



International
Association for
Business and
Society

IABS Newsletter
Fall 2005
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FROM THE EDITOR

To call this the “fall” edition is somewhat of a misnomer, as you can tell by a quick glance at your calendar. However, to avoid undue confusion for future generations who look way back in the archives of IABS news, we will stick with the standard nomenclature.

This edition is a special one for me because I get to announce that I have been granted tenure at Augustana College, an institution I thoroughly enjoy. I can also tell you that my twin sons, senior business majors here at Augustana, have both accepted jobs with the same bank in the Chicago suburbs. Not only does that allow me to tell myself that I have “done” my job as a parent, it also means that they will be within easy driving distance for the next few years. To top it all off, we just returned from a skiing trip to Colorado, with great snow conditions and no broken bones (as opposed to last year’s separated shoulder for yours truly). By any definition, that’s got to be a successful end to 2005! I can only hope that your year has been comparable, and that 2006 is even better for everyone.

I hope all of you enjoy reading about your friends and colleagues in these pages.

ANNUAL CONFERENCE
IABS 2006 Merida, México
March 23-26

The 2006 Annual Meeting of IABS will be held at the Fiesta Americana Hotel in Merida, Mexico, March 23 – 26. Bryan Husted is Program Chair and promises us a wonderfully different locale. Make your reservations now for what promises to be another superb IABS event. See page 5 of the newsletter for more information.

IABS NEWS

A Message from President Kelly Strong

Plans are well underway for our 17th annual meeting in Merida in March of 2006, and I encourage all of you to take advantage of this unique and exciting location by attending both the preconference and conference program activities. Many thanks to Bryan Husted for his work in making our first Mexico meeting a reality.

IABS continues to work through this period of transition. We have recently received our first independent financial review, and have made some changes based on the recommendations of the accounting

company retained to review our records and processes. Thanks to the Audit Committee (Len Brooks chair, Lance Moir, and Paul Dunn) and Immediate Past President Patsy Lewellyn and former Treasurer Sara Morris for getting this important review completed prior to transferring operations to the Executive Director.

The Membership Committee, chaired by Jenn Griffin, has been working on a plan to simplify our membership renewal system, grow our membership, and move to an annual membership renewal separated from conference fees (see next article). Jeanne Logsdon and Jaye Francis at the University of New Mexico have completed the new IABS brochure that we help us “spread the word” about the good work and good people of IABS.

Jim Weber and the Beard Center at Duquesne have taken on the task of sorting and cataloging the IABS archive, and we now have a clearer idea of what items we need to complete our historical record. Kathy Rehbein, IABS archivist, will be contacting some of the membership in an attempt to complete the archive project in the near future.

At this writing, we have a by-laws revision ballot in front of the membership that codifies many of the changes in structure and operation that have resulted from various committee and task force recommendations over the last two years. My thanks to Lori Ryan, (IABS Vice President), for her help in getting the bylaw revisions completed. We are nearing the end of a major period of change in IABS that will position us for the next chapter in our organizational story. Thanks to everyone in IABS who have worked hard to make IABS such a vibrant and robust organization.

Membership Committee Report

A Current Snapshot of IABS:

225 Total Members
 17 Countries Represented
 146 Attendees at 2005 conference
 130 Different Universities or Professional Affiliations represented
 194 Academic Professors
 27 Doctoral Students/Candidates

A Snapshot of IABS in 1990:

Started in 1990 with a conference in San Diego, CA, IABS is 16 years young.
 44 Founding members of IABS
 89 Total members in 1990
 3 Countries represented in 1990
 92 Attendees at 1990 conference

IABS Membership update:

As a growing, thriving 16 years young organization we're making great progress. With our steady growth, our new executive home in the Beard Center at Duquesne University, and the Boards' recommendation, we are making changes in membership policies to better serve us all. Starting January 1, 2006 we'll be moving memberships to annual renewals with all of us having the same renewal date. This means that new or renewing memberships will be based on the calendar year and everyone will have January 1 as their effective date of membership. Members currently with 2Q, 3Q or 4Q renewals will receive prorated bills in late 2005 and throughout 2006 to bring us all into sync.

Consistent, annual renewals enables IABS to work with Sage Publications and deliver accurate addresses in a timely manner, separates the end of academic year address/institution changes from the membership changes, and allows for easier

billing and better tracking of membership information.

This report was compiled by members of the Membership Committee: Jenn Griffin, Chair, Tom Jones and Becky Ellsworth, IABS Executive Director.

Business Schools Respond to New Global “Realities,” Survey Shows

Stanford University’s MBA Program Ranks #1 in Beyond Grey Pinstripes Survey

NEW YORK, NY, October 19, 2005 – The biennial report *Beyond Grey Pinstripes*, released jointly today by World Resources Institute and the Aspen Institute, finds that more business schools are doing a better job preparing students for the reality of tomorrow’s markets, equipping them with an understanding of the social, environmental, and economic perspectives required for business success in a competitive global economy. The 2005 survey finds that an increasing number of business schools are offering courses in ethics, corporate social responsibility, or environmental sustainability.

“To be competitive, corporations need to recast social and environmental problems as business growth opportunities,” said Jonathan Lash, president of World Resources Institute. “These schools are leading the way in providing students with the skills that are becoming increasingly valuable to business’ bottom line, including searching for innovative technologies and entrepreneurship opportunities around climate change, water scarcity, labor issues, and poverty alleviation.”

In the survey, changes in coursework proved noticeable. Of the 91 business schools

surveyed on six continents, 54 percent require a course in ethics, corporate social responsibility, sustainability, or business and society, up from 45 percent in 2003 and 34 percent in 2001. Additionally, the report finds that some leading schools are launching innovative courses on such topics as exploring private sector approaches for addressing problems in low income markets.

As a clear indication of the importance of these issues globally, three of the top five ranked schools, and 12 of the top 30, are located outside the United States.

Although the business schools surveyed are making important progress, the report’s authors note that teaching and research on these topics often remain limited to disconnected pockets of innovation. While students at schools ranked in the top 30 were exposed to ethical, social, and environmental issues in an average of 25 percent of their required coursework, other students saw these issues only 8 percent of the time. Only 4 percent of faculty at the surveyed schools published research on related issues in top, peer-reviewed journals during the survey period.

“MBA programs still have a silo mentality when it comes to teaching business ethics as well as social and environmental stewardship,” added Judith Samuelson, executive director of the Aspen Institute’s Business and Society Program. “For MBA students to be truly prepared for the challenges they will face as executives after graduation, these topics need to be integrated across the business-school curriculum and in other required courses such as accounting, economics, finance, information technology, marketing, operations, and strategy.”

The *Beyond Grey Pinstripes* report identified the Top 30 MBA programs by inviting nearly 600 MBA programs to report on their coursework and research; 1,842 courses and 828 journal articles from leading peer-reviewed business publications were analyzed.

The MBA program at Stanford University distinguished itself not only by offering a large number of courses that addressed social and environmental issues in business, but also by the relatively large proportion of students who actually took those classes.

The top 30 programs as ranked by *Beyond Grey Pinstripes* are:

1. Stanford, USA
2. ESADE, Spain
3. York (Schulich), Canada
4. ITESM, Mexico
5. Notre Dame (Mendoza), USA
6. George Washington, USA
7. Michigan (Ross), USA
8. North Carolina (Kenan-Flagler), USA
9. Cornell (Johnson), USA
10. Wake Forest (Babcock), USA
11. UC Berkeley (Haas), USA
12. Nottingham, UK
13. Virginia (Darden), USA
14. Western Ontario (Ivey), Canada
15. Boston College, USA
16. Erasmus (Rotterdam), The Netherlands
17. Colorado (Leeds), USA
18. New Mexico (Anderson), USA
19. Asian Institute of Management (SyCip), The Philippines
20. Portland State, USA
21. Yale, USA
22. McGill, Canada
23. Case Western (Weatherhead), USA
24. INSEAD, France
25. Calgary, Canada
26. Jyväskylä, Finland
27. Navarra (IESE), Spain

28. Wisconsin-Madison, USA
29. Minnesota (Carlson), USA
30. Georgetown (McDonough), USA

The report is the only global survey that evaluates MBA programs for their efforts to prepare graduates on social and environmental stewardship in business. A full description of the report, its methodology, and MBA program rankings are available at

www.BeyondGreyPinstripes.org.

In addition to rating leading MBA programs, *Beyond Grey Pinstripes* also identifies Faculty Pioneers. These individuals are exceptional scholars and excellent teachers who are leading the way in incorporating social and environmental issues into their teaching and research. The six 2005 Faculty Pioneers named in the report are:

Academic Leadership: Richard Locke
Alvin J. Siteman Professor of
Entrepreneurship and Political Science and
Director of the Sloan School's Global
Entrepreneurship Laboratory, Sloan School
of Management, Massachusetts Institute of
Technology

External Impact: Sandra Waddock
Professor of Management and Senior
Research Fellow at The Center for
Corporate Citizenship, Carroll School of
Management, Boston College

Institutional Leadership: Kellie
McElhaney

John C. Whitehead Faculty Fellow of
Corporate Responsibility and Executive
Director of the Center for Responsible
Business, Haas School of Business,
University of California, Berkeley

Institutional Leadership: Luis Felipe
Machado do Nascimento
Professor of Management, Coordinator of
Graduate Program, and Director of Socio-
Environmental Management Discipline,

Escola de Administração, Universidade Federal de Rio Grande do Sul, Brazil

Rising Star: Erica Plambeck
Associate Professor of Operations, Information, and Technology, Graduate School of Business, Stanford University
Lifetime Achievement: C.K. Prahalad
Harvey C. Fruehauf Professor of Business Administration and Professor of Corporate Strategy and International Business, Ross School of Business, University of Michigan

Faculty Pioneers were nominated by their peers and selected by a panel of corporate judges.

The World Resources Institute (WRI) is an environmental think tank that goes beyond research to find practical ways to protect the earth and improve people's lives. For more than a decade, WRI's Sustainable Enterprise Program (www.wri.org/sep) has harnessed the power of business to create profitable solutions to environment and development challenges.

The Aspen Institute's Business and Society Program (www.aspenbsp.org) is dedicated to developing leaders for a sustainable global society. Through dialogues and research we create opportunities for executives and educators to explore new pathways to sustainability and values-based leadership.

CONFERENCE REPORTS

IABS 2006 in Merida, México

The 17th Annual IABS meeting will be held in Merida, Mexico at the Fiesta Americana Hotel, seat of the recent UN Conference on Corruption, from March 23-26, 2006. The city of Merida is the capital of Yucatan state, known affectionately in Mexico as the "Sister Republic of Yucatan" because of its history of independence. The Yucatan

peninsula has always been isolated from the rest of the country and thus has a distinct culture and cuisine.

Our IABS group rate at the Fiesta Americana will be US\$90.00 plus taxes. There are direct flights to Merida from Houston on Continental and Miami on Aeromexico. In addition, numerous cities have direct flights to Cancun, which is located only three hours away. When I inquired about taxi fares from Cancun to Merida, I was surprised to learn that you could take a taxi from Cancun to Merida for about US\$60.00. For the more adventuresome, you can rent a car or take the bus.

Most people can travel easily to Mexico with a passport; however, there are exceptions—travelers from some countries need to have visas. Please be sure to check the requirements for travel documents to Mexico in your own country.

The weather should be nice—between 80° and 95° F. It rains a lot in the Yucatan, but not so much in March.

Remember to register soon for the hotel and conference. Stay tuned for new information through the IABS website (www.iabs.net).

¡Hasta luego!
Bryan Husted

IABS MEMBER NEWS

Miguel R. Olivas-Lujan just started (this past August) a tenure-track position as a Professor of Management at Clarion U of Pennsylvania's College of Business Administration. He had previously been teaching and doing research at Tecnológico de Monterrey (Monterrey, Mexico) since 1994, and also taught and did research at the

U of Pittsburgh's Katz Graduate School of Business. If this wasn't enough good news, his fourth child (Eduardo Gabriel) was born on September 10.

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Marie-France Turcotte has edited a new book on CSR, *Responsabilité sociale et environnementale de l'entreprise*, in which Jean Pasquero (former president of IABS) wrote two very interesting chapters. The book was published by Presses de l'Université du Québec, ISBN #2-7605-1375-0. She is also organizing a colloquium next June on Fair Trade and Sustainable Development. Contact her at the address below for further information about paper submission details.

Marie-France Turcotte, Ph.D.
 Professeur, Département de Stratégie des Affaires
 Chercheur principal, Chaire de responsabilité sociale et de développement durable École des Sciences de la Gestion
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As noted above in the IABS News section, **Sandra Waddock** received the Faculty Pioneer Award for External Impact, 2005, from the Beyond Grey Pinstripes program of the Aspen Institute Business in Society Program and World Resources Institute: www.beyondgreypinstripes.org

A video is now available for download from the website:

http://www.beyondgreypinstripes.org/faculty_pioneers/2005_winners.cfm

Patricia Kelley has been leading a busy and interesting life. She reports that she had dinner with John Mahon in Lyons, France, demonstrating to what great lengths IABSers will go to get together. She is publishing a paper in *Business Horizons* with Stephen Drew, presenting two teaching initiatives she designed at EABIS on international CSR service-learning projects that were collaborative efforts with sister universities. EABIS will take place in December in Warsaw, Poland. One initiative was to support privatizing businesses in Bosnia; the other was to benchmark world class wine development processes in Italy and leverage that knowledge to a depressed area in Washington State, the Yakima Valley. Finally, Pat reports that UW Bothell has a strategy/ot/international (they like SIM, too) position. More information is available at UW Bothell's website: <http://www.uwb.edu/hr/employment.xhtml>.

CALLS FOR PAPERS

Call for Abstracts Third Conference on International Corporate Responsibility

The Carnegie Bosch Institute of Carnegie Mellon University is sponsoring its Third Conference on International Corporate

Responsibility, to take place at Hong Kong University of Science and Technology (HKUST), 22-24 September 2006.

Approximately 25 participants will be invited to present talks at the meeting and contribute papers to a proceedings volume. Financial support includes three nights accommodation at the HKUST executive education facilities, most meals during the conference, waiver of the conference registration fee, and very limited travel support. Three-page extended abstracts should be submitted to mboltz@andrew.cmu.edu by 15 April 2006. Conference details may be found at web.tepper.cmu.edu/icr.

Call for Papers

VIIIth World Congress 2006 of IFSAM*

"Enhancing managerial responsiveness to global challenges"

September 28-30, Berlin, Germany

TRACK ON "CORPORATE SOCIAL RESPONSIBILITY"

Conveners:

Ans Kolk, University of Amsterdam Business School, NL

Dirk Matten, Royal Holloway, University of London, UK

This track solicits papers on the whole range of topics related to the strategic, economic, cultural, ethical, moral, legal and political dimensions of Corporate Social Responsibility (CSR). We are particularly interested in cross-national comparisons and firms that operate across borders, or research in issues that have implications beyond purely national jurisdictions, and in which the managerial implications of CSR come to the fore. This also includes papers that relate to current global debates, such as business and human rights, global poverty reduction and business responsibility in global development.

Submissions should be electronic. Please follow the instructions on the website www.ctw-congress.de/ifsam. Participants are invited to submit paper or panel proposals until February 28, 2006 your time zone. Paper and panel submissions are categorized by seventeen tracks. Each paper or panel proposal (English language), please exclusively use the internet format at www.ctw-congress.de/ifsam. There you will find all important information and instructions. Submissions by fax, mail or E-mail are not accepted.

Deadline for Submissions: February 28, 2006

*) IFSAM is the 'International Federation of Scholarly Associations in Management', a global organization which provides a global bracket for the premier national associations of management scholars, such as the Academy of Management in the US or the British Academy of Management (see <http://www.ifsam.org/index.asp>). The VIIIth World Congress follows the congresses in Göteborg (2004), the Gold Coast (Australia 2002), Montreal (2000), Alcalá de Henares (Spain 1998), Paris (1996), Dallas (1994), and Tokyo (1992).

MEMBERS' PUBLICATIONS

Logsdon, Jeanne M. & Wood, Donna J. 2005. "Global business citizenship and voluntary codes of ethical conduct." *Journal of Business Ethics*, v. 59, no. 1: 55-67.

Young, John E. & Logsdon, Jeanne M. 2005. "Integral sensemaking for executives: The evolution of spiritually-based integral consciousness." *Journal of Management, Spirituality & Religion*, v. 2, no. 1: 67-103.

The 6 Principles of Managing with Integrity: A practical guide for leaders

by *Muel Kaptein*

Spiro Press, London, 2005

ISBN 1 84439 076 4

In the shadow of Worldcom and Enron, managing with integrity has risen up the corporate agenda. But managing with integrity has always been of value - and not just to stave off lawsuits.

Drawing on his work with RSM Erasmus University and international firm KPMG, Muel Kaptein introduces six key principles for managing with integrity. Based on real-life examples, he shows how - through understanding and developing these principles - you can lead by positive example and bring real benefits to yourself, your staff and the wider business. Illustrated with telling cases and insights, *The Six Principles* shows how you can face the dilemmas, resist the temptations and make the right decisions - an invaluable guide.

Muel Kaptein has been a consultant and researcher in the fields of corporate ethics, integrity and social responsibility for over 15 years. Currently professor of business ethics at RSM Erasmus University in the Netherlands, Muel also acts as a consultant at KPMG.

Turcotte, Marie-France & Gendron, Corinne. 2005. "Multi-Stakeholder Collaborative Processes, Regulation and Governance: Two Canadian Case Studies." In Demirag, I. (Éd.) *Corporate Social Responsibility, Accountability and Governance: Global Perspectives*, Greenleaf Publishing, p.56-63.

OTHER OPPORTUNITIES

2006 Doctoral Dissertation Award Competition

Social Issues in Management (SIM) Division

Academy of Management

The members of the Social Issues in Management (SIM) Division recognize recent doctoral studies work by conducting the annual Social Issues in Management Doctoral Dissertation Award competition. A plaque, along with monetary recognition, will be presented at the business meeting of the SIM Division at the Academy meetings in Atlanta in August, 2006. To be eligible for this award, a doctoral dissertation must focus on some aspect of the relationship between business and society (broadly construed). The particular discipline in which the dissertation is written is not a consideration. Criteria for selection include, but are not limited to:

- *Relevance
- *Originality
- *Clarity and lucidness of writing
- *Methodological appropriateness
- *Contribution to research/practice
- *Theoretical relationships
- *Written in the English language

Entries for the 2006 award competition must be successfully defended between March 1, 2004 and February 28, 2006 (a 24-month period). **Applications for this award must be received by March 1, 2006.** A completed application includes: (1) an abstract of not more than 10 (ten) double-spaced pages, 1" margins throughout; in a Word file; (2) a copy of the signature page, with university name, signatures, and date of defense; and (3) a title page with the author's current mailing address, telephone number, fax number, and email address. The

abstract should not identify either the university or the author. The title page should be contained in a separate page or Word file. Each finalist will be asked to send an electronic copy of the complete dissertation by **early April 2006**.

Please send applications to the 2005 SIM Doctoral Dissertation Award committee chair:

Dr. Rosa Chun.
Manchester Business School
Booth Street West
Manchester
M15 6PB
UK
Email: rosa.chun@mbs.ac.uk

For more information or questions, please contact Rosa Chun at the email address above, or on +44(0)161 275 6573

The Academy for International Business (AIB) conference will be held in Beijing, June 23-26, 2006. The submission deadline is January 17, 2006. See AIB's website, <http://aib.msu.edu/events/2006/CallForPapers.asp> for further details.