

**STUDYING CORPORATE SOCIAL RESPONSIBILITY USING A MICRO
OB PERSPECTIVE: RELAUNCHING INTEGRITY AGAINST
ORGANIZED HYPOCRISY**

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Abstract

In this track we take a micro OB perspective in order to shed light on the multiple facets of ethical and unethical behavior carried out at corporate level. As Aguinis and Clavas have claimed (2012), there is a need to conduct micro OB research on CSR and addressing underlying mechanisms—at the individual level of analysis—that link CSR with outcomes. We will focus especially on the ethical and unethical business choices taken with respect to the grey area on the border between legitimate and illegitimate economic environment.

More generally, we call for studies on situations in which managing conflicting stakeholder demands can tempt management to adopt specific strategies that lack internal consistency, raising fundamental concerns over the behavioral integrity of the organization. We welcome studies on the increasing overlap between legitimate and illegitimate actors in a variety of public and private contexts, as well as on broader issues on the dark side of business, in an effort to understand the consequences of such phenomenon on governance mechanisms of networks and systems.

Peculiar topics might include (but are in no way limited to):

- how do legitimate actors behave when interacting on the dark side of business ?
- how does management prevent failures in behavioral integrity of the organization ?
- the role of CSR statements in limiting unethical choices at micro OB level
- the role of integrity in preventing interactions with illegitimate actors
- case studies of positive or hypocritical behaviors towards the dark side of business.

In fact, we believe that organizational hypocrisy discourse may be fruitfully applied in trying to understand micro OB related to integrity dilemmas, in particular shedding light on the dark side of business.

Additional Activities

An editorial initiative (in the form of an edited book) will be coupled with selected papers of this track. Further details will follow in due time.