Current Topics in Management and Business Ethics:
Corporate Social Responsibility and the Publishing of Impactful Research

University of Zurich
10th – 13th September 2024

Location:
Rämistrasse 71, 8006 Zürich, Room: KOL-G-210

Instructor:
Professor Dr. Christopher Wickert
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For questions regarding the seminar content, please contact Christopher Wickert.
The seminar is worth 3 ECTS points.

Schedule and topics:

Tuesday 10 September

9am-9.30am	Introduction and outline of the course
9.30am-12noon	Session 1: Doing impactful and responsible research (incl. exercise)
1pm-4pm	Session 2: Current debates in CSR research: Participant pitches and discussion
4pm-5pm	Student research presentations/Individual feedback (2x each)

Wednesday 11 September

9am-12noon	Session 3: Current debates in theory building: Participant pitches and discussion
1pm-3pm	Session 4: Developing a qualitative CSR paper: From raw data to theoretical insight
3pm-5pm	Student research presentations/Individual feedback (4x each)

Thursday 12 September

9am-12noon	Session 5: "Sellling" a CSR paper to a scholarly journal: How to write a compelling introduction
1pm-4pm	Session 6: Navigating the journal landscape / Meet-the-editor of *Journal of Management Studies:* Presentation and Q&A
4pm-5pm	Student research presentations/Individual feedback (2x each)

Friday 13 September

9am-11am	Session 7: Writing (and Publishing) Your Qualitative CSR paper: Best practices
11am-12noon	Wrap-up

OVERVIEW AND OBJECTIVES OF THIS SEMINAR

In this doctoral seminar we will explore the contemporary role of business in society and engage with current debates in Corporate Social Responsibility (CSR). In so doing, we will critically engage with the state-of-the-art conversation in CSR research, discuss current hot-topics and identify fruitful avenues for future research that is impactful and of societal relevance. The intent is that our conversations are interactive and generative, developing not just an understanding of the current field of CSR but also consider how we go about developing and publishing qualitative research papers in CSR. We will pay particular attention to different influences on how we set up a paper, what is required in the analysis of qualitative data, and how we can effectively develop and convey theoretical contributions.

LEARNING OUTCOMES

By the end of this seminar, you should:

1. Understand the current scholarly conversation in CSR and be able to situate your own research in it.

2. Have a better understanding of current best practices in conducting and writing up qualitative research specifically in the context of CSR.

3. Understand and be able to develop yourself key aspects of high-quality scholarly papers, such as a theoretical contribution, novel and original theorizing, and conceptual clarity.

4. Have been able to develop your skills as a communicator of academic ideas.

SEMINAR STRUCTURE

The seminar is comprised of different interactive teaching formats, in some of which the instructor will take the lead in the discussions, while in others this task is led by participants. Sessions 1, 4, 5-7 are interactive presentations by the instructor followed by exercises related to participants' own research projects. Sessions 2 and 3 are led by participants (see instructions for preparation below).

You are expected to be an active participant throughout the seminar.

GRADING

This seminar is graded as pass-fail. Your learning and the learning of your classmates will depend upon you arriving to class fully prepared and then participating fully in the discussion. A grade of pass for the seminar indicates that your preparation for all the sessions and your participation was excellent throughout.

PREPARING FOR CLASS

Every participant is asked to **present two research papers** (in teams of two), one for session 2 and one for session 3. Participants are expected to prepare short pitches about their selected readings and then lead a group discussion about them. Please sign up for a paper that allows you to work with a different person in each session (to facilitate getting to know each other and networking). Choose your readings **no later than 15 August 2024** and reach out to your teammate before the start of the course to discuss your presentation.

For **Session 2: Current debates in CSR research**, please visit this Google spreadsheet and sign up for a paper. Read it carefully ahead of the course, focusing on the following questions:

> 1) What is the research question and empirical/theoretical context of the article?
> 2) What did you learn after reading this article?
> 3) What makes the contribution of this article novel and original? How does it substantially challenge or redirect the conversation?
> 4) What are implications for CSR research/theory building narrowly understood (for your own research) and broadly understood (for the scholarly debate)?
> 5) What would you cite this article for?
> 6) (How) did the article inspire you with respect to your own research (e.g., regarding content, theoretical choices, methods, how it is argued/structured, regarding its implications, etc.)?

For **Session 3: Current debates in theory building from qualitative data**, please select a paper from this Google spreadsheet and read it carefully before the course keeping the abovementioned questions in mind.

For sessions 1, 4-7, please read all required readings ahead of the class in order to be able to actively participate in the sessions.

PRESENTATIONS
Every participant is expected to present their work during dedicated sessions throughout the course (typically afternoons). This can be your dissertation work or a side project, such as a particular manuscript you are preparing for journal submission. Ideally, it draws on qualitative methods or is conceptual. Every student will receive 30 minutes of "air time" to present their work and receive feedback from the audience. Please select a slot from this Google spreadsheet **no later than 15 August 2024.**

INDIVIDUAL FEEDBACK
Next to your research presentations, every participant has the option to have a 1-1 meeting with Prof. Wickert to further discuss their work and any other aspects relevant to their academic career (roughly 30 minutes each). Please select a slot from this Google spreadsheet **no later than 15 August 2024**.

READINGS

Session 1: Doing impactful and responsible research

Wickert, C., Post, C., Doh, J., Prescott, J., & Principe, A. (2021). Management research that makes a difference: Broadening the meaning of impact. *Journal of Management Studies*, 58(2), 297–320.

Hamdali, Y., Skade, L., Jarzabkowski, P., Nicolini, D., Reinecke, J., Vaara, E., & Zietsma, C. (2023). Practicing Impact and Impacting Practice? Creating Impact Through Practice-Based Scholarship. *Journal of Management Inquiry*, 0(0).

Reinecke, J., Boxenbaum, E., & Gehman, J. (2022). Impactful Theory: Pathways to Mattering. *Organization Theory*, 3(4).

Session 2: Current debates in CSR research

Brower, J. & Dacin, P.A. (2020). An institutional theory approach to the evolution of the corporate social performance – corporate financial performance relationship. *Journal of Management Studies*, 57, 805–836.

Lynn, A. (2021). Why "Doing Well by Doing Good" Went Wrong: Getting Beyond "Good Ethics Pays" Claims in Managerial Thinking. *Academy of Management Review*, 46(3), 512-533.

Caulfield, M. and Lynn, A. (2024). Federated corporate social responsibility: Constraining the responsible corporation. *Academy of Management Review,* 49, 32–55.

Wickert, C. (2021). Corporate social responsibility research in the Journal of Management Studies: A shift from a business-centric to a society-centric focus. *Journal of Management Studies,* 58(8), 1–17.

Rupp, D. E., Aguinis, H., Siegel, D., Glavas, A. & Aguilera, R. V. (2024). Corporate social responsibility research: an ongoing and worthwhile journey. *Academy of Management Collections*, https://doi.org/10.5465/amc.2022.0006.

Reinecke, J. & Donaghey, J. (2021). Political CSR at the Coalface – The Roles and Contradictions of Multinational Corporations in Developing Workplace Dialogue. *Journal of Management Studies*, 58, 457-486.

Barnett, M.L., Henriques, I. & Husted, B.W. (2020). Beyond good intentions: Designing CSR initiatives for greater social impact. *Journal of Management*, 46, 937–964.

Session 3: Current debates in theory building

Alvesson, M., & Sandberg, J. (2011). Generating research questions through problematization. *Academy of Management Review*, 36(2), 247-271.

Alvesson, M. & Sandberg, J. (2024). The Art of Phenomena Construction: A Framework for Coming Up with Research Phenomena beyond 'the Usual Suspects'. *Journal of Management Studies*.

Krlev, G. (2023). Calibrating for Progress: What are the Instrumental Functions of Theory in Management Research? *Journal of Management Studies*, 60, 963-990.

Clegg, S., Pina e Cunha, M., & Berti, M. (2022). Research movements and theorizing dynamics in management and organization studies. *Academy of Management Review,* 47, 382–401.

Cornelissen, J. (2023). The problem with propositions: Theoretical triangulation to better explain phenomena in management research. *Academy of Management Review,* 0.

Hanisch, M. (2024). Prescriptive theorizing in management research: A new impetus for addressing grand challenges. *Journal of Management Studies*.

Horner, S., Cornelissen, J. & Zundel, M. (2024). Panacea or dangerous practice: A Counterpoint to Hanisch's argument for prescriptive theorizing. *Journal of Management Studies*.

Wickert, C. (2024). Prescriptive theorizing to solve societal grand challenges: Promises and perils. *Journal of Management Studies*.

Session 4: Developing a Qualitative CSR Paper

Wickert, C. & de Bakker, F.G.A. (2018). Pitching for social change: Towards a relational approach to selling and buying social issues. *Academy of Management Discoveries,* 4(1), 1–24.

Risi, D., & Wickert, C. (2017). Reconsidering the 'symmetry' between institutionalization and professionalization: The case of corporate social responsibility managers. *Journal of Management Studies*, 54(5), 613–646.

Gioia, D.A., Corley, K.G., & Hamilton, A.L. (2013). Seeking qualitative rigor in inductive research notes on the Gioia methodology. *Organizational Research Methods*, 16: 15–31.

Session 5: "Sellling" a CSR paper to a scholarly journal:

Grant, A. and Pollock, T. (2011) Publishing in AMJ-Part 3: Setting the hook. *Academy of Management Journal,* **54**, 873–879.

Locke, K. and Golden-Biddle, K. (1997). Constructing opportunities for contribution: Structuring intertextual coherence and "Problematizing" in Organizational Studies. *Academy of Management Journal,* **40**, 1023–1062.

Session 6: Navigating the journal landscape / Meet-the-editor of Journal of Management Studies

Wickert, C., Potočnik, K., Prashantham, S., Shi, W. and Snihur, Y. (2024). Embracing non-Western Contexts in Management Scholarship. *Journal of Management Studies*.

Gatrell, C., Muzio, D., Post, C. and Wickert, C. (2024). Here, There and Everywhere: On the Responsible Use of Artificial Intelligence (AI) in Management Research and the Peer-Review Process. *Journal of Management Studies*.

Delbridge, R., Suddaby, R. and Harley, B. (2016). Introducing JMSSays. *Journal of Management Studies*, 53: 238-243.

Post, C., Sarala, R., Gatrell, C. and Prescott, J.E. (2020). Advancing Theory with Review Articles. *Journal of Management Studies*, 57: 351-376.

Healey, M.P., Leroy, H., Post, C. and Potočnik, K. (2023). Changing the Scholarly Conversation: What it Means, Why it Matters, and How to Approach it in Micro Research. *Journal of Management Studies*, 60: 1633-1656.

Session 7: Writing (and Publishing) Your Qualitative paper

Beugelsdijk, S., & Bird, A. (2024). How to avoid a desk reject: do's and don'ts. *Journal of International Business Studies*, https://doi.org/10.1057/s41267-024-00712-8.

Crane et al., (2017). Twelve tips for getting published in Business & Society. *Business & Society*, 56(1), 3-10.

Daft, R. (1995). Why I recommended that your manuscript be rejected and what you can do about it. *Publishing in the Organizational Sciences*. London: Sage.

Patriotta, G. (2017). Crafting papers for publication: Novelty and convention in academic writing. *Journal of Management Studies*, 54(5), 747-759.

Further optional readings:

Barney, J.B. (2018). Editor's comments: Positioning a theory paper for publication. *Academy of Management Review*, 43: 345–348.

Makadok, R., Burton, R., & Barney, J. (2018). A practical guide for making theory contributions in strategic management. *Strategic Management Journal.* 39: 1530-1545.

Pratt, M. G. (2009). For the lack of a boilerplate: Tips on writing up (and reviewing) qualitative research. *Academy of Management Journal*, 52: 856-862.

Cornelissen, J. (2017). Editor's comments: Developing propositions, a process model, or a typology? Addressing the challenges of writing theory without a boilerplate. *Academy of Management Review*, 42: 1-9.

Langley, A. & Abdallah, C. (2011). Templates and Turns in qualitative studies of strategy and management. In D.D. Bergh & D.J. Ketchen (eds) *Building Methodological Bridges – Research Methodology in Strategy and Management*, pp. 201–35. Bingley, UK: Emerald.

Gioia, D.A., Corley, K., Eisenhardt, K. et al. (2022). A curated debate: On using 'templates' in qualitative research. *Journal of Management Inquiry*, 31: 231-252.

Langley, A. (1999). Strategies for theorizing from process data. *Academy of Management Review*, 24: 691–710.

Locke, K., Feldman, M., & Golden-Biddle, K. (2022). Coding practices and iterativity: Beyond templates for analyzing qualitative data. *Organizational Research Methods*, 25: 262–284.