



iabs
international association
for business and society

IABS Newsletter
Summer 2013
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FROM THE EDITOR

Hello IABS members!

I hope that you are well in your respective corners of the world and enjoying summer/winter. If you were lucky enough to attend the conference in Portland you know what a great selection Melissa made on the location! The Rose City offered so many opportunities to explore. My personal favorite cultural experience was Voo Doo Doughnuts. Yes, waiting in line for and then consuming doughnuts topped my list. This is not to say that I didn't enjoy getting to catch up with friends and colleagues or learning loads at the amazing sessions, but some of the doughnuts were vegan! Do you know how hard it is to find a vegan doughnut?!?



Oreos and peanut butter, chocolate with sprinkles, maple bar, rainbow éclair

I would like to say I didn't eat the majority of those, but I would be lying...

I would say IABS 2013 was a success-learning, good times and doughnuts-how could you go wrong?! I hope that you are all already making plans for Sydney 2014. Colin is putting together a great conference-read on for the description and important dates.

Also, the Board has put together a quick survey that we would very much appreciate you taking time to complete. It will take **less than 10 minutes** and 2 lucky people will win \$50 off their registration to the Sydney conference! Please click this link to participate:

[SUMMER 2013 SURVEY](#)

Many thanks to those members that contributed essays to the newsletter this time around. I think this is the most interesting edition I have had the pleasure of putting together and hope everyone enjoys the content as much as I did. Please keep stories and essays coming my way!

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

PRESIDENT'S MESSAGE

-GORDON RANDS

Hello IABS members! For those of you who may not know me, I am a Professor of Management at Western Illinois University, in Macomb, Illinois, USA. WIU is a regional comprehensive university (non-doctoral granting) serving primarily first generation college students. Prior to coming to WIU in 1998 I taught at the main campus of the Pennsylvania State University for six years after receiving my Ph.D. from the University of Minnesota with an emphasis in Business and Society. I also have degrees from Brigham Young University (Masters in Organizational Behavior) and the University of Michigan (Natural Resources). I have been an IABS member since 1990, and am a co-founder and past chair of the Organizations and Natural Environment Division of the Academy of Management. At WIU I primarily teach Business and Society and Managing Organizations for Ecological Sustainability. I served as chair of the 2012 IABS conference in Asheville, North Carolina, USA, and it is an honor and a privilege to be serving as President of IABS from now through June 2014. Below I'll share some thoughts about some of my major goals for IABS for the coming year.

It was great to see many of you in Portland, Oregon, USA at the great conference that Melissa Baucus organized. We are sorry that some of you weren't able to join us due to the unfortunate need to change the conference dates, and hope that you will be able to join us in Sydney, Australia for the 2014 conference being organized by Colin Higgins. As you read Colin's description of this event elsewhere in this newsletter, I trust that you are getting excited about what is shaping up as a wonderful way to celebrate IABS 25th Anniversary! Please be sure to plan on making one or more submissions to the conference, and please share information about IABS' first ever

southern hemisphere conference with colleagues who may not be members of IABS, especially those from Australia, New Zealand, Asia, the Middle East and Africa.

This conference comes at an excellent time for IABS, as the officers and board have recently been discussing what we can do to further emphasize and expand the "I in IABS". We have discussed various possibilities for increasing our involvement and visibility outside of North America, particularly in those areas from which we have relatively few members and in which business and society issues are less developed in the business school curriculum: eastern Europe, the Middle East, Latin America, Asia and Africa. In 2012 we served as a co-sponsor of a conference on CSR and Sustainability in Cairo, Egypt, and were represented at the conference by IABS Fellow and past IABS president John Mahon. We have also discussed how IABS might be able to help improve attention to issues of business ethics, CSR, sustainability, etc. in the business school curricula in these areas, both directly and indirectly. One option we have considered is providing reduced registration fees or travel stipends for first time IABS conference attendees from these regions. If you have any suggestions, please be sure to let me or any other member of the board now, as we would love to hear them. This is a major item that will be on the agenda for our board meetings during the coming year.

A second, although potentially competing, goal is to respond to the interest that has been expressed in holding additional mini-conferences. This was an IABS innovation in the 1990s that resulted in advancing the research agenda in a couple of specialized areas. This year we will attempt to finalize guidelines for submitting proposals for receiving some IABS funding for future mini-conferences. It is essential that these guidelines assure that such mini-conference are inclusive rather than exclusive, and are

effective in advancing scholarship. Again, if you have suggestions for what these guidelines should include, please let me or another board member know.

A third goal for the coming year is to increase the appeal of serving as an IABS officer and thereby strengthen our future leadership pipeline. As we have sought candidates for IABS Chair-Elect, we have often encountered substantial hesitancy and reluctance to run for office. We need to address this to ensure continued strength and vitality of IABS going forward, and various proposals for how to address this have been discussed by the officers and board. While we have anecdotal evidence for why this may be the case, we feel that we need some clearer data on the reasons for this reluctance before proposing any change in IABS officer structure. Therefore we have developed a survey to learn IABS members opinions on this topic. Please take a few minutes to provide us with feedback by taking this survey here.

SUMMER 2013 SURVEY

A fourth, more personal goal of mine, is to increase consideration of the topic that was the theme of our 2012 conference in Asheville, North Carolina, USA, which I chaired: Personal Responsibility for Improving Society. As I have taught my Business and Society classes over the years I have become increasingly concerned about this topic, for two main reasons. First, I have become increasingly convinced of the limits of the abilities of governments and socially responsible organizations – as absolutely essential as these are – to solve the seemingly intractable social and environmental problems that face society. I increasingly believe that a widespread ethos of individual responsibility is required as well. Second, I have increasingly wondered whether the efforts that scholars in our field, activists, and enlightened practitioners have

made to increase norms of organizational social responsibility have made over the past five decades may have inadvertently contributed to a sense that individual responsibility for addressing social problems is not important; leave it to government and/or business organizations.

I would therefore like to encourage discussion of the topic of personal responsibility for improving society on two fronts over the coming year, and hopefully beyond. First, what are your opinions on this topic, including the suggestions I have made above? Do you agree or disagree? Is this an area that business and society scholars should pay more attention to in their research and/or teaching? Should the individual become yet another “I in IABS”? Second, on a more personal level, what responsibilities do WE as individuals have, outside of our choice to focus our academic teaching and research on social and environmental issues, to help improve society? What are we doing in our personal lives to try to make the world a better place? In this light, I invite you to submit newsletter articles on either or both of these questions to Tara Ceranic (tara@sandiego.edu) for inclusion in the IABS Newsletter. To start things off, elsewhere in the newsletter you’ll find an article on my own efforts to exercise personal responsibility in improving society within my limited sphere. I offer this not in the spirit of boasting, but in an effort to encourage reflection and personal action. I am sure that many of you have contributed and are contributing to improving society in many other important ways, hopefully in ways that far surpass my efforts.

Again, it is an honor to be president of IABS for the coming year, and I look forward to working for and with you. I look forward to seeing many of you in Orlando, Florida, USA in August!

IABS 2013: PORTLANDIA

-MELISSA BAUCUS

Portland, Oregon turned out to be a fantastic location for an IABS conference, providing a city that's serious about sustainability, livability and a wide array of activities and experiences. Our hotel, the Waterfront Marriott, goes beyond the typical policies of encouraging guests to use their towels and sheets for several days to also recycle, compost, minimize energy consumption and engage in other activities aimed at reducing their carbon footprint (including having a recycling coordinator on staff). We held our banquet at the Oregon Museum of Science and Industry (OMSI), where they go even farther than the Marriott to use numerous strategies that enable them to demonstrate their commitment to the environment. I like to think that we used our IABS dollars to support the values of many of our members. We welcomed about 90 IABS members to Portland for the 24th annual conference, including on-site registrants. Attendees arrived from 12 different countries, including Canada, UK, Ireland, France, Switzerland, Netherlands, Belgium, Russia, Hong Kong, Australia, New Zealand and the United States. Our 22 first-time attendees consistently commented on how welcoming they found IABS members, how approachable people were, and how much more they enjoyed IABS relative to other conferences such as AOM. Thus, although it was a smaller conference (similar in size to the conferences in Ashville and Snowmass), we had a pretty diverse group of enthusiastic scholars who participated in numerous sessions, engaged in lively conversations, and shared interesting ideas.

I so appreciated everyone making an effort to ensure that our new members and Ph.D. students felt welcome. We hope they will all come back to future IABS conferences! The Fellows contributed much to the success of the conference. They agreed to

wear the blue "IABS Fellow" ribbon we provided, allowing new attendees and Ph.D. students to easily identify the Fellows (i.e., some of the best connected and most experienced/knowledgeable people at the conference). More importantly, a number of them shared valuable pieces of IABS history through a symposium they organized that included Steve Brenner telling us about the "gift" he received when he had to chair the third IABS conference in Leuven. A number of our Fellows came to the Ph.D. dinner on Friday night at McCormick's Restaurant which provided to be a highlight of the conference for many of the Ph.D. students in attendance!

Our Saturday afternoon activities reminded me of the astuteness and organizational skills of Kim Rodela, our IABS business manager. I wanted us to have a kayaking trip but when we discovered that a wine tour would take all day Saturday, I was at a loss as to what else to offer. Kim quickly identified the Beervana walking tour and the Best of Portland walking tour. She also arranged for box lunches for those of us who wanted a quick, healthy and readily available meal prior to our activities. As a participant in the kayaking trip that left from across the river from the Marriott, went down to and around Ross Island—enjoying a view of a Great Blue Heron flying low across the water—and then back to the dock next to OMSI, I have to say that there couldn't have been a more perfect activity on a beautiful Saturday. Some folks might say I accidentally flipped over while trying to get in my kayak but I'm quite sure I must have been role-modeling the safety of falling into the water for the other participants (that's my story and I'm sticking to it!). The two groups on the walking tours reported they had a fantastic time, as did the Fellows who spent the afternoon relaxing and drinking wine at Steve Brenner's house.

These Saturday activities left us all tired when we arrived at the Oregon Museum of

Science and Industry (OMSI) for our reception and banquet. We headed outside in the courtyard for the reception, sipping cold drinks and eating cheese, crackers and fruit under the tent with a beautiful view of the river. At 7 p.m., we moseyed into the Turbine Room for our dinner. The Turbine Room provided a highly interactive environment for the dinner and while some attendees were a bit hesitant at first, within a short while most everyone was playing with the exhibits. Hopefully all the banquet attendees walked or rode the elevator upstairs to enjoy the exquisite National Geographic photographs on display. My personal favorites were one of Ethiopia showing beautiful green fields that contrasted with the various browns in the landscape and one of India that made me want to visit and experience it in person. The Turbine Room, the most popular room in the museum, is a building donated by General Electric Company that still contains the original turbines and the cranes and hooks in the ceiling for moving the turbines—recycling in action! The exhibits show a variety of different technologies including prosthetic limbs and computerized machines, as well as demonstrating applications of scientific principles and puzzles that challenge our creativity and problem-solving skills. In case you missed it, Phil Cochran solved the problem of placing the whole set of large steel nails on the head of one nail!

Numerous participants commented on the high quality discussions they had with other participants during sessions. I had combined papers with discussion ideas so they centered on a single topic to try and develop sessions that might create better conversations. Thanks to the participants, that appeared to happen. I hope we can build on this in the future.

Everyone also enjoyed all that Portland had to offer. Numerous people engaged in a little hand-on research at Voodoo Doughnuts,

honed their research skills while sampling a number of local brews or local coffees, perused the many levels and sections of Powell's Books, and tried the yummy foods in the food carts around the city. Public transportation allowed those who didn't want to walk or who were tired from too much walking to easily return to the hotel after these forays, while the rest of us returned with tired feet from exploring many parts of the city.

I could not have wished for a better conference and I thank all the attendees for making it a great experience! The quality of the conference depends so much on the quality and level of engagement of the participants/attendees so I truly appreciate all of you doing your part. I especially owe a huge debt of gratitude to Robbin Derry for encouragement, support, guidance and the amazing food selections; Gordon Rands for guiding me through many of the chair's duties and for providing all of the A/V equipment, extension cords, outlet strips, duct tape and so on that allowed us to save \$8000-10,000; Colin Higgins who was there whenever I needed advice, an ear, an emergency reviewer or anything else; and Kim Rodela for her amazing organization skills, checklists, knowledge, willingness to respond to my many requests, and her great sense of humor. So many other people helped at different stages and even if I forgot to specifically mention you here, please know I so appreciate your assistance and support. IABS is a fantastic organization and I hope we all continue to work to improve and sustain it.

INFORMATION ABOUT THE 2013 CONFERENCE PROCEEDINGS

-JAMIE HENDRY

Congratulations and a heartfelt thank you to all who presented at the 24th annual conference of the International Association for Business and Society (IABS), held in

Portland, Oregon just a few short weeks ago! 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, or contact Proceedings Editor Jamie Hendry at jhendry@bucknell.edu or 570-713-5154.

IABS 2014: JUNE 19-22 COME TO SYDNEY, AUSTRALIA!

Theme: Reclaiming the Societal Dimension: New Perspectives on ‘Society and Business’

The past 25 years has witnessed considerable development in our understanding of the relationship between society and business. But, mostly our scholarship has placed business at the

centre of this analysis. What happens when we take society’s perspective? What social issues, challenges and impacts should business address? What is our study of ‘society and business’ meant to achieve?

A lot of our work has fine-tuned descriptive accounts of how managers need to (and should) consider stakeholders, social performance and social and environmental impacts in order to ensure their legitimacy, continued survival and prosperity. A lot of it has attempted to institutionalise a new, moral language for business. But are there more fundamental objectives to consider?

The theme of the 25th anniversary IABS conference to be held in June 2014 invites you to consider the broader societal, normative and political objectives of our field. Let’s turn our field ‘upside-down down-under’! Can CSR be transformational of business organisations? Do we need to re-think the role and purpose of business in the context of global social and environmental challenges? Does CSR and our society and business theorising have sufficient intellectual strength to consider fundamental change in the society and business relationship?

For the first time IABS will be held outside America and Europe. We particularly welcome the participation of our neighbours in the Asia-Pacific region.

Given that the 2014 conference will also be the 25th anniversary IABS conference we will also be seeking input and reflections from the founders of our movement. Further details will be posted on our website: <http://www.iabs.net>

For further information please contact Colin Higgins: c.higgins@deakin.edu.au

Visiting Sydney: Sydney is one of the world’s most iconic cities. Consider extending your stay, consider bringing your

family, consider exploring some of Australia's unique cultural attractions, landscapes, natural beauty, and wildlife. Here are some of our suggestions...

Bring your family and visit:

- The koalas and the kangaroos at [Taronga Zoo](#)
- Sydney's waterfront theme park at [Luna Park](#)
- Take a [Ferry](#) or [Boat Cruise](#) on Sydney Harbour
- Visit the [Sydney Tower](#) eyewalk and observation deck
- Take a [surfing lesson](#) at Bondi

Explore Sydney's arts and cultural scene:

- The Museum of Contemporary Art
- Visit the historic [Rocks](#) district
- Take in the [Sydney Powerhouse](#) museum
- The [Art Gallery of New South Wales](#)
- Take in an [aboriginal](#) cultural performance

Travel further afield: All within an easy, direct plane flight from Sydney are:

- Uluru – Australia's 'red centre'
- Australia's 'cultural capital' - Melbourne
- The Great Barrier Reef and tropical North Queensland

IABS 2014 will also include a special partners and kids program!

TRIGGERING SUBMISSION IDEAS FOR SYDNEY

-MELISSA BAUCUS

Running the Portland IABS Conference was a whirlwind of a good time, largely because of the wonderful people who make up IABS. When the whirlwind died down, I found my head buzzing with ideas for submissions to Sydney. Perhaps it was Skye Burns' suggestion that we think about "what is our work?" and how to approach our work more

creatively that triggered this. Or it may have been conversations many of us have had about how to improve the quality of submissions and presentations at IABS. I'm going to share some of my thinking here in the hope that it will encourage all of you to begin thinking about how we might make raise the "work" that we present at the conference to new levels.

Let's start with the theme for the 2014 conference and ask how our research changes if we put society at the center of our questions. I've been focusing lately on entrepreneurship and ethics, particularly how to incorporate more consideration of ethical dimensions into the formation of business models and all aspects of entrepreneurs' business plans/processes. The emphasis is typically on the entrepreneur or business. If I switch and think about society as the reason for doing this work, that presents me with a very different view of the issues. I have to consider whether and why society might care if entrepreneurs incorporate more ethics into what they do. My initial response was that society would certainly care. However, think about the number of people who don't care that marketers and other organizations have tremendous amounts of data about their buying habits, personal life, and so on. This switches my question to whether there's a way to incorporate ethics or to create outcomes from the emphasis on ethics that would provide more value to society, and not just to individual consumers but to society as a whole. The honest answer I have is that I don't know. There likely is but I'm going to have to think about this much more. Where does a similar line of reasoning take you with your own work or research (or teaching)?

Another way to approach this question of what to submit to IABS involves asking ourselves what happens if the focus or "work" is not the submissions and presentations but the conversations and

community created by the people who are at IABS? Now I have to think more about how could I propose a session or some sort of innovative format for IABS that might get people to come to IABS who have broader research interests, who focus on topics we don't normally discuss, who publish B&S work in top journals but who don't normally attend IABS, or who do work in my area but haven't all been present in one location to create community around the topics? What I start thinking about my submission in terms of who is at the table with me and then gradually move outward to the topic we would be discussing? Who would be at your table? Imagine your "dream team" of people with whom you could discuss the issues that matter the most to you and then design "work" around that.

Some of you may realize as I do that one of the great things about people who attend IABS is that they often offer very diverse ideas and perspectives. Their questions have enhanced my work in many cases. So I then shift my thinking to how might I design an innovative session or format in order to enhance the questions and conversations? How could we create a setting that encourages all of us to ask better questions, listen more fully and learn more from one another? Think about some of the best work-related conversations you've had, try to identify what made them so valuable and then think about whether there's a way to build some of that into IABS.

My brain has now jumped back to Colin's theme for next year. What does IABS look like—how does it change as a conference—if society is at the center of it? We're typically at the center of it as the presenters, participants, friends and so on. How might we design some sessions that actually bring society into the room and put society in the center of our "work?" Does that mean that a session on environmental sustainability would perhaps bring several people from local sustainability organizations into the

room to participate in helping us identify critical problems they face or to challenge us to focus more on the issues that matter most to them? Or am I relying on traditional approaches while trying to come up with a new and more creative way of working? Perhaps I would need to design a pre-conference session that would allow me to go out into society with other IABS attendees and study some of the issues I care about as they occur in everyday life. Or maybe we just get people from different fields to come in and talk about how they view, understand and address our research topics and how "society" fits into their approach? How do we find new ways of putting society into the center of our work? I hope my thinking aloud has triggered your own questioning about what to submit to IABS for next year. I'll be continuing to puzzle over these questions and to try and go beyond a traditional paper or discussion idea submission. How do we raise our work to new levels? How do we ensure that our submissions to the conference help IABS become the place to go for lively discussions, mind-bending questions, and feedback that transforms our work into something with greater value? What if we could each present something at IABS that was so new and exciting that everyone in the room wanted to participate in forming a research program around it? What would you be presenting? How would you make it so exciting that everyone wanted to work on it with you?

LOOKING FOR A NEW NEWSLETTER EDITOR

Are you interested in a way to serve IABS that is fun and comes with an Ex-Officio position on the Board? Well this is the gig for you!! The Newsletter comes out three times a year (July, October, February) and the position is a three-year term. If you have interest or questions please contact Tara Ceranic at: tara@andiego.edu

EXERCISING PERSONAL RESPONSIBILITY FOR IMPROVING SOCIETY -GORDON RANDS

“Personal Responsibility for Improving Society” was the theme of the 2012 IABS Conference in Asheville, North Carolina, USA, which I chaired. I believe that this is an important topic for us to consider as business and society scholars. A great deal of research has been done on the extent to which individuals engage in ethical behavior. A lesser, but nevertheless significant, amount of work has been done on individual social activism, such as Sandra Waddock’s CHANGEMAKERS. And some work has been done on participation in employee volunteer programs. But our field’s focus on *business* and society leads us to devote relatively little attention to *individuals* and society. Some of you may feel that this is appropriate, and we should leave this area of research to sociology and psychology. However, I would give some emphasis to this in our teaching, lest our students get the impression that social problems can be solved by the efforts of governments, NGOs and businesses alone.

Even if we do not address this topic much in our research or teaching, however, I believe that we each have an individual duty to engage in actions in our personal lives to attempt to improve society. Doing so, and letting our students know of our efforts, provides them with appropriate modeling, which is an important factor in learning. The most important reason for taking personal action to try to improve society, however, is that it is simply the right thing to do! I am sure that many members of IABS engage in substantial amounts of individual socially responsible behavior. I believe that we could benefit from having a greater awareness of the activities in which we are engaging, both for purposes of deepening our appreciation of one another, and in order

to draw inspiration from one another so as to increase our own efforts. As such, I invite you to submit stories about your personal efforts to improve society to the IABS Newsletter over the coming year. To get us started, I’ll share with you a few of the ways that I try to make the world a better place. One of these is through church service. As some of you know, I’m a member of the Church of Jesus Christ of Latter-day Saints (the Mormons). Service is a highly emphasized value in our church, and most adult members serve in two major ways. We engage in monthly visits to several families and/or individuals to share spiritual messages, see how they are doing, and attempt to meet needs that exist. In addition, each adult has a calling, either as a teacher or officer in one of the church organizations. These regularly change throughout one’s life. I’m currently serving as a counselor in the presidency of my stake, an ecclesiastical unit consisting of eleven congregations in Illinois, Iowa and Missouri. As such, I spend about 10-15 hours a week helping administer the work of our church in this region, with the goal of helping our church members live happier and more fulfilling lives.

A second area in which I am trying to help improve society is by serving as a board member of a consumer food co-op that is attempting to open a retail store. We intend to emphasize locally produced vegetables, grains, meat and dairy products, along with other sustainable food options. Despite having some of the richest agricultural land in the world, the state of Illinois imports approximately 95% of the food consumed by its residents. We will soon be initiating an online local foods ordering system serving our members, and hope to have a retail storefront serving the entire community open in about a year.

A third area in which I attempt to improve society is by advancing environmental sustainability. I serve on my university’s

Sustainability Committee, but more importantly try to address sustainability in my personal life. Like many, probably most, IABS members, we recycle and compost. We drive a Prius, reuse and repurpose a great deal, and have incorporated sustainability considerations into home remodeling projects. We've installed low flow toilets, a geothermal (ground source heat pump) HVAC system, and a 5.7 kW solar photovoltaic system on our roof. Since doing that, we've begun to shift over to electric based equipment, such as a cordless electric lawn mower and an electric log splitter. While there are many aspects of our lives that are still not nearly sustainable as they could be – I travel far more than is sustainable, and are not vegetarians, for example – we feel good about the changes we have made, which we have found to be very convenient and economical. We recently experienced our 15 minutes of fame when a local television station spotlighted some of our efforts to make our home more sustainable. If you wish, you can view these clips at:

- <https://www.youtube.com/watch?v=mrKRJVMzIEI>
- <http://www.connecttristates.com/news/story.aspx?id=895677#.UZOaArXCaSo>

I hope that some of my activities give you some ideas of ways to increase your own involvement in improving society. In turn, I look forward to hearing about, and drawing inspiration from, some of the activities that you are engaged in. I encourage you to share them in coming IABS newsletters.

HEY THERE! WELCOME TO PAGE 10 OF THE NEWSLETTER 😊 HAVE YOU TAKEN THE SURVEY YET?

[SUMMER 2013 SURVEY](#)

SOUND FINANCIAL FOOTING THANKS TO MARGUERITE -MELISSA BAUCUS

Three years ago Marguerite Schneider took over as IABS treasurer, following in the footsteps of Paul Dunn. She has done a great job of maintaining the high standards set by Paul and has embraced the role of raising key questions about how to maintain and enhance IABS' financial position.



Thanks Marguerite!

Most of us who have worked with her as conference chairs, attempting to create and modify conference budgets, can attest to how diligently she has taken her job, thoroughly analyzing our budget estimates and raising important questions about our assumptions and anticipated expenditures. She also regularly asked important strategic questions of IABS leaders and board members related to how to best use IABS funds, how to accomplish more with our expenditures and fiscal procedures we should consider instituting.

Marguerite has devoted many, many hours to her role as treasurer and she completes her tenure as treasurer with IABS in excellent financial shape. Thank you, Marguerite, for your important contributions to IABS!!!

IABS WELCOMES NEW TREASURER: SEAN LUX!

Sean is an assistant professor of Entrepreneurship at the University of Southern Florida, where he has served in several roles with the Center for Entrepreneurship since 2006. Sean earned his PhD in Strategy at Florida State University in 2008, writing his dissertation on Nonmarket Effects on Strategic Fit and Performance. Sean has published in the *Journal of Management*, *Business Horizons*, and has an article forthcoming in *Business and Society*, investigating evidence from the U.S. coal industry to consider the relationship of strategic fit and political factors with industry performance. Sean's current research interests include Corporate Political Strategy, Entrepreneurship Public Policy, Creativity and Innovation, Social Effectiveness, Social Networks, and Social Exchange.

Prior to his academic career, Sean worked as an internal auditor and operations consultant at CSX rail facilities. Sean also served as a Battalion Operations Officer and Chemical Officer for the 25th Infantry Division in Schofield Barracks, HI and a Platoon Leader in the 82nd Airborne Division in Fort Bragg, NC.

We are excited to include Sean in IABS activities and we appreciate his willingness to serve as our treasurer. Please introduce yourselves to Sean at the conference this year or whenever you have the opportunity! You can reach him at: slux@usf.edu.

IABS MEMBER NEWS & PUBLICATIONS

Terrence Guay was promoted to Clinical Professor of International Business: Smeal College of Business.

Boutillier, R. G. & Black, L. 2013.

Legitimizing industry and multi-sectoral regulation of cumulative impacts: A comparison of mining and energy development in Athabasca, Canada and the Hunter Valley, Australia. *Resources Policy*, In Press (Available online 30 March 2013).

Eric G. Bing and Marc J. Epstein. 2013.

Pharmacy on a Bicycle: Innovative Solutions for Global Health and Poverty

Abstract: San Francisco, CA – Millions of people are dying from diseases that we can easily and inexpensively prevent, diagnose, and treat. Why? Because even though we know exactly what people need, we just can't get it to them. They are dying not because we can't solve a medical problem but because we can't solve a business logistics problem. *Pharmacy on a Bicycle* demonstrates how, even in the most of dire circumstances, entrepreneurs can develop cost-effective, sustainable, innovative solutions that have the potential for replication and scale. Not only are the examples inspiring and instructive, but the IMPACTS framework (Bing and Epstein's framework) has applications that extend well beyond global health. —Professor J. Gregory Dees, cofounder, Center for the Advancement of Social Entrepreneurship, Duke University.

Bundy, J., Shropshire, C. & Bucholtz, A.

2013. Strategic Cognitions and Issue Saliency: Toward an Explanation of Firm Responsiveness to Stakeholder Concerns. *Academy of Management Review*, 38(3): 352-376.

Archie B. Carroll, professor of management *emeritus* at the University of Georgia gave the Academic Keynote address at a Rutgers University Business School conference on

April 19, 2013. Carroll's address was titled "Looking Back: the History of Corporate Social Responsibility." The conference title was "Ethics in Action: A Conference on Corporate Social Responsibility" and it was sponsored by the Institute for Ethical Leadership in the Rutgers University Business School in Newark, NJ.

Treviño, L. K., Den Nieuwenboer, N. A., & Kish-Gephart, J. J. 2014. (Un)ethical behavior in organizations. *Annual Review of Psychology*. Available online through <http://www.annualreviews.org/journal/psych>.

Abstract: Reviews recent literature (5 to 7 years) in the field of behavioral ethics from an organizational perspective. Discusses new developments in research on the ethical infrastructures, interpersonal influences, individual differences and the role of cognition and affect in (un)ethical behavior. Proposes areas of future research.

Jones, Thomas M. & Felps, Will. 2013. Shareholder Wealth Maximization and Social Welfare: A Utilitarian Critique. *Business Ethics Quarterly*, 23 (2): 207-238.

Abstract: The widely-accepted objective of the corporation -- shareholder wealth maximization -- is morally justified on the grounds that it is part of a set of institutions intended to maximize social welfare. Employing a utilitarian moral standard, we examine the apparent logical sequence supporting the link between shareholder wealth maximization and maximal social welfare. Upon close conceptual and empirical scrutiny, we find that the utilitarian/ social welfare logic does not support the shareholder primacy model. In view of the dubious validity of this model, we propose some features of a superior means of providing social welfare and suggest that some variant of normative stakeholder theory could meet these criteria.

Henriques, Irene, Husted, Bryan W., and Montiel, Ivan. 2013. Spillover effects of voluntary environmental programs on greenhouse gas emissions: Lessons from Mexico. *Journal of Policy Analysis and Management*, 32(2): 296-322.

Congratulations on these publications and achievements!!

JOB POSTINGS

Justice Education Coordinator: St. Mary's

The Program in Justice Education at Saint Mary's College announces a half-time tenure-track position at the Assistant Professor level to begin in August of 2013. The successful applicant will serve as the Coordinator of the program and have an appointment in the Department of Education, Global Studies, Philosophy, or Psychology. The position requires demonstrated excellence in undergraduate teaching in a liberal arts environment, scholarly promise in the field of appointment, as well as the integration of that field with social justice concerns, particularly within the tradition of Catholic Social Thought. Preference will be given to candidates with a history of incorporating experiential learning into their teaching and an interest in the scholarship of justice pedagogy. Familiarity with the Holy Cross tradition would be considered a plus.

The Mission of the Justice Education program at Saint Mary's is to empower students to make the world a more just and peaceful place. By teaching students to think in systemic and comprehensive ways, the program enables them to understand and analyze the experience of those who are disenfranchised. Guided by Catholic social thought's emphasis on the essential dignity of each person, Justice Education combats local and global injustice by transforming hearts and minds through

experiential learning that fosters solidarity with the marginalized. An interdisciplinary minor in Justice Education is structured to relate theory, experience, reflection, and commitment.

Teaching responsibilities include 3 courses (9 credit hours) per year with 1 or 2 of those courses typically serving the Justice Education minor and the remainder serving the home department's curriculum. Overlap is welcome, as is the development of new courses. Administrative duties include leading the Justice Education Program, organizing campus-wide programming on justice issues, advising students, supervising internships, serving as coordinator of a proposed Global Studies concentration on Human Rights and Global Justice, and convening regular meetings of the Justice Education Committee. Ph.D. in one of the above disciplines by August, 2013, required for rank of assistant professor; ABD required for rank of instructor. Candidates should submit a letter of interest including a philosophy of teaching, a sample syllabus, CV, three letters of reference, and an unofficial graduate transcript (or photocopy) to Professor Joseph Incandela, 68 Spes Unica Hall, Saint Mary's College, Notre Dame, IN 46556. Review of applications will begin on March 1 and continue until position is filled.

Saint Mary's College, sponsored by the Sisters of the Holy Cross, has approximately 1500 students and is a Roman Catholic, residential women's college in the liberal arts tradition. *In keeping with the College's Mission, Saint Mary's has a strong institutional commitment to diversity and seeks applications from historically underrepresented racial and ethnic minority groups, those who have worked in a multicultural environment, and those who can demonstrate a commitment to diversity.*

Assistant Professor of Management: USC Aiken

The University of South Carolina Aiken (USCA) invites qualified candidates to apply for a tenure-track, Assistant Professor of Management position (starting date: August 16, 2013).

A senior institution of the University of South Carolina System, USCA ranks as the number one comprehensive, public institution in the South by U.S. News and World Report. Situated on 450 acres, with an enrollment of 3,300 students, USCA is located one hour from Columbia, SC and thirty minutes from Augusta, GA. Aiken is noted for its famous thoroughbred horses, numerous parks and golf courses, wonderful weather, spacious avenues, and stately homes. Aiken is located within three hours of Charleston, SC and coastal beaches, and the Appalachian Mountains.

The School of Business is AACSB accredited, employs 14 full-time faculty members, and maintains five endowed faculty positions. The School of Business enrolls approximately 600 students, and offers undergraduate business concentrations in accounting, finance, management, and marketing.

Review of applications will begin on January 15, 2013 and will continue until the position is filled. Please contact Dr. Narayanaswamy at ravin@usca.edu or phone 803-641-3655 with questions.

Minimum Requirements:

Candidates must commit to excellence in teaching management courses at the undergraduate level, and should possess research in their scholarly area and a research and publication record appropriate to rank.

Evidence of effective university teaching

experience is required and candidates must have a strong desire to perform service work. Candidate must possess a doctorate in management or closely related field (Ph.D. or DBA) from an AACSB accredited institution. ABD candidates will be considered.

Candidate must be willing and able to teach upper level courses in management, leadership, and business communication in both traditional and online settings.

Search Committee Member / IABS Member:
Dr. Linda C. Rodriguez LindaR@usca.edu

Electronic Items to Submit:

- Employment application
- Letter of application
- Unofficial copy of graduate transcript
- Curriculum vitae
- Names and contact information of three professional references
- Writing Sample
- Statement of Teaching & Research Interests

San José State University College of Business

Tenure-Track Faculty Position Available:
Business Ethics (Open Rank)

Application Deadline: October 1, 2013

A strong theoretical and/or applied background and teaching expertise in business and professional ethics is essential. Research or teaching expertise in related fields, such as business, government, and society; corporate social responsibility; sustainability; social and environmental entrepreneurship; global human rights; and organizational behavior is desirable. Familiarity with the “giving voice to values” approach to teaching ethics is desirable.

The full job announcement is available at:
http://www.sjsu.edu/facultyaffairs/docs/CoB_Organization_Management_Ethics_JOID%2022636.pdf

BUSINESS & SOCIETY SPECIAL ISSUE

Business, Society and the Environment in Africa

Deadline for submissions: 1 December 2013

Guest Editors: Ans Kolk, University of Amsterdam Business School, The Netherlands and Miguel Rivera-Santos, EMLYON Business School, France / Babson College, US

This special issue of Business and Society aims to contribute to the development of theoretical and empirical insights on the role of business in African countries, in the context of the important environmental, social and governance challenges faced by the Continent. The need for knowledge to help further sustainable development, in an equitable and accountable way, makes a better understanding of business in Africa particularly urgent, especially considering the relative lack of research published on these themes in management and organization journals. To address the specific situation in African countries, existing theories and frameworks may need to be extended, adjusted or replaced by approaches that could have implications beyond the continent. Conversely, current paradigms may be directly applicable to the African context as such, but data limitations may require methodological adaptations.

While environmental and social issues exist across the globe, leading to a thriving literature on a range of topics, Africa seems to accumulate both major environmental problems and social problems.

Environmental problems include, among others, the effects of global warming and climate variability, pollution, the loss of biodiversity, deforestation and desertification, which affect the availability of land and food. Compounding environmental issues, social problems are also prevalent throughout the African continent. The World Bank's ranked 26 African countries among the 30 poorest countries in the world in GDP (PPP) in 2009 and the UN's Economic Commission for Africa shows at best mixed results in the progress towards achieving the Millennium Development Goals by 2015, sharply contrasting with other continents, such as Asia or Latin America. Poverty, human rights violations, health problems and lack of social security are coupled with often weak governance, corruption and conflict. While the number of wars across the continent has decreased since the 1990s, some countries still face conflict or continue to show worrying signs of political instability. At the same time, African countries exhibit strong and resilient economic growth in spite of the global economic crisis, with a continent-wide forecasted growth of 5.3% for 2011, according to the International Monetary Fund, and huge potential and promising economic developments have been noted.

Yet, in spite of the scale and importance of the environmental and social issues in Africa, and in spite of the sustained economic growth that the continent has experienced for a decade, very few published papers in mainstream management journals use African data. A literature search for published papers on Africa in leading management journals yielded a total of twenty-seven published papers, of which only seven were published in the last decade. Among African countries, South Africa in particular, and to a lesser extent Nigeria, receives attention. This same pattern is found for more specific outlets on corporate social responsibility, sustainability and business ethics, in which South Africa is

also a main focus, followed by Nigeria (Kolk & Lenfant, 2010; Visser, 2006). In international business and management, overview articles on the "state of the art" in corporate (social) responsibility and sustainable development showed a serious lack of attention for Africa as well (Egri & Ralston, 2008; Kolk & Van Tulder, 2010). Egri and Ralston (2008, p. 325) noted that "it is particularly troubling that there has been relatively little on-the-ground corporate responsibility research in countries where the need for corporate responsibility is most pressing due to greater poverty, environmental degradation, and institutional governance issues". Remarkably, even in research on the base/bottom of the pyramid most of the cases and examples stem from India and other emerging economies, leaving the African relatively understudied, as shown in a recent article on a decade of BOP article (Kolk, Rivera-Santos, & Rufin, forthcoming).

We believe that this dearth of studies uncovers two distinct issues. First, while emerging countries such as China or India have recently become relatively common empirical settings in management studies, Africa may simply not always be on the radar as a place to conduct research. Second, conducting research in Africa creates specific challenges, which stem directly from the social, environmental and governance problems mentioned above, coupled with complexities related to linguistic, security, cultural and/or political issues. This particularly affects the possibility to collect empirical data in the absence of large-scale databases. While scholars start to better recognize the implications of conducting research in nontraditional contexts (Kriauciunas et al., 2011), the challenges associated with data collection in contexts characterized by high levels of poverty, conflict and poor governance may seem daunting to many researchers.

With a goal of putting Africa on the scholarly map, this special issue aims to publish papers on business, society and environment in the African context. We welcome innovative papers, both conceptual and empirical, both qualitative and quantitative, with a focus on or data from the African continent. The possible topic list covers the whole range of environmental, social and governance issues mentioned above. The special issue is open to papers from different theoretical backgrounds and academic disciplines as long as it relates to the business and society domain in line with the overall focus of the journal.

Submission guidelines

All paper submissions should conform to *Business & Society's* standard guidelines for authors, details of which can be found at the B&S website: <http://bas.sagepub.com>

Questions about the Business & Society special issue can be directed at the guest editors via e-mail: akolk@uva.nl (Ans Kolk) or mrivera@babson.edu (Miguel Rivera-Santos)

CONFERENCES & SEMINARS TO ATTEND

Third Annual Australasian Business Ethics Network (ABEN) Conference: Managing Ethics on the Edge

Supported by the *Faculty of Business* at the University of Tasmania and *Philosophy of Management*

When: 2nd and 3rd December 2013

Deadline: Call for Papers, Abstract and Full Paper Submission by 31 July 2013

Submissions are now being invited for the 3rd annual ABEN conference on business, ethics and business ethics

(www.aben.org.au). Bringing academics, critics and practitioners together to discuss and debate the nature, intent, effects and futures of business ethics in Australasia and beyond, the ABEN conference is a key forum in the region for reflective, engaged and philosophical work in the area. The location for this year's conference is the Lenna Hotel in the capital of Tasmania, Hobart (<http://www.lenna.com.au/>). Once again, the conference is linked with publication opportunities in business ethics and professional ethics journals (*The Journal of Business Ethics Education* and the *Australian Journal of Applied and Professional Ethics*), as well as *Philosophy of Management*, the leading interdisciplinary journal with a focus on applied philosophy in management. Like the wider network from which it originates, the ABEN conference is inclusive – welcoming submissions that explore business ethics from a range of theoretical, empirical and practical positions and perspectives.

This year, we purposefully link the theme to the notion of managing ethics on the edge, to promote awareness of the multitude of philosophical issues that mainstream management research appears to ignore. This raises some interesting questions for ethics teachers and researchers to address. For example:

- Given the rhetoric around the importance of ethics in business, are moral considerations and values being authentically included in emerging management practices and strategies or do they remain at the periphery of managers' thinking?
- Are moral values and competencies becoming part of core learning objectives at all levels of study in University business courses, or do they remain on the periphery? If they are being included,

how are they being taught and to what effect?

- Are existing moral philosophies serving the needs of moral decision making in business and business education? Are there philosophical alternatives to orthodox approaches that have been hitherto peripheral to the field that may serve teaching and practice in more constructive ways?

In writing this call, we espouse a view posited by *Philosophy of Management*: namely, that management concerns itself with making a genuine positive difference to human life, a difference that is only made possible through thoroughgoing thought. Rather than being on the periphery of management, therefore, philosophy is central to all management worthy of the name; management is about 'reason in practice.' Thus, the ABEN Conference theme also connects with the theme for the ANZAM Conference 2013, which is being held in Hobart on 4-6 December (<http://www.anzamconference.org/>).

Papers are welcomed that address these questions in the context of (e.g.) Australasian business practice and education, the place of the employee, the questions of sustainability and of responsible accounting, as well as the place of human rights in the workplace. Please send a 500-word abstract, as an email attachment, to 'ABEN Conference 2013' at Rob.Macklin@utas.edu.au and Mark.Dibben@utas.edu.au by **31 July 2013**. Full papers may also be submitted, to be peer reviewed, if required by your funding institution.

Registration for the conference is \$A300 (registering before 30 September) and \$A380 (registering after 30 September) for salaried persons; and \$A200 (before 30 September) and \$A280 (after 30

September) for those who are non-salaried. To register please email us at Rob.Macklin@utas.edu.au and Mark.Dibben@utas.edu.au.

Kind regards, Mark and Rob.
On behalf of the ABEN 2013 Conference Organising Committee (A/Prof Mark Dibben, Dr Rob Macklin, Dr Cristina Neesham and A/Prof Edward Wray-Bliss)

WHAT YOU MISSED IN PORTLAND: BEERVANA!!!

-JIM WEBER

Ten IABSers gathered (well, actually nine IABSers and a spouse but Robert has attended so many IABS banquets that he really is an IABSers) ...

Ten IABS gathered in the hotel lobby to partake is one of the IABS conference's oldest traditions – an excursion on Saturday afternoon, taking advantage of the scheduling break from conference sessions. Or, as one might say – ten IABSers set out on a three-hour tour, I mean, walking tour (for those who are old enough and are American or watch American syndicated TV, now is the time to start humming the theme from "Gilligan's Island"). Our quest: to visit some of Portland's finest microbreweries since Portland has more microbreweries than any other city in the world, including Cologne, Germany, boasting the second most microbreweries. (SEE! I really did listen to the tour guide and learned many things; it was not only about the beer drinking.)

While I could artfully describe the bouquet, color, texture, ingredients, and other beer qualities of the samples we consumed, as with most IABS Saturday afternoon excursions, it was not really about the event (which was heavenly) but about being with fellow IASBSers.

Continuing with the parallel to the “Gilligan’s Island” TV show ... There was “the millionaire and his wife” – well, really Sara Morris and her husband and we all know how much they pay professors, even at Old Dominion University, especially when a professor single-handedly achieves accreditation for her school. (See, Sara, I really do listen to you when we are walking, even after many beers.) After all, as I recall a conversation on Sunday morning with Robert, Sara and Robert left Portland for a luxurious cruise of Alaska, undoubtedly flying there in her private jet and then cruising the Alaskan coastline in her yacht. Nice life, Sara ... so the millionaire and her husband were there.

And there was “the movie star,” a ruggedly handsome Belgium academic with a jaw line that reminded me of Rock Hudson (OK, you have to be old to know who Rock Hudson is, but we all know Nikolay) ...

And “Mary Ann,” who has changed her name to “Rosa,” but lost the Midwestern appearance of hair in pigtails (as on the TV show) in favor of a more exotic international flair with Korean ancestry ...

And “the skipper” was played by the charismatic Program Chair-elect from down under whose power had obviously gone to his head (I’ll bet he would wear a skipper’s hat if he had one) ... And “his little buddy,” whom the skipper did not call Gilligan but talked in the same funny way as the skipper – “blimey, whatever happen to all IABSers speaking American?”

And then “the professor,” well we were all professors, save one. But, and Steve Brenner would be so proud, what was quite remarkable was that the nine professors represented six different countries and only three professors were born-and-raised in the United States. I guess we have evolved into an organization where the “I” in IABS does mean international and that does not only

mean that “international” is when American faculty members travel to Europe for a meeting. Nice job founder fathers and mothers of IABS!

So, now you know some of the cast of this ill-fated three-hour tour, I mean, walking tour.

The tour guide explained, as we left the safety of our hotel, that we would be walking maybe two miles with no major inclines. We turned left out of the hotel driveway and immediately started up what anyone other than a mountain goat would describe as a HILL! No inclines indeed. But, I was distracted from the Alps-like climb by the tour guide’s amazing ability to talk and walk backwards at the same time. Very talented these Portlanders. I wonder if Steve Brenner could do that?

We arrived at Rogue, likely the most nationally famous Portland-based microbrewery (they have an outlet in the Detroit airport!), and sat down eager to sample our first set of beers. I was a bit surprised that there was nearly no one else in the bar. It was 2pm on a Saturday. Were Portlanders not die-hard beer drinkers? At least IABS had its reputation to uphold.

We were offered a half pint of a dark beer that caused the non-aficionados of beer drinking to squirm a bit, but others were delighted. I did refrain from asking for a knife and fork to consume this heavy nectar with a frothy-foam top but was tempted to ask: “Is this Heaven? Knowing, no, it was just Portland.” (Another reference to the cinema – the baseball fantasy classic, “Field of Dreams.”) It was nice to learn that Portlanders are willing to start off a beer-tasting excursion with one of the heaviest beers made.

A side note – Given my age and the number of beers that I eventually consumed on Saturday afternoon, in addition to the IABS banquet that followed, and that I am writing

this days after the experience – and I generally cannot remember what I had for lunch yesterday – if those on the Beervana tour want to quibble about the accuracy of my report, let's just consider this semi-fiction, like many of the published academic papers we read – ouch!!! ☺ Kidding!!!

But Rogue was only teasing us with the first brew, soon we were greeted with a long tubular wooden contraption with holes drilled out so that four glasses (think of four large shot glasses) filled with different microbrews was placed before each of us. Did you know that Portland State University has its own named beer? Why would Brenner retire from a school like that? It was delightful. But, I must admit my favorite was a reddish beer, aptly named Orgasmic Red. One sip and I started my best rendition of Meg Ryan in “When Harry Met Sally” (another movie reference but a classic scene that is best not described here but consider the beer's name). We had a couple of other beers too but they were, admittedly, all starting to blend together for me.

The tour guide gave us an option of walking a mile (as I remember) to the next microbrewery or taking the trolley car. We opted for the trolley, especially when we found out that it would be free for our group – these Walking Tours of Portland people are very well connected. As many IABSers can share, stories of public transportation at an IABS conference can be fun and very memorable.

Somehow we all managed to get off at the same, and correct, stop and went to a microbrewery that had been around since Prohibition (no clue what its name was). Three beers were presented before us – a raspberry red beer (which I objected to on principle, took a sip and then used the “dump pitcher” to clean out my glass), then there was a summer ale, I think (not very impressive to me and things were getting

more and more fuzzy as the afternoon wore on), and then The Terminator (ah, another dark beer, I was happy again). Shockingly, the tour guide then combined the red beer with the Terminator to create the Rubinator. It appealed to some. In my normal adventurous self, I refused to even try it.

The trolley did not run to our next location (or so the tour guide said) so we used the opportunity of walking a mile and getting some fresh air, which was good. We arrived at our third location (no idea what its name was either) and were able to walk up a long flight of metal stairs to the loft. There we were told we could order one pint of beer from a rather impressive and varied selection of microbrews. The ladies began. Sara and Rosa each ordering a summer ale. Some less sensitive IABSers at the table chimed in: “Gee, that sounds like a nice woman's beer.” Then, it was our newly elected Conference Chair's turn to order, and disappointing all men everywhere, he ordered the same summer ale as the ladies. AGH! What does this mean for the Sydney conference? Guess I have to show up and find out! (At least he did not ask them if they had any Fosters!!!)

I, of course, ordered the darkest beer on the menu. I was told that it would have its own special glass, which it did – something that resembled a small brandy snifter, with about a half pint of beer. Then, someone noticed the large blackboard on the wall that listed the contents of the microbrews. The dark beer had nearly twice the alcoholic content as any other beer they served (and triple the summer ale beer, Colin!). I was quite content with my smaller portion.

The tour guide offered to shepherd us back to the hotel, which was a good idea since I was not sure most of us could make it back on our own. As we boarded the trolley car, I did happen to notice that our group had been reduced from ten to seven. OMG, we lost three IABSers! Oh well, I was sure

they would find their way back to the hotel. (As it turns out, the summer ale apparently hit the Conference Chair-elect quite hard – he really could not hold his liquor – and he needed some “coffee.” Wow, they do not breed them tough down under apparently!) Regardless, the “missing three” all showed up at the banquet and even the next day at sessions.

OK, for all those very dear friends I have insulted along the way in this story – I am truly sorry!!! Thank goodness we have such a strong friendship that we can poke fun at each other and still be friends – RIGHT??????

Just thought I'd let those who could not attend the conference in Portland know what you missed, or those adventurous souls that went white-water rafting instead of beer drinking what you gave up for your effort to re-create a scene from “Deliverance” (another movie reference and I am definitely not going to describe the famous scene from that cinema classic!!!).

There is no doubt in my mind that Sydney will be as memorable as past IABS conferences, but the Portland conference will always have a special place in my memory because of “Beervana” and my new and old friends that were with me on the “three-hour tour.”

THIS SEEMS LIKE THE PERFECT OPPORTUNITY TO REMIND YOU TO PLEASE PARTICIPATE IN THE SURVEY! \$50 OFF SYDNEY REGISTRATION FOR TWO LUCKY PEOPLE!

[SUMMER 2013 SURVEY](#)

GET TO KNOW AN IABS MEMBER

Colin Higgins: Deakin University



Dr Colin Higgins is Professor in the Deakin Graduate School of Business at Deakin University in Melbourne, Australia. He uses both discourse and institutional theories in his research work, which is concerned with how business organisations both contribute to, and are in turn shaped by, 'understandings' about the 'responsible' or 'sustainable' business that circulates in the community. He sees business organisations as active contributors to social norms and social understandings through their discursive practices. He also sees them as shaped in what they do by broader social and institutional norms. He is the 2014 IABS conference chair – the 25th Annual Conference to be held in Sydney, Australia. . He is also a member of EGOS, SBE, and the Australian Business Ethics Network. He has published his work in Accounting, Auditing and Accountability Journal; The Journal of Business Ethics; Business, Strategy & the Environment; Accounting Forum' and the Journal of Corporate Citizenship. He is currently completing research into why some companies don't report sustainability information (funded by CPA Australia) and also the emerging phenomenon of Integrated Reporting (funded by ICAA). He is on the editorial board of 'Business & Society' Journal.