Fourth Annual Ethical Leadership Conference Panel

Drivers, Challenges, and Strategies for Future of Corporate Social Responsibility (CSR)

Mike Barnett
Vice Dean for Academic Programs
Professor, Management and Global Business Department
Rutgers Business School – Newark & New Brunswick

Mike Barnett is Professor 1 in the Management and Global Business Department and Vice Dean for Academic Programs at Rutgers Business School – Newark & New Brunswick. Mike’s research focuses on the firm-stakeholder interface. In particular, he studies how firms individually and collectively manage their relationships with stakeholders, and how their efforts at stakeholder management, through acts of corporate social responsibility and via communal institutions such as industry trade associations, influence their reputations and financial performance. Mike’s work has been published in myriad scholarly journals such as Academy of Management Journal, Academy of Management Review, Business & Society, Industrial & Corporate Change, Journal of Economic Behavior & Organization, Journal of Management, Journal of Management Studies, and Strategic Management Journal. He edited The Oxford Handbook of Corporate Reputation, and has guest edited special issues of scholarly journals. Mike’s scholarship has won numerous honors, to include the Academy of Management Journal Best Paper Prize, the Best Article Award from the International Association for Business & Society, and Finalist for the Aspen Institute Faculty Pioneer Award. Mike serves on the editorial boards of Academy of Management Journal, Academy of Management Review, Academy of Management Perspectives, Business & Society, Long Range Planning, and Strategic Management Journal. He also serves in leadership roles for the Social Issues in Management, Organizations & Natural Environment, and Business Policy & Strategy Divisions of the Academy of Management, as well as for the Stakeholder Strategy Interest Group of the Strategic Management Society.
Paula Luff  
Vice President - Corporate Social Responsibility  
Hess Corporation

Luff is vice president of Corporate Social Responsibility for Hess Corporation, a global integrated energy company based in New York City.

Luff, who joined Hess in August 2007, established and leads formal Social Responsibility and Philanthropy functions for the company.

Prior to joining Hess, she was senior director of Global Philanthropy for Pfizer Inc where she set strategy and led the teams that developed flagship programs in global health for the company and its foundation: the International Trachoma Initiative, the Diflucan Partnership Program, Global Health Fellows, the Infectious Diseases Institute, Connect HIV, Community Health Ventures and Regional Health Partnerships. She also represented Pfizer on philanthropy and global health issues with the media, public officials, bi-lateral and multi-lateral organizations and other external stakeholders.

Luff was previously with CARE, the humanitarian organization fighting global poverty.

Luff holds a bachelor’s degree from the University of Wisconsin and master’s degrees from New York University and the New School University.

She has served on the boards of Grantmakers in Health and Accordia (formerly the Academic Alliance Foundation for AIDS Care and Prevention in Africa).
Deborah A. Smith  
*Community Affairs Manager*  
Wells Fargo Foundation - Northeast Region

Deborah is the Community Affairs Manager for the Wells Fargo Foundation in The Northeast Region which includes Connecticut, New Jersey and New York.

Deborah joined Wells Fargo five years ago, bringing 29+ year’s of knowledge related to non-profits and communities.

Deborah’s current role is to review and provide recommendations on grant applications submitted for consideration and responsible for the management of the Banks’ relationships with non-profits located in the Northeast Region. Deborah serves and co-chairs the contribution committee for each of the respective regions.

In addition, Deborah is responsible for shaping Wells Fargo’s policy, community initiatives, community commitments and team member activities for the Northeast Region.

Deborah is the board chair for Working in Support Of Education (W$SE) a financial literacy non-profit.
David Stangis was named Vice President-CSR and Sustainability in September 2008. In 2011, his role was expanded to include oversight of Community Affairs and the Campbell Soup Foundation.

Dave designs Campbell's overarching CSR, sustainability and community affairs strategy, including its efforts to drive environmental sustainability and make a measurable impact on the health of young people in Campbell communities. Working closely with other senior leaders, he is advancing Campbell's operational and communication strategies in these areas and oversees the development of CSR and sustainability goals, policies and programs for the Company.

Dave has helped the company achieve its place on the Dow Jones Sustainability Indexes, the 100 Best Corporate Citizens List, The Global 100 Most Sustainable Corporations and recognition as one of the World's Most Ethical Companies. Since 2009, the company has implemented projects to save more than 4 billion gallons of water, lead the sector in leveraging renewable options and deliver more than $40 million in energy and water savings.

Prior to joining Campbell, Dave worked for 12 years at Intel, where he created and led the corporate responsibility function.

In 2008, Dave was named one of the 100 Most Influential People in Business Ethics by Ethisphere Magazine. Trust Across America has named Dave one of the Top 100 Thought Leaders in Trustworthy Business Behavior for 3 years in a row. He is on the advisory boards of the Graham Sustainability Institute at the University of Michigan, Net Impact, The University of Detroit College of Business, and the board of the United Way of Greater Philadelphia and Southern New Jersey.

Dave earned his B.S. degree from the University of Detroit, his M.S. degree in occupational and environmental health from Wayne State University in Detroit, and his M.B.A. degree from the University of Michigan.