

**THE HONG KONG POLYTECHNIC UNIVERSITY
DEPARTMENT OF MANAGEMENT & MARKETING**

DEPARTMENTAL RESEARCH SEMINAR

**"Personal Values, National Contexts, and Attitudes Towards
Corporate Responsibilities: Who Makes a Difference and Why?"**

By

**Carolyn P. Egri
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Date: Monday, 12 February 2007

Time: 3:30 p.m. - 4:30 p.m.

Venue: M802

All interested are welcome

"Personal Values, National Contexts, and Attitudes Towards Corporate
Responsibilities: Who Makes a Difference and Why?"

ABSTRACT

Carolyn P. Egri, Simon Fraser University

This multi-level study investigated individual level and societal level influences on the corporate responsibility (CR) attitudes of 7,304 managers and professionals in 28 countries. Regardless of country, self-transcendence personal values were positively related to support for social CR and environmental CR whereas self-enhancement personal values were positively related to support of economic CR. Respondents in traditional cultures were more supportive of social CR, and those in traditional and survival cultures were more supportive of economic CR. Respondents in societies with higher levels of government intervention, lower economic integration in the global economy, but higher change in economic integration were more supportive of social and environmental CR. Traditional/secular-rational and survival/self-expression cultural values, and company size were significant cross-level moderators. Implications for the cross-national diffusion of CR practices and managerial implications will be discussed.

Carolyn P. Egri is a Professor of Management & Organization Studies in the Faculty of Business at Simon Fraser University (Canada) as well as a Visiting Professor of Management at Xi'an Jiaotong University (China). Professor Egri has published extensively on the topics of international management, corporate environmental and social responsibility, leadership, and organization change. She is the Features Editor for the *Organization & Environment* journal and co-editor of a special issue for the *Journal of International Management*. Professor Egri has been Assistant Editor of the *Journal of Management Education*, guest co-editor of special issues of the *Leadership Quarterly* and the *Journal of Management Education*, and currently serves on the editorial boards of the *Journal of Applied Behavioral Sciences*, *Journal of Management Education*, and *Electronic Journal of Radical Organisation Theory*. She has served as Chair of the Organizations and Natural Environment Interest Group of the Academy of Management, and as a Director of the Organizational Behavior Teaching Society.