SPECIAL INNOVATION RESEARCH SEMINAR SERIES, 2019-20

Please join us for monthly seminars with leading social innovation scholars, to discuss and advance research on corporate social innovation across Rutgers and beyond.
All seminars are scheduled for **Mondays, 11:30am – 1pm** (subject to change)

**September 23, 2019**
- Mike Barnett, Professor of Management
  *Doing well by doing good? Addressing the mechanisms and boundaries of the business case for corporate social responsibility*

**October 7, 2019**
- Sonia Monga, Professor of Marketing
  *Doing good in the eyes of consumers: When will CSR succeed or backfire?*

**November 11, 2019**
- Mahmud Hassan, Professor of Finance & Economics
  *Show me the money: Calculating social cost vs. social dividend*

**December 9, 2019**
- Kevin Lyons, Associate Professor of Professional Practice, Supply Chain Management
  *Getting from green to gold: Finding profit in sustainable supply chains*

**January 27, 2020**
- Divya Anantharaman, Associate Professor of Accounting
  *Accounting for awesomeness: Measuring and reporting CSR activities*

**February 10, 2020**
- Jaideep Vadya, Professor of Management Science & Information Systems
  *Data science for sustainability: Challenges and solutions*

**March 30, 2020**
- Petra Christmann, Professor of Management
  *All the good in the world: Studying sustainability in a global context*

**April 13, 2020**
- Jeana Wirtenberg, Associate Professor of Professional Practice, Management
  *Keeping it real: Incorporating practical concerns into sustainability scholarship*