

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](#).

April 1st, 2022, 11:30am – 1:00pm EDT

Does social media facilitate corporate misconduct?

Yes: [Bryan Husted](#), Professor of Management, Tecnológico de Monterrey

Barnett, M. L., Henriques, I., & Husted, B. W. 2020. [The rise and stall of stakeholder influence: How the digital age limits social control](#). *Academy of Management Perspectives*, 34(1): 48-64.

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Jimenez, W. P., Campion, E. D., Bennett, A. A., & Xu, X. 2021. [Takin' care of small business: The rise of stakeholder influence](#). *Academy of Management Perspectives*, 35(2): 324-330.

No: [Michael Etter](#), Reader in Entrepreneurship & Digitalization, King's College London

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Etter, M., Ravasi, D., & Colleoni, E. 2019. [Social media and the formation of organizational reputation](#). *Academy of Management Review*, 44(1): 28-52.

Etter, M., Colleoni, E., Illia, L., Meggiorin, K., & D'Eugenio, A. 2018. [Measuring organizational legitimacy in social media: Assessing citizens' judgments with sentiment analysis](#). *Business & Society*, 57(1): 60-97.

Illia, L., Colleoni, E., Etter, M., & Meggiorin, K. 2021. [Finding the tipping point: when heterogeneous evaluations in social media converge and influence organisational legitimacy](#). *Business & Society*. Online publication ahead of print

Toubiana, M., & Zietsma, C. 2017. [The message is on the wall? Emotions, social media and the dynamics of institutional complexity](#). *Academy of Management Journal*, 60(3): 922-953.

It depends: [Rhonda Reger](#), Professor of Management, University of North Texas

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Zavyalova, A, Pfarrer, M & Reger, R. 2017. [Celebrity and infamy? The consequences of media narratives about organizational identity](#). *Academy of Management Review*, 42(3): 461-480.

Zavyalova, A, Pfarrer, M, Reger, R & Hubbard, T. 2016. [Reputation as a benefit and a burden? How stakeholders' organizational identification affects the role of reputation following a negative event](#). *Academy of Management Journal*, 59(1): 253-276.

Zavyalova, A, Pfarrer, M, Reger, R & Shapiro, D. 2012. [Managing the message: The effects of firm actions and industry spillovers on media coverage following wrongdoing](#). *Academy of Management Journal*, 55(5): 1079-1101.

In Practice: [Craig Carroll](#), Lecturer in Management, Rice University

Carroll, C & Olegario, R. 2020. [Pathways to corporate accountability: Corporate reputation and its alternatives](#). *Journal of Business Ethics*, 163(2): 173-181.

Einwiller, S, Carroll, C & Korn, K. 2010. [Under what conditions do the news media influence corporate reputation? The roles of media dependency and need for orientation](#). *Corporate Reputation Review*, 12(4): 299-315.

Illia, L, Romenti, S, Rodríguez-Cánovas, B, Murtarelli, G & Carroll, C. E. 2017. [Exploring corporations' dialogue about CSR in the digital era](#). *Journal of Business Ethics*, 146(1): 39-58.

Kaul, A, Chaudhri, V... & Carroll, C. 2015. [Social media: The new mantra for managing reputation](#). *Vikalpa*, 40: 455-491.

Lee, S. & Carroll, C. 2011. [The emergence, variation, and evolution of corporate social responsibility in the public sphere, 1980–2004: The exposure of firms to public debate](#). *Journal of Business Ethics*, 104(1): 115-131.

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