



**Seminar 484
Seminar in Corporate Social Responsibility**

Spring Term 2014

Course Objective

The course assesses the landscape of Corporate Social Responsibility (CSR) in theory and practice. It introduces the major themes and players that currently drive the agenda. The aim of the class is to bridge theory and practice of CSR by highlighting the implementation challenges of CSR. These challenges are closely linked to the perceived legitimacy of corporate activities.

The course sensitizes students for ethically critical issues and highlights aspects of responsibility on the organizational level and the individual level. The students will develop and present relevant topics of this field and will learn more about ongoing research projects of the Chair of Foundations of Business Administration and Theories of the Firm.

The class sessions will be interactive, with emphasis on discussion. Students will be expected to write a seminar paper and prepare a presentation.

Lecturer

Dr. Christian Vögtlin
Email: christian.voegtlin@uzh.ch

Administrative Details

Time: Tuesdays from 8:00h to 12:00h.
Location: Seminarraum UNK-E-2, Universitätsstr. 84, 8006 Zürich
(Tram-Station Winkelriedstr., Line 9 & 10).

The seminar is limited to a maximum of 24 students (first come, first served). Please indicate your willingness to participate by February 7, 2014, by e-mail to christian.voegtlin@uzh.ch. The topics will be assigned to students in the introductory session.

In the first session the course outline will be presented and students have to sign up for a topic. In order to get credit for the course, students have to write a seminar paper, present their findings to the class, and participate in the seminar meetings. The deadline for the module-booking of this course is March 14, 2014. The successful completion of the seminar accounts for 3 ECTS-Points, which can be credited to MA: BWL 5. The students will be provided access to the reading material at the beginning of the course.



The deadline for handing in the seminar papers is June 9, 2014. Yet, I would strongly advise participants to use the second half of the semester to finish the papers and hand them in before the other exams start.

All questions concerning the seminar can be directed to the lecturer:
christian.voegtlin@uzh.ch

Introductory Literature on How to Write Scientific Papers:

Bänsch, A. & Alewell 2009. **Wissenschaftliches Arbeiten**, München: Oldenbourg.

Huff, A. S. 1999. **Writing for scholarly publication**, Thousand Oaks, USA: Sage.

Huff, A. S. 2009. **Designing research for publication**, London: Sage.

Sachs, S. & Hauser, A. 2002. **Das ABC der betriebswirtschaftlichen Forschung: Anleitung zum wissenschaftlichen Arbeiten**, Zürich: Versus.

Theisen, R. 2012. **Wissenschaftliches Arbeiten: Technik-Methodik-Form**, 15. Auflage, München: Vahlen.

For further guidelines on how to write scientific papers, please refer to the download box on our homepage: <http://www.business.uzh.ch/professorships/as/themenliste.html>

Handbooks Related to the Seminar Topics:

Brenkert, G.G. & Beauchamp, T.L. 2010. **The Oxford handbook of business ethics**. Oxford, New York: Oxford University Press.

Crane, A., McWilliams, A., Matten, D., Moon, J. & Siegel, D.S. 2008. **The Oxford handbook of corporate social responsibility**. Oxford, New York: Oxford University Press.

Doh, J.P. & Stumpf, S.A. 2005. **Handbook on responsible leadership and governance in global business**. Cheltenham: Edward Elgar.

Scherer, A.G. & Palazzo, G. 2008. **Handbook of research on global corporate citizenship**. Cheltenham: Edward Elgar.

Yukl, G. 2012. **Leadership in organizations**. 8th ed.. New Jersey: Pearson Prentice Hall.

CSR Blog of two renowned scholars in the field: <http://craneandmatten.blogspot.ch/>



A Note on Plagiarism

Plagiarism is defined as the use of another person's words without quotation marks and without appropriate citation of the source. Plagiarism is theft of intellectual property, and therefore is a very serious ethical offense. It will not be tolerated in this class. Any evidence of plagiarism in a student paper will result in a failing grade for the course.

It is also inappropriate to use very long quotes from an author even if the material is properly cited and enclosed in quotation marks. Such a practice raises the possibility that the student does not really understand the material (s)he is quoting. Ideas should be expressed in the student's own words except for the occasional use of quotations from other sources to highlight or support specific points.

Course Outline

In the following you will find the themes we will address during the course. The readings listed under each theme provide you with a preliminary introduction to the literature in that field. The references in italics are for those of you who are interested in an introduction to the topic. Reading them will facilitate group discussions in class. These texts will be provided to you by the course instructor. The students preparing the presentations should do further literature research. As a starting point, students can use the introductory references attached to each theme.

The following research questions can guide you in preparing your presentations as well as your papers:

- (1) What is the theoretical/scientific relevance of the phenomenon you study?
- (2) What is the practical relevance of the topic you analyze?
- (3) What are the challenges for multinational corporations or their employees in relation to the topic you analyze?
- (4) What are possible solutions?
- (5) What are theoretical and practical implications that can be derived from these solutions?

Grading Weights

Seminar Paper	60%
Presentation	30%
Attendance and participation in class discussion	10%



Theme 1: Introduction into the Field of CSR: The Implications of Globalization

The seminar will start with a general introduction into the field of Corporate Social Responsibility (CSR). An emphasis will be placed on the challenges of globalization and the post-national constellation for the multinational corporation. Further, the general themes of the seminar will be introduced and the research program of the Chair of Foundations of Business Administration and Theories of the Firm in relation to issues of CSR will be presented.

References:

Beck, U. 2000. **What is globalization?** Cambridge: Polity Press.

Habermas, J. 2001. **The postnational constellation: Political essays.** Cambridge, UK: Polity Press.

Scherer, A.G. & Palazzo, G. 2008. *Globalization and corporate social responsibility.* In A. Crane, A. McWilliams, D. Matten, J. Moon & D.S. Siegel (Hrsg.), **The Oxford Handbook of Corporate Social Responsibility.** Oxford: Oxford University Press, S. 413-431.

Scherer, A.G., Palazzo, G. & Matten, D. 2009. Globalization as a challenge for business responsibilities. **Business Ethics Quarterly**, 19(3): 327-347.

Theme 2: How to Write your Seminar Paper

In the first session you will get an additional introduction on how to write your seminar paper. We will examine the structure and content of a scientific paper and highlight the important aspects you need to consider when preparing your presentation and paper.

Theme 3: Case Study

A current Case Study that deals with issues in CSR will serve as an introduction to the course. The study will be distributed at the beginning of the seminar and will be discussed in class.

Theme 4: Theoretical Foundation: Corporate Social Responsibility (CSR)

In an ongoing globalization process, organizations are faced with changing environmental conditions and growing demands of internal and external stakeholders. This in turn enhances the pressure on firms to engage in corporate social responsibility initiatives in order to address these challenges.

The expanding role of the business corporation in society is discussed in the scholarly literature under the umbrella term of corporate social responsibility. CSR is becoming a



broad field within management research. Its scholarly roots can be traced back to the 1950s. Yet, it gained momentum in the 1990s and evolved into a concept that is discussed from very different theoretical perspectives and that is defined in multiple ways. The aim of this session would be, first to give an overview of the concept of CSR and its related theories and critically evaluate them in the light of the globalization challenges and current empirical developments.

References:

- Aguinis, H. & Glavas, A. 2012. What We Know and Don't Know About Corporate Social Responsibility. **Journal of Management**, 38(4): 932-968.
- Carroll, A.B. 1999. Corporate social responsibility: Evolution of a definitional construct. **Business & Society**, 38(3): 268-295.
- Garriga, E. & Melé, D. 2004. Corporate social responsibility theories: Mapping the territory. **Journal of Business Ethics**, 53: 51-71.
- Matten, D. & Moon, J. 2008. "Implicit" and "explicit" CSR: A conceptual framework for a comparative understanding of corporate social responsibility. **Academy of Management Review**, 33(2): 404-424.

Theme 5: Guest Lecture: Dr. Ina Maria Kaufmann, sustainserv

Sustainserv is a management consultancy based in Zurich, Switzerland and Boston, Massachusetts that offers smart, structured and simple solutions to corporations of all sizes to help them integrate sustainability into their strategies, operations and communications.

Ina Kaufmann is a senior consultant at sustainserv. She brings her broad expertise to bear on diverse sustainable strategy development projects as well as organizational reporting. She has a strong background in research and teaching at the University of Zurich and is working on research projects connected to the implementation challenges of CSR.

Theme 6: Theoretical Foundation: Corporate Citizenship and the Firm as a Political Actor

Globalization can be understood as the intensification of social interrelations among distant locations. This process is initiated and advanced by a number of decisive factors (e.g., political decisions on deregulation and liberalization; political upheavals; technological advancements; and socio-cultural processes). As a result, the regulatory power of nation state governance is eroding and multinational corporations begin to operate increasingly in a complex and uncertain environment with gaps in regulation and ill-defined rules of appropriate business conduct.

It can be observed that business organizations have started to change their role from one of simply following the rules to one of co-creating the rules of the economic game. They already assume social and political responsibilities that once were regarded as belonging to



government (e.g., the production of public goods). As such, business firms engage in political activities or behave as political actors on a global level. These developments have implications for the role of the firm. Theoretical conceptualizations have begun to address this new, political role. The aim is to provide an overview of the challenges of globalization for the firm, as well as critically reflect on the political role organizations are assuming.

References:

- Crane, A., Matten, D. & Moon, J. 2008. The emergence of corporate citizenship: Historical development and alternative perspectives. In A.G. Scherer & G. Palazzo (Hrsg.), **Handbook of Research on Global Corporate Citizenship**. Cheltenham: Edward Elgar, S. 25-49.
- Matten, D. & Crane, A. 2005. Corporate citizenship: Toward an extended theoretical conceptualization. **Academy of Management Review**, 30(1): 166-179.
- Mirvis, P. & Googins, B. 2006. Stages of Corporate Citizenship. **California Management Review**, 48(2): 104-126.
- Scherer, A.G. & Palazzo, G. 2011. *The new political role of business in a globalized world: A review of a new perspective on CSR and its implications for the firm, governance, and democracy.* **Journal of Management Studies**, 48(4): 899-931.

Theme 7: The Corporation in Global Business: Global Governance and Self-Regulatory CSR Initiatives

Global governance is concerned with how to govern global activities and how to impose rules and regulations in a transnational context. Due to the globalization process, nation states lose part of their regulatory power over the multinational corporation. However, the capacity of nation state governance is only partly compensated by the contributions of international organizations and private or civil society actors, such as industry associations, business firms or NGOs.

In global governance, private actors and civil society actors engage with the production of public goods either with the help of governmental institutions or without their support. The aim is to analyze the interplay between the different actors who participate in global governance and to discuss the purpose, legitimacy and effectiveness of selected self-regulatory initiatives.

References:

- Abbott, K.W. & Snidal, D. 2010. International Regulation without International Government: Improving IO Performance through Orchestration. **Review of International Organizations**, 5(3): 315-344.
- Gilbert, D.U., Rasche, A., & Waddock, S. 2011. Accountability in a global economy: The emergence of international accountability standards. **Business Ethics Quarterly**, 21(1): 23-44.



Wolf, K.D. 2008. *Emerging patterns of global governance: The new interplay between the state, business and civil society*. In A.G. Scherer & G. Palazzo (Hrsg.), **Handbook of Research on Global Corporate Citizenship**. Cheltenham: Edward Elgar, S. 225-248.

Levy, D.L. & Kaplan, R. 2008. Corporate social responsibility and theories of global governance: Strategic contestation in global issue arenas. In A. Crane, A. McWilliams, D. Matten, J. Moon & D.S. Siegel (Eds.), **The Oxford handbook of corporate social responsibility**: 432-451. Oxford: Oxford University Press.

Theme 8: The Corporation in Global Business: Building and Securing Organizational Legitimacy

Gaining and maintaining organizational legitimacy is one of the main challenges organizations in global business are facing. Legitimacy is crucial for an organization, as it improves its survival chances, grants better access to resources, and reduces the chances of opposition for the organizations constituencies.

In recent years, corporations have experienced a change in their public perception. Business organizations and their representatives are increasingly confronted with heterogeneous legal environments and increasing societal expectations that transcend mere economic performance through a growing concern for social and environmental issues. This in turn has increased the need for organizations to secure or (re-)build their (moral) legitimacy.

This challenge offers a starting point for the evaluation of strategies relating to legitimizing organizational conduct. The aim is therefore, to analyze the challenges of and possible reactions to gaining and maintaining organizational legitimacy in global business.

References:

- Bitektine, A. 2011. Toward a theory of social judgments of organizations: The case of legitimacy, reputation, and status. **Administrative Science Quarterly**, 36(1): 151-179.
- Palazzo, G. & Scherer, A.G. 2006. Corporate legitimacy as deliberation: A communicative framework. **Journal of Business Ethics**, 66(1): 71-88.
- Scherer, A.G., Palazzo, G., and Seidl, D. 2013. *Legitimacy strategies in a globalized world: Organizing for complex and heterogeneous environments*. **Journal of Management Studies**, 50, 259-284.
- Suchman, M.C. 1995. Managing legitimacy: Strategic and institutional approaches. **Academy of Management Review**, 20(3): 571-610.



Theme 9: The Corporation in Global Business: CSR and the Consumer

Business corporations' engagement with CSR is triggered by consumer choices. However, while, on the one hand, consumers can affect the extent corporations engage with CSR, corporations on the other hand can use CSR signals to differentiate products, attract new customers and get a price premium for CSR products. The customer, as a crucial stakeholder of a corporation, becomes even more powerful, but also more approachable in the role of consumer. The CSR engagement of corporations selling products directly to the consumer can become a competitive advantage or a liability, if not accounted for.

There are two possibilities of approaching this topic. First, the focus can be placed on the impact of the consumer on the CSR engagement of business firms, addressing issues like the impact of consumer boycotts. The challenges of a specific industry can be used to illustrate the problematic. The second possibility to present this topic is to focus on the impact of CSR on the consumer, addressing issues like the influence of CSR on purchase decisions, price, or the impact of CSR related product labelling.

References:

- Ballet, J., Bhukuth, A., & Carimentrand, A. 2014. *Child Labor and Responsible Consumers: From Boycotts to Social Labels, Illustrated by the Indian Hand-Knotted Carpet Industry*. *Business & Society*, 53(1): 71-104.
- Mohr, L.A. & Webb, D.J. 2005. The effects of corporate social responsibility and price on consumer responses. *Journal of Consumer Affairs*, 39(1): 121-147.
- Singh, J., Iglesias, O., & Batista-Foguet, J. 2012. Does Having an Ethical Brand Matter? The Influence of Consumer Perceived Ethicality on Trust, Affect and Loyalty. *Journal of Business Ethics*, 111(4): 541-549.
- Torelli, C.J., Monga, A.B., & Kaikati, A.M. 2012. Doing Poorly by Doing Good: Corporate Social Responsibility and Brand Concepts. *Journal of Consumer Research*, 38(5): 948-963.

Theme 10: Guest Lecture: Dr. John Tobin, Credit Suisse

John Tobin is Managing Director and Head of Public Policy - Sustainability Affairs at Credit Suisse and Alexandra Mihailescu is a Sustainability Officer working on his team. Ms Mihailescu and Mr Tobin will talk about their extensive experience on sustainability in the banking sector and the associated reputational risk management considerations at a multinational bank. They will highlight the complexity and multidisciplinary of emerging sustainability issues and elaborate on how a company can evaluate these potential risks.

Theme 11: Implementing CSR: The Role of Organizational Structures

After focusing on the macro-level of the business firm in an international context, we now turn to questions on implementing CSR. This session starts with evaluating the challenges of the globalization process and an increased engagement in CSR for the intra-



organizational environment. Relevant topics in relation to the role of organizational structures in implementing CSR include e.g. implications for corporate governance, standardized ethics initiatives, as well as softer means of ethical cultures in organizations. The aim is to give an introduction of the challenges of implementing CSR for the organization, thereby highlighting relevant aspects on the organizational level.

References:

- Baumann-Pauly, D. & Scherer, A. 2013. *The organizational implementation of corporate citizenship: An assessment tool and its application at UN Global Compact participants.* **Journal of Business Ethics**, 117(1): 1-17.
- Paine, L.S. 1994. Managing for organizational integrity. **Harvard Business Review**, 72(2): 106-117.
- Stansbury, J. & Barry, B. 2007. Ethics programs and the paradox of control. **Business Ethics Quarterly**, 17: 239-261.
- Weaver, G. R. & Trevino, L. K. 1999. Compliance and values oriented ethics programs: Influences on employees' attitudes and behavior. **Business Ethics Quarterly**, 9: 315-335.

Theme 12: Implementing CSR: Challenges and Implications for HRM

The ethical challenges of globalization and the post-national constellation for the human resource management (HRM) function of global business firms have hardly been addressed. Yet, HRM is highly affected by these processes. HRM is a crucial function as it influences the attitudes, capabilities, and motivations of organizational members to contribute to CSR and to support the corporate engagement with global governance and the production of global public goods. This applies to all the HR functions such as selection, appraisal, compensation, and development which can either support or impede the behaviour of organizational members so that they become able to contribute to the CSR policy of their organization and help making decisions that are ethically justified. The aim is to analyze the challenges of engaging in CSR for human resource management and vice versa.

References:

- Cooke, F.L. & He, Q.L. 2010. Corporate social responsibility and HRM in China: a study of textile and apparel enterprises. **Asia Pacific Business Review**, 16(3): 355-376.
- Jones, D., Willness, C., & Madey, S. 2013. Why are job seekers attracted by corporate social performance? Experimental and field tests of three signal-based mechanisms. **Academy of Management Journal**, published online first.
- Shen, J. 2011. *Developing the concept of socially responsible international human resource management.* **International Journal of Human Resource Management**, 22(6): 1351-1363.



Voegtlin, C. & Scherer A.G. 2013. MNCs as political actors in global business: Challenges and implications for human resource management. Working Paper, University of Zurich.

Theme 13: Implementing CSR: The Role of Responsible Leadership

An ongoing globalization process that is present in all relevant parts of social life, from economic to cultural globalization, has implications for the way leaders in business organizations interact. Leaders working in organizations are on the one hand faced with a growing global competition and the increased economic pressure to maximize profits exerted by their shareholders and international stockholders. On the other hand, they have to respond to growing demands of multiple internal and external stakeholders. This challenge of interacting with many different stakeholder groups in a pluralizing society has triggered research on responsible leadership.

The complexity and dynamic of global business require from organizations a continuous adaption to new circumstances. These challenges of securing the legitimacy of the organization and the reaction to unforeseen stakeholder demands are difficult to anticipate and to incorporate in a strict process of planning. Leaders in organizations have first, the position power, the resources and the discretion; and second the flexibility in contrast to structural solutions to react to short term events adequately and in due time. The questions that remain are: what do these challenges imply for leadership? And how can leaders address them?

References:

Pless, N. M., Maak, T., & Stahl, G. K. 2011. Developing responsible global leaders through international service-learning programs: The Ulysses experience. **Academy of Management Learning & Education**, 10: 237-260.

Pless, N.M., Maak, T. & Waldman, D.A. 2012. Different approaches toward doing the right thing: Mapping the responsibility orientations of leaders. **Academy of Management Perspectives**, 26(4): 51-65.

Voegtlin, C., Patzer, M., & Scherer, A.G. 2012. Responsible leadership in global business: A new approach to leadership and its multi-level outcomes. **Journal of Business Ethics**, 105(1): 1-16.

Waldman, D.A. & Galvin, B.M. 2008. Alternative perspectives of responsible leadership. **Organizational Dynamics**, 37(4): 327-341.

Theme 14: Case Study

A current Case Study that deals with issues in CSR will serve as an introduction to the course. The study will be distributed at the beginning of the seminar and will be discussed in class.