

PERSPECTIVES ON INTERNATIONAL CORPORATE RESPONSIBILITY

TABLE OF CONTENTS

Preface..... v

INTERNATIONAL CODES OF BUSINESS CONDUCT

Corporate Codes of Conduct as a Global Business Strategy 1
James K. Rowe and Ronnie D. Lipschutz

Formulating a Moral Core for International Codes of Conduct 47
Duane Windsor

Corporate Codes of Conduct: On the Virtue of Modesty..... 65
Ian Maitland

SOCIALLY RESPONSIBLE INVESTMENT, CORPORATE GOVERNANCE, AND REPUTATION

Corporate Finance and Environmentally Responsible Business..... 79
Benjamin J. Richardson

Beyond Good Intentions: New Directions for Investing in Sustainability..... 101
Jacob Park

An Analysis of Corporate Governance Issues for Large Japanese
Multinationals Seen through the Prism of Three Recent Cases..... 109
Rae Weston

The Petroleum Industry and Reputation:
Developments in Corporate Reputation over the Period 1990–2002..... 119
Susanne van de Wateringen

CORPORATE RESPONSIBILITY AND GLOBALIZATION

Corporate Responsibility in Adverse Pecuniary Externalities:
The Case of International Agricultural Subsidies 145
Albino Barrera

How Involved Should the World Bank Be in
International Corporate Responsibility Programs?
A Qualitative Exploration of Optimal Program Provision..... 157
Bryane Michael

ICR AND ENVIRONMENTAL ISSUES

- The Evolution of Multinationals' Responses to Climate Change 175
Ans Kolk and Jonatan Pinkse
- Environmental Initiatives at Tata Steel: Greenwashing or Reality?
A Case Study of Corporate Environmental Behavior 191
Runa Sarkar

REGIONAL STUDIES

- Foreign Investment in the MENA Region:
Analyzing Non-Traditional Determinants 217
Nada Kobeissi
- Exploring Organizational Determinants and Consequences of
Contingent Employment in the Philippines 235
Vivien T. Supangco
- Cultural Perspectives of CSR Opportunities for German Firms in Poland..... 259
Roy W. Smolens, Jr., and Nicolaas Tempelhof
- New Global Business Moral Order and Business Activities
in Developing Countries: The Nigerian Experience 285
A. Adewole Asolo-Adeyeye
- Effects of Corporate Social Responsibility
in Latin American Communities: A Comparison of Experiences..... 303
Roberto Gutiérrez and Audra Jones

RESPONSIBLE MARKETING AND ICR INFORMATION STRATEGIES

- Marketing of Harmful Products 329
Laura Radulian
- Code of Business Conduct: Pharma Marketing at a Crossroads?..... 359
Jayraj Jadeja, Bharat R. Shah, and Preshth Bhardwaj
- “AIDS Is Not a Business”: A Study in Global Corporate Responsibility 375
William Flanagan and Gail Whiteman
- The Use of Information and Communication Technologies for
Providing Access to HIV/AIDS Information Management
in a Resource-Poor Country: Nigeria, a Case Study 393
Adedayo O. Adeyemi and M. H. Ayegboyin
- Corporate Responsibility: An Information Strategy 401
Pegram Harrison