



International
Association for
Business and
Society

**IABS Newsletter
Spring/Summer 2002**

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Reflections on a Workshop on Science and Social Issues

By Diane L. Swanson
Kansas State University
College of Business Administration
With thanks to Ms. Judith Sabah
Department of Animal Science and Industry

Are social issues in management relevant to scientists at an agriculturally focused institution like Kansas State University? Ms. Judith Sabah, a doctoral candidate specializing in food microbiology, tackled this question when she arranged for biologist Dr. Beth Montelone and me to conduct an all campus workshop on the social implications of genetically modified organisms. As readers may know, genetically modified organisms (or GMOs as they are commonly referred to) involve the biotechnology of transferring genetic material from one microorganism to another.

The interactive workshop was well attended, drawing mainly students from applied science. Not surprisingly, the agricultural perspective was represented early on by one student who speculated that it would be extremely difficult for farmers to guarantee that certain products were not genetically modified, since even wind-borne pollen from neighboring fields could contaminate crops. His concern was that some farmers' reputation for honesty would be at stake, compromising trust among rural business partners. This is just one example of how workshop participants identified

ethical issues rather spontaneously and without much prompting.

As the young scientists moved from local interests to global concerns, they generated an extensive list of potential benefits and risks of the advanced molecular technology. The possibilities ranged from promises of better medicine, nutrition and soil conservation to the dangers of eating plants that contain their own pesticides in every cell. Participants also addressed consumers' right of choice and the need for truth in labeling and uniformity in international regulation. Along the way, they lingered on the implications of the biotechnology for children born to poverty in developing nations, notably the claim that the consumption of genetically modified "golden rice" (which contains beta-carotene) might reduce consumption of blindness in that population.

I walked away from the workshop with a keen sense of irony, recalling that business education tends to discourage normative analysis in favor of "hard facts." Yet I had just observed sophisticates at factual analysis gravitate quite naturally to questions of morality. Of course, these students had a distinct advantage --they had *not* been taught to focus narrowly on stock prices and the vested interests of managers. Their broader view was reflected in Ms. Sabah's introductory remark that "it is fundamental to understand that not only we are dealing with safety or environmental issues, but also with every citizen's responsibilities to each other, to future generations, and to the survival of all species." As far as I could tell, none of the young scientists in the room questioned her moral premise.

IABS 2002 Conference - June 27 to 30 - Victoria, BC, Canada

Passport Control

If not a Canadian citizen or resident, be sure to bring your passport (valid and current) and check any visa requirements if not from U.S. (If you live near the Canadian border, you're probably more familiar with crossing requirements on your own.) A customs letter was mailed to all contact individuals for further distribution to everyone else on that individual's submission (coauthors or co-presenters). Useful to have (identifies you in effect), so if you have not received from the appropriate person, contact that person or send a FAX number to my secretary smyler@rice.edu and she can transmit the 2-page document. (It's in physical form only.) My impression is that it particularly covers materials being brought in for the conference. Border control should have

IABS listed for the period when we're arriving (but who knows).

IABS Newsletter Call for Submissions:

Have you found a good website?
Have you tried a new teaching method?
Have you published a paper?
Have you been promoted?
Have you changed positions?

Send your news to Sandra Christensen for inclusion in the IABS Newsletter.

sandra.christensen@mail.ewu.edu



Mark your calendars

It is not too late to get a seat at one of the RESEARCH ROUNDTABLES at this year's Academy of Management Professional Development Workshop on Sunday morning August 11th.

For those who are just now making their plans to attend the Academy meetings AND for those who like to make decisions about which sessions to attend about 5 minutes before they start, you are welcome to bring your spontaneity and your curiosity to one of the discussions. You don't do any planning other than to set your alarm clock Saturday night. What could be easier!

The session details follow-

Session: 255

Sponsor(s): (SIM, PNP, ONE)

Sunday, Aug 11 2002

9:00AM - 12:00PM at Adam's Mark in Columbine

This roundtable features discussions of issues, theory and development in the exploration of topics relevant to the domains of the co-sponsoring units. Topic leaders are noted in parentheses:

- Empirical Studies of Business Ethics (Jim Weber, Duquesne U.)
- MNC Control & Social Issues in International Business (Kathy Getz, American U.)
- Management of Social Issues/Social Crises (Stelios Zyglidopoulos, Rochester Institute of Technology and Pursey Heugens, Concordia U.)
- Corporate Citizenship as Corporate Social Responsibility/ Performance (Sandra Waddock, Boston College)
- Corporate Environmental Performance (Gordon Rands, Western Illinois U.),
- Political Strategy & Public Affairs in the Global Business Community (Jennifer Griffin, George Washington U.)
- Stakeholder Theory and Application (Sybille Sachs, U. of Zurich)
- Stakeholder Dialogues: NGO's, Unions, Community Groups (Anne Lawrence, San Jose State U.)
- Qualitative Research Methods (Jane Beckett-Camarata, Kent State U.)

Position Announcements

Colorado State University

Department of Psychology

Assistant Professor in Industrial/Organization Psychology

The Department of Psychology at Colorado State University invites applications for one tenure-track position in Industrial/Organizational Psychology at the rank of Assistant Professor. We are seeking individuals who have evidenced excellence in both teaching and research. We are interested in a person who will contribute to the diversity of our faculty and strongly encourage women, persons of color, and other underrepresented groups to apply.

Appointment Date: August 16, 2002.

Minimum Qualifications: (1) A Ph.D. from an I/O program, (2) Evidence of teaching, and (3) Evidence of research contributions to I/O psychology. Special Qualifications: We are particularly interested in persons holding expertise in areas of micro-level Organizational Psychology. Research interests might include, though do not necessarily require, such topics as work and organizational attitudes, perceptions of organizational justice, organizational effectiveness, leadership, and team effectiveness. The person will be expected to teach at both the graduate and undergraduate level. While actual course assignments will vary based on candidate interest and expertise, undergraduate courses might include Organizational Psychology, and Social Psychology,

whereas graduate courses might include Graduate-level Research Methods, Advanced Organizational Psychology, Industrial/Organizational Psychology in Work Organizations, and topical seminars of interest to the candidate. We are interested in a person who has potential for establishing relationships with organizations in the community and obtaining external funds to support research and graduate education.

Position announcement continues on opposite column.

Position announcement continues from opposite column.

Salary: Salary is commensurate with education and experience.

Applicants should send following materials to the address below by July 1, 2002: (1) a curriculum vitae, (2) graduate transcripts, (3) statements of teaching and research interests, (4) reprints/preprints of representative research articles, (5) evidence of teaching experience and effectiveness (e.g., course syllabi, teacher evaluations, etc.), (6) evidence of establishing consulting or research relationships with organizations, (7) three letters of recommendation, (8) phone numbers and e-mail addresses of all references, and (9) applicant's phone number and e-mail address. Files of applicants who make the short list will be open to all psychology faculty. Applicants should advise referees of this.

Jerry L. Deffenbacher, Chair

American University's Kogod School of Business
<http://www.kogod.american.edu/>

Member News:

Ans Kolk has been appointed as full professor of sustainable management at the University of Amsterdam, Amsterdam graduate business school, The Netherlands. (akolk@worldonline.nl)

Mary-Ellen Boyle, assistant professor at the Clark University's Graduate School of Management has published her new book: *The New Schoolhouse: Literacy, Managers, and Belief*, which discusses the phenomenon of employer-sponsored education as complex and contradictory, with consequences that extend beyond the classroom walls to our society as a whole. Professor Boyle is currently researching the social responsibility of the business school.

5th Edition of **Carroll & Buchholtz**, *Business and Society: Ethics and Stakeholder Management*, 2003, is now available from South-Western College Publishing. For an exam copy call 1-800-354-9706 or access <http://carroll.swcollege.com> The 5th Edition is available for Summer and Fall adoptions.

Dr. **Craig S. Fleisher**, Professor of Management, University of New Brunswick, Canada, fleisher@canada.com has had his newest book entitled "Strategic and Competitive Analysis: Methods and Techniques for Analyzing Business Competition" published by Prentice Hall (w/ B. Bensoussan, ISBN 0130888524, copyright 2003). Of particular interest to IABS members is that it includes a section on environmental analysis techniques with individual chapters covering SEPT/STEEP, issues, stakeholders and scenarios. The book comprehensively examines the wide spectrum of techniques (classic as well as more popular contemporary ones) involved in analyzing business, competitive data, and information.

Tammy Mac Lean successfully defended her dissertation entitled "Reframing Organizational Misconduct: A Symbolic Interactionist Study of Deceptive Sales Practices at a Major Life Insurance Company" at Boston College. Her dissertation committee was chaired by Judith Clair (Boston College), Sandra Waddock (Boston College), Bill Stevenson (Boston College), and Melissa Baucus (Xavier College). She is now on faculty at University of Massachusetts Boston.

**Conference Announcements and
Calls For Papers**

The Psychologist-Manager Journal

Teaching Business Ethics

Teaching Business Ethics is seeking manuscripts for its section on innovative teaching techniques. The section contains essay-style short articles that describe novel or non-traditional teaching approaches. These approaches may involve practical ideas that enhance teaching effectiveness, creative teaching techniques, exercises, activities, and simulations; novel uses of film, art or literature that explicate business ethics concepts or concerns; uses of non-business concepts to explain business ethics concerns or concepts. This section of Teaching Business Ethics does not publish cases or deal with case-related exercises. This call for manuscripts has no deadline.

In writing an article for this section, authors are advised that they must clearly articulate the particular scholarly literature that the exercise addresses; citations are required. Additionally, authors should try to provide the reader with a means for assessing the approach (student feedback instrument or a hard measure of effectiveness). Instructions for submission to Teaching Business Ethics can be found at <http://www.wkap.nl/kaphtml.htm/IFA1382-6891>. Authors submitting articles for this new section should send the paper to the Netherlands office (to the attention of Robert Giacalone) and clearly note that it is intended for this section of the journal.

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International Journal of Organization Analysis

The IJOA is calling for proposals of short book reviews on many organizational topics, including business and society, business ethics, strategic management, environmental stewardship, organizational theory, organizational behavior, operations management, management information systems, socio-economics, management concepts, and human resource management. Contact Diane Swanson (swanson@ksu.edu), Department of Management, College of Business Administration, 101 Calvin Hall, Kansas State University, Manhattan, Kansas 66506.

Business & Society
moves into the 21st century!

ANNOUNCING "THE DARK SIDE" CASE-
WRITING COMPETITION

The Critical Management Studies Workshop (<http://aom.pace.edu/cms/>) and the Management Education Division of the Academy of Management are sponsoring a case-writing competition. An award will be made at our meeting at the Academy of Management in Denver in Aug 2002 for the best case-study of the worst business practices.

Our case libraries are almost exclusively devoted to "best-practice" cases and to difficult decisions faced by basically well-managed firms. The cupboard is relatively bare when instructors look for cases on the more typical, merely average firm, or on really scandalously bad practices, or on the sometimes bad consequences of much-praised practices. It is difficult even to find reasonably rich cases on labor/management conflict.

Call continued on opposite column

This competition therefore aims to encourage the development of cases that provoke reflection and debate on the "dark side" of contemporary capitalism. Some might argue that we are promoting "muck raking." They are correct: we feel that if there's so much "muck" out there, it behooves us to look at it squarely and decide what should be done about it. For both teaching and research purposes, it is critical that we have well-documented worst-practices cases on the table, so that we have the opportunity to understand how such organizations come in being, how they function, and how they might be changed.

Submissions could address any of a range of issues. We encourage submissions focused on labor relations -- instructors in this area are particularly eager to see cases that raise issues about the difficulties workers encounter in organizing unions and otherwise expressing voice at work, and cases that prompt discussion on how these difficulties might be surmounted. We also encourage submissions focused on environmentally harmful practices -- we need to understand better the factors that encourage firms to pollute, and how these conditions might be changed. Other foci are also welcome.

All submissions should include a teaching note. This note would make explicit the issues raised by the case and the importance of these issues, explain the research behind the case, discuss how it might be used in the classroom, and describe how the case could fit into a program. It should enable the panel to judge the likely effectiveness of using the case in the classroom.

The award will go to the best case-study -- not to the worst offender. The award selection criteria will be:

- the importance of the issues raised;
- the quality of the underlying research: we encourage solid background research using interviews, legal proceedings, archival data, etc.;
- the quality of the presentation: the case should not be polemically one-sided -- it should give voice to a range of points of view;
- the clarity of the writing;
- the usefulness of an accompanying teaching note.

Submissions should be received (by email please) by July 1. Submissions and inquiries should be addressed to the coordinators, Paul Adler at padler@usc.edu and Richard Marens at [<rmarens@monmouth.edu>](mailto:rmarens@monmouth.edu).

ABOUT IABS

IABS is a learned society devoted to research and teaching about the relationships between business, government and society. On another level IABS is a community of friends and colleagues. Founded in 1990, today it has over 300 members worldwide from over one hundred universities in more than twenty countries as well as members from various corporations and not-for-profit organizations. IABS is a multidisciplinary association, which attracts scholars and executives from all the disciplines of management. Its research domain covers the various aspects of the interface between management and the social political dynamics of the surrounding society. The research domain includes topics such as corporate social responsibility and performance, emerging social issues for business, business ethics, environmental affairs as well as business and government relations, among others. IABS sponsors a journal, *Business and Society*, the only peer-reviewed scholarly journal devoted entirely to research, discussion, and analysis on the relationship between business and society. IABS also organizes annual conferences, which generally meet two years in North America and one year outside of North America. Papers presented at the conference are selected through a blind review process, and published in the conference proceedings.

2001-2002 IABS OFFICERS:

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