QUASI Seminar Series, 2020-21

The Rutgers Institute for Corporate Social Innovation (RICSI) is proud to host the Questions & Unanswers About Social Innovation (QUASI) Seminar Series. To participate, please REGISTER HERE.

November 13th, 2020, 11:30am – 1:00pm EST

Does corporate social and environmental responsibility create value for customers?

Yes: Caroline Flammer, Associate Professor and Dean’s Research Scholar, Boston University


No: Mike Lenox, Tayloe Murphy Professor of Business Administration, University of Virginia


It depends: Magali Delmas, Professor of Management, University of California – Los Angeles


Moderator: Timothy Devinney, Professor of International Business, University of Manchester


These articles, provided by the speakers, underpin the arguments that each scholar will make during the seminar. You are encouraged to explore these articles in advance of the seminar, and we hope that you can use them as a resource in your future studies. Please note that hyperlinks may be inaccessible to some. One day, academic articles may be freely available, but for now, many are held hostage behind paywalls. Please contact the authors directly for any articles you cannot access; typically, authors are more than happy to share their work and appreciate the interest. Or you may pay the ransom to the publishers.