

# Corporate Social Responsibility: Law, Operations, and Strategy

## November 7, 2008

Sponsored by the Center for the Study of the Legal Profession at Georgetown Law  
and the McDonough School of Business at Georgetown University.

This event will be held in the Gewirz Student Center, 12th Floor, on the Georgetown Law  
campus located at 600 New Jersey Avenue, NW, Washington, DC, 20001.

The claim that business should incorporate a sense of social responsibility into the decision-making process must take account of the legal environment that companies must navigate, the operational demands that they face, and their ability to devise socially responsible strategies that further competitiveness and financial viability. This symposium features the latest thinking on these three dimensions of corporate social responsibility.

### SYMPOSIUM SCHEDULE

8:15-8:45 am	<b>Registration and Continental Breakfast</b>	
8:45-9:00 am	<b>Introductory Remarks</b>	
9:00-10:30 am	<b>PANEL ONE: LAW</b>	
	<p><b>Paper Presentations</b> Doreen McBarnet, Oxford University <i>Corporate Social Responsibility: Beyond Law, Through Law, For Law</i></p> <p>Margaret Blair, Vanderbilt Law School <i>The Roles of Standardization, Certification, and Assurance Services in Global Commerce</i></p>	<p><b>Commentary</b> Aaron Dhir, University of Toronto Law School</p> <p>John Hasnas, McDonough School of Business, Georgetown University</p>
10:30-11:00 am	<b>Break</b>	
11:00-12:30 pm	<b>PANEL TWO: OPERATIONS</b>	
	<p><b>Paper Presentations</b> Prakash Sethi, Baruch College, CUNY <i>Creating Effective Alliances between Corporations and NGOs: A Report from the Trenches</i></p> <p>Kernaghan Webb, Ryerson University, Toronto <i>The ISO 2600 Social Responsibility Standard: A Progress Report from the Front</i></p>	<p><b>Commentary</b> Susan Aaronson, George Washington University Business School</p> <p>Edward Soule, McDonough School of Business, Georgetown University</p>
1:00-2:15 pm	<b>LUNCH ROUNDTABLE: The Corporate Social Responsibility Officer</b>	
	<p><b>Discussants</b> Dr. Jeffrey Sturchi, Vice-President, Corporate Responsibility, Merck &amp; Co., Inc.</p> <p>Simon Schuyler, Managing Director, US Corporate Responsibility PricewaterhouseCoopers</p> <p>Tania Shah, Director of Corporate Social Responsibility, Pillsbury Winthrop</p> <p>Lisa Dewey, Pro Bono Partner, DLA Piper</p>	<p><b>Moderator</b> Mitt Regan, Georgetown University Law Center</p>
2:30-4:00 pm	<b>PANEL THREE: STRATEGY</b>	
	<p><b>Paper Presentations</b> Cynthia Williams, University of Toronto Law School and John Conley, University of North Carolina, Chapel Hill Law School, <i>Global Banks as Global Regulators: The Equator Principles</i></p> <p>Marc Orlitzky, Pennsylvania State University, Altoona <i>Implementing Strategic Corporate Social Responsibility: Suggestions Emerging from the Research Evidence</i></p>	<p><b>Commentary</b> Michael Siebecker, University of Florida Law School</p> <p>Jennifer Griffin, George Washington University Business School</p>
4:00 pm	<b>Closing Remarks</b> George Brenkert, McDonough Business School, Georgetown University	

## PANELIST BIOGRAPHIES

**SUSAN ARIEL AARONSON** is Associate Research Professor of International Affairs at the George Washington University, teaching in the Elliott School International Affairs and the School of Business. Dr. Aaronson is the author of six books and numerous articles on trade, investment, development, human rights, and global corporate social responsibility issues. Her most recent book is *Trade Imbalance: The Struggle to Weigh Human Rights in Trade Policymaking* (2008). Dr. Aaronson is a pro bono consultant to John Ruggie, the UN Special Representative on the issue of human rights and transnational corporations.

**MARGARET MENDENHALL BLAIR** is Professor of Law at Vanderbilt Law School. She is an economist who studies business and management law. Her current research focuses on three areas: the legal structure of business organizations, team production issues and the theory of the firm, and the role of corporations in globalization. She is the author of *Ownership and Control: Rethinking Corporate Governance* (1995), and numerous articles on a wide range of corporate issues.

**GEORGE BRENKERT** is Professor and Director of the Business Ethics Institute at the McDonough School of Business at Georgetown University. He has published in numerous books and journals including: *A Companion to Business Ethics; Trust Within and Between Organizations; Consumption; Environmental Ethics and Business Ethics Perspectives; Business and the Humanities; Women's Studies and Business Ethics; The Journal of Ethics; Business Ethics Quarterly; and Public Affairs Quarterly*. He has presented papers at meetings of the International Association of Business and Society, the Society for Business Ethics, the Social Philosophy Conference, and the Adam Smith Society. He is currently editor-in-chief of *Business Ethics Quarterly*.

**JOHN M. CONLEY** is William Rand Kenan, Jr. Professor of Law at the University of North Carolina at Chapel Hill. He teaches law and social science, civil procedure, intellectual property, scientific evidence, biotechnology, and professional responsibility. He has also taught anthropology courses regularly at Duke University. He has written several books and numerous articles on such topics as the anthropological and linguistic study of the American legal system (with William O'Bar), the culture of business and finance, scientific evidence, and the law of intellectual property as applied to emerging technologies. Much of his recent research (with Cynthia Williams) has focused on the cultural and linguistic aspects of the corporate social responsibility movement.

**ELIZABETH (LISA) DEWEY** has been DLA Piper's full-time Pro Bono Partner in 1999. In this role, she advises and represents individuals and public interest organizations on a pro bono basis. Ms. Dewey cultivates the firm's strategic thinking on pro bono, including the vision for the firm's U.S. pro bono program, including over 1,400 lawyers. She also develops and spearheads the firm's signature pro bono partnerships between the firm, corporate clients, and legal service providers.

**AARON A. DHIR** is an Assistant Professor at Osgoode Hall Law School of York University. He teaches in the field of business law and his current research interests include corporate law theory and the intersection of transnational business activity with international human rights norms. In 2007, he participated as an invited expert in corporate accountability-related consultations held by the United Nations Secretary General's Special

Representative on Human Rights and Transnational Corporations and the United Nations Special Rapporteur on the Right to Health.

**JENNIFER J. (JENN) GRIFFIN** is an Associate Professor of Strategic Management & Public Policy at The George Washington University School of Business. She teaches executive, doctoral, graduate and undergraduate level courses in Global Corporate Responsibility, Corporate Strategy, Business & Public Policy, and Managing Strategic Issues. Her research interests are in the areas of corporate responsibility, global stakeholder strategies, stakeholder management and corporate political strategy. She has published in a range of management journals and numerous chapters in peer-reviewed texts. She serves on the editorial board of *Business & Society* and the *International Journal of Public Affairs*.

**JOHN HASNAS** is currently a visiting associate professor of law at Georgetown University Law Center. His permanent appointment is with the McDonough School of Business at Georgetown University, where he teaches courses in ethics and law. Between 1997 and 1999, Professor Hasnas served as assistant general counsel to Koch Industries, Inc. in Wichita, Kansas. His scholarship concerns ethics and white collar crime, jurisprudence, and legal history. He is the author of *Trapped: When Acting Ethically Is Against the Law*.

**DOREEN MCBARNET** is Professor of Socio-Legal Studies at Oxford University and Visiting Professor in the Law School at Edinburgh University. Her main research interest is business regulation, particularly in the contexts of corporate finance, tax avoidance, corporate governance, creative accounting, corporate responsibility, and business and professional ethics. She is the author of *Crime, Compliance, and Control* (2004), and *Conviction* (1981); co-author of *Creative Accounting and the Cross-Eyed Javelin Thrower* (1999); and co-editor of *The New Corporate Accountability: Corporate Social Responsibility and the Law* (2007).

**MARC ORLITZKY** is Associate Professor of Management at the Pennsylvania State University Altoona. His research interests revolve around corporate social, environmental, and financial performance, corporate/business strategy, human resource management, and quantitative methods (especially measurement and meta-analysis). His main research program will be summarized in the book entitled *Integrative Corporate Citizenship: Research Advances in Corporate Social Performance*, which is co-authored with Diane Swanson (2008). He won various research awards and, in 2007, an Outstanding Reviewer Award from the *Academy of Management Journal*.

**MILTON C. REGAN, JR.** is Professor of Law and Co-Director of the Center for the Study of the Legal Profession at Georgetown University Law Center. His work focuses on ethics, law firms, corporations, and the legal profession. He is the author of *Eat What You Kill: The Fall of a Wall Street Lawyer* (2004), co-author of the casebook *Legal Ethics in Corporate Practice*, and the author of numerous articles and book chapters.

**PRAKASH SETHI** is University Distinguished Professor, Professor of Management at the Zicklin School of Business, Baruch College, The City University of New York. In addition to his academic responsibilities, Dr. Sethi is the founder and President of International Center for Corporate Accountability (ICCA), Inc. ICCA is an independent non-for-profit think tank, which aims to undertake cutting-edge

research, and public policy advocacy in the area of enhanced corporate accountability through voluntary corporate codes of conduct in the national and international arena. He currently serves as the senior Policy Advisor to the United Nations Global Compact. His most recent book is: *Setting Global Standards: Guidelines for Creating Codes of Conduct in Multinational Corporations* (2002), and he is the author of numerous books and articles on a wide range of business issues.

**SHANNON SCHUYLER** has been with PricewaterhouseCoopers for thirteen years and is currently a Managing Director responsible for the US Firm's Corporate Responsibility efforts.

**TANIA SHAH** is Director of Corporate Social Responsibility at Pillsbury Winthrop. She works to unite the firm's programs dealing with diversity and inclusion, sustainability, health and safety, pro bono, charitable giving and community outreach and involvement under one umbrella. She previously served as Executive Director of the California Minority Counsel Program (CMCP), a nonprofit entity that promotes diversity among California lawyers, where she was responsible for the group's long-term viability, managing its membership, and leading its governing body.

**MICHAEL SIEBECKER** is a Visiting Professor at Washington University Law School and an Associate Professor at the University of Florida College of Law. As a President's Fellow at the Columbia University Graduate School, Professor Siebecker received an M.Phil. and currently remains a doctoral candidate in Political Science. Professor Siebecker's research addresses the intersection of corporate law, social science and political theory, focusing primarily on the areas of securities regulation and corporate governance.

**ED SOULE** is an Associate Professor at the McDonough School of Business at Georgetown University, where he has taught courses in managerial ethics and corporate social responsibility since 1999. Dr. Soule's research considers two facets of business from a moral point of view: management responsibility and commercial regulation. He is the author of *Morality & Markets: The Ethics of Government Regulation* (2003), and his articles appear in a range of scholarly journals such as *The Academy of Management Review*, *Business Ethics Quarterly* and *Journal of Medicine and Philosophy*.

**JEFFREY L. STURCHIO** is Vice President, Corporate Responsibility, at Merck & Co., Inc., where he manages a portfolio of activities including Merck's corporate philanthropy, the Merck Institute for Science Education, the Merck Childhood Asthma Network, global health partnerships (including the Merck MECTIZAN Donation Program), global HIV/AIDS access programs, corporate responsibility reporting and the Merck Archives.

**KERNAGHAN WEBB** is an Associate Professor in the Department of Law and Business, Ryerson University Faculty of Business (Ted Rogers School of Management), in Toronto, Canada. He is the Founding Director of the Ryerson University Institute for the Study of Social Responsibility, and is a Special Advisor to the United Nations Global Compact on the ISO 26000 Social Responsibility Standard. Dr. Webb has played leadership roles in the development of a number of international and national standards and codes initiatives. He has written and published extensively on innovative approaches to regulation, including the role of voluntary codes and standards and their inter-connections with the formal legal system.

# GEORGETOWN LAW

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## REGISTRATION FORM

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### Corporate Social Responsibility: Law, Strategy, and Operations

November 7, 2008

Georgetown University Law Center  
Gewirz Student Center, 12<sup>th</sup> Floor

*Please print clearly or type.*

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**Firm/Organization:** \_\_\_\_\_

**Email:** \_\_\_\_\_

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