
				Shalini Jain	When the rubber hits the road: Outcomes of socially responsible behavior in India's top 100 corporations	
				Luis Escobar	Stakeholder engagement, competitive advantage, and the multinational corporation	
10:00 – 10:30 a.m.	Morning Break	Ballroom Foyer				
10:30 – 12:00 noon Concurrent Sessions	Salon A <i>Innovative thinking about business models</i>		Anne Barraquier	Robin Byerly	The emerging business model of the 21st century: A social and economic metamorphosis	
				Elizabeth Kurucz, Barry Colbert & Jessica Nicholson	Wicked problems, multi-sectoral collaboration & social learning	
				Mary Pang & Ryan Man	Cultivating globally and socially engaged graduates	
	Salon B <i>Dealing with societal challenges</i>		Steve Pavelin	Bryan Husted & Jose Salazar	Internalizing the social costs of firm contributions to income inequality	
				Robbin Derry & Michael Elmes	Hunger & Hegemony: The creation, maintenance and costs of the discourse	
				Linda Sama & R. Mitch Casselman	The dark side of fair trade in BOP markets: Critical perspectives and a case study	
	Salon C <i>The nexus of corporate governance &</i>		Josetta McLaughlin	Frederik Dahlmann & Stephen Brammer	Corporate governance vs. Corporate environmental governance: Complementary or separate drivers of environmental performance?	
				Barbara Bartkus, Sara Morris & Trexler Proffitt	The relationship between board CSR committees and shareholder proposals	

		<i>CSR</i>		Duane Windsor	Authenticity, Greenwashing, & Institutionalization of CSR Best Practices
		Salon D <i>New views on teaching B&S</i>	Jim Weber	Tara Ceranic	Time for a tune up: New pedagogies for a new generation of students
				Deborah Kidder & John Ogilvie	Social innovations in the classroom: Reconceptualizing the teaching of negotiation skills to business students
				John Tichenor	The Stetson social justice index: Helping students understand corporate social responsibility
		Portland Room <i>Corporate reporting & response challenges</i>	Jeanne Logsdon	Michael Hadani, Jonathan Doh & Marguerite Schneider	An examination of corporate and regulatory responses to socially-oriented investor activism
				Colin Higgins & Wendy Stubbs	Integrated reporting: insights about the institutionalisation of a new reporting phenomenon
				Bruce Paton & Caterina Tantalo	What if?: Battling information asymmetries to accelerate adoption of CSR business practices
		Eugene Room <i>Evaluating corporate social performance</i>	Anne Lawrence	Ann Buchholtz & Jill Brown	A typology of stakeholder management
				Nikolay Dentchev	Toward innovation management perspective of CSP
				Timothy Clark & David Allen	Valuation ratios within industry groups: Clarifying evidence linking sustainability-leadership strategies to shareholder-value maximization
12:00 noon – 1:30 p.m.	Luncheon	Salon E		Guest Speaker: Skye Burn	“Creating a World that Works: Restoring Trust in Government, Business, and Social Process”
1:30 – 3:00 p.m. Concurrent Sessions		Salon A <i>Social innovations that improve communities</i>	Elizabeth Kurucz	Linda Rodriguez & Patsy Lewellyn	Shared value creation through community health initiatives: A social innovation
				Paul Caufield	Inter-organizational contagion of corporate community investments (virtual presentation)
				Caterina Tantalo & Bruce Paton	Value innovation through value co-creation: The stewardship model in an Italian SME
		Salon B <i>Rethinking sustainability models</i>	Sashi Sekhar	Mark Starik & Amy Townsend	Connecting and advancing the social innovations of business sustainability models
				Karen Maas & Oxana Krasnyuk	The effect of corporate social performance incentives: Do sustainability targets in executive remuneration contribute to sustainable development?
				Larry Lad & Jonathan Allinson	Recycling: An interdisciplinary analysis
		Salon C <i>Dealing with shareholders & boundaries</i>	Sara Morris	Maria Goranova & Lori Ryan	Investor activism, good or bad? An examination of shareholder interests, temporal orientation, and alignment
				Johanne Grosvold, Stefan Hoeimose & Kathleen Rehbein	Shareholder resolutions & corporate board interlocks: An empirical test of network effects
				Garima Sharma	Surviving and thriving of corporate social initiatives through practice and boundary work (virtual presentation)
		Salon D Ask the teaching experts!	Jim Weber	Workshop Organizers: Jim Weber & Robbin Derry	Open Mike: A Forum for Ideas, Concerns, Questions about Teaching
		Portland Room <i>Doing a better job of “walking the talk”</i>	Karen Paul	An Hutjens, Mitchell Van Balen & Elvira Haezendonck	CSR managers' role in CSR implementation
				M.C. Ingerson, Brad Agle & Katie Liljenquist,	Negotiating ethically: Resilience, moral identity & power in negotiations
				Paul Caufield	Putting SMS to the test: Can m-learning develop more effective awareness of stakeholder perspectives? (virtual presentation)
		Eugene Room <i>CSR & labor issues</i>	Shawn Berman	Jessalynn Strauss	CSR & workers' rights: A historical & contextual look at labor relations in the Las Vegas casino industry (virtual presentation)
			Josetta McLaughlin & Gerald McLaughlin	Company towns, righteousness, and the failure of CSR	
			Lutz Preuss, Michael Gold & Chris Rees	Labor unions and CSR: Initial results from a cross-European research project	
3:00 – 3:30 p.m.	Afternoon Break	Ballroom Foyer			
3:30 – 5:00 p.m.	Concurrent Sessions	Salon A (will move into Salon E if need extra space): <i>Innovative Symposium</i>	Robbin Derry (discussant)	Symposium Organizers: Donna Wood & Jeff Lenn	A Social Innovation to Create a Better World: The Birth & Adolescence of IABS

	Salon B <i>Case writing assistance</i>	Timothy Edlund	Timothy Edlund	Case Critique Colloquium
	Salon D <i>Where we are with CSR</i>	Lutz Preuss	Franky De Cooman & Nikolay Dentchev	Touchability as catalyst for CSR
			Caddie Putnam Rankin & Harry Van Buren	The professionalization continuum: The expanding CSR function
			Kendy Hess	Corporate social vs. corporate moral responsibility--Friedman was right
	Eugene Room <i>Social contributions of business</i>	Robin Byerly	Craig Dunn & Nabil El Azhari	A redefinition of social entrepreneurship: Deliberate disruptive design
			Mitchell van Balen, Michael Dooms & Elvira Haezendonk	Complex spatial projects as corporate social actions
5:00 – 6:00 p.m.	IABS Business Meeting	Salon E	Stephen Brammer, IABS President	Everyone welcome! Please attend.
6:00 – 6:45 p.m.	IABS Fellows Meeting	Eugene Room		
6:45 – 9:30 p.m.	Ph.D. Students Dinner (with IABS Board & Fellows)	McCormick's Restaurant		All Ph.D. students, IABS Fellows and IABS Board Members invited to attend

Saturday, June 22

Time	Event	Location	Chair	Authors	Title
7:00 – 8:30 a.m.	Breakfast	Salon E			
8:00 a.m. - noon	IABS Registration	Ballroom Foyer			
8:30 – 10:00 a.m. Concurrent Sessions	Salon A <i>B&S Collaborations</i>	Jerry Calton	Matthew Murphy, Daniel Arenas & Joan Batista-Foguet	Value creation in cross-sector collaborations: The roles of experience & alignment	
			Barry Colbert, Elizabeth Kurucz & Kevin McDermott	Motivating multi-sector collaboration	
			Michael MacLeod	Investor-driven governance networks: The next wave in transforming business-society relations?	
	Salon B <i>Initiatives to improve sustainability</i>	Gordon Rands	Frederik Dahmann & Stephen Brammer	Reducing carbon emissions worldwide: MNCs and global environmental performance	
			Sashi Sekhar	Employee environmental values, green organizational initiatives, and P-O fit: Influence on employee attitudes toward initiatives, organizational commitment & turnover	
			Frances Bowen & Stephen Brammer	Corporate water strategies--influences on symbolic and substantive actions	
	Salon C <i>Government regulations & their impact</i>	Nicolas Dahan	Jeanne Logsdon & Mercy Berman DeMenno	EPA's retrospective regulation review under EO 13563: Interest group access and influence and agency responsiveness	
			John Holcomb	Corporate electoral activities and the 2012 elections: Responses to the Citizens United decision and other recent case law	
			Michael Cummings, Paul Vaaler & Alan	The influence of diaspora engagement policies on the investment impact of migrant	

			Gamlen	remittances	
		Salon D <i>Workshop to enhance teaching to adult students</i>	Laquita Blockson	Workshop Organizers: Laquita Blockson, Judith White, John Dienhart & Geoff Archer	Teaching B&S/Business ethics courses for adult learners
		Portland Room <i>The ebb & flow of corporate philanthropy</i>	Phil Cochran	Stephen Pavelin & Lynda Porter	Locally-democratized corporate philanthropy and the responsiveness of giving to local needs
				Sara Morris & Barbara Bartkus	Corporate philanthropy & CSR in normal times and times of crisis
		Eugene Room <i>Perceptions of corporate actions</i>	Franky De Cooman	Andrew Crane, Guido Palazzo, Laura Spence & Dirk Matten	Contesting the value of the shared value concept
				Caddie Putnam Rankin	How meanings rise to power or fall from grace: CSR in business discourse
				Henry Petersen & Fred Lemke	Supply chain risks: How supplier behavior impacts corporate reputation and what to do about it
10:00 – 10:30 a.m.	Morning Break	Ballroom Foyer			
10:30 - noon Concurrent Sessions		Salon A <i>Challenging the status quo of business</i>	Michael Cummings	Kathie Court	Mapping the economic contribution of women entrepreneurs (virtual presentation)
				Ron Mitchell, Rob Mitchell, Alejandra Marin & Justin Miller	Defining institutional entrepreneurship: A socially constructed approach
				Jerry Calton	Exercising moral imagination to envision and construct a de-centered network path to a better world
		Salon B <i>Workshop on "local" sustainability</i>	Sara Jane McCaffrey	Workshop Organizers: Nancy Kurland, Sara Jane McCaffrey, Sarah McGahran & Trexler Proffitt	Local food and local food systems
		Salon C <i>Workshop on political approaches to CSR</i>	Kathleen Rehbein	Workshop Organizer: Kathleen Rehbein	Exploring the Boundaries of Political CSR
		Salon D <i>Innovative session on re-engaging faculty</i>	Ellen West	Workshop Organizer: Ellen West	Re-energizing faculty using an appreciative approach: An innovative session proposal
		Portland Room <i>Workshop on teaching social innovation</i>	Aimee Ellis	Workshop Organizers: Aimee Ellis, Duke Duncan & Scott Erickson	Town-gown partnerships: Experiential exercises for education in social innovation
		Eugene Room <i>Panoramic views of B&S relationships</i>	Mary Pang	Ryan Burg	Big business & big society: Debt, scale, and the scope of governance
Lutz Preuss	Tracing the global spread of CSR				
Mitchell van Balen, Elvira Haezendonk & Michael Dooms	An alignment framework for corporate social actions				
Afternoon	Free Time				
6:00 – 7:00 p.m.	Outdoor Reception (under tents) Bus transportation from Marriott to OMSI &	Oregon Museum of Science & Industry (OMSI)		All IABS conference participants invited to attend (included in conference registration)	

	<i>back</i>				
7:00 – 10 p.m.	IABS Banquet	OMSI Turbine Room		All IABS conference participants invited to attend (included in conference registration)	

Sunday, June 23

Time	Event	Location	Chair	Authors	Title
7:00 – 8:30 a.m.	Breakfast	Salon E			
8:30 – 10:00 a.m. Concurrent Sessions		Salon A <i>Social ventures & their impacts</i>	Bruce Paton	Marc Epstein & Kristi Yuthas	Scaling social innovations--Lessons from Microfinance
				Christine Husmann	Business opportunities vs socialist heritage: The role that business can play in reducing poverty in rural Ethiopia
				Barrie Litzky, Lynne Andersson & Lisa Calvano	Considering the impact of social venture networks (virtual presentation)
		Salon B <i>Consumption behaviour choices</i>	Ryan Burg	Benjamin Neville, Helen Neville & Michal Carrington	"I'll need to check with my partner": Understanding ethical consumption from a couples theory perspective
				Judith Schrempf-Stirling	The responsibility of fast-food companies for obesity: A capability deprivation approach
				Rosa Chun	Counterfeit luxury brand consumption: Morality vs. pleasure
		Salon C <i>Fostering corp. governance research</i>	Lori Ryan	Workshop Organizers: Lori Ryan & Cynthia Clark	Corporate Governance Workshop IX, Part I
		Portland Room <i>The impact of positive scholarship</i>	Heather Elms	Pamala Dillon	Virtuous CSR: Blending positive organizational scholarship and social responsibility
				Shawn Berman, Harry Van Buren & Michael Johnson-Cramer	Better firm or better world? Toward a communitarian approach to stakeholder theory
				Timothy Edlund, Richard Franke & Carmen Moore	Journal rating for business and society scholars
Eugene Room <i>Encouraging teaching innovation</i>	Anne Barraquier	Organizers: Anne Barraquier, Robbin Derry, John Holcomb, Mike Klassen, and Jeanne Logsdon	Social innovation in the classroom		
10:00 – 10:30 a.m.	Morning Break	Ballroom Foyer			
10:30 – 12 Noon Concurrent Sessions		Salon A <i>Creating art from "trash"</i>	Larry Lad	Workshop Organizers: Larry Lad, Deb Skinner & Jonathan Allinson	Recycling: An experiential workshop
		Salon B <i>Games that teach sustainability</i>	Matthew Murphy	Organizers: Matthew Murphy & Monika Winn	Teaching Sustainability Through Simulations/Gaming
		Salon C <i>Fostering corp. governance research</i>	Lori Ryan	Workshop Organizers: Lori Ryan & Cynthia Clark	Corporate Governance Workshop IX, Part II
		Salon D <i>Human rights & ethical competition</i>	Rich Wokutch	James Carlson, Adam Bailey & Ron Mitchell	Competition and morality
				Judith Schrempf-Stirling	Corporate complicity in human rights violations: Alien Tort Statute--a successful tool?
		Nicole Bryan	Human trafficking and the role of business innovation		

		Portland Room <i>Managing employee and stakeholder Identity</i>	Tom Jones	Barrie Litzky & Tammy MacLean	That which doesn't kill us makes us stronger: An exploration of the impact of an institution's ethical implosion on member identity (virtual presentation)
				Anne Barraquier	Serial suicides in deregulated French corporations: Loss of identification and meaning?
				Thomas Schneider	Stakeholder identities & mutual value creation: A social identity perspective
12 Noon	Conference Adjourns				

INTERNATIONAL ASSOCIATION FOR BUSINESS AND SOCIETY
Information about the 2013 Conference Proceedings

Congratulations on having your submission accepted for the 24th annual conference of the International Association for Business and Society (IABS)! Authors of papers and discussion topics presented at the conference are eligible to publish papers in the Proceedings, and conveners of symposia and workshops are eligible to publish summaries of their sessions. The Proceedings is published in electronic format and listed on electronic databases.

Although the IABS Proceedings is not considered a journal, submissions are expected to be of professional quality. As a result, the Proceedings is an excellent place to publish a shorter version of what could become a longer, more detailed or even differently conceived article in a peer-reviewed journal. Since IABS has a blind-review process for conference submissions, you can identify the work as a “publication in a refereed conference Proceedings.” Authors retain the copyright and full rights to publish a modified version of the work in a refereed journal or elsewhere. And if publishing in outlets that have an ISBN is important to you, you’ll be glad to know that IABS obtains ISBNs for all Proceedings.

Publications must be no more than 12 U.S.-letter-sized pages, including all figures, tables, and references. The deadline for all submissions is September 1, 2013. See the IABS website (www.iabs.net) for a copy of the 2013 Proceedings Guidelines. If you have any questions about the Proceedings, please contact Jamie Hendry at jhendry.bucknell@gmail.com.