

16th Annual IABS Conference, March 31-April 3, 2005 Sonoma Valley, CA, USA

Program

Thursday

1:00-6:00 Registration

Alexander Valley Foyer

5:00-8:00 Welcoming Reception

Dry Creek Valley

riday

7:00-10:00 Registration

Alexander Valley Foyer

7:00-8:30 Buffet Breakfast (registrants only)

Dry Creek Valley

3:30-10:00 Concurrent Sessions

31 - Symposium Alexander Valley III

Why is a stakeholder theory/approach useful?"
Steven N. Brenner, Portland State University
Michael E. Johnson-Cramer, Bucknell University
John F. Mahon, University of Maine
Tim Rowley, University of Toronto
Donna J. Wood, University of Northern Iowa
Philip L. Cochran, Indiana University (Discussant)

ríday, 8:30-10:00

TLI - Defining and Teaching Business Ethics Russian River Valley II

Chair: Susan Vance, St. Mary's College

Defining business ethics: What are we studying?" (P) Sandra L. Christensen, Eastern Washington University

"Can you teach ethics in Finance? The effect of case studies of ethics scandals on ethical perceptions" (P)

Melissa S. Baucus, Xavier University Julie A. B. Cagle, Xavier University

Measuring integration and decoupling: A neo-institutional perspective on implementing business ethics education efforts" (P)
Tammy McLean, Suffolk University

Barrie E. Litzky, Pennsylvania State University - Great Valley

CSR1 - Framing Corporate Social Responsibility Chalk Hill

Chair: Lyla Hamilton, University of Colorado

Competing logics and languages of corporate social responsibility" (P) Duane Windsor, Rice University

"Corporate social responsibility: Theory and evidence" (P) Paul C. Godfrey, Brigham Young University Nile Hath, Brigham Young University Jared Hansen, Brigham Young University

An extended model of corporate ethical performance" (P) Niklas Egels, Chalmers University of Technology Olof Zaring, Chalmers University of Technology

11 - Macro Perspectives on Business and Society Sonoma Mountain

Chair: Natasha Vijay Munshi, City University London

Resolving ethics and economics: Entitlement claims for scarce resources" (P) Christopher M. Cassidy, Marshall University

ríday, 10:00-10:30

Responsible strategic decision making"

Pratima Bansal, University of Western Ontario

Taming the Trojan horse: Mitigating the potentially negative effects of corporate social performance" (P)
Nikolay A. Dentchev, Ghent University
Pursey Heugens, Utrecht University

CSR2 - Business Ethics & CSR in North & Central America

Russian River Valley I

Chair: Ivan Montiel, University of California - Santa Barbara

"A research agenda for the study of business ethics in NAFTA" (D)
Pedro Marques, Instituto Tecnológico y de Estudios Superiores de
Monterrey and Instituto de Empresa
Carolyn Erdener, Instituto Tecnológico y de Estudios Superiores de

Monterrey and Instituto de Empresa

Corporate social reporting in Mexico" (P)

Karen Paul, Florida International University

Elisa Cobas, EGADE

Raul Ceron, EGADE

David Guajardo, Monterrey

Mattias Frithiof, Stockholm School of Economics and EGADE

Ivan Navarro, EGADE

Lina Palmer, Stockholm School of Economics and EGADE

Loretta Serrano. London School of Economics

Making, buying, or collaborating for corporate social responsibility: Evidence from Central America and Mexico" (P)

Bryan W. Husted, Instituto Tecnológico y de Estudios Superiores de Monterrey and Instituto de Empresa

David B. Allen, Instituto de Empresa

Jorge Rivera, George Washington University

12 - Workshop

Green Valley Board Room

Joining the circle: Seeking shared wisdom and connectedness from old ways of knowing and doing"

Jerry Calton, University of Hawaii-Hilo

Sandra Waddock, Boston College

Lawrence J. Lad, Butler University

Judith Clair, Boston College

10:00-10:30 Break

Alexander Valley Foyer

10:30-12:00 Concurrent Sessions

.1 - Global Labor Issues I

Sonoma Mountain

21st Century protests against unethical labor practices" Beverly Kracher, Creighton University (D)

Ingredients for cooking a cultural stew: A Socratic workshop on global workplace diversity"

William E. Martello, St. Edward's University

3G1 - Symposium

Alexander Valley III

Asset policy as anti-poverty strategy: A symposium on corporate involvement" Mary-Ellen Boyle, Clark University

Elizabeth Y. A. Ferguson, Bay Area Family of Funds, Bay Area Council Branka Minic, Workforce Development Manpower Inc.

CSR3 - Symposium Alexander Vallev IV

Paradoxes of corporate citizenship: Positives and negatives of success and failure" Sandra Waddock, Boston College

Peter deMaCarty, Beacon Management Consulting

'anel presentations

Paradox and the freedom to choose social responsibility"

Peter deMaCarty, Beacon Management Consulting

Paradoxes of industry self-regulation"

Lawrence J. Lad, Butler University

The Microsoft, Wal-Mart, Starbucks dilemma: When success creates problems" Sandra Waddock, Boston College

Confronting the paradox: Morally mature management and socially efficient political economies"

Jeanne M. Logsdon, University of New Mexico

Donna J. Wood, University of Northern Iowa

32 - Stakeholder Activism Chalk Hill

Chair: Virginia Gerde, Duquesne University

Managerial values and perceived stakeholder pressure: United Kingdom evidence" (P)

Stephen Brammer, University of Bath Andrew Millington, University of Bath

Organizations, activists, and the public opinion environment: A longitudinal, comparative case study of the public opinion environment of Australia's major banks and their relationships with activist stakeholders" (P) Elizabeth Dougall, University of North Carolina - Chapel Hill

Stakeholder engagement for organizational innovation" (P) Sanjay Sharma, Wilfrid Laurier University

13 - Language & Constructivism in Business and Society

Russian River Valley I

Chair: Craig Van Sandt, Augustana College

Strategic trust-building: The use of linguistic devices to induce trust" (P) Robbin Derry, Northwestern University Cati Brown, University of Georgia

Building a constructivist perspective in Business and Society: A discussion of Michael Callon's works" (P)
Jean-Pascal Gond, Université Toulouse
Aurelien Acquier, Ecole des Mines de Paris

3E1 - Ethics and Human Resources Russian River Valley II

Chair: Michael L. Barnett, University of South Florida

Human resource practices and the treatment of human capital: Managerial perceptions of normative and economic value" (D)
Randy Evans, University of Mississippi

Friday, 10:30-12:00

The edifice complex: The influence of celebrity and legacy on executive misbehavior" (D)

Vanessa Hill, University of Louisiana at Lafayette

Vanessa Hill, University of Louisiana at Lafayette Tiffany L. Galvin, University of Utah

Do current practices in UK executive pay encourage ethical behavior?" (P)
Lance Moir, Cranfield School of Management
Ruth Bender, Cranfield School of Management

!2:00-1:00 Luncheon Dry Creek Valley

1:00-2:30 Plenary Panel "The New World of 21*-Century Labor" Alexander Valley I

Ken Larson, Director

Corporate Social Responsibility, Hewlett Packard Company Greg Junemann, President

International Federation of Professional & Technical Engineers
Thomas M. Donaldson, The Wharton School
Ian Maitland, University of Minnesota

2:30-3:00 **Break**Alexander Valley Foyer

3:00-4:30 Concurrent Sessions

.2 - Global Labor Issues II Alexander Valley IV

Chair: Bryan W. Husted, Instituto Tecnológico y de Estudios Superiores de Monterrey and Instituto de Empresa

21st century labor issues" (P)
Duane Windsor, Rice University

ríday, 3:00-4:30

Between rhetoric and practice: The operationalisation of social partnerships aiming to improve the social inclusion of vulnerable groups in the labor market" (P)

Esben Rahbek Pedersen, Copenhagen Business School Mette Andersen, Copenhagen Business School

Child workers, globalization and international business ethics: A case study in Brazil's export-oriented shoe industry" (P)

Richard E. Wokutch, Virginia Institute of Technology

J. Lawrence French, Virginia Institute of Technology

2SR4 - Corporate Social Responsibility Across Europe

Sonoma Mountain

Chair: Jerry M. Calton, University of Hawaii - Hilo

Corporate social responsibility: A three country comparative study of the evolution of a corporate discourse" (P)

Frank den Hond, Vrije Universiteit

Claes Ohlsson, Goteborg University

Stefan Tengblad, Goteborg University

Frank G. A. de Bakker, Vrije Universiteit

Marie-France Turcotte, Université du Quebec a Montreal

Constructing social rating organizations, commodifying CSR: Studying the

micro-processes of SRI legitimation in Europe" (P)

Jean-Pascal Gond, Université Toulouse

Celine Louche, Vlerick Leuven Gent Management School

Marc Ventresca, University of Oxford

Institutional and historical framing of national models of CSR: European

experiences since 1990" (P)

Joachim Boll, Copenhagen Business School

TL2 - Workshop

Green Valley Board Room

What is the role of ethical theory in business ethics education?" Judith White, University of Redlands

CSR5 - Localizing Corporate Social Responsibility Russian River Valley II

Fríday, 3:00-4:30

Chair: Pratima Bansal, University of Western Ontario

Friday, 3:00-4:30

Corporate social performance in family firms" (P)

Sara A. Morris, Old Dominion University

The relevance of proximity to corporate social responsibility" (P)

Vanessa M. Strike, University of Western Ontario Pratima Bansal, University of Western Ontario

The role of organizational identity and identification in corporate social responsiveness" (D)

Leeora D. Black, Monash University Melbourne

13 - Symposium Alexander Valley III

Innovative research methodologies for Business and Society research" Robbin Derry, Northwestern University

'anel Presentations

"Critical social constructionism and discourse analysis"

Colin Higgins, Massey University

"Beyond truth: A text analysis account of language and business ethics in the tobacco industry"

Cati Brown, University of Georgia

"Triangulated quasi experiments: A robust methodology for business and society research"

Miguel Olivas-Luján, Instituto Tecnológico y de Estudios Superiores de Monterrey

CSR6 - Corporate Social Responsibility at the Industry Level

Chalk Hill

Chair: Jeffery Gale, Loyola Marymount University

Corporate reputation: An experimental analysis of the effect of industry setting" (P) William B. Lamb, Ohio University

Michael Fritz, Price Waterhouse Coopers

Industry social responsibility: A social audit of the beer industry" (P)

Jennifer J. Griffin, George Washington University

James Weber, Duquesne University

Making sense of why stakeholders mobilize to act at the industry level: The case of Cardhu Pure Malt and the Scotch whisky industry" (P)

Natasha Vijay Munshi, City University London

aturday, 8:30-10:00

14 - Culture, Power, and Conflict Russian River Valley I

Chair: Paul Dunn, Brock University

How institutions matter: Understanding the impact of culture on firms' stakeholder emphases" (D)

James E. Mattingly, University of Northern Iowa

Building political capital" (P)
Kathleen A. Rehbein, Marquette University
Douglas A. Schuler, Rice University

The role of business in responding to violent conflict: Building a conceptual model and framework for research" (D)
Kathleen A. Getz, American University
Stephen Ladek, CHF International
Jennifer Oetzel, American University

1:30-5:30 Business Meeting
Alexander Valley I

5:30-6:30 Wine Tasting
Vineyard Creek Hotel Lobby

Dinner on your own

<u>iaturday</u>

7:00-8:30 Buffet Breakfast (registrants only)
Dry Creek Valley

3:30-10:00 Concurrent Sessions

CGI - Corporate Governance: Executives and Boards

Sonoma Mountain

Chair: Cynthia Clark Williams, Boston University

Corporate wrongdoing: What are the consequences for executives?" (P) John Lipinski, University of Pittsburgh Adele Queiroz, University of Pittsburgh

Boards, owners, and CEOs: The issue of double independence" (P) Cathrine Hansen, Norwegian School of Management

The changing composition of Canadian boards of directors: To acquire legitimacy or resources?" (P)
Paul Dunn, Brock University
Barbara Sainty, Brock University

C**SR7 - Workshop** Alexander Valley IV

Creating a better world: Educating managers for global business citizenship"
Jeanne Logsdon, University of New Mexico
Kim Davenport, First Data Corporation
Edwin M. Epstein, University of California - Berkeley
Patsy Lewellyn, Laurens Street Publishing, Inc.
Donna J. Wood, University of Northern Iowa

15 - Picking and Choosing Russian River Valley I

Chair: Robert Boutilier, Simon Frasier University

A new approach to stakeholder selection" (D) Stephanie Bertels, University of Calgary Harrie Vredenburg, University of Calgary

Opting in and opting out: A conceptual model of the conditions affecting adoption and implementation of voluntary codes of conduct in MNEs" (P) Linda M. Sama, Pace University

CSR8 - Corporate Social Responsibility Across Borders

Chalk Hill

Chair: Jamie R. Hendry, Bucknell University

aturday, 8:30-10:00

Corporate geographical diversification and social performance: An empirical analysis" (P)

Stephen Brammer, University of Bath Stephen Pavelin, University of Reading Lynda Porter, University of Reading

International transfer pricing and subsidiary viability: The role of local corporate social performance" (P)
Ramón Paz-Vega, Inst. Tecnológico y de Estudios Superiores de Monterrey

The socially responsible corporation, the law and the Sicilian Mafia: Taking seriously the Mafia metaphor to analyze the management of social issues" (P) Jean-Pascal Gond, Université Toulouse Guido Palazzo, Université de Lausanne

TL3 - Workshop

Alexander Valley III

Creating the syllabus"

Sandra L. Christensen, Eastern Washington University Jerry Calton, University of Hawaii - Hilo Kathleen A. Getz, American University Kathleen A. Rehbein, Marquette University Craig V. Van Sandt, Augstana College

3E2 - Business Ethics at the Individual Level Russian River Valley II

Chair: Elizabeth K. Dougall University of North Carolina - Chapel Hill

Looking the other way: An empirical investigation of the influence of sociomoral perspective on an individual's ability to detect cheaters" (P) David M. Wasieleski, Duquesne University

Branding as encoded business ethics in ethical decision-making" (P)

Kumju Hwang, University of Leeds Willian Young, University of Leeds Seonaidh McDonald, Aberdeen Business School Caroline Oates, University of Sheffield

The importance of trust and socioeconomics on risk taking in individuals' saving behavior' (P)
Paul Cox, University of Exeter

3E3 - Workshop

Green Valley Board Room

Founding, growing, and sustaining centers for business ethics" Anthony F. Buono, Bentley College Robert W. Kolb, University of Colorado

10:00-10:30 **Break**Alexander Valley Foyer

10:30-12:00 Concurrent Sessions

TL4 - Workshop

Alexander Valley III

"Implementing service learning in the 21st Century: The challenges and the rewards"

Kathleen A. Rehbein, Marquette University Ann K. Buchholtz, University of Georgia Mary-Ellen Boyle, Clark University Craig Dunn, San Diego State University Lawrence J. Lad, Butler University John F. Mahon, University of Maine Sandra Waddock, Boston College

34 - Stakeholders, Technology, and the Value Chain

Russian River Valley I

Chair: Duane Windsor, Rice University

A framework for understanding stakeholder relations through technological misuse policies" (P)

Shawn L. Berman, Santa Clara University

Michael E. Johnson-Cramer, Bucknell University

The contribution of the stakeholder view to the knowledge creation framework of Tanaka and Takeuchi" (P)

Sybille Sachs, Univ. of Applied Sciences in Business and Admin. - Zurich Isabelle Kern, Univ. of Applied Sciences in Business and Admin. - Zurich

aturday, 10:30-12:00

Value chain responsibility: A farewell to arm's length" (P) Craig B. Caldwell, Butler University Robert Phillips, University of San Diego

CSR9 - Financial Perspectives on Corporate Social Responsibility

Chalk Hill

Chair: Christopher M. Cassidy, Marshall University

Stakeholder influence capacity and the variability of financial returns to corporate social responsibility" (P)

Michael L. Barnett, University of South Florida

Performing the (positive) relationship between corporate social and financial performance" (P)

Jean-Pascal Gond, Université Toulouse

Economic self-reliance: A new component of corporate social responsibility" (P) Paul C. Godfrey, Brigham Young University

CSR10 - Social Initiatives in Business Alexander Valley IV

Chair: D. Kirk Davidson, Mount St. Mary's University

The road to exuberance: Looking at involvement in business social activities" (P) Darrel Coleman, University of Utah

Why do companies make philanthropic donations?" (P)

Stephen Brammer, University of Bath Lance Moir, Cranfield University

Companies doing good: Determining appropriate response options" (P)

Darrel Coleman, University of Utah

Karin Fladmoe-Lindquist, University of Utah

CG2 - Corporate Governance: Investors and Managers

Sonoma Mountain

Chair: James E. Mattingly, University of Northern Iowa

Compensation and tournament incentives and the social performance characteristics of pension fund held stock" (P)
Paul Cox, University of Exeter

aturday, 10:30-12:00

"Information disclosure strategy: Corporate transparency enactment and investor trust" (P)

Cynthia Clark Williams, Boston University

W. Trexler Proffitt, University of California - Riverside

Agency theory and the constitution of managerial responsibility in corporate governance regimes" (P)

J. (Hans) vanOosterhout, Erasmus University

3E4 - Psychological Perspectives on Business Ethics Russian River Valley II

Chair: William E. Martello, St. Edward's University

An analysis of Hofstede's masculine/feminine dimension and implications for business ethics research" (D)

Carolyn Erdener, Instituto Tecnológico y de Estudios Superiores de Monterrey and Instituto de Empresa

Pedro Marques, Instituto Tecnológico y de Estudios Superiores de Monterrey and Instituto de Empresa

Why do you trust? Attitudinal and ethical dimensions of workplace monitoring" (P)

Filiz Tabak, Towson University

William P. Smith, Towson University

"Psychological contracts: A nano-level perspective on social contract theory" (P) Jeffery A. Thompson, Brigham Young University

David W. Hart, Brigham Young University

12:00-6:00 On your own

Tours leave from hotel lobby at 12:00

5:00-9:30 Banquet

Dry Creek Valley

sunday

7:00-8:30 Breakfast Buffet (registrants only) Dry Creek Valley

Sunday, 7:00-8:30

Saturday, 10:30-12:00

junday, 8:30-10:00

Showcase Workshops 3:30-12:00

TL5 - Business Ethics Learning Chalk Hill

An interactive workshop on the assessment of ethics learning: Course objectives, methods and tools, and outcomes" James Weber, Duquesne University Jamie R. Hendry, Bucknell University Steve Payne, Georgia College & State University

2G3 - Corporate Governance Research Sonoma Mountain

Corporate governance as a key variable in business and society relationships: A workshop for developing research projects" Melissa S. Baucus, Xavier University Philip L. Cochran, Indiana University Lori Verstegen Ryan, San Diego State University

3:30-10:00 Concurrent Sessions

35 - Stakeholders and the Environment Alexander Valley III

Chair: Nikolay A. Dentchev, Ghent University

Sustainable Silicon Valley: Regional cooperation in a multi-stakeholder environmental management system" (D) Bruce Paton, San Francisco State University Peter Melhus, Silicon Valley Environmental Partnership Jennifer Smith Grubb, Sustainable Silicon Valley Margaret Bruce, Silicon Valley Manufacturing Group

Cascading arenas in issues and stakeholder management: The case of genetically modified organisms and other incidents" (P) John F. Mahon, University of Maine Steven L. Wartick, University of Northern Iowa Sunday, 8:30-10:00

Stakeholder involvement in corporate social performance: Corporate governance as the critical link" (P) Frank Jan de Graaf, University of Amsterdam

CSR11 - Cross-cultural Issues in Corp. Social Responsibility

Green Valley Board Room

Chair: William B. Lamb, Ohio University

Preserving indigenous cultural values in business: The Case of Ali'i Kula lavendar" (P) Mary J. Mallott, University of Hawaii - West O'ahu

CSR for SCD by TNCs: Development, dependence, demandingness, dividedness" (P) Robert Boutilier, Simon Fraser University

Emerging opportunities or traditions reinforced? An analysis of the attitudes toward CSR, and trends of thinking about CSR, in India" (P) David Kimber, RMIT University N. K. Balasubrumanian, Indian Institute of Management - Bangalore

36 - Stakeholder Salience

Russian River Valley II

Chair: Mark Cordano, Ithaca College

Stakeholder salience, shifting networks and sustainability" (P) David Saiia, Ithaca College Krasimira Georgieva, Ithaca College

Stakeholder salience and corporate performance: A small business study" (P) Brian K. Burton, Western Washington University Michael Goldsby, Ball State University

Stakeholder salience and ethical views of small business owners" (P) Brian K. Burton, Western Washington University Michael Goldsby, Ball State University

3G2 - The Role of Politics

Russian River Valley I

Chair: Arnold Wilts, Free University

junday, 8:30-10:00

"Cultivating an environment for corporate social performance: The role of government" (D)

Charlice Hurst, University of Florida

A legitimacy advantage? The regulator and its stakeholders" (P)

Andy Blundell, University of Calgary

Frances Bowen, University of Calgary

Loren Falkenberg, University of Calgary

The evolutionary patterns in intra-firm political actions: Insights from a historical single case study" (P)

Mika Skippari, Tampere University of Technology

16 - Environmental Management

Alexander Valley IV

Chair: Anthony Branch, Golden Gate University

Environmental management systems and practices: An international facility-

level perspective" (P)

Irene Henriques, York University

Perry Sadorsky, York University

The international diffusion of ISO 14001 in the chemical industry" (P)

Magali A. Delmas, University of California - Santa Barbara

Ivan Montiel, University of California - Santa Barbara

The impact of institutional pressures to adopt ISO 14001 among automotive suppliers in North America" (P)

Ivan Montiel, University of California - Santa Barbara

10:00-10:30 Break

Alexander Valley Foyer

10:30-12:00 Concurrent Sessions

3E5 - Reputation and Ethical Culture

Russian River Valley I

Chair: Barrie E. Litzky, Pennsylvania State University - Great Valley

Reputation shifting" (P)

John F. Mahon, University of Maine

Barry M. Mitnick, University of Pittsburgh

Sunday, 10:30-12:00

junday, 10:30-12:00

'The effects of cultural indoctrination on ethical norm appreciation' (P) Tara L. Ceranic, University of Washington

Salience of organizational values as a determinant of value projection and the accuracy of assessments of the values of superiors" (P) Sefa Havibor, University of Pittsburgh

TL6 - Teaching and Learning

Russian River Valley II

Chair: Frank Jan de Graaf, University of Amsterdam

A model for feed-forward assessment of student learning in an industry issues course" (D)

Kelly C. Strong, Iowa State University Rhonda Wiley Jones, Iowa State University

Collaborative teaching: How do we ensure learning across international boundaries when creating international student teams?" (D) Patricia C. Kelley, University of Washington - Bothell

Overview of Ivey's core MBA course on corporate social responsibility" (D) Pratima Bansal, University of Western Ontario

Notes

IABS 2005 Reviewers

With thanks to...

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2b Gallagher

uthy Getz

un Gilbert

Lance Moir

Sara Morris

Carolyn Mueller

Helen Muller Paul Godfrey Jean-Pascal Gond Frank Jan de Graaf Michelle Greenwood Tennifer Griffin Terrence Guay Duane Helleloid Jamie Hendry Irene Henriques Pursey Heugens Frank den Hond Charlice Hurst Morten Huse Bryan Husted Michael Johnson-Cramer Patricia Kelley Thomas Klein Robert Kolb Beverly Kracher Larry Lad William Lamb Anne Lawrence Patsy Lewellyn Barrie Litzky Jeanne Logsdon Tammy MacLean Michael MacLeod Tohn Mahon Ian Maitland Mary Mallott Nícholas Mangos Richard Marens Bill Martello Tim Mattingly Marc Maurer Doug May Richard McGowan

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Chamu Sundaramurthy

Diane-Gabrielle Tremblay

Cheryl van Deusen Craig Van Sandt Sandra Waddock Steven Wartick Tames Weber

Stephaine Welcomer

Ben Wempe

Cynthia Clark Williams

Duane Windsor Rich Wokutch Donna Wood Ellíott Wood