

# ANNUAL REPORT 2004



## „Research Center Stakeholder View” University of Applied Sciences (UAS), Zurich

The Research Center Stakeholder View at the University of Applied Sciences and Business Administration, Zurich under the direction of Prof. Sachs and Prof. Rühli is actively investigating the key aspects of stakeholder management. In cooperation with Jim Post from the Boston University and Lee Preston from the University of Maryland, the Research Center developed a comprehensive management approach called “Stakeholder View”. This research has led to the publication of a book and several publications in international top journals such as the California Management Review. From 2003 to approximately 2007 the research group is primarily working for the project “Good Practices of Stakeholder View”. The following persons form the core of the research group:



**Prof. Dr. Sybille Sachs**  
Head of Research Center Stakeholder View  
Titular Professor University of Zurich



**Prof. Dr. Edwin Rühli**  
Leading Consultant of Research Center SHV  
Chairman Forum Stakeholder View



**Lic. phil. I / Dipl. inform. Isabelle Kern**  
Scientific Assistant  
PhD student University Zurich



**Lic. oec. publ. Marc Maurer**  
Scientific Assistant  
PhD student University Zurich



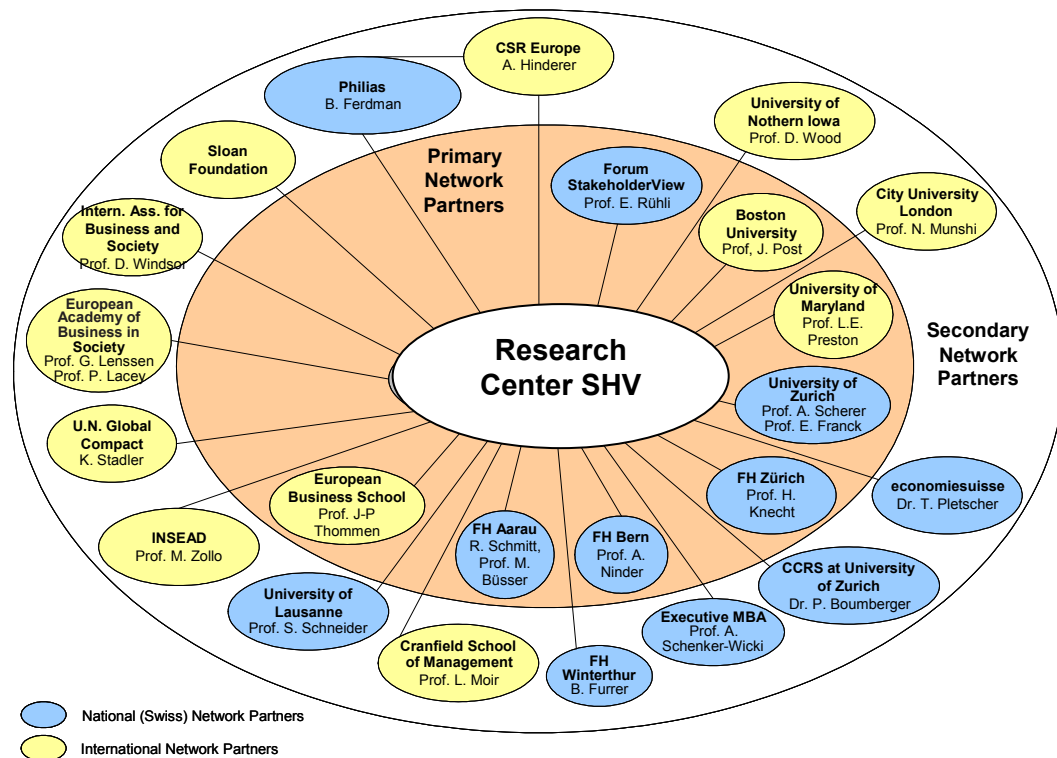
**Lic. oec. publ. Veronika Mittnacht**  
Scientific Assistant  
PhD student University Zurich



**Cand. oec. publ. Dominic Käslin**  
Scientific Assistant  
Student University Zurich

For further information, detailed CVs as well as individual areas of interest see:  
<http://www.fhhwz.ch/shv/>

The research project is embedded into various academic and practical networks, like e.g. the Academic Network of the UN-Initiative “Global Compact”, the International Association for Business and Society, European Academy of Business in Society and the Academy of Management (Subdivision Social Issue Management). The following graphic gives an overview on our actual network partners, supporting our research with knowledge and advice.



### Projects:

- Current research project "Good Practices of Stakeholder View"; conclusion of analysis and delivery of research reports to the participating firms of the telecommunication cluster: Swisscom, Orange and Sunrise.
- Participation and consulting service in the obesity project of Swiss Re by Sybille Sachs
- Establishing of and first analyses in the KTI project of the University of Applied Sciences in Business and Administration. Within a feasibility study, suitable methods and tools for a systematic stakeholder management are developed in cooperation with the Universities of Applied Sciences Aargau and Berne.

### Awards and Appointments:

- Dr. des. Mark Vesper finished his PhD studies at the University of Zurich and received the AoM (Academy of Management) Award for the best dissertation in 2004.
- In addition to her studies in English, Isabelle Kern successfully finished her studies in economics and informatics at the University of Zurich in 2004.
- Sybille Sachs was appointed to the ZKB Sustainability Board as well as to the PhD Board of the Academy of Management in 2004.

### Official Memberships:

- Academy of Management (AOM; USA)
  - European Academy for Business in Society (EABIS)
  - Forum Stakeholder View
  - International Association for Business and Society (IABS; USA)
  - Schweizerische Gesellschaft für Betriebswirtschaft (SGB)
  - Strategic Management Society (SMS; USA)
  - Verband der Hochschullehrer für Betriebswirtschaft
  - Verein für Socialpolitik (Ausschuss Evolutorische Ökonomik)
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### Events and conference participation:

- Academy of Management Annual Meeting (Participation and presentation at the annual meeting by Sybille Sachs and Edwin Rühli; Attendance and Awarding for the „Best Dissertation Award“ of Mark Vesper)
  - Controller Forum (Participation by Veronika Mittnacht and Dominic Käslin)
  - EABIS (Participation and presentation at the annual meeting by Sybille Sachs and Edwin Rühli as well as at the PhD Workshop by Marc Maurer and Veronika Mittnacht)
  - IABS (Participation and presentation at the annual meeting by Sybille Sachs and Marc Maurer)
  - SWX (Participation by Veronika Mittnacht)
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### Publikationen:

#### **About us:**

The book *Redefining the Corporation: Stakeholder Management and Organizational Wealth* (Stanford University Press, 2002) by J.E. Post, L.E. Preston and S. Sachs received excellent reviews in leading international journals. The following list provides a short overview on the reviews of 2004:

- David W. Bracken, *Personnel Psychology*, September 2004, pp. 1064-1067
- James E. Mattingly, *Academy of Management Review*, July 2004, pp. 520-523
- Cam Caldwell, *Academy of Management Review*, April 2004, pp. 299-301
- Bruce T. Lamont, *Administrative Science Quarterly*, March 2004, pp. 145-146

#### **By us:**

- Maurer, Marc/Sachs, Sybille (forthcoming; January 2005): Implementing the Stakeholder View: Learning Process Towards a Changed Stakeholder Orientation. *Journal of Corporate Citizenship*.
  - Sachs, Sybille (2004): Neudefinition der Unternehmung in der heutigen Gesellschaft. In: Ruh, Hans/Leisinger, Klaus M. (Hrsg.): *Ethik im Management*. Zürich: Orell Füssli Verlag AG, p. 221-236.
  - Sachs, Sybille (2004): Lobbying. In: Schreyögg, Georg/von Werder, Axel (Hrsg.): *Handwörterbuch Unternehmensführung und Organisation*, 4., völlig neu bearbeitete Auflage, Stuttgart: Schäffer-Poeschel Verlag, p. 740-745.
  - Sachs, Sybille/Maurer, Marc (2004): Implementing the Stakeholder View: Learning Processes Towards a Broader Stakeholder Orientation. Paper presented at the 15th Annual Conference of the International Association for Business and Society (IABS), Jackson Hole, WY.
  - Sachs, Sybille/Rühli, Edwin (2004): Changing Managers' Values Towards a Broader Stakeholder Orientation, *Corporate Governance Journal*.
  - Sachs, Sybille/Rühli, Edwin (2004): Stakeholder View: A Case Research. Paper presented at the Academy of Management Meeting, New Orleans.
  - Sachs, Sybille/Rühli, Edwin/Mittnacht, Veronika (2004): A CSR Framework Due to Multiculturalism – The Swiss Re Case. Paper presented at the Third Annual
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- Colloquium of the European Academy of Business in Society (EABIS), Gent.
- Miscellaneous working papers

**Teaching and Education:**

