



International  
Association for  
Business and  
Society

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### **FROM THE EDITOR**

Euphemistically, at least, we will still call this the spring 2007 newsletter—my last as editor. Beginning with the fall 2007 issue, Robbin Derry will take over this position. It is comforting to know that the job will fall into hands far more capable than my own.

I leave with mixed emotions. I have fully enjoyed my time as editor of the newsletter, and have had the opportunity to get to know many more members of IABS than I did before assuming the position. As an interested (hopefully) scholar of organizational dynamics, I have been privileged to attend IABS board meetings during a time of significant transition in the board's and the organization's membership. When I took over the position as editor for the fall 2004 newsletter, many of the founding members of IABS were still active on the board, and their influence was felt throughout the conferences and organization. This past year was the first in IABS's history without any of the founding members on the board.

That, in itself, was certainly a milestone in the life of IABS. Even more important are the triumphs and pains of growing into an "adult" organization—formalizing policies

and procedures, receiving a larger and more diverse membership, and insuring a stable financial future have been just a few of the steps taken by the 2006-07 leadership. Lori Ryan, immediate past president, has more to say about all of that in her message.

Because of the many transitions currently underway in the organization, I feel that it is vital to capture and record as much of IABS history as possible. Perhaps that is more important to me than some others because of how I came into the organization. Rich Wokutch, one of the founding members, almost literally *drug* me to my first IABS conference, in 1997, at the Sandestin resort in Destin, Florida. Being a poverty-stricken student, I had no money for the trip. As Rich has been know to do for many of his students, he let me sleep on the floor in his room, and made sure I knew when and where all of the food would be available. By coincidence, I had previously worked for the company that developed much of Sandestin—so the conference was both a homecoming and a new beginning for me. I had the good fortune of meeting many of the founding members, and through their conversations, learned much of the history (and I'm sure, mythology) of the beginnings of the organization.

My disappointment in leaving the role of newsletter editor (remember, I am leaving with mixed emotions) is that I leave unfulfilled one of my primary goals. I had hoped to start a series written by past presidents of the organization, reflecting on their perspectives about the establishment, growth, and role of IABS. Regular readers of the newsletter will know that I utterly failed at that task.

Rich Wokutch again lends a helping hand, to partially ameliorate my failure. He has provided me with the transcripts of a series of interviews that were recorded with people who were intimately involved in the formation and early development of the social issues in management field and the Social Issues in Management (SIM) Division of the Academy of Management. The introduction, written by Rich and Mary Mallott, is presented in this edition of the newsletter. Hopefully, Robbin will be willing to publish the interviews in future editions.

So, with that, I take my leave. IABS has been, and continues to be a significant source of comradeship and idea generation for me. I hope that it fulfills those roles for you, as well. I'll see you on the listserve and at future conferences!

**ANNUAL CONFERENCES**  
**IABS 2007 Florence, Italy**  
**IABS 2008 Tampere, Finland**

The eighteenth annual IABS conference was held at Villa La Pietra in Florence, Italy May 31 through June 3. The setting was beautiful, the food was great, and the ideas were stimulating. 232 attendees, more than half from non-North American homes, came to Florence to exchange ideas. One response to a particular session and the conference in general was, "Wow—what a venue! And for the first time at a meeting with international colleagues I heard

philosophical and empirical discussions leaning toward a more comprehensive, perhaps more descriptive, model of human moral nature in organizational settings. Joseph Heath articulately argued for incorporating into our models of moral psychology what our counterparts studying white collar crime have learned, Eleanor Higgins presented persuasive arguments indicating that moral issues are unlikely to be overtly addressed, personally or collectively, in high level executive decisions. Jeff Thompson, emphasized the role of moral identity in motivating why one might commit to a particular career path using a creative and fascinating sample and methodology. George Watson suggested that the measurement problems in moral psychology are significant enough to bracket them out and use past behavior as a predictor of future behavior. And Craig Dunn, who also skillfully chaired a tough session, added the concept of moral distress to our understandings of human moral psychological nature.... Last, thank you to the organizers of Florence for such a memorable event! Wow." Many thanks to Ben Wempe for his hard work in organizing a wonderful conference!

Kathy Rehbein, Conference Chair for 2008, has selected a site in Tampere, Finland, June 26 through 29. More details to follow... From the brochure, it looks to be another fabulous site. Mark you calendars now, and be sure to be there!

**IABS NEWS**

**A Message from Immediate Past President Lori Ryan**

One of my greatest pleasures as outgoing president is the announcement of this year's election results. Jamie Hendry of Bucknell University has been elected Conference-chair Elect for our 2009 conference. Libby Scott of Eastern Connecticut State

University and Jeff Thompson of Brigham Young University have been elected to join the IABS board as Representatives at Large. I would like to thank Kelly Strong, who will be moving from the board as Immediate Past President to a slot as an IABS Fellow, for contributing his time and energy as a leader of the organization, including his roles as 2004 Conference Chair and 2005-06 IABS President. Thanks also go to both Jamie Hendry and Robbin Derry, this year's exiting Representatives at Large, for their years of service to IABS. I greatly appreciate the efforts of this year's nominating committee that led to offering the membership such an excellent slate of candidates. Joining me on the committee were elected members Tara Ceranic and Colin Higgins, and Executive Committee members Bryan Husted and Kelly Strong. The IABS board has determined that elections will represent a larger cross section of the membership if they are held after the annual conference every year rather than in February, so the 2008 election will be held in December 2007.

Conference Chair Ben Wempe will report separately on the Florence conference, but I know that we all appreciated the beauty of this year's venue and the plentiful gourmet food. Thank you, Ben, for your willingness to take on this particularly stressful role. Special thanks go to Tara Radin, who spent countless hours behind the scenes doing far more than she had bargained for.

Our Sage negotiation team, consisting of *Business & Society* Editor Duane Windsor, Bryan Husted, Bob Kolb, and I, is now working with our journal publisher to arrive at a mutually beneficial new contract. We're optimistic that we will be able to close the deal at the Philadelphia board meeting.

On the financial front, we had some victories and a defeat. IABS had lost its incorporation status several years ago, and

the board charged our new accountant, Tony Greci, with the task of attempting to resurrect it. Tony successfully achieved our reincorporation in Oregon this spring, which is a major coup for the organization. We also managed to close the year with only a slight operating loss—vastly smaller than in recent years—and even that should be precluded in 2007 due to our newly increased membership fee (thank you!) and an improved *Business & Society* contract. However, we were not able to conduct this year's conference in Euros, despite our best efforts. After investing innumerable hours in the project, Treasurer Bill Smith and I found the costs associated with the second currency to be beyond our reach, and the board concurred. The crux of the problem was the high cost associated with processing Euro-denominated credit-card payments. We anticipate that this problem will lessen in the future as global banking restrictions relax, and that we may soon be at least a dual-currency organization.

Since my last report, newsletter editor Craig VanSandt has taken on new administrative duties at Augustana College that will preclude him from continuing as editor. I would like to thank Craig for his very able service and welcome Robbin Derry, who is moving to the University of Lethbridge this summer, as incoming newsletter editor. If you have information that you would like to have included in future newsletters, please send it to Robbin at [robbin.derry@uleth.ca](mailto:robbin.derry@uleth.ca).

Please remember that the IABS web page at [www.iabs.net](http://www.iabs.net) now features up-to-date links to other centers and institutes associated with business and society, links to a plethora of journals related to the field, and a complete set of the programs from past IABS conferences. Also keep in mind that going to Amazon.com by way of [www.iabs.net](http://www.iabs.net) allows the organization to earn 4-6% on your purchases.

As I leave my post as IABS President, I would like to thank three people in particular who have helped me immeasurably during this second half of my presidency. Bill Smith, our new Treasurer, has put in countless hours working both on the organization's ongoing finances and on the potential Euro account. It was far more difficult to invest an inordinate amount of time in the Euro project and have it come to nothing than it was to invest in the others that concluded successfully. Executive Director Jenn Griffin has also survived a season of fire drills in addition to her team's usual load, with the tight windows between the membership inflow and the February *Business & Society* mailing cutoff, and between the opening of conference registration and the end of regular registration. Despite on-line registration, acting as the conference's "banker," Jenn had personal contact with more than 70% of the conference registrants to work out the details of their registration over a period of a few short weeks. Duane Windsor has also done a yeoman's job jumping in as *Business & Society* editor, simultaneously taking the helm and flying to California to begin negotiations for a new, improved contract in person. My hat goes off to all three of you. I also want to thank all of the IABS officers and the membership at large for their support of the organization. We are on a roll!

### **IABS MEMBER NEWS**

**Dr. Frances Bowen** will become the Director of the International Institute for Resource Industries and Sustainability Studies here, at the Haskayne School of Business, University of Calgary from July 1 2007. The mission of IRIS is to create and disseminate leading-edge sustainability research through publications, teaching and various forms of outreach to industry and community audiences. Researchers at IRIS investigate state-of-the-art innovative

management practices and their impacts on societal issues, both environmental and social, and the role that those practices may play in moving industry towards a more sustainable posture.

(<http://www.haskayne.ucalgary.ca/research/centres/iris/> )

**Tony Buono** of Bentley College, hosted its third Global Business Ethics Symposium sponsored by State Street Corporation, this year held in partnership with the Universidad Pontificia Comillas in Madrid, Spain on June 18<sup>th</sup>. This year's topic was "Business Ethics and Corporate Social Responsibility: Different Sides of the Same Coin? A Comparison of European and North American Perspectives." Complete information on the program is available at [www.bentley.edu/symposium](http://www.bentley.edu/symposium).

**Robbin Derry** has accepted an appointment as an associate professor of strategy and corporate responsibility at the Edmonton campus of the University of Lethbridge, in Alberta, Canada. Edmonton boasts the highest per capita amount of green space of any North American city, and offers outstanding cycling, x-c skiing, and of course fabulous northern lights. All visitors will be warmly welcomed. Robbin's new appointment starts July 1, 2007. Her new email address will be [robbin.derry@uleth.ca](mailto:robbin.derry@uleth.ca)

**Jenn Griffin** announces that The George Washington University's Institute for Corporate Responsibility is devoted to the development and dissemination of scholarship, including research and teaching pertaining to corporate responsibility. It serves as a vehicle for continuing education, curriculum development, conferences and seminars each of which will address needs of the School of Business, GW University, and the wider Washington, D.C. community. More specifically, ICR will leverage its location to become a leading resource to the business community through business associations and the policy community

through federal agencies, Congress, local and regional governments, non-governmental organizations, and international organizations. By fostering such a business-university-government partnership—US and global—the ICR presents a unique knowledge creation and dissemination asset on our campus, building scholarly capacity for our faculty and students.

The Institute for Corporate Responsibility officially received its Charter from George Washington University in October, 2006. Its Executive Director is Timothy Fort, the Lindner-Gambal Professor of Business Ethics. The Institute has four primary program areas:

Peace through Commerce **Director: Tim Fort** - [timfort@gwu.edu](mailto:timfort@gwu.edu)

Environmental Sustainability **Director: Mark Starik** – [starik@gwu.edu](mailto:starik@gwu.edu)

Corporate Governance **Director: Ernie Englander** - [ejeeje@gwu.edu](mailto:ejeeje@gwu.edu)

Global Stakeholder Strategies **Director: Jenn Griffin** - [jgriffin@gwu.edu](mailto:jgriffin@gwu.edu)

**Institute for Corporate Responsibility**  
The George Washington University  
2201 G Street, NW Fungler Hall 615  
Washington, DC 20052  
[www.gwu.edu/~business/research/icr/](http://www.gwu.edu/~business/research/icr/)

**Jared Harris** graduated from Minnesota (PhD in strategy and business ethics) last year, and took a job at the Darden School at UVA.

## **CALLS FOR PAPERS**

**Special Issue of *Business & Society*:  
Dr. Martin Luther King, Jr.'s  
Contributions to Management  
Scholarship and Practice**

*Deadline for Submissions: August 31, 2007*

This Special Issue of *Business & Society* invites scholars to examine the contributions of Dr. Martin Luther King, Jr. to the field of business-and-society and management. Dr. King is regarded by many as one of the greatest leaders of the 20th century. He challenged the status quo of racial discrimination by using America's historic ideals of freedom and opportunity in brilliant works, such as his "I Have A Dream" speech in August 1963 and his "Letter from a Birmingham Jail," published in 1963. His work cut across racial, institutional, and cultural lines by developing cooperative and non-violent strategies to bring attention to the struggle for civil rights, social justice, and economic well-being. Well-known events in which he played a pivotal role include the Birmingham bus boycott (1955), the "Bloody Sunday" march in Selma (1965), and the historic "March on Washington" (1963). Dr. King as a social activist, leader, and scholar focused our collective attention on issues of social justice not only locally, but also globally. He wrote that "among the moral imperatives of our time, we are challenged to work all over the world with unshakable determination to wipe out the last vestiges of racism. It is no mere American phenomenon. Its vicious grasp knows no national boundaries."

While Dr. King was assassinated in March 1968 at the age of 39, his legacy is extraordinary. Less than a year after the historic March on Washington, President Lyndon Johnson signed into law the 1964 Civil Rights Act, which banned discrimination in public facilities, such as hotels and restaurants, and also prohibited employment discrimination. The following year, the Voting Rights Act was enacted to be followed by the Fair Housing Act to remove discrimination in buying and renting of housing. These pieces of landmark

legislation were accompanied by a host of other social and organizational changes, including affirmative action, designed to counter the legacy of discrimination and to promote social justice.

In respectful memory of the 40<sup>th</sup> anniversary of his death, *Business & Society* will publish an issue on Dr King's contributions that relate specifically to the business-and-society field and to management scholarship. Both macro and micro topics of scholarly importance are appropriate for the Special Issue. We encourage authors to rely heavily on the writings, speeches, and demonstrated impact of Dr. King's work and to provide thought-provoking manuscripts that link his legacy to current scholarship most relevant to readers of *Business & Society*.

Topics that fit the special issue theme include, but are not limited to the following:

- progressive social values that Dr. King championed
- models of leadership (e.g., transformational, charismatic, servant) as exemplified by King
- organizational, social, and governmental strategies for ending discrimination
- the interface between social justice, social responsibility, and business ethics
- the role of corporate governance and accountability for social justice (or injustice)
- measuring the impact of social justice actions on corporate social performance
- strategies for incorporating lessons from Dr. King into the teaching of

business-and-society and business ethics courses

- international dimensions of social justice within business-and-society relationships

Authors are requested to submit papers electronically to both special issue editors. Manuscripts should conform to submission guidelines for *Business & Society*. The deadline for submissions is **August 31, 2007**.

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### **MEMBERS' PUBLICATIONS**

**Darnall N., Jolley G.J. & Ytterhus B. 2007.** Understanding the relationship between a facility's environmental and financial performance. Johnstone N. (ed.) *Environmental Policy and Corporate Behaviour*. Northampton, MA: Edward Elgar Publishing, in association with Organisation for Economic Co-Operation and Development (OECD), pp. 213-259. **ABSTRACT** It is often argued that good environmental and commercial performance go hand in hand. In this chapter the links between environmental policy stringency, environmental performance and commercial

performance (profitability and sales) for a sample of OECD manufacturing facilities are examined. Using a bivariate probit model for six different indicators of environmental performance (natural resource use, solid waste generation, wastewater effluent, local and regional air pollution, global pollutants, and an aggregate index) it is found that environmental performance has a positive and significant effect on both profitability and sales, indicating the potential for "win wins". However, perceived policy stringency has a negative and significant effect, thus indicating that such "win wins" are not policy-induced.

**Darnall N. & Edwards Jr. D. 2006.** Predicting the cost of environmental management system adoption: the role of capabilities, resources and ownership structure. *Strategic Management Journal* 27(2), 301-320. ABSTRACT This research explores why some facilities accrue greater costs when adopting an environmental management system (EMS) and why costs vary among three different ownership structures. Using survey data of organizations that documented their EMS adoption costs over a three-year period, the results show that publicly traded facilities had stronger complementary capabilities prior to EMS adoption and therefore lower adoption costs. By contrast, government facilities and privately owned enterprises had fewer capabilities and accrued higher EMS adoption costs. The development of organizational capabilities and resources therefore appears to be a function of both organizational exploitation of imperfect or incomplete market factors, and the institutional context of these decisions.

**Darnall N. 2006.** Why firms mandate ISO 14001 certification. *Business & Society*, 45(3), 354-381. ABSTRACT Thousands of facilities worldwide have certified to ISO 14001, the international environmental management system standard, and previous

research typically has studied these certification decisions at the facility level. However, significant anecdotal evidence indicates that firms may have a strong role, and if so, prior studies may be drawing inappropriate conclusions about the rationale for ISO 14001 certification. Drawing on institutional theory and the resource-based view of the firm, this study offers a conceptual framework that explains why parent companies would mandate--rather than simply encourage--their operational units to certify to ISO 14001. The framework is tested using survey data of corporate environmental managers. The results show that firms have a central role in nearly half of all facility-level certifications and that (compared to companies that merely encourage certification) firms that mandate ISO 14001 endure greater external pressures and have stronger complementary resources and capabilities that support their organization-wide ISO 14001 policies.

**Frank den Hond** announces that he will shortly publish an edited volume on CSR with Ashgate (see <https://www.ashgate.com/shopping/title.asp?key1=&key2=?ig=results&isbn=0%207546%204721%208> for details).

**Harris, Jared** and Philip Bromiley. 2007. "Incentives to Cheat: The Influence of Executive Compensation and Firm Performance on Financial Misrepresentation," *Organization Science*, 2007 in press.

**Huse, Morten:** *Boards, Governance and Value Creation: The Human Side of Corporate Governance* Cambridge University Press.

## **OTHER OPPORTUNITIES**

### **RSM ERASMUS UNIVERSITY Tenure Track Position: Assistant/Associate Professor Department of Business-Society Management**

At RSM Erasmus University we dedicate our intellectual resources to advance the frontiers of business knowledge and to educate future leaders. Our School has an extensive array of pre- and post-experience programs, ranging from undergraduate, Masters, to PhD programs. Our MBA program is consistently ranked in the top 30 programs internationally by the Financial Times.

The Department of Business-Society Management (BSM) teaches and conducts research on the complex and challenging relationships between business, society, and the natural environment. The Department distinguishes itself by its strong interdisciplinary nature and its international orientation. With 30 staff members and at least 60 master students each year the department is unique in the world. We aim to be inspiring, provocative, and innovative.

RSM Erasmus University offers a stimulating and international working environment in a top European business school. We are situated in Rotterdam, one of the most dynamic cities in the Netherlands.

#### **Qualifications:**

PhD in management or social science, preferably in Organization Theory, or Strategy as a mother discipline, with a demonstrable interest in Business and Society-related issues.

Assistant level: PhD & at least 3 papers in various stages of development/submission. We are looking for research-oriented faculty who can demonstrate they have the potential to meet tenure requirements in 5-6 years.

We encourage applicants to review these requirements from our Erasmus Research Institute of Management (ERIM) website [www.irim.nl](http://www.irim.nl)

Associate level: Applicants must have a proven research track record with international publications and be close to our criteria for a high performing membership with ERIM. We encourage applicants to review these criteria from our ERIM website [www.irim.nl](http://www.irim.nl) Teaching experience at MBA/MPhil/PhD level and experience with course/curriculum development is desirable.

Interested applicants should submit a CV, a letter of interest, 3 references and an overview of courses taught + teaching evaluations. Applications will be accepted until positions are filled. For information on salary scales, download the VSNU collective agreement at [http://www.vsnunl.nl/web/show/id=61588/lan\\_gid=42](http://www.vsnunl.nl/web/show/id=61588/lan_gid=42). International applicants benefit from favorable tax rulings.

Dr Gail Whiteman: Chair, Hiring Committee, Department of Business-Society Management, RSM Erasmus University, Email: [gwhiteman@rsm.nl](mailto:gwhiteman@rsm.nl)

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RSM Erasmus University offers a stimulating and international working environment in a top European business school. We are situated in Rotterdam, one of the most dynamic cities in the Netherlands.

**Qualifications:**

PhD in management or social science (possibly philosophy) with a demonstrable research interest in Business and Society issues.

Assistant level: PhD & at least 3 papers in various stages of development/submission. We are looking for research-oriented faculty who can demonstrate they have the potential to meet tenure requirements in 5-6 years. We encourage applicants to review these requirements from our Erasmus Research Institute of Management (ERIM) [www.irim.nl](http://www.irim.nl)

Associate level: Applicants must have a proven research track record with international publications and be close to our criteria for a high performing membership with ERIM. We encourage applicants to review these criteria from our ERIM website [www.irim.nl](http://www.irim.nl) Teaching experience at MBA/MPhil/PhD level and experience with course/curriculum development is desirable.

Interested applicants should submit a CV, a letter of interest, 3 references and an overview of courses taught + teaching evaluations. Applications will be accepted until positions are filled. For information on salary scales, download the VSNU collective agreement at

<http://www.vsnu.nl/web/show/id=61588/lanid=42>. International candidates benefit from favorable tax rulings.

Dr Gail Whiteman: Chair, Hiring Committee, Department of Business-Society Management, RSM Erasmus University, Email: [gwhiteman@rsm.nl](mailto:gwhiteman@rsm.nl)

**PROFESSIONAL DEVELOPMENT  
WORKSHOP**

**Manuscript Development  
2007 Annual Meeting of the Academy of  
Management  
Philadelphia, PA,  
Sunday, August 05, 2007  
8:00:00 AM - 10:00:00 AM  
Loews Philadelphia, Washington A**

**PDW organizers: Mark P. Sharfman (U. of Oklahoma), Andreas Georg Scherer (U. Zurich)**

This PDW is aimed at bringing together SIM and non-SIM scholars to aid colleagues in their efforts to publish in top journals outside those often considered to be specialty or niche journals in ethics and corporate social responsibility. In particular, we have assembled a team of scholars who have been successful publishing SIM or related work in the very best general management journals like AMJ, AMR, ASQ, JAP, OBHDP, and OS, SMJ. We will pair these experienced scholars with SIM members interested in exploring how specific manuscripts might be developed to meet the publication standards of the top management journals.

Applicants to the workshop must submit a paper or a highly detailed outline/proposal to the organizers in advance. These papers will then be evaluated by the organizers as to their potential (loosely defined) for publication in the top management journals. Once an applicant is accepted, we will assign them to two mentors. Each mentor will receive (ahead of time) a proposal or

working paper from two participants, and have comments ready on them in the session. In the two hour work session, participants and panelists will focus on the papers and ideas, and work to develop them to their fullest. Toward the end of the session, each table pair of participants will then caucus for about 15 minutes to compile a brief list of “takeaways”, to be reported back to the group at large. These final reports will wrap up the session.

Papers/proposals are due by June 1 and participants will be advised as to whether they have been accepted by July 1. Upon acceptance, applicants will be advised of who their mentors will be. Please submit papers to Mark Sharfman at [msharfman@ou.edu](mailto:msharfman@ou.edu) with a copy to Andreas Scherer at [andreas.scherer@iou.uzh.ch](mailto:andreas.scherer@iou.uzh.ch).

Please use the phrase "SIM Manuscript Workshop Submission" as the subject of your e-mail. On the title page for your paper/proposal please designate up to 6 keywords to help classify your paper and facilitate its assignment to a pair of mentors. Also, please review the list of mentors and if you have a preference as to whom you wish your paper/proposal assigned, please indicate that preference in your e-mail.

If you can not submit electronically, please send a disk copy to:

Mark P. Sharfman  
Division of Management  
Michael F. Price College of Business  
The University of Oklahoma  
307 W. Brooks - Room 206  
Norman, OK 73019-0450 USA

List of mentors:

Andrew Crane, York University  
John Jermier, University of South Florida  
John Hassard, UMIST  
Dirk Matten, York University  
Hans Van Oosterhout, Erasmus Univ.

Guido Palazzo, Univ. of Lausanne,  
Scott Reynolds Univ. of Washington  
Georges Romme, Tilburg Univ.  
Deborah Rupp, University of Illinois  
Lori Ryan, San Diego State University  
Donald Siegel, U of California at Riverside  
Susan Schneider, HEC Univ. of Geneva  
Chamu Sundaramurthy, San Diego State

### **TRAGEDY AT VIRGINIA TECH - FUND ESTABLISHED**

United Way of Montgomery, Radford & Floyd (UWMRF) established the United in Caring Fund for Victims of the VA Tech Tragedy, announced Executive Director Kymn Davidson-Hamley.

"Our United Way's efforts in our local community are focused on strengthening health and human services," Hamley said. "When such a devastating tragedy strikes our local community, we want to provide a way for people to reach out with compassion to those who are suffering from this tragedy."

"We are in shock and deeply saddened by the losses in the Virginia Tech community and the beautiful lives that have been senselessly taken," Davidson-Hamley added. "My son's soccer coaches are students. One staff member is an alumnus. Another staff member has two sons at Virginia Tech. We have work study students from Virginia Tech. When you live in this community, your life is undoubtedly touched by the university."

Davidson-Hamley said the United in Caring Fund for Victims of the VA Tech Tragedy will provide assistance for funeral expenses, transportation for family members, and mental health services support, to name a few specific examples.

Those wishing to donate to the fund can make contributions via UWMRF's website by clicking at the end of this webpage or by mailing gifts to UWMRF, PO BOX 6202, Christiansburg, VA 24068. Davidson-

Hamley asks those sending payments via mail to clearly indicate that they wish their donation to go specifically to the United in Caring Fund for Victims of the VA Tech Tragedy.

No administrative fees will be charged to individual donors contributing to the fund, Davidson-Hamley said.

Former Virginia Tech football player and Atlanta Falcons quarterback Michael Vick has joined the effort. Davidson-Hamley said The [Michael] Vick Foundation announced the first gift to the United in Caring Fund for Victims of the VA Tech Tragedy - a \$10,000 donation. Vick challenged Atlanta and the nation to match his gift in a show of support for those suffering from yesterday's shootings at Virginia Tech.

For more information on the fund, contact United Way of Montgomery, Radford & Floyd at (540) 381-2066 or stephanie@unitedwaynrv.org.

## **ORAL HISTORY OF SIM (PART I)**

### **AN ORAL HISTORY OF SOCIAL ISSUES IN MANAGEMENT Interviews with Founders of the Field Richard E. Wokutch, Mary Mallott**

Several years ago a project was initiated to interview key figures who were involved with the formation and early development of the social issues in management field and the Social Issues in Management (SIM) Division of the Academy of Management, the precursor to IABS. The purpose of this continuing endeavor is to develop a better understanding of how both of these developed and to preserve that knowledge for future generations of scholars. These oral history interviews have been videotaped and copies of the tapes are maintained by Rich Wokutch. These tapes are available for use by anyone interested in learning about these early developments. Seeing and

hearing these individuals describe this early history in their own words is a rewarding experience that we would strongly recommend to SIM scholars. However, in order to make the information contained in these interviews more accessible, we have begun the process of transcribing them. We are also working on getting these tapes converted to digital format. The goal is to one day have the digital versions of these interviews available on the IABS website.

The current set of interviews will appear over the next 3 issues of the newsletter. These are transcripts of interviews with Walter Klein (conducted by Sandra Waddock), Joseph McGuire (conducted by John Steiner) and Clarence Walton (conducted by Rich Wokutch). This is the second set of interview transcripts to appear in print. The first set appeared in the 1998 edition of *Research in Corporate Social Performance and Policy* and contained interviews with Lee E. Preston of the University of Maryland, William C. Frederick of the University of Pittsburgh, and Keith Davis of Arizona State University.

Anyone with even casual knowledge of the field probably knows something about the contributions of Professors Klein, McGuire, and Walton. All three provided important leadership in the early development of the field and each served in leadership positions within the SIM Division, with Walter Klein and Joe McGuire both having served as Program Chair and Division Chair of SIM. Each has been a recipient of the SIM Division's Sumner Marcus Award for their contributions to the field. And all three played key roles in helping establish the legitimacy and academic credibility of the field, laying the groundwork for the acceptance of SIM as a field of study worthy of being designated a division of the Academy of Management. We will not attempt to detail the accomplishments of these scholars—many of these come out in

the interviews themselves—but we do provide some brief biographical information in the following paragraphs.

Walter Klein is Professor Emeritus at the Carroll School of Business at Boston College. Prior to joining the faculty at Boston College, Walter served as Associate Dean of the College of Business and Finance at Villanova University where he was heavily involved in curriculum revisions related to the inclusion of social issues in management course content. While serving in the leadership of the SIM Division, Walter played a very important part in encouraging the American Assembly of Collegiate Schools of Business (AACSB) to adopt standards pertaining to the inclusion of business and society/social issues in management course material into its accreditation criteria.

Joe McGuire is Professor Emeritus of Management at the University of California at Irvine. He was a member of the faculty of the University of Washington when he first became involved in the SIM field. While there he worked with Sumner Marcus, the first chair of the SIM Division, who was initially a student of his and subsequently a colleague. Joe's book, *Business and Society*, (McGuire, 1963) was one of the first books in this field and achieved wide exposure and favorable acclaim. Joe subsequently served as Dean of the College of Business at the University of Kansas and at the University of Illinois and as Vice President of Planning for the University of California before joining the faculty at U.C. Irvine.

Clarence Walton served as President of Catholic University of America, Dean of General Studies at Columbia University, Associate Dean of the Columbia University School of Business, and Dean of the School of Business at Duquesne University. Among his many publications he wrote two early and influential books in the SIM area,

*Conceptual Foundation of Business* (Eells and Walton, 1961) and *Ethos and the Executive* (Walton, 1969). A fuller account of Walton's work is provided in the book *Education, Leadership and Ethics* (Duska, 1998). This contains essays about Clarence Walton and his impact on the field that were presented at a 1997 conference held in his honor at The American College in Bryn Mawr, Pennsylvania. Walton held an endowed chair at The American College following his presidency at Catholic University. He passed away in April 2004.

There are a number of common themes that emerge from reviewing these interviews. As with the earlier interviews, we learn that individuals who were involved in the early work in this field were not fully cognizant of the import of what they were doing. They certainly recognized that the subject matter of social issues in management was important for research and teaching but it is only with hindsight that they now recognize the significance of their collective undertakings in establishing this as a legitimate field of study. Laments about the lack of documentation of these early activities are common.

Another theme that recurs in these interviews is that the early contributors to the field were often working alone within this discipline at their home institutions. Because of this, the few places where a group of scholars took an active interest in this area became very important. In these interviews we learn about developments at Columbia University and Washington University, two very important early centers of SIM development. Interestingly one institution, Carnegie Mellon University (then Carnegie Institute of Technology), not normally associated with the early development of the SIM field is mentioned independently by all three of these scholars as having had an influence on their work. They cite the influence on their own thinking of the work of Herbert Simon,

Richard Cyert, James March and others regarding behavioral aspects of the firm.

Also cited as important were opportunities to meet with colleagues in the field at national and regional professional conferences. The General Electric-funded conferences chaired by George Steiner and Lee Preston were mentioned as being especially valuable both in these and other interviews conducted in this project. Two other meetings, a Danforth Foundation-funded conference at Harvard chaired by George Albert Smith and a Berkeley conference chaired by Earl Chiet were also important opportunities for this networking. In addition, it is noted that the National Association of Concerned Business Students (NACBS) led by Kirk Hanson, then an MBA student at Stanford, provided yet another important vehicle for networking among people in the field. (Although not specifically mentioned in these interviews, it is worth noting that the NACBS sponsored a national conference in Chicago in 1974 that provided an opportunity for many “second generation” SIMians, that is graduate students studying with the original founders of the field, to meet and network with one another).

Finally, another theme that reemerges in these interviews is the importance to the legitimacy of the field of the Ford Foundation report (Gordon and Howell, 1959) and the Carnegie Foundation report (Pierson, 1959) as well as the AACSB guidelines for accrediting business schools. The Ford Foundation report and the Carnegie Foundation report paved the way for the inclusion of social issues in management into business school curricula. The AACSB guidelines went a long way towards institutionalizing this subject matter into separate, free-standing courses. The current interviews provide some greater details regarding the involvement of early SIMians in these legitimating processes. In particular, the revelation here that Clarence

Walton had provided feedback on early drafts of both the Carnegie Foundation Report and the Ford Foundation Report helps explain why both of these documents made recommendations regarding the coverage of SIM subject matter that were so helpful to the development of the field. In addition the details provided by Walter Klein regarding the development of the AACSB accreditation guidelines provide important insight into this very significant development in the field.

Finally, Walton, Klein, and McGuire, like others we have interviewed, attest to the impact of the changing nature of society on our discipline. They point out that these changes made the business school administrators and their fellow faculty members more receptive to the inclusion of social issues in management in business school curricula. But it is certainly a testament to the foresight and influence of the early pioneers in our field that they were publishing significant work like Eell’s and Walton’s *Conceptual Foundations of Business* and McGuire’s *Business and Society* well before the protest movements of the 1960s—the civil rights movement, the environmental movement, the consumer movement, the women’s movement, and so on—really picked up steam. Such work had the salutary effect of helping business and other segments of society recognize the significance of these changes earlier than would otherwise have been the case.

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