



International
Association for
Business and
Society

IABS Newsletter
Fall 2006
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FROM THE EDITOR

I learned a humbling lesson after the Spring 2006 edition of the IABS newsletter. In it, I reflected on the coming summer, when many of us have at least a somewhat reduced workload—a seemingly benign topic. However, what I failed to note was that it was summer only in the northern hemisphere. As one of our Australian colleagues pointed out to me, it was winter there and school was in full swing.

My colleague's tone was, fortunately, more amused than annoyed, so I am hopeful that I didn't completely alienate any readers. But there are some significant lessons in that message. First, as the *International Association for Business and Society*, it behooves all of us to keep in mind that our members come, literally, from around the globe. Second, it is incredibly easy to fall into assuming that it's all about me. I actually take pride in being able to take others' perspectives and be inclusive in my relations with others. But as my public gaffe shows, I can become ethnocentric without even thinking about it—in fact, *because* I don't think about it. Please join me in a renewed effort to recognize that I (you, we) are not the center of the universe, the source of all truth, or even, always right!

ANNUAL CONFERENCE

**IABS 2007 Florence, Italy
May 31 – June 3**

The 2007 Annual Meeting of IABS will be held at Villa La Pietra in Florence, Italy, May 31 through June 3. Ben Wempe is Program Chair, and promises us a beautiful setting for our conference. Make your plans now for what promises to be another superb and memorable IABS event. The IABS website has extensive details about the conference and locale. Make plans now to join us in another fabulous IABS venue!

IABS NEWS

A Message from President Lori Ryan

It has been an eventful eight months since I assumed the IABS presidency at our conference in Mérida. The most momentous change is the transition of our administrative home to George Washington University. The office is now under the very capable and energetic leadership of long-time IABS member Jenn Griffin, who is serving as Executive Director and supervisor to a student support staff. Jenn and her team have tackled both radical cleanup tasks and ambitious new initiatives since they took control on August 1. They are now ably handling your inquiries at iabs@iabs.net.

One outcome of Jenn's move to Executive Director was the need to replace her as IABS Membership Chair. Representative-at-large Jamie Hendry of Bucknell University has graciously accepted the post, and is engaging in a major membership drive through January. We are soliciting not only our current members, but also all those who subscribe to IABS-L and the list serves run by SBE, SIM, EABEN, EABIS, and others. If you know of other appropriate list serves on these or other continents, please let Jamie Hendry know at jhendry@bucknell.edu.

IABS members recently approved a change in our constitution to allow the Board to raise membership fees, and, as warned, for the 2007 calendar year they have increased to \$80 for faculty and professional members and \$40 for students. This is the first membership fee increase in more than 12 years, so it is, needless to say, long overdue. Please return your renewal notice promptly—those who are on the rolls by January 10 will receive all four issues of our quarterly journal. Please also spread the word to colleagues and friends around the globe who may be interested in joining our organization. Do note that, effective 2007, members will be automatically added to the IABS-L e-mail distribution list unless they “opt out” on the membership form.

Plans for our 2007 conference in Florence are well underway, under the capable leadership of conference chair Ben Wempe. Proposals have been submitted and are about to undergo the review process. If you would like to offer to review or are interested in booking a room in Florence, please visit the conference web site, www.iabs2007.net. Registration details will also be posted there in early 2007. If you have any questions about the conference program or venue, please contact Ben at iabs2007@rsm.nl.

Our journal, *Business & Society*, is undergoing transformation. At the

recommendation of the editor selection committee (Shawn Berman, Bryan Husted, Jeanne Logsdon, John Mahon, and me), the board has appointed Duane Windsor, Lynette S. Autrey Professor of Management at Rice University, as the journal's new editor effective January 1. Editor John Mahon of the University of Maine will continue managing manuscripts received by that date, and produce the first two issues of 2007. The Sage negotiation committee (Bryan Husted, Bob Kolb, Duane Windsor, and me) is also starting the next round of negotiations with the journal's publishers in January, well ahead of our renewal date, in an effort to obtain an improved contract that includes enhancements for members.

Thanks to our ever-technologically-industrious webmaster, Phil Cochran, our www.iabs.net web page has been brought up to date. It now includes links to journals and centers related to the business and society area, programs from all past IABS conferences, and a complete archive of past newsletters. I would like to thank both my graduate assistant, Téa Flynn, and George Leaman of the Philosophy Documentation Center for supplying the new content. Also please note—and make use of—our new link to Amazon.com. IABS earns 4-6% of all orders made through our website. Clicking on www.iabs.net before going to Amazon.com is an easy way for you to help our finances.

After 18 months of dedicated service, Barry Mitnick stepped down as IABS Treasurer in October, handing the reins to Bill Smith of Towson University. Bill's first order of business has been the investigation of a U.S.-based Euro-denominated bank account to enable the organization to avoid currency risk related to our European conferences. While we have so far faced insurmountable obstacles, we are still hoping that you will be able to pay for your Florence registration in Euros, regardless of your home country.

Our audit committee chair, Len Brooks, who weathered both the organization's earlier years of volunteer-managed finances and the transition to professional management, has also stepped down. Paul Dunn has taken over, after years of serving on the committee and making audit committee reports in Len's, albeit infrequent, absence. Lance Moir remains on the committee as Paul's right-hand man.

The nominating committee (Tara Ceranic, Colin Higgins, Bryan Husted, Kelly Strong, and me) is currently working to develop a slate of excellent candidates both for 2009 conference chair/2011 president and for representatives-at-large. Ballots will be distributed by e-mail in early 2007. Please be sure to vote!

IABS has a long history of thriving through the voluntary efforts of its members, including board members and all of the committee members mentioned above. Now bolstered by our administrative experts at GWU, the organization is becoming increasingly professional and organized. We hope that the membership is beginning to feel the benefits of these changes.

CONFERENCE REPORTS

IABS 2007 in Florence, Italy

The International Association for Business and Society (IABS) will hold its 2007 annual conference at Villa La Pietra in Florence, Italy, May 31 through June 3. Named after the stone pillar indicating one Roman mile along Via Bolognese from the city gate, the Villa offers a majestic view of the city centre. For many centuries it was the home of prominent Florentine families.

The theme of the conference is *advising practitioners*. This is inspired by one of Florence's most famous sons, Niccoló

Machiavelli, who lived and worked here from 1469-1527. Machiavelli has been characterized as arguably the most political of all great political thinkers (Pitkin, 1984). He had an acute insight into the nature of politics, yet he was never in a position to exercise formal political power. The only way for him to actually exercise influence was through his advice to the rulers of his times, as he attempted in *The Prince*, the famous treatise on statecraft he wrote for Lorenzo de' Medici in 1513. But the fragility of his enterprise is illustrated by the fact that by then he had already fallen into disgrace and saw himself forced to retire to his family estate.

Business & Society scholars typically also find themselves in the role of advisor to practitioners. As academics they often have advanced insights but in order to apply these they need to be made available to practitioners in one way or the other.

Make your plans now to join IABS colleagues in picturesque Florence!

IABS MEMBER NEWS

Kirk Davidson was fortunate to have a sabbatical leave this past semester which included presenting papers in Rome (on a firm's responsibilities to its customers) and in Brisbane, Australia, (another Wal-Mart paper). The extensive traveling is about to come to an end, and he will be back at work shortly after the first of the year.

Jamie Hendry was granted tenure and promoted to Associate Professor at Bucknell University. Congratulations, Jamie!

Adele Queiroz has accepted a tenure-track position at the University of Northern Iowa, starting in the fall of 2007.

CALLS FOR PAPERS

ANNOUNCEMENT CONCERNING SUBMISSION OF NEW MANUSCRIPTS TO

Business & Society

Founded at Roosevelt University
Sponsored by the International Association
for Business and Society
Published by SAGE Publications

Beginning January 1, 2007, all new manuscripts for the quarterly journal **Business & Society**, which completed its 45th volume of publication in December 2006, should be submitted to the incoming editor Duane Windsor at Rice University. The incoming editor encourages all interested researchers to submit original theoretical/conceptual or empirical manuscripts for review. The journal is interested in a wide range of research topics.

Aims and Scope

Business & Society publishes original research, book reviews, and dissertation abstracts relating to business ethics, business-government relations, corporate governance, corporate social performance, and environmental-management issues. Manuscripts relating to the field of business and society in general are also published. Submissions of theoretical/conceptual work as well as empirical studies are encouraged. **Business & Society** is the first peer-reviewed scholarly publication devoted exclusively to the field of business and society, and it is the official journal of the International Association for Business and Society (IABS), the only independent professional association dedicated to business and society teaching and research. *The association website <http://iabs.net> has a link to detailed information about the journal.*

Manuscript Submission Guidelines

To submit electronically, please send two (2) files in MS Word to incoming editor Duane Windsor at odw@rice.edu. One file should contain only the title page with full contact information for each author. The other file should contain the abstract (100-150 words), text double-spaced, references, tables, figures, etc., but have no indication of the paper's authorship.

Communication with authors and reviewers occurs through electronic mail. If an author has no access to electronic mail, submission by mail can be made by sending four copies of the manuscript to:

Duane Windsor, Editor
Jones Graduate School of Management
MS-531
Rice University
P.O. Box 2932
Houston, TX 77252-2932 USA

Submission of a manuscript implies commitment to publish in the journal. Authors submitting manuscripts to the journal should not simultaneously submit them to another journal, nor should manuscripts have been published elsewhere in substantially similar form or with substantially similar content. Authors in doubt about what constitutes prior publication should consult the editor.

New Reviewers Are Requested to Express Interest

Individuals interested in reviewing for this journal should send an expression of interest, with areas of expertise, to the incoming editor Duane Windsor at odw@rice.edu.

MEMBERS' PUBLICATIONS

Ans Kolk & Jonatan Pinkse (2006), 'Stakeholder mismanagement and corporate social responsibility crises', *European Management Journal*, 24(1), 59-72

Abstract

In the past decade, the stakeholder approach has gained much acceptance among academics and practitioners. Noticeably, there has been little consideration of the motivations and processes used by businesses to avoid or neglect stakeholder power and pressures. This is all the more remarkable in the light of recent corporate social responsibility scandals in which these mechanisms seems to have been at work. In order to shed some light on the background, organizational mechanisms and strategies underpinning stakeholder mismanagement, this paper reports two studies involving businesses that have gone through a severe integrity crisis, one that focuses on a single company (Ahold) and one on an entire industry (the Dutch building industry). While taking place in a country well-known for its stakeholder-oriented 'polder model', various stakeholder groups saw their basic interests violated in both cases. Focusing on the nature of the corporate practices that have facilitated stakeholder mismanagement, mechanisms to reduce stakeholder power and to increase management power can be discerned in both cases, although the peculiarities and dynamics differ per case. Specific to Ahold is the impact of geographical diversification and its focus on customers, using various cuing mechanisms to present itself as socially responsive. The construction industry case points at a strategy of setting up industry-wide structures to manage relationships with a variety of stakeholders and building an environment that supports continuity.

Ans Kolk, Rob van Tulder & Bart Westdijk (2006), 'Poverty alleviation as business strategy? Evaluating commitments of frontrunner Multinational Corporations,' *World Development*, 34(5), pp. 789-801

Abstract

In the debate on how to combat poverty, the positive role of MNCs is frequently mentioned nowadays, although doubts and

criticism remain. Facing this societal debate, MNCs feel pressure to formulate a position. This paper analyzes MNCs' policies on their poverty-alleviating potential. 'Frontrunner' MNCs turn out not to be very outspoken, especially not on those issues that have the largest potential to help alleviate poverty. Placed in the context of other MNCs' behavior, a sector-coordinated morality seems important, which means that a meso approach to poverty alleviation needs to complement the current global (macro) and individual company (micro) focus.

Ans Kolk & Rob van Tulder (2006), 'International responsibility codes', in: M.J. Epstein & K.O. Hanson (eds), *The accountable corporation*, Vol. 3, Corporate Social Responsibility, Westport and London: Praeger, 147-187

Abstract

The introduction of codes of conduct can be seen as an expression of corporate social responsibility, but also as rule-setting behaviour – attempts to help fill some of the existing international institutional voids. To shed light on these aspects and the (potential) effectiveness of codes, this chapter examines trends in the adoption and contents of codes of conduct introduced to regulate the behaviour of international business. Using the evidence obtained over the years, it presents an overview of the state of current knowledge on international social responsibility codes, and indicates areas for further research, management and policy attention. It also deals with the definition and types of codes, the background and dynamics of the code 'movement', the contents of codes and their compliance likelihood, issues regarding implementation and effectiveness, and 'next steps' that can be taken to obtain further insight.

Guy, Terrence, Nicolas Dahan and Jonathan Doh "The Role of Multinational Corporations in Transnational Institutional Building: A Policy-Network Perspective," *Human Relations*, 59 (11), November, 2006, pp. 1571-1600.

VanSandt, Craig V., Jon M. Shepard, and Stephen M. Zappe. (2006). "An Examination of the Relationship Between Ethical Work Climate and Moral Awareness." *Journal of Business Ethics*, 68: 409-432.

Abstract

This paper draws from the fields of history, sociology, psychology, moral philosophy, and organizational theory to establish a theoretical connection between a social/organizational influence (ethical work climate) and an individual cognitive element of moral behavior (moral awareness). The research was designed to help to fill a gap in the existing literature by providing empirical evidence of the connection between organizational influences and individual moral awareness and subsequent ethical choices, which has heretofore largely been merely assumed. Results of the study provide evidence that ethical work climate is a primary predictor of individual moral awareness, and that the influence of social factors often overrides the effects of individual differences in a work group setting. Implications for future research are provided.

OTHER OPPORTUNITIES

**2007 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 Philadelphia in August, 2007. 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 2007 award competition must be successfully defended between March 1, 2005 and February 28, 2007 (a 24-month period). **Applications for this award must be received by April 1, 2007**. 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 in May 2007.

Please send applications to the 2007 SIM Doctoral Dissertation Award committee chair:

Dr. Linda M. Sama
Pace University
Lubin School of Business
One Pace Plaza, Rm. W-456
New York, NY 10038 USA
Email: lsama@pace.edu

For more information or questions, please contact Linda M. Sama at the email address above, or by phone at: 212.618.6543

A NEW FORUM FOR FEEDBACK

Are you looking for a place to receive great feedback on an early draft of a paper related to Business in Society? Consider sending your early work to the newly launched Interactive Working Paper Series, sponsored by the Center for Business as an Agent of World Benefit (BAWB) at the Case Weatherhead School of Management at: <http://worldbenefit.case.edu/research/paperseries/>

The BAWB Interactive Working Paper Series is an open-access forum dedicated to showcasing papers that explore the potential for business to act as an agent of social, environmental, and economic benefit. Topics of interest include perspectives on corporate social responsibility, social entrepreneurship, organizations and their relationship to the natural environment, strategies at the bottom of the pyramid, micro-enterprise, sustainability strategies, transformative management education, and innovative business partnerships.

A distinctive feature of this forum is the ability for interaction between authors and readers. Our purpose is developmental: we want to develop a community of support to help authors prepare their work for future publication in traditional journals. To this end, both papers and reviews aim to be collaborative and transparent. All working papers are made available online for instant and free access. Authors are invited to publish a brief note in which they share their current thoughts and questions about the paper. An editorial review is posted with each work. Additional comments and reflections from readers are encouraged. The interactive design supports the development of papers for future publication. We also encourage the development of a community in which a free exchange of ideas promotes accelerated, deep thinking on a variety of

topics related to the role of business in society.

The next deadline for consideration is September 1 (for appearance on or about October 1), and every three months thereafter. For more information about submission guidelines, visit our web-site at: <http://worldbenefit.case.edu/research/paperseries/> or contact one of the co-editors: David Bright (brightds@gmail.com) or Lindsey Godwin (lng2@case.edu).

POSITION OPENING

MURRIN CHAIR IN GLOBAL COMPETITIVENESS

IN ANY DISCIPLINE CLOSELY RELATED TO SUSTAINABLE ENTERPRISE

**JOHN F DONAHUE GRADUATE SCHOOL OF BUSINESS
DUQUESNE UNIVERSITY
PITTSBURGH, PA**

The Donahue Graduate School of Business at Duquesne University invites applications for a **tenure-track opening** with rank fitting the candidate's background for the position of **Murrin Chair in Global Competitiveness** effective July 1, 2007.

The Graduate School is launching a Sustainable Enterprise MBA in the fall of 2007, and we seek to attract a candidate who will help us to achieve international prominence.

We seek applicants who have established themselves as productive scholars or have demonstrated the potential to do so in any area of research appropriate to sustainable enterprise, and have secondary interest in leadership, organizational behavior, ethics, economics, international business, finance, accounting, supply chain, or marketing.

Duties include: teaching graduate courses in sustainable enterprise, plus a course in the incumbent's secondary area of expertise; conducting quality research; service on faculty committees, and advising the faculty and administration on sustainability in our graduate curriculum and other university initiatives. The normal teaching load is two courses per semester.

The business school provides collegial and financial support for high-quality research and teaching. We subscribe to several research databases and offer generous support for research activity that includes competitive summer grants, graduate assistants, and a reduced teaching load. Salary range is competitive. The Business Schools (both Graduate and Undergraduate) offers B.S. and MBA programs of study (including specialized MBA degrees) and maintains strong ties with the business community. The Beard Center for Leadership and Ethics offers additional opportunities to pursue research in the intersection of corporate social responsibility, strategy and ethics. In addition, Pittsburgh provides numerous cultural and recreational amenities that enhance the quality of life for area residents.

Duquesne University is the only university in the world established by the Spiritan order of the Catholic Church. Duquesne is a comprehensive university with about 10,000 undergraduate and graduate students located in Pittsburgh, Pennsylvania. The School of Business has approximately 1300 undergraduate and 400 graduate students. All programs are fully accredited by the AACSB. The collegial and ecumenical environment at the University encourages the diverse group of faculty to pursue research and teaching across disciplines. Applicants must be willing to contribute actively to the mission and to respect the Spiritan Catholic identity of Duquesne University. The mission is implemented

through a commitment to academic excellence, a spirit of service, moral and spiritual values, sensitivity to world concerns, and an ecumenical campus community.

To assure full consideration, send letter of application, three references and full curriculum vitae by **Feb 1, 2007** to:

Lance Kurke, Ph.D.
Director, MBA Programs
John F. Donahue Graduate School of Business
Duquesne University
600 Forbes Ave
Pittsburgh, PA 15282
kurke@duq.edu
412-396-6248

To learn more about the Schools of Business at Duquesne University, visit our Web site at <http://www.business.duq.edu>.

Duquesne University was founded in 1878 by its sponsoring religious community, the Congregation of the Holy Spirit. Duquesne University is Catholic in mission and ecumenical in spirit. Motivated by its Catholic identity, Duquesne values equality of opportunity both as an educational institution and as an employer.