



# July-September 2020

Venue: Various laptops and desktops around the world

## Message from the 2020 conference chair

2020 was the first year of the COVID-19 pandemic, which turned the world upside down. IABS 2020 was meant to be held in Lisbon, Portugal in June, a city that many people have long dreamed of visiting. As the implications of the pandemic for global travel became clearer, the IABS board and executive committee decided in February to cancel the conference as an inperson event and to hold it virtually instead. Like every academic society, IABS had to adapt its conference planning quickly to adjust to the pandemic. An unanticipated change in conference chair leadership then necessitated a different approach to organizing and holding the conference.

The IABS board wanted to hold some sort of event to (1) allow early-career scholars to present their work and get feedback, (2) provide for interactions among IABS members, and (3) facilitate the creation of a conference proceedings. IABS 2020, therefore, became a conference in which sessions unfolded from July to September, session chairs used their institutions' Zoom accounts to organize the sessions to which they were assigned, and sessions often spanned multiple time zones. (One session included participants from Asia, South America, and Europe, and required the U.S.-based chair to set an alarm for 2:00 am.) The conference required flexibility and kindness from everyone involved to succeed in any way, and all who were part of it exhibited both. More than anything else, we did not want 2020 to be a blank space in the history of IABS.

This program therefore includes all of the sessions that were created from the accepted proposals for papers and discussions, whether or not the authors chose to present their work in one of the virtual sessions. A majority of the proposals submitted were presented by authors, and for that I am grateful to the many, many people who helped in some way:

- Tara Ceranic Salinas, who helped keep the online program organized and on track, and who ensured that the members who wanted to participate in sessions had the information needed to do so.
- The other members of the 2019-2020 executive committee: Nikolay Dentchev, Heather Elms, Barrie Litzky (who joined the executive committee over the summer), and Karen Mass, for their steadfastness in helping IABS navigate the challenges associated with the 2020 conference.
- Kim Rodela, who as IABS administrator dealt with the problems associated with cancelling an in-person conference and managing a virtual one.
- Craig Vansandt, who once again edited the conference proceedings.
- The IABS members who stepped up to chair sessions: Nikolay Dentchev, Robbin Derry, Dawn Elm, Heather Elms, Naomi Gardberg, Barrie Litzky, Karen Maas, Ben Neville, Tricia Olsen, Rajat Panwar, Lutz Preuss, Gordon Rands, Harry Van Buren, David Wasieleski, Jim Weber, Rich Wokutch, and Donna Wood.

• And everyone who participated in the virtual conference, whether as an author, reviewer, or session participant. All of you made the conference what it was.

The pandemic has had profound implications for the world, including the world of academia. These implications will be with us for decades to come. My hope is that International Association for Business & Society members will be at the forefront of scholarship and teaching of the relationship between business and society as that relationship continues to change in response not just to the pandemic, but also to other emerging social and political forces.

> Harry Van Buren IABS President, 2019-2020

Barbara and David A. Koch Endowed Chair of Business Ethics Opus College of Business University of St. Thomas

#### **Discussion Sessions**

Discussion session 1: Sustainability and Sustainable Business Models

**Anne Norheim-Hansen and Saïd Yami:** Green Product Innovation: Senior Managers' Sensemaking of Alliance-Partner Scarcity and Resulting Actions

Kajsa Ahlgren Ode, Jennifer Goodman, and Céline Louche: Alternative Lifestyles: Living on the Outskirts of the System

Nikolay Dentchev and Claudia Alba Ortuño: We Need Transdisciplinary Research on Sustainable Business Models

Alisha Tuladhar: Addressing Societal Impact of Circular Economy

Neda Muzho, Nikolay Dentchev, and Rumen Gechev: Sustainable Business Models for Renewable Energy

**Riikka Tapaninaho and Anna Heikkinen**: Stakeholder Approach to Sustainable Circular Economy Business: Case Biogas

#### Discussion session 2: New Perspectives on CSR and CSP

Jorge Tarziján, Rajat Panwar, and Cristian Ramírez: Corporate Social Responsibility, Buyer's Type, and Firm Competitiveness

Stelios Zyglidopoulos, Fanny Salignac, Ioana Ramia, and Taieb Hafsi: CSR Impact: A Capabilities Approach Perspective

**Stefan Schaper and Irene Pollach:** Modern Slavery Statements and Corporate Social Performance

Juan Francisco Chavez R.: Organizational Responses to Legitimacy Claims in Plural and Complex Institutional Environments

Tara Ceranic Salinas: The Metamorphosis of Mezcal

Natalie Schneider: Corporate Social Responsibility as Stigma Management

#### Discussion session 3: International Issues in B&S Research

Anna Mineeva and Marielle A. Payaud: Rethinking the Role of Global Business Actors in Governing Business Conduct

Michela Limardi: Business and Low Corruption: Evidence from Southern Italy

**Isabel Fischer:** The Role of Ethics and ESG Criteria When Developing AI-Based Models to Encourage Impact Investing

**Tanusree Jain and Harry Van Buren**: Trust, Institutions, and Shared Prosperity: The Challenges for Business in Post-Colonial Environments

Jay Joseph and Harry Van Buren: Entrepreneurship and Peace: The Role of Micro-Small to Medium Enterprises

**Lara Gonzalez Porras:** A Stakeholder Approach to the Social License to Operate in Megaprojects: A Case Study from the Forest Industry in Uruguay

Lara Gonzalez Porras and Elisabet Garriga: Dynamic Business-Stakeholder Networks in Megaprojects: A Case Study from the Fracking Industry in Spain

#### Discussion session 4: New Topics in B&S Research

**Kendall Park and Allison Elias:** Sustainability and Diversity Leadership: The Role of Job Design and Firm Structure in Achieving Organizational Outcomes

**Margaret McKee and Wendy Carroll:** Women's Representation on Boards of Directors: Shifting Emphasis from the Business Case Question to Effective Diversity and Inclusion Interventions

Tyler Wasson: The End of Corporate Political Activity

**Meike Siegner, Rajat Panwar, and Robert Kozak:** Common-Pool Resource Problems and Social Enterprise: A Conceptual Discussion in Light of Hybrids and Hybrid Organizing

Viviana Pilato, Matthew Murphy, and Enrico Fontana: Is Fair Trade Adding Value?

**Afra Mehwish and Elizabeth Kurucz:** Exploring the "Black-Box" Surrounding Workplace Experiences of Menstruation: A Qualitative Inquiry

#### Discussion session 5: Organizing Responsibility and Responsibly

**Francesco Scarpa:** The Role of the Media in Corporate Responsibilization: The Case of Corporate Taxation

**Outi Vehka-Aho:** Understanding Experienced Impact of Social Enterprises Through Stakeholder Narratives

Jorge Salas, Nikolay Dentchev, and Abel Alan Diaz Gonzalez: Entrepreneurial Competencies at the Base of the Pyramid

**Philippe Eiselein, Nikolay Dentchev, and Claudia Alba Ortuño:** Social Enterprises and the Stakeholder Engagement Process

**Abel Alan Diaz Gonzalez and Nikolay Dentchev:** The Support Archetypes of Social Entrepreneurial Ecosystems

**Coralie Fiori-Khayat:** Thinking about Whistleblowers from a Platonist Standpoint: Social Justice, a Root of Humanistic Management?

**Laquita Blockson:** When No Home is the Best Home: Taking an Interdisciplinary Approach toward Social Innovation Education

# Discussion session 6: The Future of B&S Research

Debbie Haski-Leventhal: The Future of CSR

Romel Brun and Nikolay Dentchev: Bilateral Trust at the Bottom of the Pyramid

John Katsos and George Christodoulides: Luxury Marketing and Sustainability: The Implicit Paradoxes

Anja Bodenschatz, Matthias Uhl, and Gari Walkowitz: Scapegoat Punishment Through and Within Organizations

**Oyinkansola Ige, Andrew Crane, and Pierre McDonagh:** Authenticity in Corporate Social Responsibility: Towards an Existentialist Perspective

Lailani Alcantara and David Guttormsen: Towards Responsible Management: Exploring the Inclusion and Exclusion of Global Talents in Japan

#### **Paper Sessions**

Paper session 1: Business and Human Rights

Judith Schrempf-Stirling and Florian Wettstein: Public and Private Governance in Business and Human Rights: Shades of Transformation

**Kathleen Rehbein, Michelle Westermann-Behaylo, Tricia Olsen, and Annie Snelson-Powell:** What Motivates Firms to Adopt Human Rights Policies?

Frank Hubers and Thomas Thijssens: Human Rights Reporting Under Increasing Institutional Pressure

**Samentha Goethals and Claire Bright:** Human Rights Due Diligence Under *Kafala* Rule: Towards Migrant Workers' Freedom to Work, Move, and Access Justice?

Paper session 2: Themes in BHR: Privacy, Modern Slavery, and Business in Conflict Zones

John Katsos and Jason Miklian: Repression, Recruitment, and Riots: The Role of Social Media Firms in Conflict Zones

Luis Sousa Gomes: Privacy in the Digital Age: A Normative Understanding as a Collective Good

**Steven van Klooster and Ben Wempe:** Conflict as Business: The Moral Implications of the Privatisation of War

Johanne Grosvold, Frederik Dahlmann, and Jens Roehrich: Supply Chain Responsiveness to Modern Slavery: Does Legislation Make a Difference?

Paper session 3: Voice, Inequality, and Economic Insecurity in the Employment Relationship

Atul Mitra and Mary Connerley: Inequality and Corporate Social Responsibility

**Barrie Litzky, Lynne Andersson, Larry Keiser, John Deckop, and Cassie Haynes:** Pay Check to Pay Check: Economic Insecurity in American Workers

**Isabel Fischer and Paul Stenner:** Does Higher Education Contribute to the Gender Pay Gap? Conceptualising Students' Perceptions of Factors Influencing Employment Outcomes

**Cedric Dawkins and Yoona Youm:** Keeping them Honest: Labor Union Impact on CSR in Large Firms

## Paper session 4: Accounting and Reporting

Paul Dunn: Is Deception a Valued Competence?

Jamie O'Neill and Annie Snelson-Powell: Compliance and The Threat to Accountability: The Paradox of High-Quality Reporting Standards

Michael Greiner and Jennifer Cordon Thor: An Ethical Duty to Pay Taxes? A Normative Analysis

Jilde Garst, Vincent Blok, and Onno S.W.F Omta: Changing the Rules of the Game: How Revising CSR Standards Might or Might Not Support Their Long-Term Effectiveness

## Paper session 5: Education in B&S

**Sumeet Jhamb, Teresa Stephenson, and Stacy Bibelhauser:** Ethical Dilemmas in Business: A Study of Ethical Recognition, Ethical Reasoning & Moral Judgment, and Ethical Intentions to Act, through the lens of Rest's (1986) Four-Component Ethical Reasoning Process

Patsy Lewellyn: Ethical Issues in Online Accounting Education

Patricia Kanashiro, Gordon Rands, and Mark Starik: We Academics Should Walk Our Sustainability Talk

Paper session 6: Philosophy in B&S Research

Robert Gould: Metamodernism and Business and Society

**Silvana Signori and Francesco Vittori:** Fostering Social Connection Responsibility: Lessons from the Assessment of a Local Participatory Guarantee System (PGS)

Adrian Gombert: A Rawlsian Interpretation of Multi-Stakeholder Governance

Matthew Caulfield: Why Should Firms Pay for Employees' Wrongdoing?

## Paper session 7: Organizational Behavior-Inspired Research

Robert Kudłak: Institutions, Intrinsic Motivation and Socially Responsible Behavior

**Atul Mitra and Mary Connerley:** Construal Level Theory and the Triple Bottom Line: Not All Ps Are Created Equal

Johanna Jauernig, Matthias Uhl, and Michael von Grundherr: An Experimental Investigation of the Evaluation of Corporate Hypocrisy

**Agnes Ceccarelli, David Wasieleski, and Sara Krivacek:** Unstructured vs Structured Interviews: Addressing the Justice Paradox Through Organizational Justice

#### Paper session 8: International B&S Research

**Pierpaolo Parrotta, Marianna Marino, and Frank de Bakker:** Entrepreneurship as Emancipation: Countering the Mafia

**Bryan Robinson, Bennett Cherry, and Catalin Ratiu:** Sustaining Cameroon's Exotic Wood Species: A Case Study on Transmogrifying Suboptimal Product Aesthetics into Desired Aesthetics

**Valentina Varbanova:** The Effect of Corporate Social Responsibility on the Internationalization of Small and Medium-Sized Agribusiness Enterprises in India

**Lutz Preuss:** How Does Corporate Social Responsibility Diffuse Internationally? Insights from the Spread of a UK CSR Framework

#### Paper session 9: Empirical Research on Sustainability

Sümeyye KuŞakci and Ali Osman KuŞakci: Assessment of Ibn Haldun's Model for Sustainability using Structural Equation Modelling

**Krista Lewellyn:** Believing in Climate Change: Help or Hinderance for Entrepreneurial Resiliency?

**Breeda Comyns, Naeem Ashraf, and Paola Sakai**: How Do Identity, Frames and Sentiment Influence Social Status on Twitter? An Examination in the Context of the COP21

**Kimberly Reeve and Dami Kabiawu:** Corporate Sustainability as Legitimacy in the Oil and Gas Industry in Sub-Saharan Africa: A Longitudinal Analysis of CS Initiatives and Stock Prices

**Mette Morsing and Annemette Kjaergaard:** Organizational Identity into the Unknown: A Micro-Level Study of Ethical Closure and Silence on Sustainability

## Paper session 10: B-Corps and New Organizational Forms

Garima Sharma, Natalia Vidal, Wellington Spetic, and Karen Patterson: Local Challenges within an Existing Institutional Field: The B Corp Movement in New Mexico

**Rebecca Elliott:** Pathways to Businesses for Society: How Traditional Corporations Transition to Hybrid B Corp Status

Caddie Putnam Rankin: The Benefits of Benefit Forms: Legal, Peer, and Stakeholder Benefits

Anne-Laure Winkler and Kara Dellacioppa: Witchy Business: Exploring Women Creating Their Own Ventures

## Paper session 11: Empirical Research in CSR and CSP 1

**Karen Paul:** How Does the International Business Literature View Ethics, CSR, and Social Responsibility? Four Themes

**Karen Paul, B. Elango, and Sumit Kundu:** Three Scales: Shareholder and Stakeholder Perspectives, and Social Responsibility Skepticism

**Stelios Zyglidopoulos, Naomi Gardberg, Maria Fotaki, and Laura Illia:** Atoning through CSP and Emotions: The Social Performance of Stigmatized Firms

**Christa Thomsen, Anne Ellerup Nielsen, and Irene Pollach:** Towards the Institutionalization of Occupational Practices in Sustainable Organizations? A Content Analysis of CSR Job Descriptions

# Paper session 12: Empirical Research in CSR and CSP 1

Julia Croce: Corporate Social Responsibility: The Role of Small and Medium Sized Enterprises in Building Democracy in Post-Conflict Countries

Maria Fernandez Muiños, Kevin Money, Anastasiya Saraeva, Irene Garnelo-Gomez, and Luis Vazquez Suarez: Exploring how Leadership Gender impacts the Corporate Social Responsibility (CSR) Activities of Spanish Franchise Firms

Susana Esper, Frank de Bakker, and Nico Heuvinck: CSR as "Empty Actions": How CSR Managers Perceive and Cope with Decoupling

Lutz Preuss and Isabel Fischer: Measuring the Complexity of Students' Mental Schemas of Corporate Social Responsibility

## Paper session 13: Conceptual Research in CSR and CSP

**Onna van den Broek:** CSR Opens Political Doors: Is it Really that Simple? Information as an Intermediate for Gaining Access to EU Commission

Silvana Signori, Francesco Scarpa, and Gianluigi Bizioli: A Citizenship Perspective in Corporate Income Tax Avoidance

**Rob Barlow:** Democracy, Legitimacy and the Standing of the Corporation in Corporate Global Governance

John Holcomb and Hugh Grove: Corporate Purpose: Business Roundtable Statement and Its History and Impact

Paper session 14: New Models for Thinking About Sustainability

Elli Meleti: The Cycle of Human Sustainability: A Conceptual Framework

**Carla Vidinha:** Engaging Companies for Urgency on Sustainability: What Can Be Learned from the Activist Campaign "Zero Pesticides"

**Konstantinos latridis, Effie Kesidou, and Annie Snelson-Powell:** Goldilocks and International Sustainability Standards: How Much Certification is "Just Right?"

**Saeed Rahman, Stefano Pogutz, and Monika Winn**: Inventing Regenerative Sustainability Through Exploration and Collaboration Across Sectors

# Paper session 15: Communities – The Neglected Stakeholder

**Trine S. Johansen and Anne Ellerup Nielsen:** Corporate Volunteering as a Local Community – Remapping a Familiar Territory

Andreas Georgiou and Daniel Arenas: Reconceptualizing Communities in Management: A Literature Review and an Integrative Framework

Matthew O'Meara Wallis, Nadia Kougiannou, and Rupert Matthewa: "To Hell With It": Trust and Institutional Logics – A Case Study of Extractive Industry Firms and Dependent Communities

Jaehyun Choi and Mike Valente: Local Media Decline and Corporate Wrongdoing: The Role of Regional Social Ties

## Paper session 16: New Thinking in Stakeholder Theory

**Daniel Laude, Sybille Sachs, and Antoinette Weibel:** An Index on Relational Models of Stakeholders and Organizations

Tiziana Gaito: The Role of Context in Distrust-Ridden Stakeholder-Firm Relations

**F. Adrien Bouchet and Timothy Hart:** Simultaneous Multi-Stakeholder Value Creation: How Volkswagen Made it Happen in Wolfsburg

Jason MacDonald: A Typology for Influence-Ally Choice by Secondary Stakeholders

John Mahon and Richard McGowan: Revisiting the Environment as a Stakeholder: Some Representation Issues

Paper session 17: Shareholder and Corporate Governance Issues in B&S Research

Jegoo Lee: Executive Compensation, Managerial Discretion, and Corporate Irresponsibility

**Marco Minciullo:** The Commitment of the Board of Directors towards Sustainability: The Influence of Legislation

**Rob Barlow:** "Dialogue" vs. Deliberation: Assessing the Deliberative Quality of the Shareholder Proposal Process

Maria Goranova and Lori Ryan: Diverging Shareholder Interests and Shareholder Empowerment

# Paper session 18: Stakeholder Engagement

**Roman Kurdyukov, Jill Brown, and Cynthia Clark**: Managerial Discretion in Stakeholder Engagement: A Meso Level Story of Opportunities and Challenges

**Rebecca Ruehle and Adrian Gombert:** Understanding the Concept of Empirical and Normative Legitimacy in the Context of Multi-Stakeholder Initiatives

**David Marshall, Erica Russell, and Patrick Bernhagen:** The Effects of Corporate Supply Chain Policies and Political Preferences on Corporate Engagement with International Private Standard Setters

Lara Gonzalez Porras, Johanna Kujala, Anna Heikkinen, Riikka Tapaninaho, Maili Marjamaa, and Hanna Salminen: The Role of Stakeholder Engagement in Sustainability Transitions: The Case of Circular Economy

#### Paper session 19: Research on Innovative Business Models

**Romi Kher, Shu Yang, and Scott Newbert:** Accelerating Emergence: An Empirical Test of the Effect of Social Impact Accelerators on Nascent Startups

**Felix Carl Schultz and Sebastian Everding:** Governance as a 'Game Changer' for the Circular Economy – Value Creation by Collaboration in the Plastic Value Chain

Clara Etchenique: Love under Swipes & Algorithms: Sugar Daddies and Disillusions

Hussein Fadlallah: Governance of Voice in Digital Platforms

# Paper session 20: Managing Sustainability and Environmental Issues

**Anna Eckardt and Daina Mazutis:** Banking for a Low Carbon Future: Explaining Variation in Corporate Climate Change Responses in a Low-Salience Industry

Juan Francisco Chavez R., Belaid Moa, and Matthew Murphy: Institutional Plurality and Complexity: Lessons from the Canadian Pipeline Industry

**Philippe Coulombel and Andrew Barron:** From Ideas to Implementation: Exploring the Role of Individuals in the Emergence of Cascading Meta-Organizations in Response to Sustainability Issues

**Chitra Singla and Jennifer Griffin:** Firms' Environmental and Social Activities under Different Governance Structures: A Cross-Cultural Study of ESG in Family and Non-Family Owned Firms

# Paper session 21: Challenges to Dominant Business Strategies

**Juelin Yin:** Near and Dear: The Influence of Politicians' Hometown on Corporate Philanthropy in China

Yoshiki Shinohara and Lailani Alcantara: Gender Differences in Strategic Orientations of Social Entrepreneurs' Strategies

Jamie O'Neill: Unintended Impacts of Fringe Stakeholders' Powerlessness on Legitimacy: A Multi-Level Conceptual Model

Ben Neville: Shareholder Primacy under Siege: A Legal CSR Change Framework

Anne Barraquier: Maintaining Legitimacy: An Exploratory Study

# Paper session 22: Leadership, Ethical Decision Making, and Ethics Management

Philip Cochran, Tara Ceranic Salinas, and Melissa Baucus: Explaining How a Syntopical Reading & Reflection Practice Develops Ethical Leadership

Yan Bai, Elena Reutskaja, Antonino Vaccaro and Daniel Fernandes: Back to the Future: Can Awareness of Previous Unintentional Unethical Decisions Improve Subsequent Intentional Ethical Decisions?

Miguel Alzola: A Third Approach to Corporate Ethics Programs

**Sami Ghaddar:** The Influence of Director Age on Corporate Social Performance: A Quantile Regression Approach

## Workshop

*Virtual Business and Human Rights Research Roundtable*: Heather Elms, Michael Johnson Cramer, Tricia Olsen, Kathy Rehbein, Judith Schrempf-Stirling, Annie Snelson-Powell, Harry Van Buren, Jordi Vives, Michelle Westermann-Behaylo

# Thank you to the 2020 IABS reviewers!

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