Nineteenth Annual Conference
of the International Association for
Business and Society

Program
June 26 -29th, 2008
Tampere Hall – Tampere
Tampere, Finland
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Local Arrangements

A very, very special thanks to the “Finnish Team” led by Juha Nasi, Selma Nasi, and Johanna Kujala, University of Tampere. They had the inspiration and vision for having IABS in the beautiful city of Tampere, Finland. The entire team also including Tiina Toikka and Hannele Makele, both at the University of Tampere, worked tirelessly to plan and co-ordinate all of the local arrangements, with respect to finalizing all the agreements with Tampere Hall, the hotels, developing and implementing the program ideas for Thursday, Friday and Saturday activities. Also thanks to the University of Tampere for sponsoring our lunch on Saturday.
19th Annual IABS Conference  
June 26-29th, 2008  
Tampere, Finland

THURSDAY, June 26th

9:00 – 12:00 p.m.  IABS Governance Board Meeting, Cabinet Room, Hotel Ilves

13:00 – 19:00 p.m.  Registration, Tampere Hall (Conference Center)

19:00 – 20:00 p.m.  Welcoming Reception  
Tampere, Old City Hall

FRIDAY, June 27th

8:30 – 10:00 a.m.  Concurrent Sessions

Session 1: Understanding The Stakeholder Perspective

Aaria

Chair: Brad Agle, University of Pittsburgh

“Understanding the stakeholders' perception of a common strategic issue to manage a stakeholder network: A single case study in the pharmaceutical industry”

Hans Groth, Pfizer Switzerland
Sybille Sachs, University of Applied Sciences for Business Administration
Ruth Schmidt, University of Applied Sciences of Northwestern Switzerland

”From communication to dialogue: How to enhance stakeholder involvement through information sharing?”

Johanna Kujala, University of Tampere
Hanna Lehtimaki, Life Works Consulting, Ltd
Tiina Toikka, University of Tampere

“Customer and employee beliefs about corporate responsibility”

Carola Hillenbrand, Henley Management College
Kevin Money, Henley Management College
Session 2: Supply Chain and Corporate Social Responsibility

Sopraano

Chair: Jamie Hendry, Bucknell University

“Institutional pressures and ethical supply chain management: A multi-contextual perspective”

Adam Adrien-Kirby, University of Bath
Stephen Brammer, University of Bath
Andrew Millington, University of Bath

“The supply chain from West to East: Do companies extend the chain of responsibility”

Laura Maria Ferri, Catholic University of the Sacred Heart of Milan

“Munificence, competitive strategy, and socially and environmentally responsible procurement”

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

Session 3: Teaching Workshop –

Opus 2-3

“Responsible Management Education for the 21st Century: An Update on the State of Affairs and an Open Forum”

Duane Windsor, Rice University, Workshop Facilitator

“Business ethics education within the context of business schools in the United States: A critical analysis”

Harry Van Buren, University of New Mexico

Session 4: Business Ethics and Leadership

Opus 1 Room

Chair: Ben Wempe, Erasmus University Rotterdam

“Emotional integrity in creative leadership: A social constructionist approach”

Anne-Maria Mikkonen, University of Tampere

“Leadership influence on ethical workplace behavior”
Session 5: Corporate Governance (Misconduct)

Opus 4
Chair: Cynthia Williams, Bentley College

“Corporate governance: Substantive or symbolic?”
Jared Harris, University of Virginia

“The strategy-making process as a method of corporate governance”
Peter J. Snyder, University of Wisconsin – Milwaukee
Richard Priem, University of Wisconsin - Milwaukee

“Scapegoating under scrutiny”
Jill Brown, Lehigh University

10:00 – 10:30 a.m. Coffee Break
10:30 – 12:00 a.m. Concurrent Sessions

Session 6: Stakeholder Analyses

Sopraano
Chair: Shawn Berman, University of New Mexico

“Stakeholder Value Management System”
Sybille Sachs, University of Applied Sciences for Business Administration
Ruth Schmitt, University of Northwestern Switzerland
Irene Perrin, HWZ Hochschule for Wirtschaft

*“Preliminary evidence concerning the influence of inequities and expectancies on stakeholder action”
Sefa Hayibor, Saint Mary’s University
David M. Wasieleski, Duquesne University

“Stakeholder synergy: A management framework for bridging who and what really counts? A case study for Brazilian universities”
Eliseu Machado, University of Northern Iowa
Session 7: Improving Corporate Governance

Aaria

Chair: Lori Verstegen Ryan, San Diego State University

“Meaningful investment choices: An examination of investor autonomy”

Katherina Glac, University of Pennsylvania
Ryan Burg, University of Pennsylvania

“Primacy without power: The shareholder democracy paradox”

Ann Buchholtz, University of Georgia
Jill Brown, Lehigh University

“Nomination committees: A help or a hindrance to gender diversity?”

Johanne Grosvold, University of Bath
Stephen Brammer, University of Bath

Session 8: New Players in the Corporate Social Responsibility Game: SME’s and ATO’s

Opus 4

Chair: Jonathan Doh, Villanova University

“Ethics, local roots, and hidden champions on a global market”

Arnd Mehrtens, University of Bremen
Frank Jan de Graf, University of the Amsterdam Business School

“A fair trade ATO in a period of transition - insights to corporate social responsibility”

Laine Eeva, University of Tampere
Laine Matias, University of Tampere

“Social upgrading among small enterprises and clusters in developing countries: New Challenges for governance:

Jose A. Puppim de Oliveira, University of Santiago de Compostela, Spain

Session 9: Business Ethics

Opus 1
Chair: Jared Harris, University of Virginia

“A cross cultural comparison of business ethics perceptions: Russia, Sweden, and Finland”

Thomas S. Lennerfors, Royal Institute of Technology

“Media discourses on illegal business: Investigating discursive (de) legitimation of cartels in Finnish business media”

Marjo Siltaoja, University of Jyvaskyla

Meri Vehkapera, University of Applied Sciences Haaga-Helia

12:00 – 13:00 Luncheon, Tampere Hall

12:00 - 13:00 Business and Society Editorial Board Meeting, Duane Windsor, Editor

VIP Room

13:00 – 14:00 Showcase Session: The Future Frontiers of Stakeholder Theory

Sopraano Room

Edward Freeman, University of Virginia

Thomas Jones, University of Washington

Moderator: Michael Johnson-Cramer, Bucknell University

14:00 – 15:30 Concurrent Sessions

Session 10: Social Economy Organizations and Social Capital

Opus 2

Chair: Robbin Derry, University of Lethbridge

“Business response to increasing social expectations: Identifying new organizational forms”

Adele Queiroz, University of Northern Iowa

Silvia King, Southern Company

“Legitimacy formation by social economy organizations: A political perspective on a form of stakeholder coalition”

Maria Laura Di Domenico, Open University Business School

Stelios Zyglidopoulos, University of Cambridge

“The emergence of social capital in social purchasing portals in Canada”
Robbin Derry, University of Lethbridge
Robert Boutilier, Simon Fraser University

**Session 11: Evaluating and Measuring Corporate Social Responsibility**

*Sopraano Room*

**Chair:** Jeanne Logsdon

“Philanthropy, integration or innovation? An empirical exploration of the financial and societal outcomes of different types of corporate responsibility “

Minna Halme, Helsinki School of Economics
Arno Kourula, Helsinki School of Economics
Reeta Talvitie, Helsinki School of Economics

“Financial correlates with corporate social and environmental responsibility: Comparing the more socially and environmentally efficient companies with their counterparts”

Celine Gainet, Sorbonne Business School
Heidi Wechtler, Sorbonne Business School

“Evaluating and measuring corporate social performance”

Bryan Husted, York University/ITESM & Ins Empressa
Jose Salazar, York University/ITESM & Ins Empressa

**Session 12: Environmental Strategy and Performance**

*Opus 4*

**Chair:** Niki den Nieuwenboer, RSM Erasmus University

“A conceptual framework for corporate sustainability disclosure standards”

Cathy Rusinko, Philadelphia University
John Matthews, Villanova University

“Beyond acclamations and excuses: An analysis of environmental performance and environmental disclosure”

Cedric Dawkins, California State University – Pomona
Cynthia Clark William, Bentley College
“Much ado about nothing? Evolving corporate environmental strategy in the United States”

Frederick Dahlmann, University of Bath
Stephen Brammer, University of Bath

Session 13: Consumer Issues and CSR Marketing

Opus 1

Chair: Frank Winfrey, Lyon College

“Responsible branding for young consumers - why and how?”

Johanna, Kujala, University of Tampere
Elina Kivi, University of Tampere

“Irrational consumer behavior in financial services: Implications for the Finnish business and society”

Jukka Laitamaki, New York University
Raija Jarvinen, National Consumer Research Center (Helsinki)
Uolevi Lehtinen, University of Tampere

“Fending off balance? Need an alignment? Aligning CSR, CSR Marketing behavior strategies with the Miles and Snow strategy typology”

Linda C. Rodriguez, University of Texas Pan American
Ivan Montiel, University of Texas Pan American

Session 14: Teaching Workshop

Aaria

“BB&T, Objectivism and the Role of Outside Donors in an University Curriculum”

Richard E. Wokutch (symposium chair), Virginia Tech University
Philip Cochran, Indiana University
R. Edward Freeman, University of Virginia
Stephen Hicks, Rockford College
Robert W. Kolb, Loyola University of Chicago
Lori Verstegen Ryan, San Diego State University
15:30 – 16:00 p.m.  Coffee Break

16:00 – 17:30 p.m.  Concurrent Sessions

Session 15:  Stakeholder Topics

Opus 2

Chair:  Michael Johnson-Cramer, Bucknell University

“A Theory of Primary Stakeholder Contributions in Resolving Threats of Market Integration in the European Union”

Murat Akpinar, Turku School of Economics
Zsuzsanna Vincze, Turku School of Economics

“Private security companies:  Issues in corporate and stakeholder responsibility”

Heather Elms, American University
Robert A. Phillips, University of Richmond

“The business of war:  How private companies are taking the place of state functions”

Silvia Salas, Florida International University

Session 16:  Corporate Social Responsibility in the Global Economy
Sopraano

Chair:  Stelios Zyglidopoulos, University of Cambridge

“MNCs, CSR, and Developing Countries:  Revisiting the evidence”

D. Jamali, University of Southampton

“The global spread of CSR tools:  Codes of conduct of MNCs from developing countries”

Lutz Preuss, University of London

“Seeking a just price for ARVs in Brazil and Thailand”

Ian Maitland, University of Minnesota

Session 17  Employee Ethical and Social Issues

Opus 4

Chair:  Sefa Hayibor, Saint Mary’s University
“Do Discrimination and Segregation Subsist in Pay Policies? The Evidence from Portugal”

Carlos Duarte, Instituto Politecnico de Tomar
Jose P. Esperanca, UNIDE/ISCTE
Jose D. Curto, UNIDE/ISCTE
Maria C. Santos, UNIDE/ISCTE

“Discourse on corporate/employee interaction”

Oana Apostol, University of Tampere
Salme Nasi, University of Tampere

“A Behavioral Schema to the Impact of Corporate Responsibility on Customer and Employee Relationships”

Carola Hillenbrand, Henley Management College
Kevin Money, Henley Management College

“You’ve been tagged! (then again, maybe not): Employers and web-based social networking”

William Smith, Towson University

**Session 18 Learning and Teaching Topics**

**Opus 1**

Chair: Craig Dunn, Western Washington University

“Scholars United to Reach Generation Y: Discussing Social Challenges Surrounding Globalization”

Susan L. Kirby, Texas State University
Eric G. Kirby, Texas State University
Douglas W. Lyon, Fort Lewis College

“Would-you-rather’ Utilitarianism”

Craig Dunn, Western Washington University

**Session 19: Stakeholder Activism**

Aaria

Chair: Arnold Wilts, Free University Amsterdam
“The emergence and evolution of stakeholder activism and firm responses during the social issue life-cycle: The dynamics of business-government-NGO relationships”

Mika Skippari, Helsinki School of Economics
Kalle Pajunen, University of Tampere

“Corporate social responsibility and NGO engagement”

Jonathan Doh, Villanova University

5:45 – 6:45, Business Meeting, Sopraano

7:00 p.m. Sauna and Dinner, Bus Arriving At Tampere Hall

SATURDAY, June 28th

8:30 – 10:00 Concurrent Sessions

Session 20: Business and Government Relations

Opus 1

Chair: Jim Mattingly, University of Northern Iowa

“Emergence and evolution of institutional entrepreneurship: The adaptive role of financial actors in the commercialization process of the Finnish water sector”

Richard Windischhofer, PBI Research Institute
Mika Skippari, Helsinki School of Economics

“From a local product to global commodity - Can free trade of bioenergy be governed?”

Virgilio Panapanaan, Lappeenranta University of Technology
Anne Hamalainen, Lappeenranta University of Technology
Mirja Mikkila, Lappeenranta University of Technology
Jussi Heinimo, Lappeenranta University of Technology
Lassi Linnanen, Lappeenranta University of Technology

“Trade-off between corporate political activities and customer orientation”

Jan Siedentopp, Freie Universitaet Berlin

Session 21: Corporate Governance
**Sopranno Room**

Chair: Andrew Millington, University of Bath

“Country institutional context as an antecedent of female board representation: An empirical study”

Johanne Grosvold, University of Bath

Stephen Brammer, University of Bath

“Brazil's corporate governance innovation: The Novo Mercado”

Lori Ryan, University of San Diego

“Corporate governance in IDOM: An Example of a Corporate Polity”

Alejo Jose G. Sison, University of Navarre

Joan Fontrodona, IESE Business School

**Session 22: Discussing Corporate Social Responsibility**

**Opus 4**

Chair: Elizabeth Scott, Eastern Connecticut State University

"Talk the Walk; Impact measurement of corporate philanthropy"

Karen Maas, Erasmus University Rotterdam

“Constructing the legitimate responsible corporation: A rhetorical analysis”

Colin Higgins, Victoria University

Robyn Walker, Massey University

“What does society want from corporations? Toward a theoretical classification of firm actions and outcomes”

Joel Marcus, Wilfrid Laurier University

**Session 23: Business Ethics**

**Aaria**

Chair: Craig Dunn, Western Washington University

“Implementing social performance: A qualitative field study on middle management practices”
Anne Barraquier, CERAM Business School

“Influencing perceptions of ethical dilemmas: Exploring the use of attribute and goal framing for affecting individuals’ moral reasoning”

David Wasieleski, Duquesne University

Sefa Hayibor, Saint Mary’s University

“Psychological contracts and social network centrality: How does “buying into” organizational ideology influence one’s social status?”

Jeff Thompson, Brigham Young University

John Bingham, Brigham Young University

James B. Oldroyd, Massachusetts Institute of Technology

J. Stuart Bunderson, Washington University

Jeff Bednar, University of Michigan

“Codes of ethics: Rationality, reasonableness, and implementing codes as ethical education”

Scott Carson, Queen’s University

Session 24: Labor Issues

Opus 2-3

Chair: Oana Apostol

“Labor unions and CSR: A review of the emerging international literature”

Lutz Preuss, University of London

“Doing well by doing good? The impact of labor union social responsibility on labor union image”

Cedric Dawkins, California State University – Pomona

“Toward a CSR model of international labor regulation”

George Tsogas, Cass Business School

10:00 – 10:30 Coffee Break

10:30 – 12:00 Concurrent Sessions

Session 25: Organizational Climate
**Opus 1**

Chair: Jeff Thompson, Brigham Young University

“Building organizational trust with ethical organizational practices: Empirical evidence from a post-socialist context”

Raminta Pucetaite, Vilnius University

Anna-Maija Lamsa, University of Jyvaskyla

“The influence of organizational culture type on forms of bullying behavior”

Jacqueline N. Hood, University of New Mexico

Jeanne Logsdon, University of New Mexico

**Session 26: The Impact of a Change in Corporate Status on Corporate Social Responsibility and Performance**

*Opus 2-3*

Chair: Celine Gainet, IAE Paris

“The Effects of "Going Private": The Newly Private Corporation and the Dimensions of Corporate Performance”

Marguerite Schneider, New Jersey Institute of Technology

Alix Valenti, University of Houston

“Selling out: Innovation rate and risk in socially responsible companies before and after acquisition”

Mariel G. Hayes, Franklin and Marshall College

W. Trexler Proffitt, Jr., Franklin and Marshall College

“How social movements generate new, profit-driven organizational forms: Exploring socially responsible investment changes across time and space”

Linda Markowitz, SIUE

Celine Louche, Vlerick Leuven Gent Management School

Jean –Pascal Gond, LIRHE University of Toulouse

**Session 27: Educational Workshop**

*Aaria Room*
“Making the most of a doctoral education”

Workshop Organizer: Shawn Berman, University of New Mexico

Ryan Burg, Wharton
Ed Freeman, University of Virginia
Tom Jones, University of Washington
Niki den Nieuwenboer, Erasmus
Robert Phillips, University of Richmond

Michael Johnson-Cramer, Bucknell University, Moderator

Session 28: Global Challenges

Sopranno

Chair: Kalle Pajunen, University of Tampere

“Stakeholders and corporate community involvement in Turkey: An Exploratory Analysis”

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

“How does CSR affect developing countries? The case of CSR in Vietnam?”

Angelo Russo, Bocconi University
Antonio Tencati, Bocconi University

“Corporate ethics and indigenous people: The Finnish pulp companies' role in the land conflicts of the northeastern Brazil”

Susan Myllyla, Environmental Consultant
Tuomo Takala, University of Jyvaskyla

“Sovereign wealth funds: A primer on government funds capitalism”

Frank Winfrey, Lyon College

12:00 – 13:30 Lunch Generously Sponsored By The University Of Tampere

18:00 - 22:00 Cruise and Dinner at Viikinsaari

Sunday, June 29th

Sunday 8:30 – 10:00 a.m. Concurrent Sessions
Session 29: Corporate Governance Workshop IV,
Sunday 8:30 - 12:00 a.m. – Aaria

Facilitators: Melissa Baucus, University of Louisville
Lori Verstegen Ryan, San Diego State University
Philip Cochran, Indiana University

Session 30: Environmental Topics
Opus 1

Chair: Jamie Hendry, Bucknell University

“Rhetoric of acceptable corporate environmental action: Reflections of environmental values and stakeholder relations in environmental managers ‘talk’”

Tiina Onkila, University of Jyvaskyla

“The extreme makeover of a restaurant: The change process from mainstream to sustainability at Hotel Wyswert’s restaurant”

Elena Cavagnaro, CHN University

Session 31: Corporate Social Responsibility Topics
Sopraano

Chair: Craig Caldwell

“Managerial thinking and corporate social responsibility”

Linda C. Rodriguez, University of Texas Pan American
Ivan Montiel, University of Texas Pan American

“Learning to do what you preach: How espoused and in-use corporate social responsibility interface?”

Jean-Pascal Gond, Nottingham University Business School
Bimal Arora, Nottingham University Business School
Gerardo Patriotta, Nottingham University Business School

“Corporate responsibility as psychological games: Applying Eric Berne's transactional analysis to CR”

Tarja Ketola, University of Vaasa
Session 32: International Business Practices

**Opus 2-3**

Chair: James Mattingly, University of Northern Iowa

“Social agency in international business practices: Perspectives on principled constructive engagement”

John R. Schermerhorn, Ohio University

William Lamb, Ohio University

“International social entrepreneurship: Deriving an inductive, case-based model”

R. Scott Marshall, Portland State University

“Rethinking corporate social responsibility: Lessons from the 'globalization-from-below' approach”

Stephanie Schreven, Syracuse University

10:00 – 10:30 a.m. Coffee Break

10:30 – 12:00 a.m. Concurrent Sessions

Session 33: Understanding Corporate Responses

**Opus 4**

Chair: Mika Skippari, Helsinki School of Economics

“Social responsibility ratings and corporate social responses to shareholder resolution: Is there a relationship?”

Harry Van Buren, University of New Mexico

Jeanne Logsdon, University of New Mexico

“Don’t break the mold - Managing organizations by creating path-dependencies in the formation of managerial preferences”

Arnold Wilts, Free University

Session 34: Corporate Social Responsibility and Performance

**Opus 2-3**

Chair: Stephen Pavelin, University of Bath

“Why some companies attempt to undertake socially responsible actions while others not?”

Celine Gainet, Sorbonne Business School

“Strategic Corporate Social Responsibility: Possible Synergy Between Economic Profit and Social Value”
Daniela Toro, Universitat Politecnica de Catalunya

“Corporate philanthropy”

Tyron Love, Massey University

“Competition and corporate social performance”

Stephen Brammer, University of Bath

Stephen Pavelin, University of Reading
LIST OF REVIEWERS

Many thanks to all the people who helped to review for this conference!!

Brad Agle
Gwen Alexis
David Allen
Anke Arnaud
Mike Barnett
Melissa Baucus
Shawn Berman
Jean Boddewyn
Joachim Boll
Frances Bowen
Stephen Brammer
Jill Brown
Ann Buchholtz
Brian Burton
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Sandra Christensen
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