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- 2015 conference program
- Link to electronic proceedings. **Use the Digital Commons site to upload your final paper or abstract by August 2.** (digitalcommons.tacoma.uw.edu/clsr_academic)
- List of conference participants
- Link to conference evaluation
- 2016 conference information and call for papers to be posted in fall 2015

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GOOD BUSINESS
6th Annual Academic Conference
on Social Responsibility
July 9-10, 2015
Tacoma, Washington, USA

This conference is hosted by the Center for Leadership & Social Responsibility at the University of Washington Tacoma Milgard School of Business.

The mission of the **Center for Leadership & Social Responsibility** is to develop socially responsible leaders who build sustainable organizations and communities.

The **Milgard School of Business'** mission is to offer high-quality undergraduate and graduate education for citizens of the state of Washington, especially in the South Puget Sound region. We seek to integrate innovative teaching, relevant scholarship and proactive service into our business and academic communities. We also are committed to advancing and disseminating business knowledge and theory and to cultivating collaborative relationships with the community.

Since its inception in 2008 the Center has created a multitude of programs and activities to meet the goals set forth by its mission. These programs reach out to students, academics, and members of the local business community. Program highlights include an invitational undergraduate business case competition focusing on social responsibility, a professionalism theme week, curriculum enhancement grants for UW Tacoma faculty, and conferences promoting CSR research for academics and CSR practices for practitioners.

To honor the Center's mission to uphold sustainable practices, we are minimizing our use of paper and plastic for this conference.

Thursday, July 9

12:30 – 1:00 p.m. Registration

1:00 – 1:15 p.m. Welcome and Conference Opening

Joe Lawless, Executive Director, Center for Leadership & Social Responsibility

1:15 – 2:15 p.m. Keynote

Tom Lee, Professor of Management & Organization, Associate Dean for Academic & Faculty Affairs, Foster School of Business, University of Washington Seattle

2:15 – 2:30 p.m. Break

2:30 – 3:30 p.m. Paper Session #1

Empathy as an Alternative Paradigm in the Journey toward Sustainability

Maria Lai-Ling Lam, Point Loma Nazarene University

Firm Strategy, Institutional Expectations and Market Failures: An Exploration of Corporate Irresponsibility

Oscar J. Stewart, University of North Carolina at Charlotte

3:30 – 3:45 p.m. Break

3:45 – 5:00 p.m. Paper Session #2

Self-promotion No Longer Leaves a Bad Taste: Ajinomoto's CSR Activity in Japanese Schools

Kaori Takano, Fort Lewis College

Practice Variation as Mechanism for Generating Institutional Complexity: Local Experiments in Funding Social Impact Business

Jill Purdy, University of Washington Tacoma

5:00 – 5:30 p.m. Break

5:30 – 7:30 p.m. Hosted Dinner at Pacific Grill Events Center

Walking directions to 1520 Pacific Avenue:

Go down the stairs in Philip Hall and exit left onto Pacific Avenue. Walk north. The Event Center is on the left after you've passed the plaza with the Native American Welcome Figure (wood statue).

Friday, July 10

8:00 – 9:00 a.m. Continental Breakfast, Philip Hall

9:00 – 10:30 a.m. Paper Session #3

The Impact of Formal and Informal Institutional Distances on MNE Corporate Social Performance

Dawn L. Keig, Whitworth University

Corporate Philanthropic Disaster Response in the Eyes of a Filipino Entrepreneur

Andrea Santiago, De La Salle University, Philippines

CSR Communication in Kitakyushu, Japan: Multiple Case Study

Kaori Takano, Fort Lewis College

10:30 – 10:45 a.m. Break

11:00 – 12:00 p.m. Practitioners Panel Discussion

Jennifer Butler, Manager, Government & Community Relations, Russell Investments

Heidi de Laubenfels, VP, Communications & External Relations, McKinstry

Kevin Hagen, Director, Corporate Responsibility, Iron Mountain

Steve Lippman, Director, Corporate Citizenship, Microsoft, Inc.

12:00 – 1:00 p.m. Lunch Buffet

1:00 – 2:00 p.m. Paper Session #4

Is 2% the Solution? Experimental Evidence on the New CSR Rule in India

Naman Desai, Indian Institute of Management, Ahmedabad, India

The Effects of CSR Reporting Regimes and Financial Conditions on Managers' Willingness to Invest in CSR

Jamal Nazari, Simon Fraser University, Canada

2:00 – 2:15 p.m. Break

2:15 – 3:15 p.m. Paper Session #5

Does Corporate Ethics Help Investors Forecast Future Earnings?

Chuan-San Wang, National Taiwan University

The Moderating Effect of Third-Party Assurance on the Relationship between CSR Disclosure and Investor Judgments

Leila Emily Hickman, Washington State University

3:15 – 3:30 p.m. Conference Closing Thoughts and Takeaways



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