



iabs
international association
for business and society

IABS Newsletter
Fall 2011
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FROM THE EDITOR

Hello loyal IABS newsletter readers! Hopefully you read this while back in the comfortable swing of a new term and all is well. It is hard to believe that Autumn has arrived (or I assume it has- we don't do seasons here in Southern California!) and that it is almost time to start thinking about submissions to IABS 2012. For more information about the upcoming conference please read on and be sure to visit the site at: <http://iabs.net/>.

Enjoy your courses. Happy and healthy holidays to all!

Tara L. Ceranic, University of San Diego
tara@sandiego.edu.

PRESIDENT'S MESSAGE

The aspects of our recent conference in Bath that I loved the most are those things that make IABS so wonderful: meeting new people, being challenged to rethink some of my basic research assumptions, lots of time to talk in informal settings with colleagues about their interests and lives, and leaving with enthusiasm for new collaborations and new friendships. All of that, on top of spending valuable time with people I've known and appreciated for years. This year

there was an especially large number of newcomers, many of whom were PhD students. We are thrilled about welcoming them all into the IABS extended family! Thank you Steve, for inviting us to share the beautiful city of Bath, and for hosting such a superb conference!

Speaking of the IABS family, this is my year to be IABS Super Mom, I mean president. Some of the topics that we are eager to address in our strategic conversations during the coming year are: how best to use some of the smallish funds we have accumulated from conferences to subsidize travel of those who are most at need, and how to determine who qualifies for such subsidies? This issue was raised at our business meeting in June and we expect to have serious and ongoing discussions about it. In the past we have provided small subsidies for PhD students, but many PhD students have access to more travel resources than faculty traveling from developing countries. We'd also like to encourage people to come from distant countries that haven't been able to make the trip previously. How should we decide who to subsidize and to what extent? How much support would make a worthwhile difference? If you have thoughts you would like us to hear and take into our discussions, please don't hesitate to share them with me by email. I will bring them to our board discussions.

Another topic under discussion this year will be careful consideration of how to hold onto our members beyond the years when they might join to attend a conference. Certainly for the most regular conference participants, this is not a significant question. But we'd like to maintain contact with and the membership participation of those people who can't come to every conference, but still value the organization. What more could we be doing for our members? Are there ongoing ways that people would like to participate and engage in IABS throughout the year, that we are overlooking?

Each year, the nominating committee looks around at the membership and asks who would most like to serve as a rep at large, or collaborate with others on the various award committees, or membership committees. As new reps and committee heads gain experience on the IABS board, they are then generally the people who we look to a few years later as possible conference chairs and officers. So, IF YOU ARE EAGER to play a bigger role with IABS, we DEFINITELY want to hear from you! We are a fun group (we think!!), and are genuinely open to new blood. You don't have to be a 15-20 year IABS veteran to join in and take on an active role. Let me know, and we'll work with you to determine how we can best use your talents and interests.

One more thing – this year we'll begin the process of looking around for a new Editor for our journal, *Business and Society*, as Duane Windsor, our much loved and appreciated current Editor, begins to count down his term of appointment. If you have an interest and sufficient experience to explore this role with us, please contact me, and we can have some discussions about what the job entails. I look forward to hearing from you over the coming year, about IABS concerns and issues. Best Wishes,
Robbin Derry: robbin.derry@uleth.ca

IABS 2011: Conference Chair Report – Steve Brammer

Submissions – reviews –programme

In constructing the programme, I, likely in common with every other conference chair, tried to balance inclusivity, quality, variety and coherence. In particular, I solicited a greater number of workshops and symposia – three of which are tied to journal special issues – than had been usual in earlier years. The hope was that these would both make better use of dead time on Sunday (A partial success), draw in a wider group of interested parties (A somewhat more solid success), and support the development of quality special issues for B&S (again, somewhat successful, two/three of the workshops have S.I.'s). But – workshops tend to be a pain to schedule – though in principle because they relate to distinct themes they should have fairly non-overlapping membership, in practice they tend to draw in other IABSers and create conflicts on the programme that are hard to resolve.

In the end I had a total of 141 submissions – 8 workshops, 2 symposia, 110 paper submissions, 20 discussions and one miscellaneous submission. The conference programme ultimately contained 8 workshops, 2 symposia, 95 papers, and 9 discussions. Roughly, my acceptance rate was 80%-85% - I accepted a few more than are on the programme that couldn't come for financial or other reasons.

Obtaining reviewers was the (I understand) usual pain in the arse – some people were rocks – Derry, Rehbein, Martello, Dunn, Pavelin etc all reviewed many papers! Others – nameless, but names available on request, were damn useless. This is a big problem and a hurdle to a good submission/review/acceptance system. I think we need to be clear about how we might

improve upon this – especially if providing good feedback is going to be a USP of our group.

Events

I thought the social events went well. We made a conscious effort to make use of Bath’s historic places and spaces and the two main set pieces – the welcome at the Assembly Rooms and the Gala Dinner and Reception at the Roman Baths/Pump Rooms both went very well I thought. We received considerable support from the City of Bath and that was appreciated. The PhD dinner was a particular success in my view. We had an overall attendance of about 55, with around 24 faculty and 30 students. It was a memorable evening.

Attendance

We had 158 registered attendees, which compares well with previous years, especially in light of the difficult circumstances for funding found in many schools. Of these, about 38 were students, 120 were faculty. Regarding origins, we have 63 from the US, 32 from the UK (including 8 from Bath), and 15 from Canada (holding up nicely from last year). 21 different countries are represented in the registrants, which I think is a great signal of our international orientation. Unusual countries for registrants included: Egypt, Argentina, and Poland.

Financial outturn

As we sit here, the finances for the conference are entirely tied up. We’ve received the income from the PDC, and paid all expenses. Here, a big thanks goes to the University of Bath who let us run up a £40k overdraft while paying everything locally (necessary to obtain many discounts), only for us to then clear that account. Overall, we’ve made a modest surplus or loss depending on how the PhD dinner is accounted for. I’ve used the average exchange rate (£1=\$1.6245) to calculate everything into dollars to allow better comparison with previous conferences.

One ambition I had was to diversify revenue streams by eking money out of sponsors/publishers – I think this is possible but I didn’t have enough time to fully commit myself to the task. Working with publishers (the thieving, conniving, cheating evil buggers they are) was hard and demoralising, but I’m keen to press on with this for future years as it can provide easy-ish income. Without identifying individuals, they over promise and under deliver – ultimately one (Springer) even wanted us to put 8 separate fliers in the conference bag.

Income		
Conference Fees (Faculty) - 120	\$52,100.0	\$52,100.0
Conference Fees (Students) - 38	\$13,120.0	\$13,120.0
Sponsorships	\$2,022.6	\$2,022.6
Misc. Income (Guests etc)	\$1,710.0	\$1,710.0
TOTAL INCOME	\$68,952.6	\$68,952.6
Expenditure		
Management (Helpers etc)	\$3,257.1	\$3,257.1
Audio Visual	\$4,815.0	\$4,815.0
Catering	\$35,704.8	\$35,704.8
Entertainment (Music etc)	\$2,438.3	\$2,438.3
Conference Bags, Banners etc	\$2,979.3	\$2,979.3
Printing	\$543.2	\$543.2
Venue	\$14,462.7	\$14,462.7
PDC costs	\$3,736.7	\$3,736.7
PHD Event	\$3,684.8	
TOTAL EXPENSES	\$71,622.0	\$67,937.2
P&L	-\$2,669.3	\$1,015.5

IABS 2012: JUNE 14-17 COME TO ASHEVILLE, NC!

Asheville, North Carolina, is a unique city in one of the most beautiful parts of the United States. Asheville, a Frommers’ 2007 must see location, boasts abundant and diverse outdoor opportunities, a thriving arts community, a vibrant and inviting downtown, numerous historic and architectural attractions, and unique shopping options, and is nestled in the heart of the gorgeous southern Appalachian mountains.

What had been primitive frontier outpost featuring Daniel Boone and Davy Crockett was transformed by the 1920s to a resort and

therapeutic health center and destination for the rich and famous such as F. Scott Fitzgerald, Thomas Edison and Henry Ford. The Biltmore Mansion, The Grove Park Inn, and architecturally diverse downtown structures provide tangible and viewable insight into Asheville's history. Unlike many American cities, the unique architecture survived the urban renewal movement of the 1950s-1970s.

Restaurants range from Mediterranean to vegetarian, four-star cuisine to down-home cooking, and many work with local farmers to bring the freshest fruits, vegetables and meats to the table. Five microbreweries are also found in the area. Performing arts venues, mountain crafters, folk artists, arts neighborhoods, and hundreds of fine artists and dozens of art galleries dot the city. Bluegrass, country and traditional mountain music is native to the area, and Asheville is home to the Asheville Symphony, the Asheville Lyric Opera, and the Orange Peel Social Aid & Pleasure Club, one of Rolling Stone's top 5 US rock clubs.

The surrounding Blue Ridge mountains and nearby Great Smoky Mountains National Park offer not only stunning beauty but myriad opportunities for outdoor recreation – climbing, hiking, biking, whitewater rafting, ziplining, fly fishing, and horseback riding. Several of these opportunities will be available as pre-conference and Saturday free time activities. The Eastern Band of the Cherokee, with its outdoor drama "Unto These Hills," is based in Cherokee, NC a little over an hour from Asheville. The number and diversity of these activities, along with the time of year, make Asheville a natural for a family vacation before and/or after the IABS conference. Asheville's airport is served by Allegiant, Delta, US Airways, and United/Continental. Greenville-Spartanburg (South Carolina) International Airport, a ninety minute drive, is also served by American and Southwest Airlines. Charlotte International Airport, a two-hour drive, lacks

Southwest service, but is additionally served by Air Canada, jetBlue, and Lufthansa. Asheville is a day's drive or less from such US cities as St. Louis, Chicago, Pittsburgh, New York City, Miami, New Orleans and Washington, DC.

Opportunities abound for a memorable experience at IABS 2012, including square and contra (reels) dancing at the opening social, and a concert by a Grammy-nominated singer-songwriter at the IABS banquet. So dust off your cycling, climbing, hiking, rafting, riding, walking and/or dancing shoes and join us in Asheville in June, 2012!

IABS 2012: PROPOSAL CALL

The theme of the 2012 IABS conference, to be held June 14-17 in Asheville, North Carolina, USA, is "**Personal Responsibility for Improving Society.**" While business and society scholars typically focus on the role of institutions such as business and government in addressing difficult social problems. However, it appears that these institutions are increasingly unable to successfully address these difficult problems. As such we may need to look to alternative sources for action to solve these problems. In particular, what roles and responsibilities exist for *individuals* in improving society? Submissions are invited that address the responsibilities of individuals, in their various roles both within and outside of organizations, to act in ways that make society better.

Further details on this theme are provided below, following information on session types and submission requirements and deadlines. Proposals are accepted on a wide range of topics. It is not required that all proposals relate specifically to the conference theme. Reviewers will assess the likely level of interest of the proposal's topic to the IABS membership as a whole, and the coherence of the proposal in terms of adding to knowledge in the broad range of business and society topics. The IABS

founders intended that the annual conference provide a forum for scholarly work in various stages of development. Twenty-three years later, we continue to pursue that goal, inviting you to submit proposals in any of the following formats:

Research Incubator Idea – noted scholars develop “appetizers” to push the boundaries of the field and encourage attendees to participate in creating new ideas and new knowledge.

Discussion Idea – a short, informal presentation of a research idea, intended to solicit constructive feedback.

Paper – a formal summary presentation of a completed (or largely completed) conceptual or empirical paper; time for audience feedback and questions will be provided during paper sessions.

Salon Session - discussion not of a research idea, but of an emerging question or issue having possible application to the classroom, to society, or to one’s personal life.

Symposium – a set of presentations related to a well-defined theme.

Video Salon Session - screening and discussion of a video that appears well suited to the classroom.

Workshop Session – a working meeting to address a specific research or teaching challenge.

Submission Requirements

All conference proposals will be subjected to a blind peer-review process. Each submission should include a cover sheet with the intended session format, designated corresponding author, contact information (name, address, phone, fax, email) for the author and any other participants (e.g., workshop panelists, symposium presenters, etc.), and three keywords to help the Program Chair assign appropriate reviewers. Submission of an abstract for review constitutes a commitment

that at least one paper author will attend the conference if the submission is accepted or that all panelists / presenters will attend the conference if the submission is accepted. Everyone submitting a proposal will be requested to serve as a reviewer for three other submissions.

For consideration, email your proposal to Gordon Rands: GP-Rands@wiu.edu by Monday, December 5, 2011.

If you must use traditional mail, send five copies of your cover page and five two-sided copies of your proposal to Gordon Rands, Department of Management and Marketing, Western Illinois University, 1 University Circle, Macomb, IL 61455 USA.

All proposals should be single-spaced.

DETAILS REGARDING THE 2012 THEME: PERSONAL RESPONSIBILITY FOR IMPROVING SOCIETY

Traditionally, in most of the research conducted and courses taught by business and society scholars, the focus is on the responsibilities of corporations for addressing social issues, on the role of government in making public policies affecting business, and/or on the responsibilities of individuals in acting ethically in the workplace. Meanwhile the nature of the social and environmental problems that are affecting society are becoming increasingly interconnected, complex and challenging. It is increasingly apparent that institutional conditions in the market – e.g., opportunities to create externalities that generate competitive advantage, the global nature of competition and economic integration, correspondence of low wage rates with lax social and environmental regulations, costs of ensuring supplier compliance with corporate social and environmental policies, etc. -- place limits on the ability of corporations to voluntarily adopt and implement CSR policies to such an extent

sufficient to solve critical social and environmental problems. Under such conditions, we might expect governments to recognize the existence of inherent market failures and to adopt regulations that require, or that lessen or remove the barriers to pro-social action. However, institutional conditions in the policy arena -- the increased need for cooperative global action to successfully address "wicked problems," growing budgetary resource constraints, anti-tax sentiments, increased ideological polarization, the high costs of political campaigns, the lessening of restrictions on sources of donations to candidates and to issue campaigns, gerrymandered legislative districts, and an emphasis on future partisan electoral advantage rather than engaging in good faith efforts to develop solutions to problems -- have combined to decrease governmental abilities -- particularly in the United States -- to develop policies to address market failures.

It therefore appears that the abilities of both business and government to address these wicked problems are severely constrained by institutional failures. We thus are paradoxically faced with increased understanding of the nature, causes, scope and severity of problems, but with increased limits on the ability of business and government to solve such problems. Under such conditions, we may need to increasingly look to other sources for solutions. While NGOs, international and multilateral institutions, industry associations, and multi-institutional collaborations have all contributed to increased attention to and action on social responsibility, these efforts have not, as yet, overcome the obstacles noted above. Given the inability of institutions to adequately address social problems, we may need to look "back to the future" for additional solutions. In particular, what roles and responsibilities exist for *individuals* in improving society?

Individual Roles and Social Responsibility

The central individual role focused on in the business ethics and business and society literatures is that of the manager. Discussions of the ethics of managers has typically focused on avoiding engaging in harmful activity. However, the focus can just as easily be placed on engaging in ethically positive, pro-social activity, the kind referred to by Carroll (1979) as a discretionary responsibility. Wood (1991) argued that a central principle of corporate social responsibility is the principle of managerial discretion. "Managers are moral actors. Within every domain of corporate social responsibility, they are obliged to exercise such discretion as is available to them, toward socially responsible outcomes" (Wood, 1991, 698). Attention to discretionary responsibilities to help improve society still tends to focus on the corporation rather than the manager, however.

But individuals act in many roles throughout their lives other than that of a manager. These roles include but are not limited to those of an employee, consumer, investor, entrepreneur, member of civic and religious associations, citizen, neighbor, student, parent, child, sibling or other relative. In each of these roles a goal of improving society can serve to motivate individuals to act in different or additional ways as they fulfill these roles. Some of these pro-social behaviors, such as the decisions of individual employees to initiate socially responsible behavior -- e.g., championing social or environmental issues (e.g., Andersson & Bateman, 2000) or engaging in whistleblowing (Micelli & Near, 2006) -- have received substantial attention, although much of the former is focused on executives, and attention to both of these appears to be greater in the teaching rather than research oriented literature. Pro-social behavior in other roles, such as a socially responsible investor (Dunfee, 2003) and consumer (Webba, et. al., 2008) and

a member of a voluntary civic association (Kourula & Laasonen, 2010), have received attention, but the emphasis has typically been on the phenomena, rather than the individual decisions to engage in these actions and the individual actions themselves. On the other hand, the business and society literature has, however, paid attention to the social responsibility roles of small business owners (Burton & Goldsby, 2009) and social entrepreneurs (Peterson and Jun 2009) focusing on both their social impacts and their motivations, decisions and actions.

Individuals' pro-social actions in most of the roles mentioned above, however, have received little attention from business and society scholars. For example, the child-rearing practices of parents are undoubtedly one of the strongest influences on the future ethical, social and environmental behavior of individuals, yet discussion of the role of parents in promoting social responsibility is virtually absent. At the other end of family relationships, decisions of adult children regarding how to care for aging parents have tremendous implications for the costs of housing, health care and for the development of grandchildren, yet discussion of the social implications of caring for parents is unaddressed within the field, except as it relates to the question of corporate sensitivity to employees' work-life balance concerns. The role that students, particularly college students, have played in addressing social issues such as civil rights, war, environmental protection, apartheid, and more recently campus sustainability has been extensive, has contributed to the improvement of society, and has had significant impacts on business behavior, but has again received little scholarly attention within the field. While religious organizations do much to shape the moral development of individuals and have also attempted to address many social and environmental issues, attention to the role of individual congregants and clergy in influencing

the social efforts of their churches, mosques, synagogues, temples and secular institutions has been virtually absent in our field. Even as sociologists have chronicled the decline of social capital and the implications of this for social problems (Putnam, 2000), attention to pro-social actions of individuals within their neighborhoods and local communities has received little attention within the business and society literature.

One final role played by a small number of citizens but the vast majority of IABS members, is that of an academician, particularly an academician focusing on the business-society interface. Attention is occasionally given to the social responsibilities of the educational organizations in which we work (Boyle, 2004), rarely given to the part played by academics in promoting social responsibility (Waddock, 2008), and only tangentially to whether our role as scholars should include an activism component (Carroll, 2000).

QUESTIONS OF INTEREST FOR IABS 2012

Proposals are invited on all business and society topics, but particularly on topics related to the conference theme of "Personal Responsibility for Improving Society." Questions related to the theme that could be explored could include, but are not limited to, the following:

- What are the most important personal responsibilities for improving society? Why?
- Which personal responsibilities for improving society are most commonly perceived and acted upon? Least commonly perceived and acted upon? Why? How could this be changed?
- What personal responsibilities for improving society are becoming more common, and why?

- What are the key research questions and challenges in studying personal responsibilities for improving society? How can these challenges best be addressed?
- What implications does the research on positive organizational scholarship (Cameron, Dutton and Quinn, 2003) have for the study of personal responsibilities for improving society? What insights can other theoretical perspectives offer into these questions?
- Should the business and society field pay greater attention to personal social responsibilities? Why or why not? How might doing so affect the field?
- Does a classroom focus on the social responsibilities of businesses and governments, give students the impression that actions by these institutions are the only means by which social conditions can be improved? Are we giving students an excuse for not assuming personal responsibility for addressing social problems?
- How can acceptance of personal responsibilities for improving society be facilitated in the classroom? Should this be a goal of business and society educators?
- What personal responsibilities do we – as academicians and particularly as business and society scholars – have for taking individual action to address social and environmental problems in our own lives?
- Are our personal responsibilities for improving society fulfilled by our choice to focus our research and teaching on social issues, or does this choice bestow upon us additional obligations, and if so what and why?
- Can we simultaneously be effective researchers and educators, and be actively trying to fulfill personal responsibilities for improving society?
- Should we share our attempts to fulfill our perceived personal responsibilities for improving society with our students? If so, how can we do so most effectively?
- Which suggested personal responsibilities for improving society are most readily accepted by students? Which are most resisted? Why? How can this be changed?

IABS MEMBER NEWS & PUBLICATIONS

New Books

Archie B. Carroll and **Ann K. Buchholtz**: *Business and Society: Ethics, Sustainability and Stakeholder Management*, 8th Ed, 2012

More information:

http://www.cengage.com/search/productOverview.do?Ntt=archie%20b.carroll||9780538453165&Ntk=all||P_Isbn13&Ns=P_CopyRight_Year|1&N+=16

Robert W. Sexty: *Canadian Business and Society: Ethics and Responsibilities*, Second Edition.

Toronto, ON: McGraw-Hill Ryerson, 2011. More information:

http://highered.mcgraw-hill.com/sites/0070000263/information_center_view0

Bryan W. Husted and **David Bruce Allen**:

Corporate Social Strategy: Stakeholder Engagement and Competitive Advantage.

Cambridge, UK: Cambridge University Press, 2011. ISBN: 978-0521149631.

Timo Busch and **Paul Shrivastava**: *The Global Carbon Crisis*. More information:

<http://www.bokus.com/bok/9781906093617/the-global-carbon-crisis/>

Articles

Archer, G. & Jones-Christensen, L. (2011) *Entrepreneurial Value Creation through Green Microfinance: Evidence from Asian Microfinance Lending Criteria*

More information: <http://www.palgrave-journals.com/doi/10.1057/abm.2011.9>.

Kolk, A. (2011). Mainstreaming sustainable coffee. *Sustainable Development*, <http://onlinelibrary.wiley.com/doi/10.1002/sd.507/abstract>.

Kolk, A. & Lenfant, F. (forthcoming). Business-NGO collaboration in a conflict setting: Partnership activities in the Democratic Republic of Congo. *Business and Society*.

Kolk, A., Van Dolen, W. & Vock, M. (2010). Trickle effects of cross-sector social partnerships. *Journal of Business Ethics*, 94, (Supplement 1), 123-137.

Rivera-Santos, M., Rufin, C. & Kolk, A. (2011). Bridging the institutional divide: Partnerships in subsistence markets. *Journal of Business Research*, http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1873929.

Vock, A., Van Dolen, W. & Kolk, A. (forthcoming). Micro-level interactions in business-nonprofit partnerships. *Business and Society*.

Other News

Mark Sharfman was appointed as Puterbaugh Chair in American Free Enterprise and re-appointed as Director of the Division of Management & Entrepreneurship in the Price College of Business at the University of Oklahoma.



IABS members enjoying the sights in Avebury by Aimee Dars Ellis

The Greater Omaha Alliance for Business Ethics at Creighton University, led by IABS member **Beverly Kracher**, Ph.D., this spring hosted Reuben Mark, former Chair and CEO of Colgate-Palmolive for its Executive Breakfast uniting C-level executives. Watch the event video here: <https://cumail-2003.creighton.edu/exchweb/bin/redir.asp?URL=http://www.youtube.com/watch?v=Rb7MxP4qOuk>.

Baruch College unveiled the *Baruch Index of Corporate Political Disclosure*. The Baruch Index rates companies on the basis of their disclosure of political campaign finance activities, as well as their disclosure of policies, procedures, and structures around campaign finance. The research was conducted by **Donald H. Schepers and Naomi A. Gardberg**, under the auspices of the Robert Zicklin Center for Corporate Integrity. The methodology, Index items, and results are available here: baruch.cuny.edu/baruchindex.

The 3rd annual Next Generation ESG (Environmental, Social, and Governance) Workshop recently took place in association with the Bentley University Global Business Ethics Symposium from May 23-27 in Marseille, France. This year's Bentley Symposium, centering on Stakeholder Engagement in Practice, was co-sponsored with EuroMed

Management in Marseille and underwritten by the State Street Foundation.

The Next Generation ESG Workshop is a unique opportunity which brings together 3 competitively chosen doctoral students with 3 world-leading ESG research experts for one-on-one training. This year's guest experts were Drs. Monika Winn, Andrew Millington, and Ann Buchholtz, who provided in-depth guidance to PhD students, Patricia Kanashiro, Sébastien Fosse, and Yipeng Liu. The 4th annual Next Generation Workshop will be held in late May 2012 on the beautiful Bentley campus outside of Boston, MA. Please contact [Dr. Cynthia Clark Williams](mailto:ccwilliams@bentley.edu) if you are interested (ccwilliams@bentley.edu). Stay tuned for details about the 2012 Workshop.



The 3rd annual Next Generation ESG by Yipeng Liu

[Terrence Guay](#), clinical associate professor of international business at Pennsylvania State University, was named the 2011 Fred Brand, Jr. Outstanding Teacher at the Smeal College of Business.

[Stephen Pavelin](#) has recently been appointed to a Professorship in Business and Society at the School of Management, University of Bath. As of September 2001, he is the Director of the Centre for Business, Organisations and Society (CBOS), which counts colleagues Andrew Millington, Krista Bondy, Johanne Grosvold and Stefan Hoejmose among its membership.

[Daina Mazutis](#) was honoured to have won this year's AOM conference (2010 Montreal), SIM Division, Best Paper Award for the paper "Why zero is not one: Towards a measure of corporate social strategy." She was also lucky enough to co-win this year's COLE Dissertation Proposal Competition sponsored by the Fuqua/Coach K Center on Leadership and Ethics at Duke University. The title of the proposal is: "The CEO Effect: A Longitudinal, Multi-level Analysis of the Effect of Executive Orientation on Corporate Social Strategy."

[John Mahon](#) received the 2011 University of Maine Presidential Research and Creative Achievement Award (only 1 given across the university) and was appointed a Visiting Professor at the University of Chester, Chester, England for a period of three years.

Congratulations on all of these wonderful achievements!

JOB POSTINGS

Assistant Professor of Strategic Management, School of Business, Ithaca College

Full-time, tenure-eligible faculty position in Corporate Strategy to begin August 16, 2012. Ithaca College School of Business invites applications for a full-time, tenure-eligible Assistant Professor in Corporate Strategy to begin August 16, 2012.

Primary responsibilities include teaching undergraduate and MBA courses in Strategic Management/Business Policy; other management courses may be possible depending on departmental needs and faculty interest. Teaching excellence, scholarly productivity, student advising, course assessment, and service to the Department of Management, School of Business, Ithaca College, and the profession are expected. Interested individuals must apply for this position online at www.icjobs.org in order to be

considered. Required application materials include a cover letter, curriculum vita, and the names and contact information (including email addresses) for at least three professional references. Questions about the online application process may be directed to the Office of Human Resources at (607) 274-8000. Review of applications will begin immediately and will continue until the position is filled.

BUSINESS & SOCIETY NEWS & UPCOMING SPECIAL ISSUES

The inaugural two-year impact for Business & Society has been reported by Social Sciences Citation Index (Journal of Citation Reports) for 2010 as 1.22 and BAS thus ranks 56 of 101 business journals in SSCI.

The Role of Governments in the Business and Society

Guest Editors: Nikolay A. Dentchev, Brussel, Vrije Universiteit nikolay.dentchev@gmail.com
Elvira Haezendonck, Vrije Universiteit Brussel elvira.haezendonck@vub.ac.be

OTHER SPECIAL ISSUES + NEW JOURNALS + PUBLICATION ANNOUNCEMENTS

Journal of Public Affairs: The Sustainability Challenge: Influencing the Change

Deadline: 1st October 2011

Guest Editors: Carla C.J.M. Millar, Ashridge and University of Twente Matthew Gitsham, Ashridge and John F. Mahon, U. of Maine

Journal of Women's Entrepreneurship and Education: Educating Women Entrepreneurs: Past, Present, and Future Perspectives

Deadline: October 31, 2011

Guest Editors: Doan Winkel, Illinois State University, United States, Jeff Vanevenhoven, University of Wisconsin – Whitewater, United States and Mark Geiger, Illinois State University, United States

Papers from the **Stakeholder Mini Conference** (Tampere, 1998, day before IABS) are now getting into publication as a special JBE issue as a tribute of Juha NÄSI. For more information contact Ed Freeman, guest editor of this special issue at: FreemanE@darden.virginia.edu

Organization & Environment: Recent ToC

March 2011 (24.1)

June 2011 (24.2)

CONFERENCES & SEMINARS TO ATTEND

The International Association of Chinese Management Research (IACMR) 2012

conference focuses directly on business ethics. Great conferences every two years, and last two have filled up, so I suggest submitting as soon as the call opens, 15 September. Closes 15 October. Previous conferences in Beijing, Guangzhou, and Shanghai included great papers by serious scholars. This year it's OUR TURN, the topic is ETHICS. More info?

<http://www.iacmr.org/Conferences/Conf2012/>

or write to program chair

larryfarh@ust.hk or me, hulpke@ust.hk.

An International Conference on Degrowth in the Americas Montreal, Quebec, Canada

May 14-20, 2012

Call for Proposals:

<http://www.montreal.degrowth.org/call.html>

The goal of this conference is to build a degrowth movement in the Americas with rigorous examination of issues, involving academia and social movements, arts and sciences, thought and living experiences. For this purpose it will be a "slow" one-week long conference to experience degrowth.

GET TO KNOW AN IABS MEMBER

Gordon P. Rands: Western Illinois University



I became interested in social issues since I was 15, when I began following politics in earnest with the 1968 candidacy for the US presidency by anti-Vietnam War Senator Eugene McCarthy. During a family vacation to various western US national parks and universities the following year, my interest in marine biology – the result of never having been a very successful fisherman – broadened and deepened into an interest in various conservation and environmental issues. I founded an environmental club in high school, attended the first Earth Day in 1970, earned a bachelor's degree in natural resources at the University of Michigan, and worked in various environmental education programs and as a field organizer for a state environmental organization in Idaho. The near-failure of that organization led me to enter the master's program in organizational behavior at Brigham Young University, which emphasized organization development and change. It was there that during an independent study class I first encountered the literature on business and society. In conjunction with several other OB students and faculty I helped establish a non-profit organization to work with NGOs and workers interested in attempting to establish worker-

owned businesses, but, not being much of an entrepreneur and facing a difficult foundation and government funding environment during the recession of the early 1980s, this organization never was successful. Meanwhile, my growing interest in corporate social responsibility resulted in me morphing a required report on my OD internship at Procter and Gamble into a self-guided literature review on the possible relationships between organizational factors and CSR.

This exploration led me to decide to return to school for a Ph.D. emphasizing business and society. With my wife Pam and four kids in tow I entered the program at the University of Minnesota in 1985. Our fifth child was born during the Ph.D. program. While at Minnesota I had the chance to become involved, along with Alfie Marcus of Minnesota, Jim Post of Boston University, and Rogene Buchholz (then of Loyola University, New Orleans) in a project sponsored by the Corporate Conservation Council of the National Wildlife Federation. The purpose of the project was to increase attention to environmental issues within business school curricula, and resulted in some of the first environmentally focused US business school courses, a casebook and a textbook. Coming as these did at the twentieth anniversary of Earth Day, they received a lot of attention and helped stimulate similar efforts by other faculty around North America. This also led me to propose the first Academy of Management caucus on management and the natural environment in 1991, which gave rise to the effort to create the Organizations and the Natural Environment interest group (now division) of the Academy of Management, of which I was a co-founder while a junior faculty member at Penn State.

I'm now a Professor at Western Illinois University in Macomb, Illinois, where I'm currently serving for a third (and final!) year as interim department chair of the Department of Management and Marketing, a department of

42 faculty (including adjuncts) offering majors in Management, Marketing, Human Resource Management and Supply Chain Management, along with minors in these fields, Operations Management, International Business, and beginning next year, Entrepreneurship. I also serve as co-chair of WIU's University Sustainability Committee, am active in our local and regional church organizations, and am on the Board of Directors of a newly forming local foods co-operative. In my "spare time" I'm attempting to complete overseeing and participating in a sustainability oriented remodeling of our home and landscape. Projects have included a kitchen remodel with a countertop made from recycled paper and a wood floor made from scrap flooring, a family room floor made of tile from auctions, tile mosaics made by one of our daughters in a bathroom and behind our wood stove, low flush toilets, a small restored prairie, and in-ground geothermal heat pump and rooftop solar photovoltaic systems that are being installed this month.

I attended my first IABS meeting while still a doctoral student in Sundance, Utah, USA, the organization's second meeting. That is the meeting where Steve Wartick proposed that IABS become the sponsor of and provide the editor for *Business & Society*. Since then I have attended twelve additional IABS conferences, for a total of 13 its 21 meetings.

I have great memories of these meetings: attending stimulating paper and symposium sessions, working on research ideas in both workshop sessions and restaurants, engaging in service projects with other IABS members, stimulating pre-conference tours, dinners with doctoral students, interacting with practitioners, beautiful locations, great recreational experiences, fantastic banquets, and in all of these activities getting to better know colleagues from around the world. From Sundance to Bath, Pam and I have frequently

combined the IABS conference with our family vacation, most notably when we took all five of our kids to Europe and drove through Germany, Switzerland and Austria to the Vienna meeting – a trip that Mark Starik still refers to as our "family Von Rands" excursion.

Pam is assisting me in organizing the 2012 IABS conference, which will be held in Asheville, North Carolina, USA. The theme focuses on the personal responsibilities that we have in our various roles as individuals for improving society. As detailed elsewhere in this newsletter, we hope to incorporate in this meeting many of the best elements from past conferences along with some new innovations. We invite you to come and explore this intriguing city in one of the most beautiful parts of the United States, join with your colleagues in sharing insights into the multifaceted business-society relationship, and add to your own store of wonderful IABS memories.

Aimee Dars Ellis: Ithaca College



I received my Ph.D. from Arizona State University, my M.B.A. from the University of Oklahoma, and a B.A. in General Studies in the Humanities from the University of Chicago. By nature, I am interdisciplinary and committed to social and environmental justice, and I combined my personal passions with my research interests in my dissertation "The Impact of Corporate Social Responsibility on Employee Attitudes and Behaviors" which was a finalist for the 2009 Newman Award (for best paper based on a dissertation) at the Academy

of Management. At ASU, beyond my research in corporate social responsibility, I was professionally and personally rewarded when I taught the course “Responsible Leadership,” at the time, the school’s ethics course which had a required service learning component. After completing my doctorate, I accepted a position at Ithaca College. In addition to teaching Organizational Behavior, I have developed an elective called “Managing for Sustainability.” I’ve been serving on our school’s sustainability committee, and we’re rolling out modules for each discipline to integrate the topic through the curriculum. With Finance professor Hormoz Movassaghi and a dedicated group of students, I’ve worked to establish an undergraduate Net Impact chapter at our school. When I’m not working on research and teaching, I give attention to my hobbies: postcard collecting, knitting, and jewelry-making. I enjoy spending time with my dogs and am committed to making the world a better place not just for people but also for animals.

I became a member of IABS when I was still in graduate school and though tight budgets then precluded traveling to the conferences, I valued the discussions and information coming through the listserv and the scholarship I read in *Business and Society*. Then and now, I have learned much from the posts of other members, and I especially enjoy the conundrums and current events folks post online that inspire discussion and debate in the classroom. I look forward to the IABS conferences; they are useful, educational, and most of all, so much fun. Interacting with a group of academics who have similar concerns but often different approaches is enriching and provides an energy that gives me renewed enthusiasm for both research and teaching. The IABS community, though social media, conferences, and the personal relationships I’ve developed with other members, allows me to be more productive as a researcher and teacher by providing support, sharing resources, and offering a forum for the

questions that are of most interest to me professionally and personally.