

Developing innovative strategies to advance business and society
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SOCIAL 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 16, 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