

## QUASI Seminar Series, 2021-22

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](#).

**September 17<sup>th</sup>, 2021, 11:30am – 1:00pm EDT**

*Are corporate ‘win-win’ strategies an effective way of alleviating social & environmental problems?*

**Yes:** [Mark Kramer](#), Senior Lecturer, Harvard University

Porter, M. & Kramer, M. 2011. [Creating shared value](#). *Harvard Business Review*, Jan-Feb: 1-17.

Kramer, M. & Pfitzer, M. 2016. [The ecosystem of shared value](#). *Harvard Business Review*, Oct.: 81-89.

Kramer, M., Pfitzer, M. & Mahne, H. 2020. [How global leaders should think about solving our biggest problems](#). *Harvard Business Review*, Jan. 16.

**No:** [Andy King](#), Questrom Professor in Management, Boston University

Joskow, P. 1994. [More from the guru of energy efficiency: ‘there must be a pony!’](#). *The Electricity Journal*, 7(4), 50-61.

Fowlie, M., Greenstone, M., & Wolfram, C. 2018. [Do energy efficiency investments deliver? Evidence from the weatherization assistance program](#). *The Quarterly Journal of Economics*, 133(3), 1597-1644.

Berchicci, L., & King, A. A. 2021. [Materiality and corporate sustainability: A model uncertainty analysis](#). SSRN 3848664.

Pozen, D. E. 2018. [Transparency’s ideological drift](#). *Yale Law Journal*, 128, 100.

King, A. & Pucker, K. 2020. [The dangerous allure of win-win strategies](#). *Stanford Social Innovation Review*, 19(1), 35-39.

**It depends:** [Irene Henriques](#), Professor of Sustainability & Economics, York University

Barnett, M. L., Henriques, I., & Husted, B. W. 2018. [Governing the void between stakeholder management and sustainability](#). In S. Dorobantu, R. V. Aguilera, J. Luo, & F. J. Milliken (Eds.), *Sustainability, Stakeholder Governance, and Corporate Social Responsibility*, Vol. 38: 121-143.

Barnett, M., Cashore, B., Henriques, I., Husted, B.W., Panwar, R. & Pinske, J. 2021. [Reorient the business case for corporate sustainability](#). *Stanford Social Innovation Review*, Summer 2021: 35-39.

Pedersen, E. R. G., Lüdeke-Freund, F., Henriques, I., & Seitanidi, M. M. 2021. [Toward collaborative cross-sector business models for sustainability](#). *Business & Society*, 60(5): 1039-1058.

**In Practice:** [Auden Schendler](#), Senior Vice President of Sustainability, Aspen Skiing Company

Schendler, A. 2021. [The complicity of corporate sustainability](#). *Stanford Social Innovation Review*, April 7.

Schendler, A. 2010. [Getting green done: Hard truths from the front lines of the sustainability revolution](#). Public Affairs.

Schendler, A. 2021. [Worrying about your carbon footprint is exactly what big oil wants you to do](#). *New York Times*: Aug. 31.

*These articles, provided by the speakers, underpin their arguments. Please explore the articles in advance of the seminar. The 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 very happy to share their work and appreciate the interest. Or pay the ransom to the publishers.*