



**iabs**  
international association  
for business and society

IABS Newsletter  
Fall 2012  
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## FROM THE EDITOR

Hello IABS members! I trust that this Fall 2012 newsletter finds you all well. This edition of the newsletter is packed with special issues to send your research to and, unbelievably, it is already time to start preparing for IABS 2013 in fantastic Portland, Oregon! Do you enjoy breathtaking mountain views and rose gardens? Do you like doughnuts covered in bacon? Are you a macaroni and cheese connoisseur? Perhaps you're a fan of handlebar moustaches? Any and all of these things can be found in spades in Portland! It is an amazing city with a great vibe, cool culture, mind blowing food options and perhaps the best bookstore in the world (Powell's: <http://www.powells.com/>) and I am so excited that we will all be there together in June. All the best to you all throughout the semester and into the holidays ☺

Cheers,

Tara L. Ceranic, University of San Diego  
[tara@sandiego.edu](mailto:tara@sandiego.edu).

## PRESIDENT'S MESSAGE

Autumnal Greetings to IABS members! I hope this message finds you all well and that if, like me, you're embarking on a new academic year that you find the energy and enthusiasm to throw yourselves in to the thick of the myriad

activities that characterise contemporary academic life.

IABS will celebrate several important anniversaries in the coming years – next year will see the 25<sup>th</sup> anniversary of the founding of IABS and in 2014 we will hold the 25<sup>th</sup> IABS conference (more on the latter below). The association's first quarter century has seen a dramatic change in the profile of research, teaching and practice relating to the place and contributions of business within society. Most major conferences now have divisions, special interest groups, or specialist tracks that focus on social and environmental issues, governance, stakeholders and ethics. We have more numerous specialist journals, a more central place in curricula, and are a legitimate and accepted part of popular discourse about business and management. IABS and IABSians can be proud of the role that they have played in these exciting developments.

Equally, these anniversaries are a time for reflection regarding the continuing relevance and positioning of IABS in this more crowded space and it is to these issues that the leadership team are devoting their energies in the coming years. I would invite members that would like to make a contribution to the future

of IABS to drop me a line on the email address provided below.

While next summer feels like a long time away, time flashes by and I'd like to remind colleagues of next year's annual conference which Melissa Baucus will host in Portland, Oregon, between June 6<sup>th</sup> and 9<sup>th</sup>, 2013. The theme of the 2013 IABS conference is "Social Innovations That Create a Better World", and the deadline for submissions is NOVEMBER 2<sup>nd</sup>, which looms large on the horizon! I hope to see as many of you as possible in Portland next June.

2014's conference will be special both in that it will be our 25<sup>th</sup>, but also in that it will be our first in Australia. Colin Higgins, the conference chair for 2014, is already planning his conference which will be held in Sydney. More details will be posted on the IABS website soon.

I wish you all the best and look forward to seeing you all soon,  
Stephen Brammer, IABS President, 2012-13  
Warwick Business School, UK  
Stephen.Brammer@wbs.ac.uk

## **IABS 2013: JUNE 6-9 COME TO PORTLAND, OR, USA!**

Proposal Submission Deadline: November 2, 2012

The theme of the 2013 IABS conference is "Social Innovations That Create a Better World." Social innovation has been defined as "new ideas that resolve existing social, cultural, economic and environmental challenges for the benefit of people and planet. A true social innovation is systems-changing—it permanently alters the perceptions, behaviours and structures that previously gave rise to these challenges" (Centre for Social Innovation, 2012). This theme was chosen to encourage participants to think about, highlight and discuss

new and better approaches to addressing problems in business and society relationships.

The complete call for papers (5 pages maximum) is available on [www.iabs.net](http://www.iabs.net). Reviewers for the conference will assess the likely level of interest of the proposal's topic to IABS members as a whole and the coherence of the proposal in terms of adding to knowledge in the broad range of business & society topics; thus proposals are not required to relate specifically to the conference theme. Proposals should be submitted to [iabsconference@iabs.net](mailto:iabsconference@iabs.net) by November 2, 2012.

### **Conference Environment**

Portland, Oregon has been called "America's most European city" ([www.traveloregon.com](http://www.traveloregon.com)) due to its emphasis on walking and mass transportation, rich cultural environment, diverse neighborhoods with plenty of coffee shops, restaurants and retail stores. It also offers gorgeous outdoor scenery, a wide range of outdoor activities, winery tours, and historical sites. Portland's long-standing commitment to sustainability and the unique collaborative relationships among business and government organizations to establish the city as a leader in sustainability make Portland an excellent location for IABS. Attendees at the conference may want to combine a trip to Portland with visits to other easily accessible attractions such as Mount Hood National Forest; Mount Ranier National Park; Mount Saint Helens; Seattle, Washington and Olympic National Park; Vancouver or Victoria in British Columbia. Corporations headquartered in Portland include Jantzen, Keen, Fred Meyer, Kindercare Learning Centers, Pendleton Woolen Mills, Northwest Steel, McCormick & Schmick's, Willamette Industries as well as newer firms such as AboutUs.org, Candy Ass Records, Second Story Interactive Studios, Voodoo Doughnut, Tazo Tea Company (now a division of Starbucks), TerraCycle (recumbent bicycles) and

SurveyMonkey. Powell's City of Books, touted as the largest independent bookstore with new and used books in the world, owned and operated by Michael Powell, takes up a full city block with its 68,000 square feet – and it's a "must see" for anyone visiting Portland.

### **Location & Highlights**

IABS 2013 will be held at the Marriott Downtown Waterfront Hotel, located along the Willamette riverfront, providing excellent views from most hotel rooms and an inviting walking or running environment. The Waterfront Marriott is a very new hotel that has earned both Green Seal Certification and the Energy Star label; the hotel employs a full-time recycling coordinator, composts much of its waste and continually looks for additional ways to minimize its environmental impact. Hotel accommodations for IABS participants will be \$144 per night for a double room with free internet access. The conference sessions will be held in the meeting rooms at the Marriott; all meeting rooms will have wireless internet. Conference attendees can fly directly into Portland International Airport and take MAX Light Rail from the airport to the downtown hotel area. Bus service, subway, taxi and rental cars may also be used.

Activities planned for Saturday afternoon include a 3-4 hour kayak trip to Ross Island or a tour of Portland-area wineries. Numerous options exist for anyone wanting to shop, browse local art galleries, wander through local parks or simply hang out at Powell's Book Store. More information can be obtained from: <http://www.travelportland.com/> <http://traveloregon.com/cities-regions/greater-portland/>

### **IABS 2012 SUMMARY: GORDON RANDS**

Over 100 members of IABS gathered from June 14<sup>th</sup> to 16<sup>th</sup> at the Renaissance Hotel in beautiful

downtown Asheville, North Carolina for IABS' twenty-third annual meeting. The theme of the meeting was "Personal Responsibility for Improving Society." The weather was great, beautiful scenery and architecture abounded, and the restaurant and beverage options were fantastic.

A number of IABS members arrived early to enjoy such Asheville sights as the Biltmore Estate, the Thomas Wolfe mansion (located right next door to the Asheville Renaissance), the River Arts District, and the eclectic dining scene. Among the early arrivers were a number of members of the IABS Board, which met on Thursday morning. In addition, six intrepid IABS members helped remove trash and invasive vegetation from a local river on Thursday afternoon. Thanks to Melissa Baucus, Meredith Church, Aimee Ellis, Julio Sesma, and Judith White for all your hard work!



IABS service project: Asheville Greenwoks

The conference began with an opening reception on Thursday night, with bluegrass music provided by a local bluegrass group, The Dancing Bears. About thirty intrepid IABS members over the course of the evening joined in various contra dances, led through the steps (in one case literally!) by caller Barbara Grow. Presentations began on Friday morning, concluding Sunday at noon. Seventy-eight presentations were made, ranging across a variety of formats: fourteen discussion presentations, fifty-three paper presentations,

six salon sessions, one video salon, one symposium, and three workshops. Presentations covered a very wide range of topics, ranging from stakeholders and corporate governance to microfinance and war. Judith Schrempp of the University of Richmond received the award for Best Paper presented at the conference for her paper "Historic Corporate Responsibility." Congratulations, Judith! Putting on an IABS program depends, of course on submitters and reviewers. The ninety-seven submissions submitted each received three to six reviews, thanks to the tremendous input of nearly 130 reviewers. Many thanks to all of you who submitted and who reviewed submissions!

Friday's program also included a luncheon followed by a special presentation by Warner Woodworth of Brigham Young University. Dr. Woodworth spoke on his efforts and those of others at BYU to involve students in humanitarian and social entrepreneurship efforts in Latin America, Africa and Asia. He detailed how, in the wake of humanitarian crises such as Hurricane Mitch and the Southeast Asian tsunami, faculty provided special classes and students responded by learning about the cultures, contexts and potential solutions such as microfinance. He explained how students then went out and raised the funds needed to both cover all of their expenses to travel to and live in the homes of poor individuals in the affected countries, as well as to fund the establishment of local microfinance institutions. Students split their time between providing direct humanitarian relief and organizing village banks, selecting loan recipients, and providing business training and services. Several hundred students, including IABS Operations Manager Kim Rodela, have been involved in these efforts over the past fifteen years. These programs are available to students from any university under the auspices of an NGO, [H.E.L.P International](#). Dr. Woodworth's presentation powerfully demonstrated the opportunity that faculty and

students have to exercise personal responsibility to improve society. Those interested in replicating or involving students in these ongoing efforts can contact Dr. Woodworth at [Warner.Woodworth@byu.edu](mailto:Warner.Woodworth@byu.edu) for more information.

In addition to a number of presentations focused on the conference theme, attendees were asked to identify some of the ways in which they have attempted to exercise personal responsibility for improving society. Examples listed included the following: creating art, installing a residential solar photovoltaic system, installing low flow water fixtures, composting home food waste, fostering a community food hub and community owned restaurant, helping start up a consumer food cooperative, helping create a local securities market to finance sustainable local businesses, volunteering for and assisting the growth of community organizations, serving on the board of a local sustainable business network, serving on the board of a local AIDS organization, spending time with and teaching children right and wrong, and choosing researching and teaching about ethics and social responsibility as a career rather than a more lucrative business career. Thanks to all of you for these and the other ways that you are exercising personal responsibility to improve society!



IABS 2012 Session

Friday evening's program was closed out with a dinner for student attendees of the meeting, accompanied by IABS officers and members of the IABS Fellows. New and veteran members

dined together at a local Indian restaurant, where an evening of stimulating conversation, laughter and great food was enjoyed by all.



Claxton Farms

One of the traditional IABS events, the IABS banquet, was held on Saturday evening. The venue was Claxton Farms, a working farm in the Appalachian foothills twenty minutes north of Asheville. Following a reception and barbecue dinner featuring locally raised foods, entertainment was provided by John McCutcheon, a singer-songwriter nominated for multiple Grammy's. Alternating between guitar, banjo, hammer dulcimer, piano, autoharp and fiddle, McCutcheon sang and played a variety of traditional songs and his own compositions, ranging from children's songs to Appalachian culture to contemporary politics to anti-war ballads to touching memories of family. His songs were interspersed with his rich storytelling. While some IABS members were initially skeptical about an after dinner singer, McCutcheon soon had the entire audience enthralled. The magical evening was topped off by a chance to roast marshmallows and enjoy the scrumptious and messy classic American campfire desert, "s'mores," before trolleys took members back to Asheville.

Putting on a successful conference requires the work of hundreds of individuals. Thanks again to all those who submitted and reviewed proposals for the conference! I hope you will

provide just as much assistance to Melissa Baucus, Colin Higgins, and future IABS chairs as you did to me. In addition, I owe a special debt of gratitude to past IABS chairs Steve Brammer, Robbin Derry, Jamie Hendry and Cathy Rehbein for all of their advice and words of encouragement. Finally, the devil is in the details, and Kim Rodela and Pamela Rands put in countless hours on the details to make sure that the conference ran smoothly and successfully. In particular, it was a wonderfully satisfying experience to work with Pam from the earliest days of planning the conference all the way through to fruition. While serving as the IABS conference chair involves a lot of very hard work, it is a deeply satisfying experience to see it all come about, and to see the enjoyment that IABS members experience as they attend and participate in it. Thanks to all of you for the opportunity to do so, and I encourage any of you who may have contemplated serving as an IABS program chair to contact an IABS officer and express your interest in doing so.



Steve Brammer enjoying an American tradition

See you all in Portland, Oregon in June 2013!

## IABS MEMBER NEWS & PUBLICATIONS

***Corporate Social Responsibility: An Ethical Approach*** (Broadview Press, 2011)

by **Mark S. Schwartz**

**Summary:** The term corporate social responsibility (CSR) is often used in the

boardroom, classroom, and political platform, but what does it really mean? Do corporations have ethical or philanthropic duties beyond their obligations to comply with the law? How does CSR relate to business ethics, stakeholder management, sustainability, and corporate citizenship?

Mark Schwartz provides a concise, cutting-edge introduction to the topic, analyzing many case studies with the help of his innovative "Three Domain Approach" to CSR. *Corporate Social Responsibility* also provides a chronology of landmark contributions to the concept of CSR and includes CSR resources on organizations, global codes and criteria, corporate CSR reports, and websites and blogs. It is an invaluable resource for students, instructors, and business leaders looking to master the basics of CSR.

**For more information:**

<http://www.broadviewpress.com/product.php?productid=1066>

Accountability, community responsibility, financial vitality, integrity, and moral courage have been identified as **Omaha, Nebraska's business community top five core values according to The Greater Omaha Business Ethics Alliance at Creighton University**, ([www.businessethicsalliance.org](http://www.businessethicsalliance.org) <<http://www.businessethicsalliance.org/>> ), led by **Beverly Kracher**, Daugherty Chair in Business Ethics & Society. The Business Ethics Alliance has created short videos to communicate Omaha's core values at the city-level **and** they can easily be used in any class to create conversation about significant values that are relevant in any company or other city. You can see all five videos here:

<http://www.youtube.com/bizethicsomaha>

**de Bakker, F.G.A.** 2012. Exploring networks of activism on corporate social responsibility: Suggestions for a research agenda. *Creativity & Innovation Management* 21(2): 212-223.

**den Hond, F. & F.G.A. de Bakker.** 2012. Boomerang politics: how transnational stakeholders impact multinational corporations in the context of globalization. In: Lindgreen, A., P. Kotler, J. Vanhamme & F. Maon (eds.). **A Stakeholder Approach to Corporate Social Responsibility: Pressures, Conflicts, Reconciliation.** Aldershot, Gower: 275-292.

**Miguel Rojas, Bouchra M'Zali, Philip Merrigan, Marie-France Turcotte.** How Do Sponsors of Social Proxies Decide Which Companies to Target? An Empirical Analysis in the Context of the United States, *Business and Society Review* (forthcoming, 2012).

**Orlitzky, M. & Swanson, D. L.** (2012). Assessing Stakeholder Satisfaction: Toward a New Measurement of Corporate Social Performance as Reputation. *Corporate Reputation Review*, 15: 119-137.

**Swanson, D. L. & Fisher, D. G.** (2012, March/April). The Rise and Fall of CSR Education: The Curriculum Campaign. *Corporate Responsibility Magazine*, 32-35.

**Kolk, A., Lee, H.H. & Van Dolen, W.** (2012). A fat debate on Big Food? Unraveling blogosphere reactions. *California Management Review*, 55(1).

**Kolk, A.** (2012). Towards a sustainable coffee market? Paradoxes faced by a multinational company. *Corporate Social Responsibility and Environmental Management*, 19, 79-89 [part of a special issue with teaching cases].

**Bouslah, K., M'Zali, B., Turcotte, M-F., & Kooli, M.** (2010), The Impact of Forest Certification on Firm Financial Performance in Canada and the U.S., *Journal of Business Ethics*, vol 96, 4, 551-572.

Montiel, Ivan, Husted, Bryan W., and Christmann, Petra. 2012. Using private management standard certification to reduce information asymmetries in corrupt environments. *Strategic Management Journal*, 33: 1103-1113.

Pinkse, J. & Kolk, A. (2012). Multinational enterprises and climate change: Exploring institutional failures and embeddedness. *Journal of International Business Studies*, 43(3), 332-341.

Norman D. Bishara and Michelle Westermann-Behaylo. Spring 2012. The Law and Ethics of Restrictions on an Employee's Post-Employment Mobility, *American Business Law Journal* Vol. 49:1, 1–61.

Sharma, A. & Lee, M.P. (2012). Sustainable global enterprise: Perspectives of Stuart Hart, Ans Kolk, Sanjay Sharma, and Sandra Waddock. *Journal of Management Inquiry*, 21(2), 161-178.

Norm Bishara, Assistant Professor of Business Law & Business Ethics at the Stephen M. Ross School of Business at the University of Michigan, was awarded the Junior Faculty Award at the recent annual meeting of the Academy of Legal Studies in Business. The award recognizes junior faculty with an outstanding record of research and service to the academy.

Tara Ceranic was awarded the School of Business Administration's Dual Excellence Award for teaching and research at the University of San Diego in September.

In June Diane Swanson (Business Ethics and Society) and Marc Orlitzky (Strategic Management) taught in the Graduate School of Credit & Financial Management, administered by the National Association of Credit Management and hosted at Dartmouth College.

Congratulations on all of these fantastic achievements IABS members!

## JOB POSTINGS

### Chaired Faculty Position in Sustainability: INSEAD

INSEAD, the global business school with campuses in Europe (France), Asia (Singapore) and the Middle East (Abu Dhabi), has an opening for a Chaired Position in Sustainability. We are looking for a mid-career or senior faculty member. The person should have a strong research agenda and a proven track record in sustainability. He or she is expected to develop both our research as well as our teaching activities on the broad subject of sustainability (MBA, EMBA, Executive Education, and PhD). Given that INSEAD is a Business School, it is expected that the chairperson will have a keen interest in sustainability issues with relevance to the business world, e.g., letting the research agenda be fed by business-relevant problems, as well as communicating research findings to the business community through publications, teaching and other forms of dissemination.

The expectation is that the person will join one of our academic areas (e.g. Technology and Operations Management, Strategy, Economics and Political Science) and perhaps teach in those while focusing research on sustainability. We are open about which academic area should host this chair.

INSEAD has already developed a solid knowledge base in sub-areas of sustainability given the strong interest from its business partners, alumni and current students. Faculty members broadly interested in sustainability are gathered in a research center in an effort to foster synergies and interdisciplinary work. The chairperson will be expected to play a central role in the further development of these initiatives.

For further information, please contact Professor Luk N. Van Wassenhove, Chair of the Search Committee at [luk.van-wassenhove@insead.edu](mailto:luk.van-wassenhove@insead.edu). Please send CV and other relevant materials before May 1st, 2012.

### **Faculty Positions in Business and Society: Zicklin School of Business at Baruch College**

The **Zicklin School of Business at Baruch College** of the City University of New York (CUNY) invites applications for multiple tenure-track faculty positions in Business and Society at the Assistant and Associate levels. The start date is August 2013. Following the AOM meetings, applications will continue to be accepted until the position is filled.

Successful candidates should have a PhD in Business and Society or a related field. Candidates should be prepared to teach Business and Society in the MBA and BBA programs as well as courses in strategy, sustainability, or globalization. Candidates should provide evidence of teaching excellence in Business and Society. Applicants for the Associate position should have outstanding research records in top-tier strategy journals; junior applicants are expected to show significant potential for scholarship and a coherent research agenda. While a Ph.D. is required, a candidate who is nearing completion of the dissertation would be considered, provided that the candidate had defended his or her dissertation prior to joining the faculty at Baruch. (If the award of the degree is imminent, the selected candidate will be appointed at the rank of instructor pending receipt of the degree.)

The Strategic Management Area within the Department of Management includes scholars in corporate strategy, international management, and business and society. The central vision of the Strategic Management Area is to realize a leading role in the development of

high impact theory and research in strategy, international management, business and society, and/or sustainability. The faculty members are unified by their recognition that critical thinking in these areas requires attention to both process and content, multiple theoretical approaches, and diverse research methods. Tenure-track faculty in the strategy area include T. K. Das (UCLA), Naomi Gardberg (Stern), Helaine Korn (Stern), Prakash Sethi (Columbia), Donald Schepers (Arizona), Stone Shi (Pittsburgh), and Xiaoli Yin (Northwestern). Salary is competitive.

The Department of Management of the Zicklin School has 35 full-time faculty and 45 part-time members. It is comprised of four discipline areas: Organizational Behavior/Human Resource Management, Operations Management, Strategic Management, and Entrepreneurship. We offer majors at the bachelor's and master's levels in OB/HRM, OM, and Entrepreneurship, as well as a doctoral program in Management and Organization. The Zicklin School of Business at Baruch College is New York City's premier public business school and the largest AACSB-accredited collegiate school of business in the United States, with a national and international reputation for excellence. The Zicklin School offers nationally-ranked business degrees including undergraduate and honors BBAs, as well as full-time, honors, part-time, and executive MBAs, specialized masters degrees, and doctoral degrees. Zicklin faculty members include internationally recognized authorities in business and management fields, noted scholars and authors, sought after consultants, and master teachers. Many are regularly called upon for expert commentary by such media outlets as *The Wall Street Journal*, *The Economist*, *Crain's New York Business*, *The New York Times*, NPR, and CNN.

Baruch College is located in the historic Gramercy/Flatiron district in Manhattan between midtown and Wall St. The city offers a



vibrant milieu for both professional and social life, with easy access to global resources in the world of business and research.

**To Apply:** Interested candidates should submit a cover letter and vita, a one-page research agenda, copies of recent publications, three letters of recommendation, and a summary of recent teaching evaluations. To be considered for an AOM interview applicants should submit materials by July 19, 2012. Following the AOM meetings, applications will be continue to be accepted until the position is filled. Please submit all materials electronically to Ms. Tyla Vidal at [MgtB&S@baruch.cuny.edu](mailto:MgtB&S@baruch.cuny.edu). Any supplemental materials can be mailed to:

The Search Committee  
Business and Society  
Attn: Ms. Tyla Vidal  
Department of Management  
Box B9-240, Baruch College  
One Bernard Baruch Way  
New York, NY 10010  
(646) 312-3626

## **BUSINESS & SOCIETY NEWS & UPCOMING SPECIAL ISSUES**

### **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

**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).

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:

- How viable are collective CSR action initiatives for SMEs in developing countries?
- How do international institutions influence the SME CSR discourse and practice in developing countries?
- Can multinationally branded companies go beyond their first tier suppliers to address CSR concerns further down the chain amongst formal and informal economy SMEs?
- 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?
- 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.

**Timeline:**

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

**Sustainable Development and Financial  
Markets + 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**

**Guest Editors:** Timo Busch, Department of  
Management, Economics, and Technology, ETH  
Zurich, Switzerland, [tobusch@ethz.ch](mailto: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](mailto:r.bauer@maastrichtuniversity.nl);  
Marc Orlitzky, The Pennsylvania State  
University, Altoona, USA, [moo3@psu.edu](mailto:moo3@psu.edu)

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).

**Deadline: October 15<sup>th</sup>, 2012**

Manuscripts must be submitted electronically via email to Timo Busch: [tobusch@ethz.ch](mailto:tobusch@ethz.ch)  
Please see the submission guidelines for further information:  
[http://www.uk.sagepub.com/journalsProdDesc.nav?ct\\_p=manuscriptSubmission&prodId=Journal200878&crossRegion=eur](http://www.uk.sagepub.com/journalsProdDesc.nav?ct_p=manuscriptSubmission&prodId=Journal200878&crossRegion=eur)

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

**Guest Editors:** Virginia Gerde ([gerdev@duq.edu](mailto:gerdev@duq.edu)) and Christopher Michaelson ([cmmichaelson@stthomas.edu](mailto:cmmichaelson@stthomas.edu))

**Background:** 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 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, 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. 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. How do existing theories extend to EOE, or do we need unique theoretical frameworks or perspectives?
- How do existing theories of management, risk, and uncertainty extend to EOE? 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?
- 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? What are the results and best practices?
- Does the capability to help others cope with the effects of EOE 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?
- What do such interrelated concepts as moral luck, moral risk, and moral hazard have to illuminate our answers to these and other questions about EOE?

### Target dates (subject to change)

- **28 February 2013:** Full paper submissions to the Special Topic Forums via Guest Editors
- 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
- 2014: Publication of accepted papers in the Special Topic Forums

### OTHER SPECIAL ISSUES + NEW JOURNALS + PUBLICATIONS + ANNOUNCEMENTS

#### Special Issue: Teaching Case Studies Trade-offs in Corporate Sustainability

Five teaching cases have recently been published that put students in the shoes of managers who have to deal with the full complexity of sustainability-related trade-offs. The cases focus on strategic decisions of companies related to, for instance, moral standards in an international development context (“Fordlandia: Corporate citizenship or corporate colonialism”), choosing a sustainable product label (“Towards a sustainable coffee market? Paradoxes faced by a multinational company”), the role of growth and profits for a company (“The journey of a ‘green’ micro-enterprise: The Green Planet”), greening markets through niche versus mass market approaches (“Strategies for sustainable cotton: Comparing niche with mainstream markets”), and the evaluation of different production-related environmental effects (“Assessing trade-offs in investments for the environment: The case of a VOC-reduction investment at AUTO Group”). The case studies were published in a Special Issue, guest edited by Monika Winn, Jonathan Pinkse and Lydia Illge, in the journal

**Corporate Social Responsibility and Environmental Management** (Volume 19, Issue 2, March/April 2012).

Available here:

<http://onlinelibrary.wiley.com/doi/10.1002/csr.v19.2/issuetoc>

**Woodhaven Press, LLC, publisher of Donna Wood's BUSINESS ETHICS: TEXT & WORKBOOK, 2/e, has moved.**

If you are using Donna's text for business & society/business ethics this year, please ask your bookstore to e-mail their order to Sam at [woodhavenpressllc@gmail.com](mailto:woodhavenpressllc@gmail.com). If you are using chapters but not the whole book, Sam can help you with permissions and fees. Finally, if you'd like to see a table of contents and sample chapters, Sam's your man.

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#### Research in Ethical Issues in Organizations Special Issue: Moral Saints and Moral Exemplars.

**Editors:** Michael Schwartz and Howard Harris

Our forthcoming issue of *Research in Ethical Issues in Organizations* is concerned with the existence and contribution to organizational ethics of moral saints and moral exemplars. Moral philosophers argue not only about the existence of moral saints but whether their actual existence is morally relevant. One such philosopher is Susan Wolf who whilst defining a moral saint as a person “who is as morally worthy as can be” questions their existence and, should there indeed be such individuals, her joy at knowing that neither her nor her nearest and dearest would be included amongst them. Moral saintliness, which Wolf equates with moral perfection, is for her a goal not worth

pursuing as any such an individual would be an “unattractive” one.

**Deadline: 31st of November 2012**

Please submit completed papers which conform with the author guidelines ([http://www.emeraldinsight.com/products/ebookseries/author\\_guidelines.htm](http://www.emeraldinsight.com/products/ebookseries/author_guidelines.htm)) by email to Michael Schwartz at [michael.schwartz@rmit.edu.au](mailto:michael.schwartz@rmit.edu.au) All papers will be double blind reviewed.

**More information:**

<http://www.emeraldinsight.com/products/books/series.htm?id=1529-2096&PHPSESSID=oqe36rd586k526imnqipfn6d23>

If you have any enquiries please do not hesitate to contact Michael Schwartz ([michael.schwartz@rmit.edu.au](mailto:michael.schwartz@rmit.edu.au)) or Howard Harris ([howard.harris@unisa.edu.au](mailto:howard.harris@unisa.edu.au)).

**Academy of Business in Society Decennial Issue: Systemic Change towards Sustainable Business Volume 31, Issue 2, 2012**

**GET TO KNOW AN IABS MEMBER**

**Dima Jamali: Professor-American University of Beirut**



I am Lebanese-American, although born and raised in Lebanon. I did my undergraduate studies at the American University of Beirut (AUB), a Masters in Sociology in San Jose State University, California, and a PhD in Social Policy at the University of Kent in Canterbury, UK. Upon joining the School of Business at AUB in 2002, I started looking for a research area that leverages my sociology and social policy backgrounds and lies at the interface of business and society. This is how I fell on CSR in 2003 and it has been great, in the sense that I have been successful in immersing myself and producing a good number of international publications focusing on different aspects of CSR in the Middle East, all appearing in reputable journals including British Journal of Management, Corporate Governance: An International Review, Business Ethics Quarterly and Journal of Business Ethics. I feel lucky in the sense that my research record has won me a number of scientific awards and honors, including the Abdul Hameed Shoman Award for Best Young Arab Researcher for the year 2010, Best Paper Awards at the Irish Academy of Management (2011) and the American Academy of Management (2012 & 2008), British Academy of Management Fellowship for South Asia and Middle East (2007), and the Best Paper Award by North American Case Research Association (2003).

Recently, I have tried to play an active role in lobbying for mainstreaming CSR in the curriculum of our business school. Today, CSR is a regular offering in our undergraduate, MBA and EMBA curricula here at AUB. We have also launched recently two Net Impact Chapters (one undergraduate and one graduate), which are the first of their kind in the entire Middle East. We have also developed a number of Ivey case studies documenting best practice in CSR and social entrepreneurship in the region and these are regularly used by our students. Recently, I have also edited a book on CSR in the Middle East that is due to appear with Palgrave very

soon. My CSR journey as you can see has been busy but also very inspiring and rewarding. I met Duane at one of the AOM conferences and joined IABS after talking to him, just briefly. I try to attend IABS and AOM conferences and particularly look forward to the IABS conferences because they are fun, but also more contracted and highly informative. I invariably look forward to seeing the folks in the CSR / IABS community who are often very accomplished but also down to earth and many of whom have been an inspiration to me both professionally and personally. Duane Windsor is certainly one such person and I can also name Jeremy Moon and Donna Wood. I look forward to my continued involvement in IABS and in the CSR community.

**Ivan Montiel, Loyola Marymount University**



I received my Ph.D. in Environmental Science & Management from the University of California Santa Barbara, California, my Masters in Business & Environment from the University Pompeu Fabra in Barcelona, and my B.S. in Environmental Sciences from the University Autonomous of Barcelona. My approach to study Business & Society issues has always been from the environmental management side which eventually got tied to the research streams of Corporate Social Responsibility and Business Sustainability. I am currently teaching at Loyola Marymount University (LMU) in Los

Angeles courses on Business and Social Responsibility in the Global Economy. I have also developed several electives both at the undergraduate and graduate levels in the area of Organizational Sustainability. Previous to joining LMU I also taught at The University of Texas, Pan American and California State University. AT LMU I am member of the university's Environmental Stewardship and Sustainability Committee (ES2C). When I'm not thinking on sustainability issues and collecting data I enjoy travelling and visiting my friends and family in Barcelona.

I became a member of IABS when I was studying at UC Santa Barbara and my first research paper (that eventually was published at *Business & Society*) "When are corporate environmental policies a form of greenwashing?" was accepted to be presented at IABS in Jackson Hole, WY. I always say that this was without any doubt the best environment for a Ph.D. student to "debut" as a presenter in an academic conference. I was pleased when I met in Jackson Hole a group of very nice scholars always willing to help you progress and improve your research. I have attended several IABS conferences since then all over the world, in places like Mexico, Italy, and England. Anytime I meet with a graduate student interested in Business & Society issues I encourage them to submit their work to the IABS meeting. Without a doubt a great community of business scholars with a passion for making a difference in society.