

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](#).

February 19th, 2021, 11:30am – 1:00pm EST

Do social movements improve corporate behaviors?

Yes: [Sarah Soule](#), Morgridge Professor of Organizational Behavior, Stanford University

S. Soule. 2018. [Social movement theory's contribution to understanding activism around corporations and markets](#). In Social Movements, Stakeholders and Non-Market Strategy. *Research in the Sociology of Organizations*, 56: 129-139.

S. Soule. 2018. [Social movements and their impact on business and management](#). *Oxford Research Encyclopedia of Business and Management*.

No: [Brayden King](#), McGraw Chair in Management & the Environment, Northwestern University

It depends: [Mae McDonnell](#), Associate Professor of Management, University of Pennsylvania

Briscoe, F., A. Gupta & M. Anner. 2015. [Social activism and practice diffusion: How activist tactics affect non-targeted organizations](#). *Administrative Science Quarterly*, 60(2): 300-332.

McDonnell, M. & J. Cobb. 2020. [Take a stand or keep your seat: Board turnover after social movement boycotts](#). *Academy of Management Journal*, 63(4): 1028-1053

Moderator: [Jerry Davis](#), Whitaker Professor of Business Administration, University of Michigan

G. Davis & T. Thompson. 1994. [A Social Movement Perspective on Corporate Control](#). *Administrative Science Quarterly* 39: 141-173.

G. Davis & E. W. Kim. 2021. [Social Movements and Organizational Change](#). In M. Poole & A. Van de Ven (eds.), *Oxford Handbook of Organizational Change and Innovation* (second edition). Oxford: Oxford University Press.

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.