

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

Flammer C. (2020) [Corporate green bonds](#), *Journal of Financial Economics*, forthcoming.

Flammer C. (2018) [Competing for government procurement contracts: The role of corporate social responsibility](#), *Strategic Management Journal*, 39(5): 1299-1324.

Flammer C. & Kacperczyk AJ (2016) [The impact of stakeholder orientation on innovation: Evidence from a natural experiment](#), *Management Science*, 62(7): 1982-2001.

Flammer C. (2015) [Does corporate social responsibility lead to superior financial performance? A regression discontinuity approach](#), *Management Science*, 61(11): 2549-2568.

Luo X. & Bhattacharya CB (2006) [Corporate social responsibility, customer satisfaction, and market value](#), *Journal of Marketing* 70(4): 1-18.

No: [Mike Lenox](#), Tayloe Murphy Professor of Business Administration, University of Virginia

Lenox, M. & Chatterji, R. (2018). [Can business save the Earth? Innovating our way to sustainability](#). Stanford University Press: Palo Alto. ([See Chapter 1 here](#))

Lyon, T., Delmas, M., Maxwell, J., Crifo, P., Chiroleu-Assouline, M., Bansal, T., Durand, R., King, A., Lenox, M., Toffel, M. & Wijen, F. (2018). [CSR needs CPR: Corporate sustainability and politics.](#) *California Management Review*, 60(4): 5-24.

King, A. & Lenox, M. (2002). [Exploring the locus of profitable pollution reduction](#). *Management Science*, 48(2): 289-99.

King, A. & Lenox, M. (2001). [Does it really pay to be green? An empirical study of firm environmental and financial performance](#). *Journal of Industrial Ecology*, 5(1): 105-116.

It depends: [Magali Delmas](#), Professor of Management, University of California – Los Angeles

Delmas, M. A., with Colgan, D. (2018). [The green bundle: Pairing the market with the planet](#). Stanford University Press.

Delmas, M. A., & Burbano, V. C. (2011). [The drivers of greenwashing](#). *California Management Review*, 54(1): 64-87.

Delmas, M. A., & Lessem, N. (2014). [Saving power to conserve your reputation? The effectiveness of private versus public information](#). *Journal of Environmental Economics and Management*, 67(3): 353-370.

Delmas, M. A., & Grant, L. E. (2014). [Eco-labeling strategies and price-premium: the wine industry puzzle](#). *Business & Society*, 53(1): 6-44.

Moderator: [Timothy Devinney](#), Professor of International Business, University of Manchester

Devinney, T.M., Auger, P.A. Eckhardt, G. M. (2010). [The myth of the ethical consumer](#). Cambridge University Press.

Auger, P., Burke, P., Devinney, T.M. et al. (2003). [What will consumers pay for social product features?](#) *Journal of Business Ethics*, 42: 281–304.

Bardhi, F., Eckhardt, G.M. (2012). [Access-based consumption: The case of car sharing](#), *Journal of Consumer Research*, 39(4): 881-898

Bollinger, B., Leslie, P., Sorensen, A. (2011). [Calorie posting in chain restaurants](#). *American Economic Journal: Economic Policy*, 3(1): 91-128.

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.