



**IABS Newsletter
Spring 2000**

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President's Message

by

Donna Wood, IABS President

At the March 2000 Directors meeting in Vermont, the Board recommended no dues increase for the coming year. Outgoing editor of *Business & Society*, **Steve Wartick**, announced the selection of **Jeanne Logsdon** to succeed him as editor. Elsewhere, the association's business also seems to be moving along satisfactorily.

Leaving the Board this year are former past-president **Jim Weber** and at-large representatives **Mary Mallott** and **Bryan Husted**. Thanks for everything, you-all. Joining the Board as newly elected reps-at-large are **Kelly Strong** and **Diane Swanson**.

At the IABS annual meeting in Vermont, **Ann Buchholtz** and **Virginia Gerde** were elected to the nominating committee, which also consists of the past president (**Calton**), the president (**Wood**), and the vice president (**Getz**). In addition, **Jim Weber** and **Jennifer Griffin** were elected to serve on this year's Best Paper Committee.

Sarah Stanwick is stepping down as IABS Treasurer -- thanks so much, Sarah, for all your hard work and good thinking. We'll announce a replacement soon.

Thanks to all for a very successful annual meeting in Vermont, and thanks especially to **Kathy Getz** (program chair for that meeting), **Jerry Calton** (intrepid past-president now), and **Tara Radin** (Kathy's volunteer to help with program matters). Once you've organized an IABS program, you realize how grateful we all should be to the one who does it next!

Also in upcoming news: a committee recommendation and board decision on how to handle the surplus generated by the Paris conference; a report on IABS's potential ventures into new technology; announcements of new committee chairs; more news about the meeting site for 2002; and a couple of minor by-laws changes to be proposed. Stay tuned.

Thanks to everyone who keeps IABS strong and happy -- **Kelly Strong** for his newsletter service, **Phil Cochran** for being our technology guru, **Diane Swanson** and her committee for their diligent work on the best paper committee, **Kathryn Brewer** for managing the membership records, **Duane Windsor** for editing the proceedings, and everyone else who has contributed so much to our learning and enjoyment in IABS.

Donna Wood
University of Pittsburgh

IABS-2000 in Vermont

By **Kathy Getz**

IABS 2000 Program Chair

IABS-2000 in Essex Junction, Vermont is over, but not forgotten. My Program Chair's report is bound to be biased, as I preferred to see only the good things in the conference. But as I try to be as objective as possible, I must say that the conference was a good one. We had a wonderful few days to get reacquainted and refreshed, and then we all returned home to anticipate IABS-2001 in Arizona.

Some participants had some problems getting to Vermont, as **Mother Nature** (She's an honorary IABS member, you know) served up a light snowfall overnight on Wednesday. There were many flights delayed, and at least one car accident. But just about everyone overlooked these difficulties as they enjoyed the conference itself. And I must say that the snow helped aesthetically. Clean snow is much more attractive than March mud.

The preconference portion of the program comprised two events. Thursday morning, **Kim Davenport** led a bus-load of IABSers (and some family members) to Ben & Jerry's for a private tour and dialogue with managers. This trip was enjoyed by all, and led to a new "tradition": the crowning of the new IABS President with the B&J crown. Thursday afternoon, **Cecile Betit** led a very small group to Recycle North, in Burlington, where the group painted a wall. All felt a sense of accomplishment, especially since they completed a project that had been designed for a larger group.

The conference formally opened with a reception Thursday evening and the program of scholarly sessions began Friday morning and continued through Sunday morning. There were many sessions to choose from during each time slot. I wandered around the Inn and counted the number of people in each session, and was delighted to see that during each time slot, virtually everyone registered for the conference was attending a session. I attended only a few sessions myself, but it was apparent to me that there were some interesting things happening behind those closed doors. I heard quiet murmurs, occasional shouts of disagreement, bursts of laughter, and other evidence of intense interaction. The Friday afternoon showcase sessions (**Sandra Waddock's** "Capitalist Pigs" and **Rich Wokutch's** "Nike Debate") were true highlights of the conference. I spoke with many people who were torn, wanting to participate in both sessions. The Sunday morning sessions were almost as well-attended as the sessions on Friday and Saturday. I interpret this as a testament to the commitment of IABS members. (An alternative explanation is that it was a function of limited flights out of the Burlington Airport, but I prefer my interpretation.)

Some of the social and recreational gatherings also deserve comment. The annual dinner with **Past Presidents** for new doctoral students was well-attended and it must have been fun, as it kept on going for many hours. Saturday afternoon, **Mark Cordano** led a ski outing to Smuggler's Notch. Apparently, the skiing was pleasurable, and the company was delightful. Non-skiers chose various other activities, ranging from sight-seeing to wandering the Church Street area of Burlington to shopping in the Outlet Mall. Saturday evening, we enjoyed dinner in the lovely Atrium, complete with musical entertainment kindly arranged by **Brian Shaffer**. After dinner, some of us socialized around a (teeny-tiny) bonfire and took a ride in a horse-drawn wagon, while others enjoyed indoor entertainment.

Elsewhere in this Newsletter, you'll find a report written by **Virginia Gerde** and others commenting about various aspects of the conference and of IABS. I think you'll find it interesting - and there will be some comments that trigger special memories for some of you. I conclude by thanking one last time all those who helped me put together IABS-2000: **Tara Radin, Cecile Betit, Kim Davenport, Ray Jones, Mark Cordano, Jonathan Doh, Brian Shaffer, Phil Cochran, Kelly Strong, Jim Weber, Jerry Calton, Sarah Stanwick, Kathryn Brewer, and others.**

News You Can Use and Things You Should Know

New Business and Society Editor

At the Board of Directors meeting in Vermont, **Jeanne Logsdon** was selected as the next Editor for *Business & Society*. Jeanne is professor of Management and Policy at the University of New Mexico. She has published a number of articles relating to corporate social performance, ethics, and environmental issues. Jeanne is a past president of IABS and is the current program chair for the Social Issues in Management Division of the Academy of Management. She will assume the duties of editor sometime in the fall of 2000. Watch for details in this newsletter and in *Business & Society*.

Doctoral Dissertation Award Competition SIM Division The Academy of Management

The annual Doctoral Dissertation Award Competition is a unique and valuable opportunity for recent doctoral work in the Social Issues in Management (SIM) area to be recognized. A recognition plaque will be presented at the business meeting of the SIM Division at the Academy meetings in August. Eligible dissertations must focus on some aspect of the relationship between business & society, but the particular discipline in which the dissertation is written is not a consideration. Criteria for selection include relevance, originality, methodological appropriateness, scientific contribution, and theoretical tie-in. Applications and dissertations must be in English.

Entries for 2000 must be successfully defended between May 1, 1998 and April 30, 2000 (24 months). Applications must be filed by May 5, 2000. Please provide the following application:

- *an abstract of not more than 10 double-spaced pages;
- *a copy of the signature page, w/ university name & date of defense;
- *a title page, w/ the author's current address, phone & fax #s, & e-mail

The abstract should not identify either the author or the university. Finalists will be asked to send copies of their full dissertation in early June for final

Dissertation Award...cont. opposite column

Dissertation Award...cont. from opposite column

evaluation. The award will be presented at the August Academy meeting, to be held in Toronto.

Submissions including abstract, title page, and signature page should be mailed to:

Dr. Susan Key
School of Business
University of Alabama @ Birmingham
1150 Tenth Avenue South
Birmingham, AL 35294-4460

For more information, contact **Susan Key** @ 205/934-7338 or susankey@uab.edu

PDW workshop at the Academy Meeting

"Characteristics of Successful Women Around the World" is the theme of a Professional Development Workshop hosted by the International Management Division, the Gender and Diversity Division, and the International Themes Committee.

This PDW is an outgrowth of a 1999 workshop focusing on the Americas, but with a broadened scope. Join us for an interactive session run by Betty Jane Punnett, JoAnn Duffy, Suzy Fox, **Miguel R. Olivas-Lujan**, Terri Lituchy, and Ann Gregory.

Look for details in the Academy program or contact one of the organizers for details on time and place.

Best Article in Business and Society

The selection committee is pleased to announce the winner of the 1998 International Association for Business and Society **Best Article Award**, a distinctive recognition sponsored by the *California Management Review*.

The award-winning article is "Organization Studies and the New Pragmatism: Positivism, Anti-positivism, and the Search for Ethics" by Andrew C. Wicks (University of Washington) and **R. Edward**

Best Article...continued on page 4

Best Article...continued from page 3

Freeman (University of Virginia). The article was published in *Organization Studies* in 1998.

The selection committee reviewed many deserving articles with the objective of selecting one most likely to advance conceptual or empirical research in business and society inquiry.

The selection committee members were **Diane Swanson**, chair (Kansas State University), **Brad Agle** (University of Pittsburgh), **Virginia Gerde** (University of New Mexico), **Tom Jones** (University of Washington) and **Tim Rowley** (University of Toronto).

Social Issues in Management Doctoral Consortium

This year the Social Issues in Management doctoral consortium in Toronto will be coordinated by **Diane Swanson** of Kansas State University and **Jennifer Griffin** of The George Washington University.

The consortium is an all-day professional workshop on Saturday August 5, 2000. As in years past, the SIM doctoral consortium will focus on developing networking opportunities and dissertation, career and publishing strategies as well as finding a balance between career and personal aspirations. Moreover, consortium participants themselves will determine part of the workshop agenda through interaction with invited faculty.

All doctoral students working in the area of social issues in management should consider attending the consortium. There is no cost to attend. While we will give priority to those students who are finishing their course of study and who have not previously attended a SIM doctoral consortium, we also recognize that students benefit by attending a doctoral consortium early in their course of study, as well as more than once. To apply, students need a faculty sponsor. The application form can be found at this web site:

<http://info.cba.ksu.edu/swanson>

Since space is limited, it is important to submit applications as soon as possible and no later than June 1, 2000. For further information or for a hard copy of the application form, doctoral students or sponsoring faculty can contact **Diane Swanson** (swanson@ksu.edu) or **Jennifer Griffin** (jgriffin@gwu.edu)

New International HRM Program

The PH.D. program in Organizational Behavior at Baruch College of the City University of New York has been expanded to include a strong Human Resources Management component, including International Human Resources Management. Interested applicants should contact Professor Hannah Rothstein, Department of Management, Baruch College, 17 Lexington Avenue, NY NY 10010, or email her at:

hannah_rothstein@baruch.cuny.edu.

IABS Officers

Donna Wood, President
Kathy Getz, Vice President
Craig Dunn, Program Chair 2001
Duane Windsor, Program Chair 2002
Sarah Stanwick, Treasurer

IABS Newsletter

The next issue of the IABS Newsletter is scheduled for publication in late October, 2000. Items for inclusion in the IABS Newsletter should be sent to Kelly Strong, the editor, at kstrong@mtu.edu. The deadline for submittal is October 15th.

Business And Society Syllabuses

Business and Society syllabuses are available on the internet. You can access the syllabuses via the IABS web page at <http://www.iabs.net> by clicking on the syllabus link. The syllabus web site is maintained by **Daniel Greening** at the University of Missouri. Email Dan at GreeningD@Missouri.edu if you have a syllabus to add.



Our next get together is in Sedona! Stay informed through the 2001 Program website: <http://www.iabs2001.com/>

SPECIAL TOPICS

(Editor's note: **Gordon Rands**, **Jennifer Griffin**, and **Susan Key**, who ordinarily serve as Special Editors on environmental issues, corporate public affairs, and learning/teaching issues respectively, are busy planning activities for the upcoming Academy of Management meetings. **Neil Wollman** and **Virginia Gerde** have agreed to serve as "guest" special editors for this issue of the newsletter, along with our regular contributors **Robbin Derry** on ethics and **Juha Nasi** on international issues).

Research Ethics for Business and Society Research

by

Robbin Derry

Special Editor for Business Ethics

IABS Spring Newsletter

Teaching Research Ethics this semester has been a great experience in professional development for me. I've been pushed to read and learn outside my familiar areas in ways that have been enormously satisfying. But I have also begun to think more critically about the range and adequacy of empirical research that we do within the Business and Society field. Comparing our work to that being done in other areas of science and social science, we come up short in my estimation. In particular we have underutilized human subjects research in the vast majority of our experimental designs. I believe this type of research offers us the potential of significant leaps in knowledge and insight in behavioral aspects of business ethics and social responsibility.

Research Ethics includes under its umbrella: scientific misconduct, the use and treatment of animals in experimental research, the use and treatment of human subjects in experimental research, the responsible management of data, and concerns about authorship and collegiality. Each of these has many sub-topics. Much of the recent writing and thinking about these issues has focused on the hard sciences, e.g. the propriety of lab notebooks, informed consent in gene therapy trials, the monetary conflicts of interest for M.D.s who have invested in new venture drug development companies, and who then encourage their patients to enroll in the clinical drug trials. There are also the well known cases of Milgram's study of obedience to authority and Zimbardo's prison experiment. (Trivia bit: Zimbardo and Milgram were former roommates!) These were conducted in the late 60s and early 70s when the discussions about research integrity and standards for human subjects within academic settings were in their infancy. Many people believe that those studies would face more significant challenges in getting approved by university Institutional Review Boards today. Many of us have never given much thought to these issues, or have assumed that they are primarily relevant to scholars in other fields.

As I was conducting a research ethics workshop on animal testing recently, I glibly asserted that I had never had to spend much time thinking about research ethics, either for animal subjects or human subjects, because all of my research had been with business managers! When I finished the sentence, I realized where I had gotten myself. Either managers are neither animal nor human, or I had neglected to think of them as subjects whose concerns and rights I needed to take into account in my research protocol. I felt rather sheepish in my subsequent attempts to lead the discussion about issues that are important to keep in mind while conducting research. I had obviously not practiced what I was preaching.

Why don't we have any discussions in our journals or our conferences about the ethics of how we are treating our research subjects? Possible answers: 1) we are uneducated about the ethical requirements of human subject research, 2) we believe that our use of human subjects in such activities as survey data gathering doesn't require consideration of the ethical constraints of human subjects research (i.e. see #1), or 3) we aren't doing any research that makes use of human subjects. All of these answers are true and representative of many of us. But 1) and 2) are misinformation, and 3) represents a gap of knowledge for our field.

In fact, we DO need to be better educated about the ethical constraints of human subjects research, even for gathering non-experimental data. We DO need to understand and utilize our college or university Institutional Review Board's standards. I urge you to try to serve on your local IRB if you get the opportunity. It is a fascinating process to engage in debate about the ethical considerations that must be brought to bear on a research design. It is important for all of us who spend more time thinking and talking about the theoretical applications of ethical standards to engage in such practical ethical decision making. In addition I encourage you to read enough about the

current burgeoning discussions of research ethics to incorporate these discussions into graduate research courses. Too little is done in this area and we ought to be contributing to it, and leading this movement into business schools.

What would it mean to conduct more human subjects research related to our field? How would that fit with our broad collection of issues and interests? Human subjects research may involve a constructed experimental setting, with some kind of deception to induce observable participant behavior. Hence the need for IRB review to evaluate the risks and benefits of engaging in such deception or inducing specific behaviors. Human subjects research could also be the documentation of behaviors and activities affected by the manipulation of external variables. Or participants may willingly choose to take part in a group experiment in which the outcome and interaction effects are not known. A study with any of these types of research designs ought to be subject to IRB review. The approval climate of IRBs is stricter now than it was 30 years ago. The value of that is debatable. Surely it is critical that patients in drug and new therapy trials be fully informed of their risks, and not induced against their own best interests to participate. However, the fear of psychological deception and trauma has resulted in pencil and paper surveys replacing many interesting and informative experiments. Zimbardo argues that so much less would have been learned if he had administered a written survey to college students about how they thought they would behave if they were prison guards.

Much of what is called empirical data in the field of business ethics is data from self report surveys of college students imagining they were managers in an ethical dilemma. How much more information we could gather about actual decisions if we went to the effort of creating behavioral experiments, and constructing environments where we could observe ethical decisions in process. We could study motivation, decision making, authority, productivity, peer pressure, team building, climate, collaboration - all more fully, if we spent more time on the research design, experimental structure, data gathering, and assessment. Human subjects research is harder, more complicated, more fraught with ethical considerations, more time consuming, possibly more expensive. But we shouldn't let that stop us!!! The data has so much more potential to be instructive and valuable.

We can make so few claims about understanding and fostering ethical behavior in organizations. We need to expand our toolbox of research methods and plunge boldly forward to study what people actually do.

The Sad Tale Of A Very Small Dairy

by

Juha Näsi

University of Jyväskylä, Finland

Special Editor for International Issues

Once upon a time, in a small, remote, northern country there were a few large dairies dominating the market for dairy products. There were also some small dairies, whose products were regarded by their customers as being plain and wholesome and locally produced. None of the latter dairies were making healthy profits, but somehow they managed to get by, and they were a thorn in the flesh of the big dairies. But one day a rumour began to spread, and soon it was known "for certain", that listeria bacteria had been found in butter all over the country. Listeria constitutes a serious health threat, especially for old people and children. It was claimed that the bacteria had been found in the products of both large and small dairies. Soon the popular press were able to tell their readers that one old person had died after eating butter made in a certain very small dairy, and this butter was said to be contaminated with listeria.

The media wallowed in the subject for a few days. Here was once more something dramatic and scaring for the public to read about. The PR departments of the big dairies could handle the fuss, but our small dairy was not able to do so. Sales of its products plunged, and soon the whole company went bankrupt. It took half a year for researchers to complete their study of the outbreak, and the results they announced created a surprise. They found no evidence whatsoever that the old person in question had died as a consequence of eating butter from the small dairy; listeria had not been the cause of death. The firm was gone, though. But it was only a small company, so what did it matter? The big dairies could rest easy when one of their small competitors was no longer around to bother them. On the national level the general public probably did not even notice that one actor had vanished from the stage.

On the regional level, however, customers missed their own small dairy. And in the little village, whose only significant employer the dairy had been, the impact of the bankruptcy was devastating. Forty people lost their jobs, and they had not the slightest hope of finding new work in their own village. No new owner for the dairy stepped forward, nor was any firm interested in using the dairy's buildings. For a community of a few hundred

people forty more jobless is a very depressing matter. The cause of this woeful outcome was information, erroneous information. It had been produced by media companies, that is human organizations, which incessantly seek out juicy stories to provide the headlines that help to sell papers each day. The information users were ordinary people, who for their daily entertainment need dramatic events, guilty parties and stark condemnations.

Once upon a time there was a very small dairy in a happy little village. It is not there any more. A cold wind blows through its windows.

Social Choices And Social Changes

by

Neil Wollman

Manchester University

In 1987, Humboldt State University (California) initiated the Graduation Pledge of Social and Environmental Responsibility. It states, "I pledge to explore and take into account the social and environmental consequences of any job I consider and will try to improve these aspects of any organizations for which I work." (students define what being "responsible" means to themselves). Dozens of colleges and universities have enacted the pledge, at schools which range in size from Earlham, to Harvard, to University of Kansas. Graduates who voluntarily signed the pledge have turned down jobs they did not feel morally comfortable with and have worked to make changes once on the job. For example, some have promoted recycling at their organization and in one case, a graduate helped to convince her employer to refuse a chemical weapons contract.

In 1996, Manchester College began coordination of the campaign effort, which has taken different forms at different institutions. At Manchester, it is a community-wide event coordinated by a diverse committee. Fifty to sixty percent of students sign and keep a wallet-size card stating the pledge, while students and supportive faculty wear green ribbons at commencement and the pledge is printed in the formal commencement program. Depending upon the school, it might take several years to reach this level of institutionalization. If just a few groups and departments get involved, and get some media attention on (and off) campus, it will get others interested and build for the future. The project has been covered in newspapers around the country (e.g., Chicago Tribune, Detroit News, and Cleveland Plain Dealer), as well as being covered on national radio networks and local television stations.

The pledge helps educate and motivate one to contribute to a better world. Think of the impact if even a significant minority of the one million college graduates each year signed and carried out the Pledge. The campaign has a web site, at <http://ARES.manchester.edu/department/peaceStudies/gpa.html>. If you want more information, or if you decide to pursue a similar pledge program, please let me know.

Another arena for social action involves social investing. Despite the fact that over 80 percent of TIAA-CREF's Social Choice Account participants favor "seeking out for investment companies [that] have an outstanding record of good performance on social issues, rather than rely on negative screens," the company has refused to do just that. This was revealed in a survey conducted by TIAA-CREF-the Teachers Insurance and Annuity Association-College Retirement Equities Fund--which also found that only 3 percent oppose this investment strategy. Because of TIAA-CREF's non-responsiveness, the campaign has been featured in numerous media stories, including write-ups in the Wall Street Journal, Worth Magazine, and various newspapers, which picked up the AP story on the effort. The effort has been endorsed by many academic and advocacy groups, such as The National Women's Studies Association and United For A Fair Economy.

In response to TIAA-CREF's resistance, college faculty launched a nationwide campaign to persuade the group to begin "positive investing" of their pension funds. We are calling for 5-10% of assets in the Social Choice Account, a socially responsible fund, to be invested in companies and other financial institutions (e.g., community development corporations) that are models of social and environmental responsibility. This would mean \$200-400 million invested in companies or financial institutions with, for instance, exemplary relations with employees or local communities. Some socially responsible funds already do such investing.

TIAA-CREF is the nation's largest private pension system. In 1989, the group was successfully lobbied for the creation of the Social Choice Account, which screens out companies that do business in tobacco, alcohol, nuclear energy or weapons, or the military; pollute the environment; or operate in Northern Ireland without endorsing the McBride Principles against religious discrimination in employment. It is now the second largest socially responsible account in the country.

For a brochure and other campaign materials, contact Social Choice for Social Change: Campaign for a New TIAA-CREF, MC Box 135, Manchester College, 604 E. College Ave., North Manchester, IN 46962, (219)982-5346/5009, or e-mail NJWollman@Manchester.edu or AAFuller@Manchester.edu. Your name will be added to the mailing list for occasional updates. For more information, you can also visit the web site at <http://ARES.manchester.edu/department/PeaceStudies/njw/disclaim.html>. If you do contact TIAA-CREF or take other actions, please let us know so we can monitor campaign activities. Thank you.

Our Community

by
Virginia Gerde
University of New Mexico

Note-- I have provided below excerpts from the IABS 2000 History Project, based on observations of many graduate students. I have tried to provide just a few comments about different aspects of the conference. Although I have taken license with the grammar and some of the wording for the sake of space, I have tried to leave the intent and feeling of these observations the same. These comments reflect the spirit of IABS, our unique community, and the reasons we keep coming together. -- Virginia

Our Community:

The community of IABS is supportive and encouraging. It is at the conference where we can talk face to face, share our stories and understand new perspectives. Perhaps it is the acceptance of innovative sessions and half-baked ideas, but IABS is a place where reason and emotion are not artificially divided, where people know, feel, and discuss ideas. We recognize that we are scholars, teachers, mentors, family members, and individuals striving to improve part of our world.

I had a wonderful time at IABS. Everyone was warm and welcoming. Kathy is to be congratulated for a beautiful location, wonderful food, fun activities, and a productive, well-organized program.

The Sessions:

Capitalist Pigs "There's more to life than slop.": I was surprised by the fun and the seriousness with which IABSers undertook activities such as the "Capitalist Pigs" play. I laughed and thought and laughed again at how I was reading so many meanings in this very ingenious "therapy substitute" (to put it in Stephen Taylor's --the author-- own terms). I am only sorry that I couldn't attend the concurrent session in which Nike representatives defended their company's managerial decisions.

Nike and Its Critics: Well organized. I enjoyed the session because it really gave those of us who talk about or teach Nike cases to our students the opportunity to hear from, and speak to, representatives of the company. After years of hearing selective bits of information in the media over the years, it was interesting to hear from Nike of their efforts to better the lives of their workers -- something the media would never talk about.

I was told of the supportive nature of this conference and was not disappointed. After finishing presentations, the presenters were bombarded with good words and suggestions, not attacked by criticisms. This leads to the development of the scholar.

The session that really stands out for me was the one that Sandra Waddock et al did on mindfulness in teaching. It was really great to participate in a thoughtful discussion on bringing more mindfulness into our teaching and encouraging mindfulness in our students. I sometimes feel like I'm fighting a huge entrenched force of technorationality ("I blame Descartes!" is my battle cry) and this felt like a meeting of the underground resistance forces.

First of all, it needs saying that the roundtable format is excellent. We had an hour and a half of discussion that I am pretty sure no one wanted to end. The presenters offered their ideas for their papers and asked for feedback and

response to help them along in their endeavor. This sparked some amazing give and take among all of the participants and sparked some seeds of inspiration of my own. This was supportive, and I believe the roundtable format makes presenters feel more at ease while offering up their relatively undefined ideas [half-baked in IABS terms]. Excellent session!

The encouragement given to ideas that are still 'works-in-progress' was evident in the workshop sessions. I was particularly impressed by the one I attended on Ethical Decision Making that was organized by Jim Weber, where it was an interesting mix of the leaders in the area and people who knew next to nothing about the concepts (such as myself). There was an opportunity very rarely to be had in other conferences to freely intellectualize with the heavy hitters. As a first year student, I was very appreciative of this experience and the quick summarization of where the field was and heading toward in just that small amount of time.

Most of the meetings I attended were well done, and particularly well organized (those who were in charge of sessions did a good job of keeping participants to time limits, which is rare in many conferences).

But there are more than the sessions...

Throughout the weekend I attended sessions on a variety of topics and in a variety of formats. But of course, the breaks were probably the most helpful and the most memorable. Chaired professors with distinguished professional histories were willing to share their experiences as doctoral students and young scholars. Tenured faculty commented on the value of my own research, and giving me directions for more support and more development. It was just a tremendous experience to stand in a group where I felt like a peer despite my own inexperience and insecurities.

Past Presidents' Dinner: The presidents shared a number of humorous stories detailing the history of the IABS conference. I felt a great sense of camaraderie throughout the entire experience. I also learned that it is always a good idea, when something isn't working, to make sure that it is plugged in.

This dinner reaffirmed how important the culture and history of IABS are to the members. It was entertaining hearing the stories of expeditions these people had throughout the world in the past -- and it was invaluable hearing from the history of IABS and the strides it has made over the years. I came away from the dinner with a new respect for IABS and the past presidents as well.

I went skiing on Saturday afternoon. Being Mexican, I do not have many opportunities to ski, and, after some hesitation (mainly due to the student budget on which I currently operate), I decided to "seize the slopes." The rides to Smuggler's Notch and back provided an opportunity to exchange ideas with colleagues from several universities, not only from the US, but also several from Europe. Although our group was not large, we did have a very diverse, international representation which provided interesting, multicultural conversations.

Later on, I joined the sleigh rides. I wish I had learned the (English) Christmas carols the group sang, inspired by the "bonfire," a cold and starry night, and the happy sound of the rattles that the horses carried.... I guess we all enjoyed our fifteen minutes of "Christmas in March."

Overall -- IABS was great as usual.

Everything I have heard about the conference & IABS was true. It was a fabulous conference. The atmosphere was not only supportive but also friendly. When I left the university, I felt like I was leaving a family behind, but after coming here it is like I have an entirely new family and group of friends. You can come to IABS and feel right at home. People look forward to meeting you, hearing from you and discussing research issues - as well as other issues a doctoral student finds invaluable.

 Thanks to all the contributors who provided their impressions on the IABS 2000 conference: **Joerg Andrioff, Michael L. Barnett, Laquita C. Blockson, Craig Caldwell, Mark Cordano, Brad Geiger, Jin Hwan Hong, Michael Johnson-Cramer, Barrie Litzky, Tammy Mac Lean, Timothy McCabe, Natasha Munshi, Miguel R. Olivás-Lujan, Scott Reynolds, Pasi Sajasalo, Steve Taylor, Thomas J Zagencyk, and Yiran Michelle Zhou**

Member News

Craig Fleisher is taking the position as Dean of the Faculty of Business, University of New Brunswick Saint John (UNBSJ), Canada, in July. UNB is in its third century and UNBSJ had North America's first full MBA and undergraduate E-commerce business programs. Craig's newest book, *Managing Frontiers in Competitive Intelligence* (w/ D. Blenkhorn), is being published by Quorum Books this summer. His last book, *Assessing, Managing and Maximizing Public Affairs Performance* (Washington, DC: Public Affairs Council), is being revised and is going into its second printing later this summer. Craig was also recently named North American editor of the *Journal of Public Affairs* (Henry Stewart Publications, UK) and invites any potential authors with an interest in public affairs topics to submit papers for the new journal, which will publish its first issue this summer.

Diane Swanson has been awarded a competitive, corporate-funded, College of Business "Faculty Fellowship," which includes an annual cash stipend in recognition of scholarship. Diane was also granted early tenure at Kansas State University in the College of Business Administration.

John Dienhart has published two books: *Business Ethics* (co-authored with Jordan Curnutt), which outlines the systematic study of business ethics beginning in the late 1970s. Since that time, business ethics has moved into the study of how self-interest, personal interests, national interests, and fairness fit together in a business context. The volume examines traditional ethical theories as well as contemporary trends in the study of business ethics. More information on the book is available at

<http://www.abc-clio.com/products/index>

This text was named the Outstanding Academic Title for 1999 for ABC-CLIO.

John's other book is *Business, Institutions, and Ethics: A Text with Cases and Readings*, which uses the analysis of social institutions as a base to study business ethics. In particular, the readings demonstrate how institutions are constituted by principles, then uses these principles to examine the ethics of commerce. The book includes 34 readings

Member news...cont. in opposite column

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and cases to explain fundamental concepts in ethics and how to apply them to business and economics. More information on this text is available at:

<http://www.oup-usa.org/catalogs/new>

Ans Kolk (University of Amsterdam) has two new publications. The first is a book entitled "*The Economics of Environmental Management*", published by Financial Times Prentice Hall (ISBN 0-273-64238-3). The book focuses on how the increasing attention paid to environmental management has raised many new dilemmas for firms. For instance, how can managers deal with environmental issues in a competitive situation that is international and heterogeneous? What are the strategic and financial implications of environmental management? How can they cope with regulation, considering the choices, which range from compliance to voluntary initiatives? And how do other firms organise their environmental management and communicate with stakeholders?

Examination copies can be requested via e-mail: exam.copy@pearsoned-ema.com or by post from Pearson Education, PO Box 88, Harlow, Essex, CM20 2JE United Kingdom

visit the Publisher's website at <http://www.pearsoneduc.com/order.html>

Professor Kolk also published an article with Rob van Tulder and Carlijn Welters (1999), 'International codes of conduct and corporate social responsibility: can transnational corporations regulate themselves?', *Transnational Corporations*, Vol. 8, No. 1, pp. 143-180. This article examines 132 codes of conduct drawn up by four different actors: social interest groups, business support groups, international organizations and firms. The contents of the codes and their capacity to address the regulatory void left by processes of globalization is assessed. Voluntary TNC codes are showing clear potential in addressing unstable socioeconomic relations *provided* other actors do not step aside.

Job Announcements

UNIVERSITY OF SAN DIEGO

Business and Society, Ethics and Law

School of Business Administration - Olin Hall
The University of San Diego School Business Administration is looking for one new tenure-track or visiting faculty member for fall semester 2000 to teach undergraduate and graduate classes in the areas of business and society, ethics, and law. Position open until filled.

QUALIFICATIONS:

Ph.D., D.B.A., or A.B.D., with a concentration in social issues management, business ethics, or related area, and J.D. -

preferred Ph.D., D.B.A., or A.B.D. in business with a concentration in social issues management, business ethics, or related area, or J.D., M.B.A. - required

- ? effective, experienced teacher
- ? potential for quality research and publications
- ? post bachelor's degree work experience
- ? dedication to developing college students into ethical, socially responsible leaders
- ? a commitment to assisting with business school improvements in the areas of academic integrity and community service
- ? contributions to at least one of the schools' areas of strategic focus: international business; e-commerce; technology management; real estate and regional development; sports, entertainment, and tourism; or family business
- ? willingness to develop new areas of expertise as needed by the School of Business Administration

The University of San Diego is located in a city that has one of the most ideal climates in the world. The local business community is thriving and is the home of Qualcomm, Gateway Computers, and many biotechnology companies. San Diego offers numerous cultural and recreational opportunities. The University is a dynamic, private institution with approximately 6,700 students. It features a beautiful campus on a mesa overlooking the Pacific Ocean. The University is presently in the process of building the Kroc Center for Peace and Justice and a new sports complex with arena. The Business School

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offers undergraduate degrees in business, economics and accounting, an MBA and International-MBA.

Non-traditional programs include MS degrees in Executive Leadership in partnership with the Ken Blanchard Companies, and Global Leadership for the U.S. military. *The USD School of Business is committed to improving global business practice through applied research and innovative, personalized education to develop socially responsible leaders.* The school is AACSB accredited. The University of San Diego is an Equal Opportunity Employer committed to excellence through diversity. Female and minority candidates are strongly urged to apply.

Send a letter of application, vita, sample teaching evaluations and a writing sample to:

Tom Dalton, Associate Dean
School of Business Administration
5998 Alcalá Park
University of San Diego
San Diego, CA 92110-2492
619.260.4859/ <dalton@acusd.edu>

Conferences and Calls

The Journal of Global Business and Political Economy *Competition & Change*

http://www.gbhap.com/Competition_and_Change/

Editors:

Colin Haslam, Royal Holloway, University of London, UK

Jeffrey Henderson, University of Manchester, UK

Competition & Change examines the changing nature of economic and business organization in a highly competitive global economy. The journal draws on recent scholarship in business economics, political economy, organizational sociology, economic geography, international relations, and development studies to explore the interplay of economic, political and social forces contributing to global integration and regional and national fragmentation.

Competition & Change aims to promote an

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understanding of the evolving processes of global competition and their impact on the changing organizational structure of business and economies; to understand more comprehensively the interplay of globalizing and localizing forces in the world economy as they contribute to the geographic extension of business and intensification of uneven development; to create an understanding of the interrelationships between the dynamics of global competition and the social, economic, political, and environmental conditions throughout the world; to discuss matters of business strategy and its relation to political initiatives at regional, national and local levels; and to explore the geo-political implications of economic transformation as a global phenomenon.

A SELECTION OF RECENT PAPERS

'Globalisation' and National Differences *Hugo Radice* (3.3, 1998)

Internationalization Strategies, Networking and Functional Discretion *Marko Jaklic* (3.4, 1998)

Globalisation in Telecommunications: The Dynamics of Firms, Governments and Technologies *Ray Loveridge* and *Frank Mueller* (4.1, 1999)

Neoliberalism, *Laissez-Faire* Capitalism and Economic Crisis: The Political Economy of Deindustrialisation in Hong Kong *Henry Wai-chung Yeung* (4.2, 1999)

Assembler-Supplier Relations in the Auto Industry: Globalisation and National Development *John Humphrey* (4.3, 2000)

Foreign Investment and Development: The Positive Effects of Embedded Foreign Investment in China *Brad Christerson* (4.3, 2000)

If you would like to submit a paper, request a sample copy, or receive further information on the journal, please contact:

Anna Hines
Harwood Academic Publishers
PO Box 90
Reading RG1 8JL
United Kingdom
anna.hines@gbhap.com

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Faculty Development Workshop

“Strategies for Teaching International Negotiations” Oct. 13 – 15th, 2000

The Center for International Business Education and Research (CIBER) at the Fuqua School of Business, Duke University, would like to invite you to attend the 3rd Annual “Strategies for Teaching International Negotiation Workshop.”

FOCUS: This year’s workshop will focus on the use of experiential exercises and role-playing simulations in international negotiation for such courses as negotiations, organization behavior, joint venturing, and strategic management.

WHO SHOULD ATTEND: Participants may be on the faculty of business schools, psychology departments, public policy schools, government, international relations, or any other department where negotiation courses are taught.

WORKSHOP CO-LEADERS:

Dr. Hildy Teegan of George Washington University. Her research and teaching focus on international business negotiations and foreign market analysis.

Dr. Susan Brodt of Duke University, Fuqua School of Business. Her research and teaching are in negotiation in relation to culture and negotiating teams.

Dr. Arie Lewin of Duke University, Fuqua School of Business, and Director of CIBER. Dr. Lewin is the role playing simulation coleader and a professor of International Management and Sociology.

REGISTRATION FEES:

Before August 31st, 2000, the cost of the workshop is \$1300. (After August, 31st, 2000, the cost is \$1486).

Scholarships in the amount of \$500 are available for faculty members from traditionally minority or under funded schools.

For more information on the 2000 FDIB Workshop, workshop coleaders, feedback from last year’s workshop, or to register please visit our web site:

<http://faculty.fuqua.duke.edu/ciber/fdib00.html>

or contact:

Jennifer Powers
(919) 660-7837
jep6@duke.edu

Journal of Public Affairs

Call for Papers

There has been substantial growth over the past decade in government relations, public affairs and political marketing. Increased privatisation and government regulation, the onward march of globalisation and the emergence of powerful and unpredictable pressure groups has meant that public affairs, in particular lobbying, has moved from a tactic adopted by organisations to being a managerial strategy to achieve competitive advantage. Yet despite these far-reaching changes, public affairs remains relatively under-researched, under-reported and under-examined.

Journal of Public Affairs provides an international, peer-reviewed forum for submissions examining best practice, new thinking and developments, and applied research in the field, and will include:

- ✓ Original, applied articles by leading international practitioners, expert consultants and respected academics;
- ✓ Hands-on case studies from blue-chip companies worldwide;
- ✓ Book Reviews summarising content and assessing relevance;

Each subjected to peer review, to ensure the journal is authoritative, accessible and relevant

The target audience comprises all those concerned with new thinking and best practice in public affairs including practitioners from large corporations, consultants, government organisations, regulators, associations, pressure groups, researchers and academics. The target readership is reflected in the editorial board, which consists of leading academics and senior practising executives from industry around the world.

The editors of the *Journal of Public Affairs* invite the submission of relevant papers for upcoming issues of the journal. Original research, review papers and case studies are all welcomed. Topics identified include:

- Practical tools of Public Affairs Management
- Conceptual advances in business-government-society relations
- Case studies of public affairs in practice
- Dealing with government regulators
- Environmental campaigning
- Issues management techniques
- The role of the media in public affairs
- New developments – trends, issues, practices
- Implications of gender for public affairs
- Funding of political parties, campaigns and policy development
- Local community/Stakeholder initiatives
- Political Lobbying
- Campaign and pressure group activity
- Political convention/conference business and relationships
- The role of government officials

Authors wishing to make informal enquiries concerning possible contributions may contact:

The Editors: Phil Harris and Danny Moss
 Centre for Corporate and Public Affairs
 The Manchester Metropolitan University
 Faculty of Management and Business
 Aytoun Building, Aytoun Street
 Manchester, M1 3GH, UK
 Tel: +44(0)161 247 3697. Fax: +44(0)161 0161 247 6861. Email:
 p.harris@mmu.ac.uk or d.moss@mmu.ac.uk

Or The Publishing Editor: Daryn Moody, Henry Stewart
 Publications, Museum House, 25 Museum Street, London WC1A
 1JT, UK
 Tel: +44(0) 20 7323 2916. Fax: +44(0)20 7323 2918. Email:
 daryn@hspublications.co.uk