**Corporate Social Irresponsibility (CSiR) and Sustainable Development**

PDW Proposal for IACMR 2021

**Chair**

Maoliang Bu

Nanjing University

bml@nju.edu.cn

**Panelists**

Brayden King

Northwestern University

b-king@kellogg.northwestern.edu

Liang Wang

University of San Francesco
lwang28@usfca.edu

Yi Tang

University of Hong Kong

msytang@hku.hk

Lydia Price

CEIBS

plydia@ceibs.edu

**Goal of the workshop**

By many measures, the state of the planet is dire (Delmas, Lyon, & Maxwell, 2019). The urgency of the situation calls for more sustainable actions. Specifically, how to transform the entire industry sectors to be sustainable is among the grand challenges we face (Buckley, Doh, & Benischke, 2017). This workshop aims to brainstorm the understanding the role of the corporation in sustainability transitions. Meanwhile, it hopes to advance our knowledge on how to make corporate social responsibility (CSR) works for the society, not just for the corporation (Banerjee, 2008). At the workshop, leading scholars will share their thoughts on CSiR and sustainable development (some with a focus on China).

**Content of the workshop**

This panel will provide a platform for scholars to engage in this adventure. The purpose is to spur academic interests toward this line of inquiry and to generate concrete research questions. Specifically, the discussion of this panel will evolve around the following questions:

1. *On terms of corporate sustainability, what can we learn from disciplines such as economics, management, sociology and political science?*
2. *Within management/business area, how many fields can contribute to sustainability and what are their frontiers? (Just to name a few fields for examples: Green HRM, Chief sustainability officer (CSO), IB and CSR, Non market strategy and sustainability)*
3. *As for contexts, what differences can we learn for corporate sustainability from developed countries and developing ones?*
4. *What are differences between CSiR and CSR? Specifically, how about their antecedents and consequences? How can we learn the asymmetric effects of CSR and CSiR?*
5. *How China and Chinese firms can contribute to sustainable development?*

**Intended participants and admission criteria for the participants**

The intended participants will be any researchers with general interests of CSR, CSiR or sustainability, no matter from macro or micro background.

We hope the participants to have some knowledge about the topic of the workshop. Participants are better to read the works from the panelists before the workshop, However, it is not an admission criterion.

**Time requirement of the workshop**

We would like to reqeust 2 hours for the workshop, which is same as in the PDW sessions of previous years.

The overview of the session is the following:

• Welcome and introduction (5 minutes): The session chair will open the session with a short introduction to the panel as a whole-the theme, panelists, and presentations.

• Keynote speech by panelists (15 minutes each: 45 minutes total): Each panelist will talk about their opinion on the above issues. They do not necessarily address all of them. They are expected to provide arguments and opinions to speak deeply on several of them.

• Interactive session (60 minutes in total): all the participants for the workshop will be divided into three groups led by each of our panelists. Each of the three groups will have face to face discussion with one panelist. Participant will have the chances to ask panelists and panelists will respond and share their further thoughts.

• Summary (10 minutes): The session chair will invite one representative from each of the three groups (not the panelist) to summarize their group discussion (2 minutes each, 6 minutes in total). Finally, the panelists and chair will provide short final remarks to conclude the workshop (4 minutes in total).

**Biographies of the chair and panelists**

**Maoliang Bu (chair)**

Maoliang Bu is currently an Associate Professor at Nanjing University and Visiting Professor at Ivey Business School. He has published in leading academic journals, among others, *NATURE Sustainability, Journal of International Business Studies(JIBS), Strategic Management Journal(SMJ)* and *Journal of Comparative Economics*. He serves as Guest Editor for *Journal of Business Ethics*, and as Senior Editor for *Asia Pacific Journal of Management* (APJM).

Dr. Bu has been awarded prestigious fellowship from the Alexander von Humboldt Foundation. He is also an Adjunct Professor at Hopkins-Nanjing Center (Johns Hopkins University, School of Advanced International Studies), and an affiliated researcher at Copenhagen Business School. Previously, he has worked as a postdoc/visiting professor at several universities such as University of Goettingen, University of Wuerzburg, University of Gothenburg, University of Groningen and National Taiwan University.

**Brayden King**

Brayden King is the Max McGraw Chair of Management and the Environment and a professor of Management and Organizations. He is also affiliated with the Department of Sociology. Professor King's research focuses on how social movement activists influence corporate social responsibility, organizational change, and legislative policymaking. He also studies the ways in which the reputations and identities of businesses and social movement organizations emerge and change. Professor King is an international research fellow at the Oxford University Centre for Corporate Reputation.

Professor King has published research in the *American Journal of Sociology*, *Administrative Science Quarterly*, *American Sociological Review*, *Organization Science*, and numerous other scholarly journals. He is currently a senior editor at *Organization Science* and a consulting editor at *Sociological Science*. He has been a guest editor at *Organization Studies* and *Research in the Sociology of Organizations*.

Professor King received his PhD in 2005 from the University of Arizona in sociology.

**Liang Wang**

Associate Professor Liang Wang brings a wealth of cross-cultural experience to USF. His esteemed research, published in leading academic journals, focuses on the interplay between strategy and geography, with an emphasis on local competitiveness within a global context.

Having worked and lived in China, Canada, and the US, Wang is particularly intrigued by how social, cultural and institutional forces shape, and are shaped by, varying business practices in different countries. Professor Wang’s research enriches his teaching curriculum, giving students a better understanding of how culture impacts strategic decision making in the global economy.

Business ethics of multinational corporations (MNC’s) are a reflection of both their home and host countries. Wang’s personal, professional and academic history – spanning eastern and western cultural settings – has given him unique insight into how deep-seated traditions cross-pollinate in an entrepreneurial environment. By introducing students to various methods of examining cultural influence on business organizations, Professor Wang hopes to guide a new generation of more effective, aware and ethically-driven MNC leaders into the global business space.

Professor Wang received his PHD from York University. He has published papers in top journals such as *Academy of Management Journal* and *Strategic Management Journal*. He is the Guest Editor of *Journal of Business Ethics*.

**Yi Tang**

Yi Tang currently is an Associate Professor (with tenure) in Strategy in the Department of Management, Faculty of Business and Economics, University of Hong Kong. Previously, Dr. Tang was affiliated with Hong Kong Baptist University and Hong Kong Polytechnic University. Yi Tang received his PhD from Hong Kong University of Science and Technology (HKUST) in June, 2009.

Dr. Tang’s research and teaching interests reside in the areas of strategic leadership, firm innovation, corporate social responsibility, and interfirm social networks. His research output has been published in top-tier journals, including Academy of Management Journal, Strategic Management Journal, Journal of Management, among others. He is also a frequent contributor for Tsinghua Management Review (清华管理评论), a practitioner journal.

Dr. Tang currently sits on the editorial boards of Strategic Management Journal and Management and Organization Review. He is also editing special issues for Journal of Management Studies and Family Business Review. Dr. Tang is an active member of Academy of Management (AOM) and Strategic Management Society (SMS), and also serves as the representative-at-large for the International Association of Chinese Management Research (IACMR).

Dr. Tang has taught Strategic Management and its related subjects for the PhD, DBA MBA, MSc, and Undergraduate levels. For the past eight years, Dr. Tang has been responsible for the Strategic Management area in the DBA programs at Hong Kong Polytechnic University and Hong Kong Baptist University.

**Lydia Price**

Lydia J. Price is Professor of Marketing at CEIBS. From 2006-2012 she was Associate Dean and Director of the CEIBS MBA Programme. Under her leadership the programme deepened its international focus and stature as well as its China expertise, rising steadily in major business school rankings as a consequence. In 2008, CEIBS became the 2nd business school in China receiving accreditation from AACSB, which is one of the most premier accrediting bodies. In 2009 she implemented a major curriculum change that strengthened the programme's commitment to Responsible Leadership and Sustainability, including an innovative mandatory course in which students complete sustainability field projects in the China context. Several of these student projects have earned global awards and accolades from the corporate and academic communities.

Professor Price is an award winning professor of marketing with 30 years' experience teaching Chinese executives and MBA students. Her current teaching and research interests lie in the area of responsible leadership and marketing strategy. Prior to joining CEIBS, Professor Price was on the faculties of Hong Kong University of Science and Technology, and INSEAD, France. She also has been a visiting professor at New York University, Beijing University, and Catholic University of Lisbon, Portugal. Professor Price holds a PhD in Marketing from Columbia University, an MS in Marketing Research from University of Cincinnati, and a BS in Marketing from Miami University. Dr. Price's research appears in international journals such as *Marketing Letters, Journal of Business and Economic Statistics, Journal of Economic Psychology, Multivariate Behavioral Research* and *Journal of International Business Studies.*

References

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