



THE SOCIETY FOR BUSINESS ETHICS NEWSLETTER

Spring, 2012

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Report from the Executive Director

Jeff Frooman

University of New Brunswick

We have a winner! Our annual board election has successfully drawn to a close, and you--the membership--have chosen Nien-hê Hsieh to fill the seat that is opening this summer. Nien-hê is surely a familiar face to us, having actively participated in our annual meetings over the years, and brings to our Board the desirable and unusual mix of youth and experience. Nien-hê is Associate Professor of Legal Studies and Business Ethics at the Wharton School, serves on the Editorial Board for Business Ethics Quarterly, served as its first Book Notes Editor, and is also our liaison to the American Philosophical Association's Eastern Division. We welcome him onto our Board, which he will formally join this summer in Boston.

I'd like to thank our other two candidates this year-- Dawn Elm and Libby Scott. Speaking on behalf of the entire Board, and I think the entire membership, I can say we very much appreciate their willingness to put forth their names in this election. For an all-volunteer organization such as ours, it's the willingness-to-serve of members such as Dawn and Libby that make our organization the successful one that is. So thank you, both! Finally, I'll note here that the election attracted one of the biggest (electronic) turn-outs of the membership, and the close tallies in both rounds attested to the overall quality and popularity of all three candidates.

So what's next for SBE? We have our Annual Meeting just around the corner. This year we're meeting in Boston, Massachusetts. Because the Board believed last year's meeting was a bit compressed, we've lengthened this year's meeting a bit. The main program will start directly after lunch on

Friday, August 3rd, and end with a closing reception on Sunday evening, August 5th. There will, of course, be the usual International Reception on Thursday night, August 2nd, to welcome our members coming from abroad. (Of course, everyone--whether from far or near--is welcome to attend.) The keynote address and reception will take place in their usual Saturday evening time slot.

Our hotel this year will be the Copley Plaza Hotel. Part of the Fairmont Chain, this vintage hotel is one of Boston's grand old Edwardian era structures. In preparation for its 100th anniversary year this summer, and to our benefit, the hotel has recently been completely renovated. You can check out this amazingly opulent hotel at their website, <http://www.fairmont.com/copleyplaza>. It's also worth noting that the hotel is at 138 James Avenue, a comfortable walk away from the Academy of Management's conference headquarters at the Heinz Center on Boylston Street. So while we'll be in the midst of the Academy's madness, the Copley Plaza will be our island of serenity.

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The Copley Plaza is reserving a block of rooms for us. You'll want to book early, as hotel space is expected to be tight this summer with the Back Bay area of Boston expecting a record number of tourists due to the Academy. To get the conference rates we've negotiated for (which, by the way, are as good or better than any you'll find at the Academy), contact the Copley Plaza through SBE's website: click on the "Annual Meeting" button and then the clickable phrase "Register for Hotel." Finally, you can register for the conference and find information regarding it on our website. From our homepage (<http://www.societyforbusinessethics.org>) click on the "Annual Meeting" button.

I'll see you all in Boston!

SOCIETY FOR BUSINESS ETHICS BEST DISSERTATION AWARD Submissions due May 1, 2012

The Society for Business Ethics (SBE) is soliciting abstracts for dissertations completed between May 1, 2011, and April 30, 2012, to be considered for SBE's Best Dissertation Award. While dissertations must focus on business ethics, work from all disciplines is welcome. The purpose of the award is to recognize the dissertation that, in the judgment of the committee, most clearly demonstrates the potential to contribute to substantial advances in business ethics research and practice.

Those wishing to be considered for the award should submit a 10-page abstract. From among the abstracts, three finalists will be selected and asked to submit full-length dissertations. The award winner will be announced at SBE's Annual Meeting in August.

A complete submission will include three separate attachments, all in PDF format:

- (1) An abstract of not more than 10 double-spaced pages of text (including tables, figures, and appendices), standard margins throughout, Times New Roman 12-point or similar font. (Any references provided can be in addition to the 10 pages of text.) There should be no author identifying information anywhere in the document, including the author's name, the advisor's name, and the university's name.
- (2) A copy of the signature page, with university name, signatures, and date of defense.
- (3) A title page with the author's current mailing address, telephone number, and email address. The title page must be sent as a separate file from the abstract.

Please note that the committee welcomes a variety of research approaches, including, for example, normative/philosophical and social science/empirical.

Submissions are due **May 1, 2012**, and should be sent electronically to:

Scott Sonenshein, Chair SBE Best Dissertation Award
in care of: Tina Borja, Faculty Assistant
Jones Graduate School of Business, Rice University
Tb6@rice.edu

POSITIONS

**Position Announcement
David E. Gallo Chair in Business Ethics
Mendoza College of Business
University of Notre Dame**

The Mendoza College of Business of the University of Notre Dame invites applications for the David E. Gallo Chair in Business Ethics. This chair, funded through an endowment established for the University of Notre Dame by the Gallo family, is a very high-profile, leadership position within the College and the University in an area of scholarship that is central to their respective missions. We are interested in established scholars with strong publication records in areas broadly related to business ethics or corporate social responsibility, who show the clear promise for continued productivity and notable thought leadership in these areas. Ideal candidates will also have proven track records as teachers in these areas and will show the promise of significantly advancing the various curricula of the College. We welcome inquiries from candidates currently at the advanced associate and full professor levels. Successful candidates must qualify for the rank of full professor in one of the departments within the College, which are Accounting, Finance, Management and Marketing.

The Mendoza College is committed to excellence in scholarship and business education. It enjoys a strong reputation in the area of business ethics and corporate social responsibility. Its MBA program has regularly ranked among the top five schools in the Aspen Institute's *Beyond Grey Pinstripes* ratings. Collegewide, Mendoza has earned top 20 rankings for its MBA program, its Masters of Accountancy program, its Executive MBA program and its custom Executive programs. The College ranked first in the two most recent *BusinessWeek* rankings of undergraduate programs in business. The College houses the Institute for Ethical Business Worldwide, the Center for Ethics and Religious Values in Business, and the Notre Dame DeLoitte Center for Ethical Leadership.

The University of Notre Dame, an equal opportunity employer with a strong institutional and academic commitment to diversity, endeavors to foster a vibrant learning community animated by the Catholic intellectual tradition.

Candidates should send a vita and letter of interest to the chair of the search committee, Professor John F. Sherry, Jr. 102B Mendoza College of Business, University of Notre Dame, Notre Dame, Indiana 46556



Chaired Faculty Position in Sustainability at INSEAD

INSEAD, the global business school with campuses in Europe (France), Asia (Singapore) and the Middle East (Abu Dhabi), has an opening for a Chaired Position in Sustainability.

We are looking for a mid-career or senior faculty member. The person should have a strong research agenda and a proven track record in sustainability. He or she is expected to develop both our research as well as our teaching activities on the broad subject of sustainability (MBA, EMBA, Executive Education, and PhD). Given that INSEAD is a Business School, it is expected that the chairperson will have a keen interest in sustainability issues with relevance to the business world, e.g., letting the research agenda be fed by business-relevant problems, as well as communicating research findings to the business community through publications, teaching and other forms of dissemination.

The expectation is that the person will join one of our academic areas (e.g. Technology and Operations Management, Strategy, Economics and Political Science) and perhaps teach in those while focusing research on sustainability. We are open about which academic area should host this chair.

INSEAD has already developed a solid knowledge base in sub-areas of sustainability given the strong interest from its business partners, alumni and current students. Faculty members broadly interested in sustainability are gathered in a research center in an effort to foster synergies and interdisciplinary work. The chairperson will be expected to play a central role in the further development of these initiatives.

For further information, please contact Professor Luk N. Van Wassenhove, Chair of the Search Committee at luk.van-wassenhove@insead.edu. Please send CV and other relevant materials before **May 1st, 2012**.

BOOKS, JOURNALS & MULTIMEDIA

Forthcoming in August 2012 from
Cambridge University Press
CORPORATE RESPONSIBILITY: THE AMERICAN EXPERIENCE

This thought-provoking history of corporate responsibility in the USA is a landmark publication documenting the story of corporate power and business behavior from the mid – 18th century to the modern day. It shows how the idea of corporate responsibility has evolved over time, with the roles, responsibilities and performance of corporations coming increasingly under the spotlight as new norms of transparency and accountability emerge. Today, it is expected that a corporation will be transparent in its operations; that it will reflect ethical values that are broadly shared by others in society; and that companies will enable society to achieve environmental sustainability as well as a high standard of living. As we enter the second decade of the 21st century, the social, political, and economic landscape is once again shifting: the need for an informed public conversation about what is expected of the modern corporation has never been greater.

Executive Editor:

Kenneth E. Goodpaster holds the David and Barbara Koch Endowed Chair in Business Ethics in the Opus College of Business at the University of St. Thomas – Minnesota.

Authors:

Archie B. Carroll is Robert W. Scherer Professor of Management Emeritus and Director, Nonprofit Management and Community Service Program at the Terry College of Business at the University of Georgia.

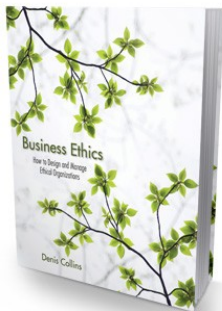
Kenneth J. Lipartito is Professor of History and Department Chair at Florida International University.

James E. Post is the John F. Smith, Jr. Professor of Management at Boston University where he teaches strategic management, corporate governance, ethics, and nonprofit management.

Patricia H. Werhane holds the Wicklander Chair of Business Ethics and is Director, Institute for Business and Professional Ethics at DePaul University. She is also Professor Emeritus at the Darden School, University of Virginia.



Business Ethics: How to Design and Manage Ethical Organizations
by Denis Collins, Edgewood College.



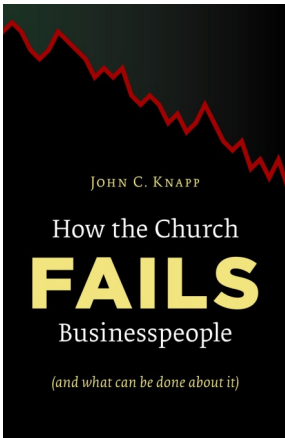
This innovative first edition provides practical and theoretical instruction on creating organizations of high integrity and superior performance. Written for both undergraduate and MBA students, *Business Ethics* introduces techniques for developing environments that reinforce ethical behavior and reduce risks, while presenting cases that engage students in critical thinking and application.

Chapter content includes hiring ethical people, codes of ethics, ethical decision making, ethics training, diversity training, ethics reporting systems, ethical leadership, engaging and empowering ethical employees, environmental management, and community outreach. The book also contains 17 contemporary cases.

For more information, please visit www.wiley.com/college/sc/collins



How the Church Fails Businesspeople (And What Can Be Done About It)
Wm. B. Eerdmans Publishing Co.
By John C. Knapp,
Frances Marlin Mann Center for Ethics and Leadership,
Samford University



John Knapp, Samford University professor and director of the Frances Marlin Mann Center for Ethics and Leadership, released *How the Church Fails Businesspeople (And What Can Be Done About It)*. The book, published by Eerdmans in December 2011, explores the connection between faith and work, with an emphasis on ethics instead of evangelism.

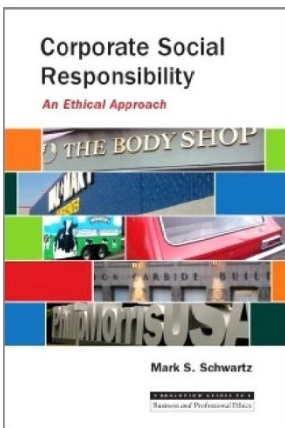
From Eerdmans:

“Why do so many Christians struggle to relate their faith to their daily work? Is the church to blame? In this book John C. Knapp argues that the church’s ambiguous teachings about vocation, money, and business have long contributed to Christians’ uncertainty about discipleship in the workplace. Drawing on his own expertise in business ethics and on numerous interviews with Christians in diverse occupations, Knapp brings fresh perspectives to this troubling problem.”

Please visit <http://www.samford.edu/manncenter> or click [here](#) for the book.



Corporate Social Responsibility: An Ethical Approach
Broadview Press, 2011
by Mark S. Schwartz (JD, PhD)



The term corporate social responsibility (CSR) is often used in the boardroom, classroom, and political platform, but what does it really mean? Do corporations have ethical or philanthropic duties beyond their obligations to comply with the law? How does CSR relate to business ethics, stakeholder management, sustainability, and corporate citizenship?

Mark Schwartz provides a concise, cutting-edge introduction to the topic, analyzing many case studies with the help of his innovative "Three Domain Approach" to CSR. *Corporate Social Responsibility* also provides a chronology of landmark contributions to the concept of CSR and includes CSR resources on organizations, global codes and criteria, corporate CSR reports, and websites and blogs. It is an invaluable resource for students, instructors, and business leaders looking to master the basics of CSR.

"In the last decade, university courses focused on corporate social responsibility (CSR) have proliferated. But outpacing the proliferation has been confusion. How can one even define CSR? Is CSR economically possible? What is merely CSR window dressing, and what is real? Professor Schwartz has come to the rescue with a compelling guide for the perplexed." — Thomas Donaldson, Mark O. Winkelman Professor at the Wharton School, and Director, the Zicklin Center for Business Ethics Research, University of Pennsylvania

For more information visit the publisher’s website at: <http://www.broadviewpress.com/product.php?productid=1066>

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ANNOUNCEMENTS

Applications are now being accepted for the 2012 SIM Doctoral Consortium at the Academy of Management Meeting in Boston, Mass. The consortium features over 25 experts in the fields of social issues, ethics, stakeholder management and corporate governance, who will meet with students on Thursday, August 2-Friday August 3rd. Applicants should complete the form available on the AoM website, SIM division, along with a one-page abstract of their dissertation or other in-progress research, plus a recommendation from a nominating faculty member. Applications and materials should be emailed to co-chairs Jill Brown (jgb207@lehigh.edu) and Andy Wicks (WicksA@arden.virginia.edu). Applications are due by **June 30, 2012**, however, earlier applications are encouraged because we will be doing rolling admissions. Student attendees *MUST* be prepared to attend all sessions from Thursday evening through Friday late afternoon. If you have any questions please email either Jill or Andy. See you in Boston!



Swanson Selected to Hold the Edgerley Family Chair in Business Administration

Diane L. Swanson, professor of management at Kansas State University, has been selected to hold The Edgerley Family Chair in Business Administration, one of the College of Business Administration's Chairs of Distinction. Professor Swanson is an internationally recognized authority in business ethics and management education.

Her research has been published in the *Academy of Management Review*, *Business & Society*, *Human Relations*, the Oxford University Press *Handbook of Corporate Social Responsibility* and more. The Edgerley family chair in business administration was previously held by Jeffrey Katz, former associate dean and director of graduate studies.



Call for Nominations: 'Mann Medal in Ethics & Leadership' Honoring an Inspiring Agent of Change

Samford University awards the Mann Medal in Ethics & Leadership to nationally or internationally known leaders or organizations whose efforts have made significant contributions to a more just and ethical society. The work recognized with the award must address a clear need or problem facing society, have significance on a large scale and be an inspiring example for others to follow.

Nominees for the Mann Medal may be from any field of endeavor. Please fill out the nomination form ([website](#)) or contact Ms. Azalea Hulbert, program manager, at 205.726.4634 or amwhitco@samford.edu. The deadline for 2012 nominations is March 26, 2012; however, nominations for future years are accepted on an ongoing basis.



2012 ONE DOCTORAL DISSERTATION AWARD

The annual Doctoral Dissertation Award recognizes recent doctoral work in the Organizations and Natural Environment (ONE) area. Eligible dissertations must focus on some aspect of the natural environment and organization/society, however the particular discipline in which the dissertation is written is not a consideration.

Criteria for selection include relevance, methodological appropriateness, scholarly contribution, and practical implications. Applications and dissertations must be in English. The successful applicant will receive a recognition plaque, as well as a cash award, at the annual Academy of Management meeting of the ONE Division meeting in Boston, August 2012.

Dissertation entries for 2012 must have been, or will be, successfully defended between May 1, 2011 and May 1, 2012. For the initial screening of all applicants, an application must include:

- an electronic copy of an abstract of not more than 10 double-spaced pages (the abstract should NOT identify either the author or the university),
- the dissertation committee's signature page, including university name and date of successful defense,
- a separate title page, including author's address, phone numbers (business and home), fax number, and e-mail address.

If the applicant is not listed as lead author for any section of the dissertation, the submission must also include a certification, signed by the lead author, that the applicant is the primary researcher and author of the section in question.

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CALLS FOR PAPERS AND CONFERENCES

**The Eighth International Symposium on Catholic Social Thought
and Management Education
Renewing Mission and Identity in Catholic Business Education UNIVERSITY of DAYTON
Dayton, Ohio
June 18-20, 2012
www.stthomas.edu/dayton**

In the last 50 years, the role of business education in Catholic universities has become increasingly significant. World-wide there are over 1800 Catholic universities with more than 200 in the US. A growing number of these universities have business programs, some of which are the largest professional degree programs in their university. As business education occupies an expanded role in Catholic colleges and universities, the future of Catholic higher education is inseparable from how its mission and identity is appropriated and explained within its business program. Reciprocally, how business programs and their stakeholder network influence the Catholic mission and identity of the university itself is another closely related matter requiring careful reflection.

Some highlights of the conference include:

- Opening Plenary Speaker: Cardinal Peter Turkson (president of the Pontifical Council for Justice and Peace), “Catholic Social Principles and Business Education”
- Plenary Panel: Don Briel (Director, Center for Catholic Studies, University of St. Thomas, Minn.) and James Heft, S.M. (president of the Institute for Advanced Catholic Studies at USC), “Institutionalizing Catholic Identity.”
- Dean’s Roundtable: Ellen Harshman (St. Louis University), Thomas Bausch (Marquette University) and Joseph DiAngelo (St. Joseph University, Philadelphia)
- Plenary Speaker: William Sullivan, co-author of *Rethinking Undergraduate Business Education: Liberal Learning for the Profession*, “Rethinking Business Education as a Profession”
- Over 60 academic papers on the relationship of business education and its relationship to Catholic mission and identity (see www.stthomas.edu/dayton for a schedule and registration information)

Institutional Sponsors:

Albers School of Business, Seattle University (Wash.); Association of Catholic Colleges and Universities (ACCU); John A. Ryan Institute for Catholic Social Thought at the Center for Catholic Studies, University of St. Thomas (Minn.); Marquette University (Wis.); University of Dayton (Ohio); Woodstock Theological Center, Georgetown University (D.C.).

For more information, please visit the conference web site at www.stthomas.edu/dayton or contact Mary Kay O’Rourke mkorourke@stthomas.edu, Michael Naughton, mjnaughton@stthomas.edu or Bro. Ray Fitz, S.M. ray.fitz@udayton.edu



CALL FOR PAPERS
"The Scandinavian Approach to Corporate Social Responsibility & Sustainability"
Thematic Symposium of the Journal of Business Ethics
Submissions due by June 1, 2012

Guest Editors

R. Edward Freeman (University of Virginia Darden School of Business), Kai Hockerts (Copenhagen Business School), and Robert Strand (Copenhagen Business School)

"Few can contest Scandinavia's place at the forefront of the corporate responsibility movement." This was a claim that led a feature article in *Ethical Corporation* almost a decade ago (McCallin & Webb, 2004). Yet despite bold claims of this nature, the opportunity remains for a concerted focus to deeply explore the Scandinavian approach to corporate social responsibility (CSR) and sustainability-- and to do so from multiple perspectives by scholars from differing disciplines and regions. This thematic symposium entitled "*The Scandinavian Approach to Corporate Social Responsibility & Sustainability*" addresses this opportunity with the intention to spur on further explorations.

Scandinavian companies are disproportionately well-represented in the major corporate social responsibility (CSR) and sustainability performance indicators (Gjølberg, 2009) and the region as a whole has demonstrated strong and balanced macro economic, social,

and environmental performances (Strand, forthcoming). This indicates that academics and practitioners alike may find something of interest by exploring the Scandinavian approach.

Scholars have pointed to the region's longstanding commitment to integrating environmental and social issues into management practices (Morsing, Midttun & Palmås, 2007) and Scandinavian leadership approaches have been characterized as demonstrating a deep-seated commitment to participation and stakeholder engagement (House et al., 2004; Grenness, 2003; Bjerke, 1999). With Scandinavian corporations like Novo Nordisk and prominent Scandinavian leaders like Novo Nordisk's former CEO Mads Øvlisen (Morsing & Oswald, 2009), Scandinavia presents promising empirical grounds from which to explore effective stakeholder engagement in practice and what this means in terms of CSR and sustainability. This includes within fields, such as innovation (Hockerts & Morsing, 2008). Grennes (2003: 13) described the "Scandinavian model promotes long-term ties between owners, managers, workers, and society, where the role of the company includes promotion of goals of society at large" and Strand (2009) proposed that the willingness and ability of Scandinavian industry to embrace collaborative partnerships is a "*Scandinavian Cooperative Advantage*" that will prove to be a competitive advantage for the region in the face of increasingly complex social and environmental challenges that companies cannot solve alone.

Stakeholder theorists credit important developments in stakeholder theory as having come from Scandinavia where the contributions of Swedish Scholar Eric Rhenman stand out (Freeman, 1984; Nasi, 1995; Jones et al., 2002; Freeman, 2005; Freeman et al, 2010). In a 1964 publication, Rhenman (1964) contributed one of the earliest definitions of stakeholders offering that the "stakeholders in an organization are the individuals and groups who are depending on the firm in order to achieve their personal goals and on whom the firm is depending for its existence". Rhenman identified the very survival of the firm depended on the "crucial task" of the management to take care of the "stakeholder balance" (Nasi, 1995). The Finnish scholar Juha Nasi (1995) is also recognized as continuing the tradition, where Nasi also served to chronicle the historical development of Scandinavian stakeholder thinking in his chapter "A Scandinavian Approach to Stakeholder Thinking: An analysis of its theoretical and practices uses 1964-1980."

Institutional and political scholars have recognized Scandinavia as a special place to explore CSR and sustainability (Midttun et al., 2006) where Scandinavian governmental institutions are taking an active role in the CSR and sustainability agenda (Gjølberg, 2010). Campbell (2007) described Scandinavia as having "the sorts of institutions that I have argued will facilitate socially responsible corporate behavior." Scandinavia also presents opportunities to explore effects and impacts for a region of the world has demonstrated a tradition of strong "implicit CSR" and is more recently is demonstrating movement toward "explicit CSR" (Matten & Moon 2008; Vallentin & Murillo, 2010).

There also exist promising explorations spurred on by Scandinavia into pedagogical research for how to more effectively teach coursework in the fields of CSR and sustainability. Ghoshal (2005) questioned why the theories espoused in the dominant model of business school education did not acknowledge that companies survive and prosper when they simultaneously pay attention to the interests their stakeholders and Giacalone & Thompson (2006) called for a shift in role models in how we teach business students. With its balanced economic, environmental, and societal performances the Scandinavian region may serve as a role model of sorts- or at least provide some interesting food for thought for different approaches. And increasingly business schools from elsewhere in the world are taking note by bringing their students to Scandinavia (Strand, forthcoming). This may not be altogether surprising given the commonly used sustainability definition has Scandinavian roots (Brundtland, 1987).

For this variety of reasons the Scandinavian context offers unique perspectives and contributions to CSR, sustainability, and stakeholder theory from both a practitioner and academic standpoint. Some interesting questions follow. We invite contributions to address the following questions and all other contributions relevant to the concept of *the Scandinavian approach to CSR and sustainability*.

- What learnings can practitioners and academics worldwide take away from studying a so-called "Scandinavian approach" to CSR and sustainability?
- To what extent is the Scandinavian approach dependent on its institutional and cultural context and what does this mean for attempts to replicate it in other countries?
- What critical perspectives should be explored in more depth? Might Scandinavian firms miss crucial elements in their approach?
- Is there such a thing as a "Scandinavian Cooperative Advantage"? And if so, what might this mean in a business world that is overwhelmingly focused on competition?

Timeline:

- Full Paper Submissions due to kho.ikl@cbs.dk: **June 1, 2012**
- First round of reviews finished/decision send to authors: Early **August 2012**
- Deadline for first revisions: End **September 2012**
- 2nd round of reviews finished/decision send to authors: End **October 2012**

- Deadline for 2nd revisions: End **November 2012**
- Final round of reviews finished/decision send to authors: Early **January 2013**
- Deadline for final revisions: Early **February 2013**
- Final version of all manuscript handed to Journal of Business Ethics: Early **March 2013**

Process for submitting papers:

Papers submitted must not have been published, accepted for publication, or presently under consideration for publication elsewhere. Submissions should be approximately 8,000 words in length (including references and any endnotes, appendixes, and tables). Manuscripts should be submitted via e-mail as a Word document ('.doc' attachment; one file including all figures and tables) to Kai Hockerts kho.ikl@cbs.dk.

Papers should employ standard English. To be eligible for review, manuscripts must follow the journal's guidelines and provide full contact information for the authors. For additional guidelines, see the "Notes for Contributors" in Journal of Business Ethics or at the homepage at <http://www.springer.com/social+sciences/applied+ethics/journal/10551>. Authors should not identify themselves in the body of the paper. The paper's front page should have the authors' names, affiliations, and contact information (e-mail addresses, telephone numbers, and physical addresses).

Guest editors:

R. Edward Freeman

Professor, University of Virginia Darden School of Business
FreemanE@darden.virginia.edu

Kai Hockerts

Associate Professor, Copenhagen Business School Centre for CSR
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Robert Strand

Research Fellow, Copenhagen Business School Centre for CSR
 Lecturer, University of Minnesota Carlson School of Management
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**Call for Papers - Special Issue of Journal of Social Entrepreneurship
 SOCIAL ENTREPRENEURSHIP AND INNOVATION IN EMERGING ECONOMIES**

Guest Editors

Boris Urban, WBS Chair in Entrepreneurship
 Wits Business School (South Africa)
 E-mail Boris.Urban@wits.ac.za

Jacob Park, Associate Professor of Business Strategy and Sustainability
 Green Mountain College (USA)
 E-mail parkj@greenmtn.edu

Introduction and Background of the Special Issue

Emerging economies present unique environments which offer researchers the opportunity to obtain fresh insights enabling them to expand theory and better understand social entrepreneurship and innovation by incorporating more contextualized considerations. Entrepreneurs from emerging economies are embedded in institutional environments that influence their willingness to engage in socially productive economic activity and which determine the socio-political legitimacy of social venturing.

Because historical and cultural forces have shaped the entrepreneurial landscape differently, contextual features are important determinants of expected social entrepreneurial and innovation impacts. Although academic literature states that entrepreneurship should not be valued in the culture of a particular country, the impact of national cultures, institutional frameworks and incentive structures on social entrepreneurial activity remains to date unexplained.

The purpose of this special issue is to appreciate the relevance of and to better understand the relationship between social entrepreneurship and innovation and the emerging world, as well as the relationship between social and business interests. This special issue aims to take advantage of the emerging research interest growing in the field of emerging economies and entrepreneurship & innovation.

Suggested topics appropriate to the theme of social entrepreneurship and innovation in emerging economies include, but are not limited to:

- The theory linking social entrepreneurship and innovation to emerging market contexts
- Power dynamics and politics of social entrepreneurship in emerging economies
- Governance of social entrepreneurship in emerging economies
- Developmental entrepreneurship and innovation in emerging markets
- The theoretical perspectives on social entrepreneurship and innovation in emerging economies
- The relationship between economic and social factors driving social entrepreneurship
- The cultural values which foster social entrepreneurial activity in emerging markets
- The ability of social entrepreneurs and innovators to shape their institutional environments
- Energy and environmental entrepreneurship in emerging economies
- Social entrepreneurship and innovation measures and indicators in emerging economies
- The role of government in promoting or constraining social entrepreneurship

Submission Instructions

Editorial background of the Journal of Social Entrepreneurship, including its editorial board, can be found [here](#) and the submission information can be found [here](#).

- **11 May 2012:** 300-500 words abstract proposal submitted to the two guest editors
- **15 June 2012:** authors are invited to submit a full paper
- **Fall 2012:** submission of papers
- **Winter/Spring 2012:** comments back to the authors and the submission/receipt of the revised papers
- **October 2013 (Volume 4.2):** special issue publication

Authors are encouraged to contact the guest editors, Boris Urban (Boris.Urban@wits.ac.za) and Jacob Park (parkj@greenmtn.edu) to discuss their proposals and/or papers.



CORPORATE SOCIAL RESPONSIBILITY IN CHINA: Perspectives and Evidence A special issue of Business & Society

For decades economic growth has been the foremost priority on the political agenda in China, but in a recent declaration China's leaders have pronounced the building of a harmonious society as the official long-term goal in China. CSR is perceived as the private sector's contribution to this goal (Wong, 2009). Key concerns are how to sustain this economic growth, and understanding the contribution of CSR to greater sustainability in China's international value chains and to a 'harmonious society' inside China.

Studies show Chinese firms are increasingly implementing CSR practices and CSR reporting (Ip, 2009; Kolk, Hong, & van Dolen, 2010; Welford, 2005; Wong, 2009). This behavior appears to be driven by global and domestic forces.

Looking first at global drivers, the fast integration of China into the global economic system and its prominent position as manufacturing hub in global supply chains (Wang & Juslin, 2009) has led to stakeholder calls (NGOs, consumers, governments) to enhance responsibility along global supply chains a trend reinforced by China's entry to the World Trade Organization (Ip, 2009). For example, international customers increasingly require their suppliers to undergo CSR audits and Chinese government has introduced regulations to strengthen corporate commitment to CSR, including the Labor Contract Law, PRC Company Law and central government guidelines on social responsibility implementation for state-owned enterprises (Lin, 2010; Wang & Juslin, 2009).

Domestic drivers for CSR also have become more explicit in recent years. Societal expectations regarding CSR grew particularly in the aftermath of the Sichuan earthquake where media and the public scorned several firms for perceived stingy donations which led various companies to expand their donations (Lin, 2010; Roney, 2011). In addition, growing industrial unrest amongst the migrant worker population employed in the manufacturing sector, related media attention towards labor conditions and statements of high-level public officials condemning firms that mistreat their workers, have put pressure on organizations to pursue more socially re-

sponsible behavior towards their employees (Lin, 2010; Tang & Li, 2009).

Combining these international and domestic forces, many Chinese firms operating within global supply chains make significant efforts to increase their value-added in China, some supported by strong government support for R&D and innovation. Therefore CSR may become more instrumental in order to attract and retain more skilled workers and through the development of collaborative relationships that can bring in knowledge and foster innovation.

Alongside these practice and policy-based developments, there is an increasing knowledge of CSR in China produced by scholars using the English language, both based in the PRC and outside (Moon and Shen, 2010). The purpose of this *Business & Society* special issue is to bring together some of the current leading scholarship on the topic.

The Call for Papers

We invite papers to explore various perspectives on the role of corporate social responsibility in the aforementioned developments, ranging from more theoretical to practice-oriented, from a China angle to comparative perspectives, and from the micro-level to the sector/supply chain level and macro-level. These could include contributions from business ethics, corporate citizenship, accountability, sustainability and business-government perspectives, for example.

We seek papers that explore how the development of CSR is reflecting a shift in the balance between stakeholders from government, business and civil society; a shift between normative and instrumental motives for CSR (Moon & Shen, 2010); and a shift from implicit to more explicit CSR (Matten & Moon, 2008).

We especially invite papers that develop fresh theoretical perspectives, aim to apply recently developed conceptual frameworks or present empirical evidence in areas that are relatively underexplored in China. Examples of potential topics are:

- How does the interaction of regulations and institutions shape the nature of corporate social responsibility in Chinese firms at home and abroad?
- What is the evolving role of civil society (including consumers) in framing and driving CSR in China?
- Is there a specific relationship between philanthropy and corporate social responsibility in Chinese firms, and/or is it possible to identify a distinct Chinese perspective on CSR and business ethics?
- CSR reporting is expanding rapidly in China – why and to what effect?
- What is the CSR contribution to the government’s goal of a harmonious, innovative and climate-friendly Chinese society?
- How and why is CSR manifest Global supply chains and CSR in Chinese supplier firms?
- What is the nature of stakeholder engagement in CSR of firms in China and of Chinese firms expanding abroad?
- How do comparative perspectives on CSR and sustainability strategies improve our understanding of the Chinese experience?
- Are there particularly prominent instances of irresponsible business behaviour in China, why and how might CSR address these?

Editors

Dr. Peter S. Hofman, Assistant Professor in Corporate Governance and Corporate Social Responsibility at the Nottingham University Business School China

Professor Jeremy Moon, Professor and Director, International Centre for Corporate Social Responsibility, Nottingham University Business School

Dr. Bin Wu, Senior Research Fellow in the School of Contemporary Chinese Studies at the University of Nottingham

Timetable

Please submit papers by **31st July 2012** to Peter.Hofman@nottingham.edu.cn

Please use *Business & Society* style for citations, references, and internal headings (see any recent issue of the journal). The references in this call (word or pdf documents) are in the basic BAS format for submissions: upper-lower case article, chapter, and book titles, journal volume numbers in italics, italicized book and journal titles.



Call for Papers for a Special Issue of Business and Society
Corporate Sustainability – Off to Pastures New or Back to the Roots? Exploring New Perspectives, Theories and Research Methods in Corporate Sustainability Research

Guest editors

Tobias Hahn, Euromed Management Marseille
Frank Figge, Euromed Management Marseille
J Alberto Aragón Correa, University of Granada
Sanjay Sharma, University of Vermont

Deadline for submissions: **30 September 2012**

Research on corporate sustainability has gained considerable momentum and recognition over the last two decades. Fostered by milestone publications like the special issues of the *Academy of Management Review* in 1995 and the *Academy of Management Journal* in 2000, environmental and sustainability issues have developed from niche topics into widely accepted research topics in the field of management and organization research. At the same time, this mainstreaming of corporate sustainability research has somewhat narrowed the methodological and theoretical approaches chosen by corporate sustainability scholars. While approaches such as the resource based view or institutional theory have greatly contributed to gain a better understanding of organizational responses to sustainable development, we believe that the time is ripe for exploring a wider range of perspectives. In order to promote methodological and paradigmatic heterogeneity and innovation in the production of rigorous research on corporate sustainability, this special issue seeks papers that adopt new perspectives, theories and research methods to guide academic corporate sustainability research into the next decades.

In this context, we believe that two avenues appear particularly promising: On the one hand, a return to some of the fundamental notions of sustainable development offers the potential to address sustainability-related issues that have been neglected in current corporate sustainability research. On the other hand, the adoption of theories, methodologies and perspectives that have not yet been taken up to investigate corporate sustainability promises insights that go beyond our current understanding of corporate responses to sustainability challenges.

For this special issue we thus particularly encourage submissions that (a) look into corporate responses to sustainability aspects that have so far only received scant attention or (b) that take on theoretical and/or methodological perspectives that have not yet been widely used to analyze corporate responses to sustainable development. The following sections provide more detailed guidance on this topical focus of the special issue.

The very definition of sustainable development comprises numerous aspects that have not yet received widespread attention by corporate sustainability scholars. This holds for the fundamental definitional core of sustainability as well as for specific sustainability issues and different types of strategic responses. For instance, with regard to its definitional foundations and despite the fact that sustainable development adopts a long-term perspective and stresses intergenerational equity, the construct of time has only sparsely been at the focus of research on corporate sustainability. Topic wise, a wide array of issues and challenges are being discussed in the context of sustainability. Not all of them have received the same attention by management and strategy scholars. For instance corporate responses and strategies in the context of climate change have been treated extensively in the sustainability-related management and organization theory literature. In contrast, the role and strategies of firms with regard to other sustainability challenges such as the loss of biodiversity or environmental justice are a lot less researched. Some of the fundamental strategies proposed in the sustainable development literature, for instance based on sufficiency considerations, have been adopted in other fields of business studies such as marketing and consumer behavior but much less so by management and strategy scholars. Submissions that seek to develop and exploit these or other fundamental aspects of sustainable development for research on corporate sustainability at the organizational level are particularly encouraged.

Today, institutional theory and the resource based view seem to represent the dominant theoretical perspectives of management research into corporate sustainability. These approaches have considerably helped to further our understanding of corporate responses to sustainability issues, for instance when it comes to corporate climate strategies. However, there are still phenomena, such as why companies voluntarily contribute to sustainability or how and which corporate sustainability emerge and dominate in organizations, that are not understood well enough. This special issue encourages submissions that adopt alternative theoretical and/or methodological perspectives to gain a better understanding of phenomena in corporate sustainability. Because sustainable development is an overarching normative concept with implications at and across levels and addressing many different functional areas of the firm and its wider environment, theoretical and methodological cross-fertilization within the field of management and organization studies but also from other fields and disciplines appear most promising. Sustainability-related research based on institutional theory oftentimes focuses on the legitimizing effect of norms and rules and associated corporate strategies. In contrast, theories of institutional work or structuration have received much less attention to explain the behavior of firms vis-à-vis sustainability-related norms and rules. Likewise, the literature on corporate sustainability strategies predominantly adopts a top-down perspective of planned strategies in contrast to bottom-up approaches that perceive strategies of emergent patterns shaped by action rather than strategic planning. A better understanding of corporate responses to sustainability issues might also be gained through experimental methods as oftentimes used in psychology and behavioral economics. While clearly not limited to the above examples, this special issue seeks submissions that

venture for new theoretical or methodological pastures in the quest for a better understanding of corporate responses to sustainability. With this special issue we thus encourage innovative and rigorous research that contributes to a better understanding of organizational responses, strategies, business models and policies with regard to sustainability challenges. We explicitly welcome conceptual as well as empirical submissions. While the focus of this special issue will be to encourage innovative, novel, and even unorthodox approaches in corporate sustainability research the call is very open and inclusive with regard to a wide range of corporate sustainability related topics such as sustainable business models and entrepreneurship, environmental strategy and policy, innovation and green products, green consumerism and shareholder activism, environmental accounting and performance, the role of firms in natural protection, stakeholder and community management, governance for sustainability, as well as management tools and approaches for corporate sustainability. However, in their submission letter authors should provide a paragraph that explains the fit of their submission with this special issue: Authors should thus either explain which so far under-researched sustainability aspect with regard to the fundamental notion of sustainable development they address in their research (“back to the roots”) or need to show how and in what respect their theoretical or methodological perspective offers novel insights that go beyond the currently dominant approaches (“off to pastures new”).

The topic of this special issue is closely related to the GRONEN Research Conference 2012 that is held in southern France on 26-29 June 2012. For more details please visit www.gronen2012.org. Interested authors in this call for papers are invited to submit their work also to the GRONEN conference to discuss their drafts with guest editors, reviewers, and other colleagues at the conference.

However, participation in the conference is NOT a requirement for submissions to this special issue. Submissions to the special issue should be sent by email to specialissue.bas@gmail.com and should be prepared in accordance with the submission guidelines of Business and Society (for details see [here](#)). The deadline for submissions is **30 September 2012**.

Any questions regarding the special issue can be addressed to the guest editors:

Tobias Hahn: tobias.hahn@euromed-management.com
Frank Figge: frank.figge@euromed-management.com
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Business & Society AND Business and Professional Ethics Journal
JOINT CALL FOR PAPERS: “Business in Extreme Operating Environments”

We live in a world that is vulnerable to natural disasters, human-made crises, and uncertainty. Businesses must respond to crises and continue to operate in environments of increased risk, great uncertainty, and scarce resources. Recent examples that have brought on extreme operating environments (EOE) include economic threats exacerbated in Japan by natural and human-made disasters; the 2010 earthquake in Haiti; the terrorist attacks of September 11, 2001; health epidemics such as the 2009 influenza pandemic; regional and global military conflicts; global climate change; and social upheaval such as the Arab Spring. These events and the EOE's they bring on affect communities and individuals, and of course, business organizations and markets.

What special managerial and moral considerations, responsibilities, and obligations does business have in EOE's, defined as times of great uncertainty and/or crisis which challenge human capabilities, organizational operations, and social institutions?

How do, and how should, businesses operate in unconventional environments or at the boundaries of our normal assumptions?

Business & Society and *Business and Professional Ethics Journal* together invite submissions to Special Topic Forums on the role of business in EOE's. We encourage research that elaborates on, but is not limited to, the following research questions:

- Economic and management theories address how business influences and responds to uncertainty within markets. However, it is less clear whether these theories apply in EOE's. How do existing theories extend to EOE's, or do we need unique theoretical frameworks or perspectives?
- How do existing theories of management, risk, and uncertainty extend to EOE's? How do we distinguish "extreme" from "normal"? Do extreme cases make for good theories?
- Theories of corporate responsibility and corporate citizenship apply to individual organizations within normal markets. However, global risks may go beyond the capacity of any individual market actor to remedy. What do these theories tell us about ethical responsibilities and obligations in EOE's?
- Does the origin of crisis (endogenous or exogenous) affect how business can or should respond? When human-made disasters can be traced back to prior behavior of business organizations and managers, how should that influence authority and responsi-

bility?

- Are there special considerations for businesses and the intersection of business, government, and non-governmental organizations? How do networked operating environments complicate or resolve matters of authority and responsibility?
- What are paradigmatic examples of how businesses operate in EOE's? What are the results and best practices?
- Does the capability to help others cope with the effects of EOE's entail a moral obligation to help? Does can imply ought?
- Should moral accountability be put on hold, or should judgment be more lenient, regarding ethical decisions made in EOE's?
- What do such interrelated concepts as moral luck, moral risk, and moral hazard have to illuminate our answers to these and other questions about EOE's?

Submission instructions

Authors are requested to submit a full paper to the guest editors, Virginia Gerde (gerdev@duq.edu) and Christopher Michaelson (cmmichaelson@stthomas.edu), by **28 February 2013**.

The guest editors will review submitted papers and, in consultation with the journal editors, determine where accepted papers will be published based on fit with the respective journals' editorial aims. The final versions of submitted papers should follow the relevant journal's guidelines for authors: [Business & Society](#) or [Business and Professional Ethics Journal](#) guidelines for authors.

Target dates (subject to change)

- **28 February 2013**: Full paper submissions to the Special Topic Forums
- **31 May 2013**: Authors are invited to revise and resubmit
- **31 August 2013**: Submission of revised papers
- **30 November 2013**: Delivery of accepted contributions together with introductory papers by the guest editors for future publication



Call for Papers
Special Issue
"Sustainable Development and Financial Markets"
in Business & Society

Guest Editors:

Timo Busch, Department of Management, Economics, and Technology, ETH Zurich, Switzerland, tobusch@ethz.ch

Rob Bauer, Maastricht School of Business and Economics, and European Centre for Corporate Engagement (ECCE), Maastricht, The Netherlands, r.bauer@maastrichtuniversity.nl

Marc Orlitzky, The Pennsylvania State University, Altoona, USA, moo3@psu.edu

To what extent and how can capitalist structures and processes foster, encourage, or facilitate business environmental responsibility? This question is a vigorously debated issue with a long history, particularly given the increasing influence of, and research on, sustainable investment. Sustainable investment practices are often described using overlapping and complementary terms, such as *social*, *ethical*, *responsible*, or *socially responsible* (Eurosif, 2010). In this Call for Papers, *sustainable investment* is used as generic term to describe investment strategies centered on long-term environmental, social, and corporate governance (ESG) criteria; thus seeking to contribute to sustainable development by integrating investors' financial objectives with restrictions on ecological and social issues or concerns (Eurosif, 2011; Hoffmann, Scherhorn & Busch, 2004; Juravle & Lewis, 2009; WEF, 2011). The most well-known and widely used definition of sustainable development is "development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (WCED, 1987).

In recent years, sustainable investment practices have increasingly gained importance in capital markets (e.g., Bauer, Koedijk, & Otten, 2005; Galema, Plantinga, & Scholtens, 2008). In fact, stock market data show that sustainable investments have reached US\$ 10.6 trillion globally; for European investments alone, there was an increase from US\$ 3.8 trillion in 2007 to US\$ 7 trillion at the end of 2009, which corresponds to a compound annual growth rate of 36 percent (Eurosif, 2010)[Applied exchange rate: EUR/US\$ 1.40]. In addition, according to some industry surveys (e.g., Allianz, 2010), the market is expected to grow further. The signatories of the Principles for Responsible Investment increased from 557 organizations, worth US\$ 18.5 trillion, in 2009 to over 900, worth US\$ 30 trillion, in 2011 (PRI, 2010, 2011). Empirical studies suggest that sustainable investments may either outperform the market (e.g., Derwall, Guenster, Bauer, & Koedijk, 2005), underperform the market (e.g., Chong, Her, & Phillips, 2006), or make no difference in

terms of their risk-adjusted financial returns (e.g., Bauer, Derwall, & Otten, 2007). Epistemological concerns with previous research (see, e.g., Orlitzky, 2011; Vogel, 2005) notwithstanding, the results indicate that, at a minimum, there seems to be no clear indication for a negative relationship between share price performance and corporate environmental or social performance (Kurtz, 1997; Kurtz, 2008; Orlitzky, Schmidt, & Rynes, 2003). One might assume that these trends in financial markets and results of empirical studies lead to a greater focus on sustainable development in business practices.

In reality, however, we can observe a somewhat paradoxical situation. On the one hand, many reasons can be identified as to why equity market participants have shown increasing interest in issues of ecological sustainability. In cases where the biophysical environment imposes new constraints and offers new opportunities for businesses, firms must respond to sustainability challenges effectively (Hart & Milstein, 1999; Russo & Fouts, 1997; Shrivastava, 1995). One of the most prominent examples of the business sphere being impacted by the biophysical environment is the limited availability of crude oil coupled with steadily increasing energy demand. This presents both a clear constraint on all carbon-dependent industries and a unique opportunity for the entire renewable energy sector. Furthermore, in some areas, policy makers have started to put pressure on business to internalize negative externalities through environmental regulations. An example of this is the European emissions trading scheme. Such changing conditions in the business landscape affect business risk, profitability, and ultimately competitive advantage (e.g., Busch & Hoffmann, 2011; Orlitzky, 2005; Orlitzky & Swanson, 2008; Porter & Kramer, 2006; Porter & van der Linde, 1995). As such, sustainability has become a central issue in many industries and firms, and it appears plausible that ESG criteria are increasingly integrated into investment decisions (Mercer, 2009; Mercer & UNEP FI, 2007).

On the other hand, when considering ecological reality, current global production and consumption patterns seem to have become even more unsustainable, according to several analyses and projections. For example, global CO₂ emissions increased by 4.4 percent between 2008 and 2010 (from 29.3 to 30.6 gigatons), while at the same time global GDP increased by only 3.9 percent (from US\$71.7 trillion to US\$74.4 trillion) [<http://www.iea.org>]. This implies that carbon intensity (defined as CO₂ emissions / GDP) *increased* by .5 percent in the last three years, a trend that raises fundamental questions about the ecological sustainability of current business practice. This dangerous trend is also reflected by the ecological footprint of human activities. In 2007, humanity used the equivalent of 1.5 planets to support its activities; by 2030 humanity is projected to require the capacity of two Earths (WWF, Zoological Society of London & Global Footprint Network, 2010). Given the current population growth, the world's population is projected to grow to about 9.3 billion by 2050 (in 2011, it reached the inglorious milestone of seven billion) – despite an assumed declining growth rate [http://www.npg.org/facts/world_pop_year.htm]. In the words of Jeffrey D. Sachs, director of Columbia University's Earth Institute, "This is a crowded planet. This is trouble, frankly..." [<http://finance.yahoo.com/blogs/daily-ticker/7-billion-people-equals-least-one-major-problem-175402181.html>]

As such, many examples can be found which illustrate that, in spite of increasing concerns about environmental and closely related social and governance issues, there has not been a significant global shift towards greater sustainability. This Special Issue will address this paradoxical situation related to the market demand for and "supply" of sustainable development. Contributions to the Special Issue may cover (but are not limited to) the following research questions:

- What are the contemporary sustainable investment practices, and how effective are they in terms of their contribution to sustainable development? How are these sustainable investing practices affected by other events and upheavals in financial markets, such as the 2008/2009 financial crisis or the 2011 Euro crisis?
- How can different (economic, sociological, psychological, etc.) theories of equity market participants' decision making, business cycles, and aggregate market dynamics inform the debate on sustainable development and financial markets?
- How do individual market participants react to sustainable investment products? Do the characteristics of these "sustainable" investors differ from those of regular investors?
- Is the filing of shareholder proposals on environmental and social issues an effective mechanism for investors? And, if so, which investors are most likely to have an impact?
- How do ESG signals affect financial markets? What is the impact of institutional entrepreneurs on the viability of ESG investing?
- How, if at all, do sustainability-oriented institutional logics influence investor choices and corporate finance decisions? In general, what is the impact of sustainable investing?
- To what extent do the trends in sustainable investing call for changes in corporate governance structures?
- What are effective (or ineffective) corporate strategies to attract capital from sustainability-oriented investors? How can we use theory to derive best practices for business—particularly environmental entrepreneurs?
- What are some firm-internal preconditions for more successful business positioning vis-à-vis with sustainability-oriented investors?
- What is the role of sustainability-related investment recommendations from security analysts and rating agencies for firms and investors (see, e.g., Ioannou & Serafeim, 2010)?

- What theoretical perspectives or typologies can be identified for different investment styles, and what do they imply for efforts seeking to foster sustainable business practices? For example, what is the role of "impact investments"? This investment style critically reflects on the outcomes (e.g., the environmental improvement) of an investment strategy before an investment in an asset or construction of a portfolio occurs (Eurosif, 2010).
- What are individual and/or institutional investors' expectations about sustainable development, and how do these expectations affect their investor behaviors? To which extent do (should) investors reflect on sustainability trends in investment decisions from a real-options point of view (e.g., Busch & Hoffmann, 2009)?
- What are the myths and realities of sustainable investments? What are the validity challenges inherent in ESG data screens (Chatterji, Levine & Toffel, 2009; Entine, 2003; Waddock, 2003)? In other words, do ESG criteria and data really measure what they purport to measure?
- How can ESG criteria best be applied to other asset classes beyond publicly traded securities (e.g., corporate bonds), and how may possible barriers be overcome?

Process and timeline

Release of call for papers for the Special Issue "Sustainable Development and Financial Markets": December 2011.

Deadline for submissions: **October 15, 2012**

Manuscripts must be submitted electronically via email to Timo Busch: tobusch@ethz.ch

The submission should consist of two separate WORD documents: (i) a manuscript without title page and without author identification information of any kind, and containing an abstract (about 100-150 words) and keywords (3 – 5); (ii) a title page with full author contact information

Further information regarding the formatting of *Business & Society* can be found on the [web page](#) (do not submit the paper through the online submission system):



Journal of Business Ethics Education Volume 9: 2012 Call for Papers

The JBEE editors are seeking contributions for Volume 9: 2012. They are particularly interested in innovative case studies with an international perspective, and popular lectures and teaching strategies which deal with business ethics, corporate social responsibility and sustainability issues within the key management subject areas at upper undergraduate and postgraduate levels. They also encourage submissions of the latest education research, curriculum development and opinion pieces on business ethics instruction. Submissions for the current Volume will be accepted until **September 30th 2012**. Please note that submissions can now be made online. Submission guidelines can be viewed at <http://www.neilsonjournals.com/JBEE/jbeesubmit.html>.

JBEE Subscription Discount for BEQ subscribers and SBE members

Institutional online access to the JBEE is available at a discounted rate for all Business Ethics Quarterly subscribers via the Philosophy Documentation Center website at http://secure.pdcnet.org/pdc/bvdb.nsf/journal?openform&journal=pcdc_jbee

Additionally, personal online access to the JBEE is available at a discounted rate to all SBE members.

To recommend the JBEE to your library, please use the form available at <http://www.neilsonjournals.com/JBEE/jbeerec.html>

For all enquiries relating to this information and the JBEE, contact the Publishing Editor:

Peter Neilson

Publishing Editor JBEE

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<http://www.neilsonjournals.com/JBEE/>



CALL FOR ABSTRACTS **Corporate Responsibility Research Conference 2012** Beyond the Limits – Below Potential

Society must stay within given limits of environmental and social boundaries to be sustainable. There is a growing realization that society has passed these limits and that businesses are responsible for a large share of the burden that is inflicted on society. Critics

and optimists point to the potential that businesses can and should contribute to solving these problems. There is a growing realization that society will continue living beyond its limits as long as businesses stay below their problem solving potential.

New and better tools are as much required as are analyses why businesses do not tap their full potential for contributing to a more sustainable society. Competition between market actors for better solutions is needed as much as cooperation with competitors and stakeholders. The ease of simple solutions is as necessary as the breadth of answers to complex challenges. The tradition of the CRRC is to focus on the participants and the debate. We aim to create an environment that is welcoming and friendly yet challenges the existing knowledge base and drives the debate around corporate responsibility forward. We are keen to invite a wide variety of participants from across disciplinary backgrounds and from a variety of academic departments. CRRC is the ideal place to test new ideas and to experiment with new formats. Therefore we also welcome suggestions for special workshop streams and innovative ideas.

Topics include but are not limited to:

Sustainability and supply chain	Education for sustainable development
Corporations and climate change	Sustainability and the retail sector
Resource extraction, energy and sustainable development	Approaching sustainability through action research
Standards for the future	Organizational change and sustainability
Critical approaches to business & development	Employee behavior change towards sustainability
Business at the base of the pyramid	CSR and Intellectual Capital
Multinationals and CSR	Sport, sustainability and CSR
Consumer information and marketing	Responsible investment
Responsible leadership	CSR and the recession
Sustainable Strategies and Strategies for Sustainability	Sustainable assessment and valuation

Abstracts

Initial abstracts of a maximum of 300 words should be emailed to abstracts@crrconference.org by **31st May 2012**. Files should be sent in MS Word format, and the file name should be first author's surname. Please include names, affiliations and contact details of all authors. Abstracts will be reviewed and selected by the scientific committee of the conference. Authors will be notified of acceptance by **22nd June 2012**.

Papers

The conference papers of a maximum of 6,000 words including references should be emailed to papers@crrconference.org no later than **15th August 2012**. Please note that papers will not be accepted unless speaker(s) have registered in full for the conference.

PhD Workshop

Our popular pre-conference PhD Workshop will be held on the afternoon of **12 September**. It will appeal to first-time attendees as well as those who have attended throughout their PhD career. This annual workshop provides a relaxed environment to allow lively exchange and discussion between PhD students as well as the opportunity to gain helpful advice and feedback from a panel of experienced PhD supervisors in the field. We've expanded the PhD workshop last year and we want to continue talking about Post PhD opportunities and we will of course cover needs of PhD students throughout their studies. Be sure to join us and have your voice heard in setting a course for the future of CSR research.

Best Paper Awards

The scientific committee of the conference will review all papers presented and award two prizes for the CRRC best overall paper and the CRRC best PhD paper at the conference dinner. Criteria for the selection process are contribution to the research field, quality of the research, innovativeness, and diversity of views.



Teaching Case Studies “Trade-offs in Corporate Sustainability” in *Corporate Social Responsibility and Environment Management*

Five teaching cases have recently been published that put students in the shoes of managers who have to deal with the full complexity of sustainability-related trade-offs. The cases focus on strategic decisions of companies related to, for instance, moral standards in an international development context (“Fordlândia: Corporate citizenship or corporate colonialism”), choosing a sustainable product label (“Towards a sustainable coffee market? Paradoxes faced by a multinational company”), the role of growth and profits for a company (“The journey of a ‘green’ micro-enterprise: The Green Planet”), greening markets through niche versus mass market approaches (“Strategies for sustainable cotton: Comparing niche with mainstream markets”), and the evaluation of different production-related environmental effects (“Assessing trade-offs in investments for the environment: The case of a VOC-reduction investment at AUTO Group”). The case studies were published in a Special Issue, guest edited by Monika Winn, Jonatan Pinkse and Lydia Illge, in the journal *Corporate Social Responsibility and Environment Management* (Volume 19, Issue 2, March/April 2012).

For more information see <http://onlinelibrary.wiley.com/doi/10.1002/csr.v19.2/issuetoc>.

(Announcements continued from page 6)

For those applications that progress to the final screening in this competition an electronic copy (MS Word format) of your dissertation is required.

Since the criteria for this award considers relevance, methodological appropriateness, scholarly contribution, and practical implications, we suggest you include the following information in your abstract to help us evaluate your dissertation:

- Introduction: Describe your research question and your contribution to research and practice.
- Literature Review/Theory Building: Identify the research literatures used to develop your research question and hypotheses.
- Method: Briefly summarize your sample, data collection procedures, variables, and analysis techniques.
- Results: Provide a summary of your results and how they relate to your research question.
- Future Research: Tell us how your research will stimulate the research of others.

To be considered for the award, applicants are to submit their abstract and accompanying required documentation by **May 1, 2012**, and the finalists will be notified to send the full dissertation via email by **June 1, 2012**, to the ONE Doctoral Dissertation Award Selection Committee Chair: Jim Weber, Ph.D. at weberj@duq.edu (412-396-5475 if an emergency).