

## TABLE OF CONTENTS

**About these Proceedings .....iv**

### **BUSINESS ETHICS**

**Beyond the Mind: Exploring Business Ethics Utilizing the Principles of Kinesthetics Through Devised Theater ..... 2**

Craig Dunn, Rich Brown

**Leadership for an Emerging Democracy in Burma: A Model of Moral Courage ..... 14**

Judith A. White, Don McCormick

**Historic Corporate Responsibility ..... 26**

Judith Schrempf, Guido Palazzo

### **CORPORATE SOCIAL RESPONSIBILITY AND PERFORMANCE**

**Personal Responsibility for Improving Society: The Role of Graduate Business Education ..... 39**

Michael Crooke, Mark Mallinger

**Toward a General Theory of Responsibility and Irresponsibility ..... 48**

Duane Windsor

**For Me or for You? The Relative Power of Rebates for a Cause ..... 60**

Aimee Dars Ellis, Michael McCall

**Corporate Compassion in Disaster Relief: Lessons from 2005 and 2010..... 66**

Caddie Putnam Rankin, Harry Van Buren, Michelle Westermann-Behaylo

**Measuring Corporate Social Performance: Using Social Media to Assess Stakeholder Satisfaction ..... 78**

Julio Sesma, Bryan W. Husted, Jerry Banks

### **SOCIAL ENTREPRENEURSHIP**

**Developing Theory in Corporate Social Responsibility and Social Entrepreneurship: An International Investigation of the PET Organization ..... 91**

Daniel W. Greening, James Wall, Sara R.S.T.A. Elias

**Social Entrepreneurship in the Global Perspective: Internationalization of Social Entrepreneurship and Global Sustainable Development..... 98**

Hyuk Kim

## **SUSTAINABILITY AND SUSTAINABLE DEVELOPMENT**

- A Cultural Analysis of Sustainability and Human Organizations..... 112**  
Anne Barraquier
- The Institutionalization of Sustainability in Business Organizations: A  
Developmental, Multi-Stage, Multi-Dimensional Model ..... 122**  
James Weber, John Wargofchik

## **ENVIRONMENTAL MANAGEMENT AND REGULATION**

- Greens in the Vines: The Role of Consumers' Environmental Concerns  
Regarding Inclination to Make Wine Purchases ..... 134**  
Julie Fitzmaurice, Mark Cordano, Timothy E. Martinson, Alice V. Wise

## **GOVERNANCE ISSUES**

- The Social Dividends of Diaspora: Migrants, Remittances, and Changes  
in Home-Country Rule of Law ..... 147**  
Michael Barnett, Michael Cummings, Paul Vaaler
- Shareholder Activism: A Multidisciplinary View ..... 160**  
Maria Goranova, Lori Verstegen Ryan
- Employee Privacy Rights and New Communication Technologies ..... 170**  
William P. Smith

## **PUBLIC AFFAIRS, PUBLIC POLICY, AND REGULATION**

- Business Participation in Regulatory Reform: Responses to Obama's  
Executive Order 13563 ..... 179**  
Mercy Berman, Jeanne M. Logsdon
- Corruption and Campaign Finance Law ..... 190**  
John M. Holcomb

## **STAKEHOLDER ISSUES AND THEORY**

- Fertile Ground: A Social Network Analysis of Generations of the  
Environmental Movement ..... 203**  
R. Spencer Foster
- The Persistence of Defensive Firm Response Strategies to Crises: A  
Discussion of Explanations and Implications..... 215**  
Jonathan Bundy, Michael D. Pfarrer
- Issues-Driven Shareholder Activism..... 221**  
Cynthia E. Clark, Jennifer J. Griffin
- Relational Capacity and Firm Performance: A Stakeholder-Relational  
Perspective..... 229**  
Raed Elaydi, Josetta S. McLaughlin

**Where Does Legitimacy Come From? The Role of Company Ownership Type, Perceived Capacity, and Ideology ..... 240**  
Karen Paul, Rajat Panwar

## **OTHER RESEARCH TOPICS**

**Aesthetic Consumption: The Alignment of Social Value, Consumers, and the Entrepreneur ..... 251**  
Josetta S. McLaughlin, Raed Elaydi

**What Personal Responsibilities Facilitate the Construction of a Cultural Democracy? Involvement of the Public in the Construction of a Cultural Democracy: Improvements and Constraints ..... 261**  
Alice Anberrée

## **RESEARCH ISSUES**

**Rethinking Diversity Metrics and Indices: Alternative Approaches for Social Reporting..... 274**  
Gerald McLaughlin, Josetta McLaughlin, Jacqueline McLaughlin

## **TEACHING ISSUES**

**Online Business Ethics/Business and Society Courses: Notes on Personal Responsibility from the Virtual Classroom ..... 287**  
Karen Paul

**Educating for Empathy and Action: The Impact of Study Abroad on Individual Social Responsibility and Global Citizenship..... 298**  
Meredith Church, Martin Meznar

**Barriers to Change: Bringing Sustainable Development and Climate Change Content into the Curriculum..... 309**  
Terri Friel, Josetta McLaughlin

**Remarks by the Conference Chair ..... 322**

**2012 CONFERENCE Program..... 324**

**2012 CONFERENCE Reviewers..... 328**

**2012 CONFERENCE Attendees ..... 329**

**IABS Leadership ..... 332**

**IABS Past Presidents, Conference Chairs, and Proceedings Editors..... 333**