Building Bridges - Building Walls: Institutions and Stakeholders in an Increasingly Global & Fractionated World

Co-Sponsored by:
GW Institute for Corporate Responsibility
Timothy L. Fort, Executive Director
John Forrer, Director, Conflict, Business, Peace
Jennifer J. Griffin, Director, Global Stakeholder Strategies

University of Bath, Centre for Business, Organisations and Society
Andrew Millington and Stephen Brammer, Co-Directors

Beard Center for Leadership in Ethics
Virginia Gerde, Director, Duquesne University

October 15, 2009
The George Washington University, Marvin Center 301

October 16, 2009
George Washington University School of Business
Duques Hall Room 320
2201 G Street NW—entrance on 22nd Street, NW

The fourth in a series of research workshops on corporate responsibility in a global economy, this workshop examines how institutions and stakeholders influence the ability of businesses to co-create value. Within an increasingly interdependent, global yet factioned world, public, private and civil society institutions are re-defining the context in which businesses operate. We are particularly interested in barriers and bridges that enable innovation and value creation. Questions of interest include: What can/does the corporation do (‘freely’ choosing to do or not)? How should it operate? And, how to actionize the corporation’s aspirations via internal management systems?

By design, our research workshop is exploratory in nature. It extends our knowledge by interweaving research streams: ethics, corporate responsibility, political science, globalization, stakeholders, public policy, religion, and international development. Professor John F. Mahon, former Provost ad interim, and currently Dean, College of Business, Public Policy and Health, University of Maine an award-winning researcher and teacher will facilitate our workshop.

We begin Thursday 15th October with a series of quick, 5-min presentations from GW’s Institute for Corporate Responsibility (ICR) 2009 Summer Research Scholars. Competitively selected these summer research scholars hail from GW’s School of Business, Columbian College of Arts and Sciences and the Elliott School of International Affairs and explore various themes of corporate responsibility: international development, codes of conduct, accountability, transparency, and environmental sustainability. Friday, the 16th October continues the conversation with a deeper treatment of a few papers in progress concerning current trends in the scholarship and teaching of corporate responsibility.
October 15, 2009
Marvin Center 301
Building Bridges/Building Walls: Institutions and Stakeholders in an Increasingly Global & Fractionated World

ICR Summer Research Scholars 2009

1:00 - 1:15 Introductions
Jennifer J. Griffin,
Director, Global Strategies Program
GW’s Institute for Corporate Responsibility

1:15 – 1:30 Opening Welcome:
Timothy L. Fort,
Executive Director, Institute for Corporate Responsibility
Lindner-Gambal Professor of Business Ethics

1:30 – 3:00 Presentations and Discussion

1) Pete Tashman, PhD Student, SMPP Department.
   “Corporate Climate Change Adaptation and Environmental Performance in the U.S Ski Area Industry: A Test of Natural Resource Dependence Theory”

2) Juan Andres Roeschmann Gillmore, PhD Student, SMPP Department.
   “Environmental Performance as a Competitive Advantage: The Costa Rican Certification for Sustainable Tourism Program”

3) Jorge Rivera, Associate Professor SMPP,
   “Industry Associations and Corporate Environmental Performance: Evidence for Trinidad and Tobago”

4) Mark Klock, Professor of Finance.
   “What will it take to Label Participation in a Deceptive Scheme to Defraud Buyers of Securities a Violation of Section 10(b)? The Disastrous Result and Reasoning of Stoneridge.”

5) Rafel Lucea, Assistant Professor in International Business.
   “Cross-Border Non-Market Environments; a Multi-relational Approach: Follow up Research”

6) Stuart Levy, Assistant Professor, Department of Tourism and Hospitality Management (PI), and Gu Huimin, Deputy Dean, China Hospitality Industry Center and Professor, Beijing International Studies University.
   “Guest and Employee Perceptions of Hotel Sustainability Efforts.”

3:00 – 3:30 Break
3:30 – 4:15  Presentations and Discussion

7) **Michael M. Harmon**, Professor of Trachtenberg School of Public Policy and Public Administration. “Counterintuitive Ethical Guidance for Managers.”

8) **Kuo-Liang Chen**, PhD Student, SMPP Department. “How Much More Will Buyers Pay for the Charity Auctions in the eBay Giving Works Program”

9) **J. Mark Philips**, JD/MBA, Doctoral Candidate, Department of Management. “Citizen Shareholders: Does the Receipt of Federal Bailout Money Expand a Corporation’s Fiduciary Duties Beyond its Shareholders?”

10) **Zinan Zhu**, PhD Student in Accounting Department at GWU. “The Association between corporate Governance and Accounting Irregularities.”

4:15 – 5:00  Concluding Comments

John F. Mahon, Dean, College of Business, Public Policy and Health; Founding Director of the School of Policy and International Affairs; the first John M. Murphy Chair of International Business Policy, and Strategy; Professor of Management, Maine Business School, University of Maine.

8:00  Dinner Reception (optional)
Rasika Restaurant
633 D St NW
Washington, DC, 20004
(202) 637- 1222  www.rasikarestaurant.com
Friday October 16, 2009

Building Bridges – Building Walls: Institutions and Stakeholders
Duques Hall 320

9:00-11:00 am
"Corporate Social Responsibility: revisiting whether or how?"
Steve Brammer, University of Bath
Shawn Berman, University of New Mexico

“Toward a new stream of stakeholder research: Assuming bounded self interest”
Doug Bosse, University of Richmond
Rob Phillips, University of Richmond

11:00 -11:20 BREAK

11:20-1:30 pm
“Use of KLD database for panel data”
Virginia Gerde, Duquesne University

“The Corporation as Political Actor: Security”
Heather Elms, American University
Rob Phillips, University of Richmond

“Bounding Stakeholder Relationships”
Kirsten Martin, Catholic University

1:45-3:00 pm LUNCH (Tonic Restaurant, 2036 G St NW)

3:15-5:30 pm
“Corporate Governance and Financial Performance: the Case of Portugal”
Patricia Kanashiro

“Technology Companies and Individual Decision-Making”
Andrea (Andi) Young, George Washington University

"The Relationship Between Corporate Ethical Climate and Stakeholder Management Decisions,”
Michelle Westermann-Behaylo, American University

5:35-6:00 pm Wrap-up
Jenn Griffin, George Washington University
John F. Mahon, University of Maine