

GRB Review, 18/19 December 2017

Governing Responsible Business (GRB) – Mid-Term Review

WCREs @ CBS

- World Class Research Environment (WCRE) – research excellence scheme for groups of researchers on specified topic areas
- Funding of DKK 1 Mio annually over a five year period (adjusted to 925.000 DKK in 2015)
- 2nd Call for Applications for the 2014-2018 funding period; two WCREs were identified in a competitive process (i.e. ICM and SMG)
- Main emphasis: strengthen research performance and impact (not only in terms of quantity, but mostly in terms of quality, here defined as meeting international standards of excellence)

Governing

Responsible

Business

(a group of 18 senior researchers and cohort of 12 “young scholars”)

Governing Responsible Business (GRB)

	“Governance-Making” (Production of Governance for Responsible Business)	“Governance-Taking” (Adoption of Governance for Responsible Business)
Societal Level (Macro-Level)	<i>What new forms of multi-actor governance exist for responsible business?</i>	<i>How do countries or sectors adopt such new forms of governance?</i>
Organizational Level (Meso-Level)	<i>What are the organizational dynamics within such new forms of governance?</i>	<i>What organizational change processes exist when adopting new forms of governance?</i>
Individual Level (Micro-Level)	<i>What is the role of individual leadership in organizational and institutional change processes while “producing” governance?</i>	<i>What is the impact of new types of governance arrangements on individuals (e.g. consumers)?</i>

GRB's Strategic Goals and Deliverables

1

Increase number of publications in top-tier journals

2

Increase scale of external income for research in this topic area

3

Identify, develop, and engage talented young scholars (esp. PhDs)



2014-2018: 15 papers in ABS4 / 25 papers in ABS3 / 2 Special Issues (one in ABS4)



2014-2018: attract DKK 20 million in funding (establish 7 new PhD projects)



2014-2018: link 2 external research fellows; foster pre-PhD publications in top journals

GRB's Key Activities and Achievements (May 2014- Apr 2017)

Increase number of top-tier publications



- Workshops (e.g. paper develop. meetings)
- Direct support of projects
- BOS Blog (push visibility and impact)
- Language editing / paper formatting

- 14 ABS4 / 31 ABS3
- 3 Special Iss. (ABS 4)

Increase scale of external income



- “Seed funding” to develop applications (e.g. to set up relevant networks)
- Securing funding for PhD positions (e.g. Marie Curie)

- 16.7 Mio DKK in funding (realized)
- 35 Mio DKK (pending)

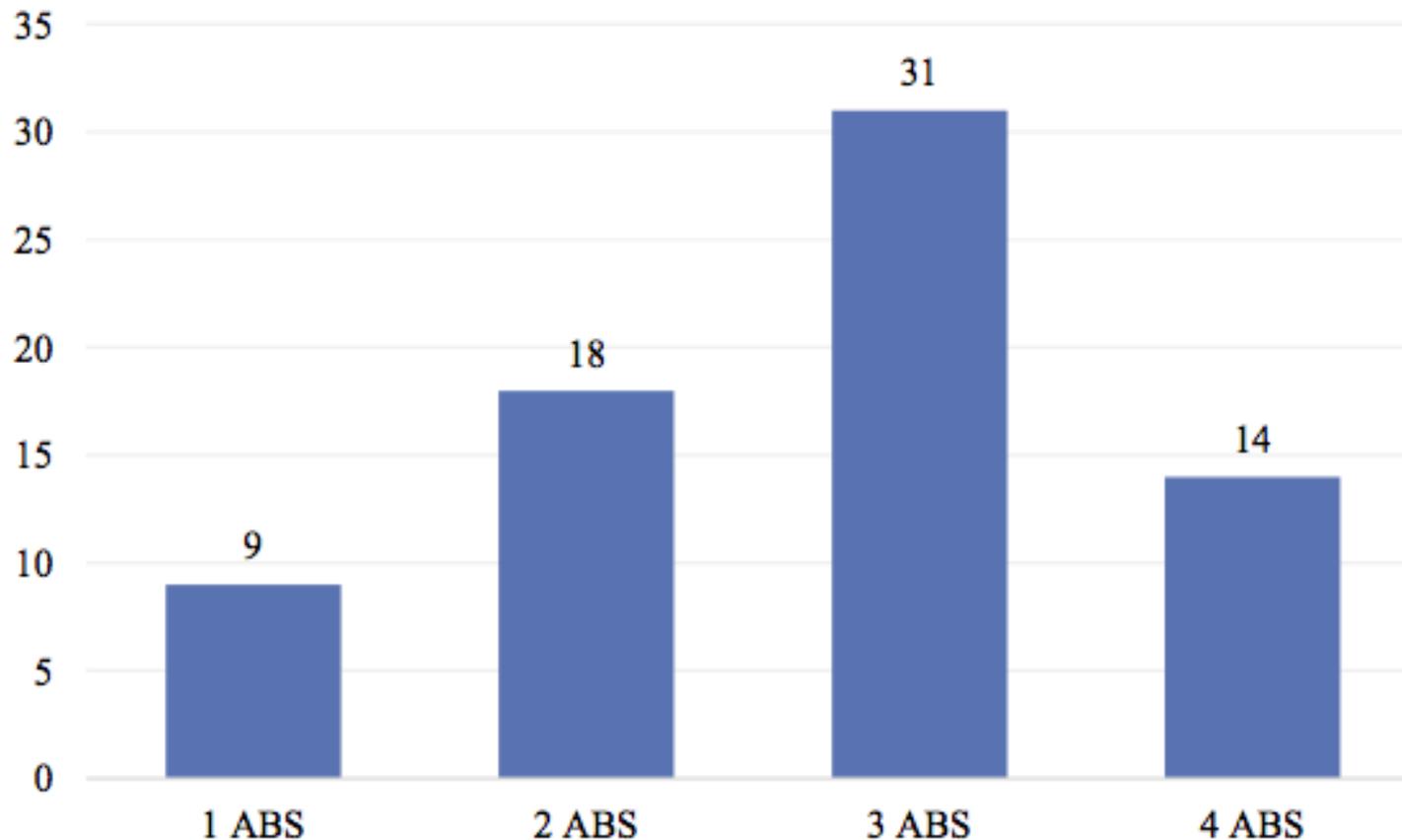
Develop talented young scholars



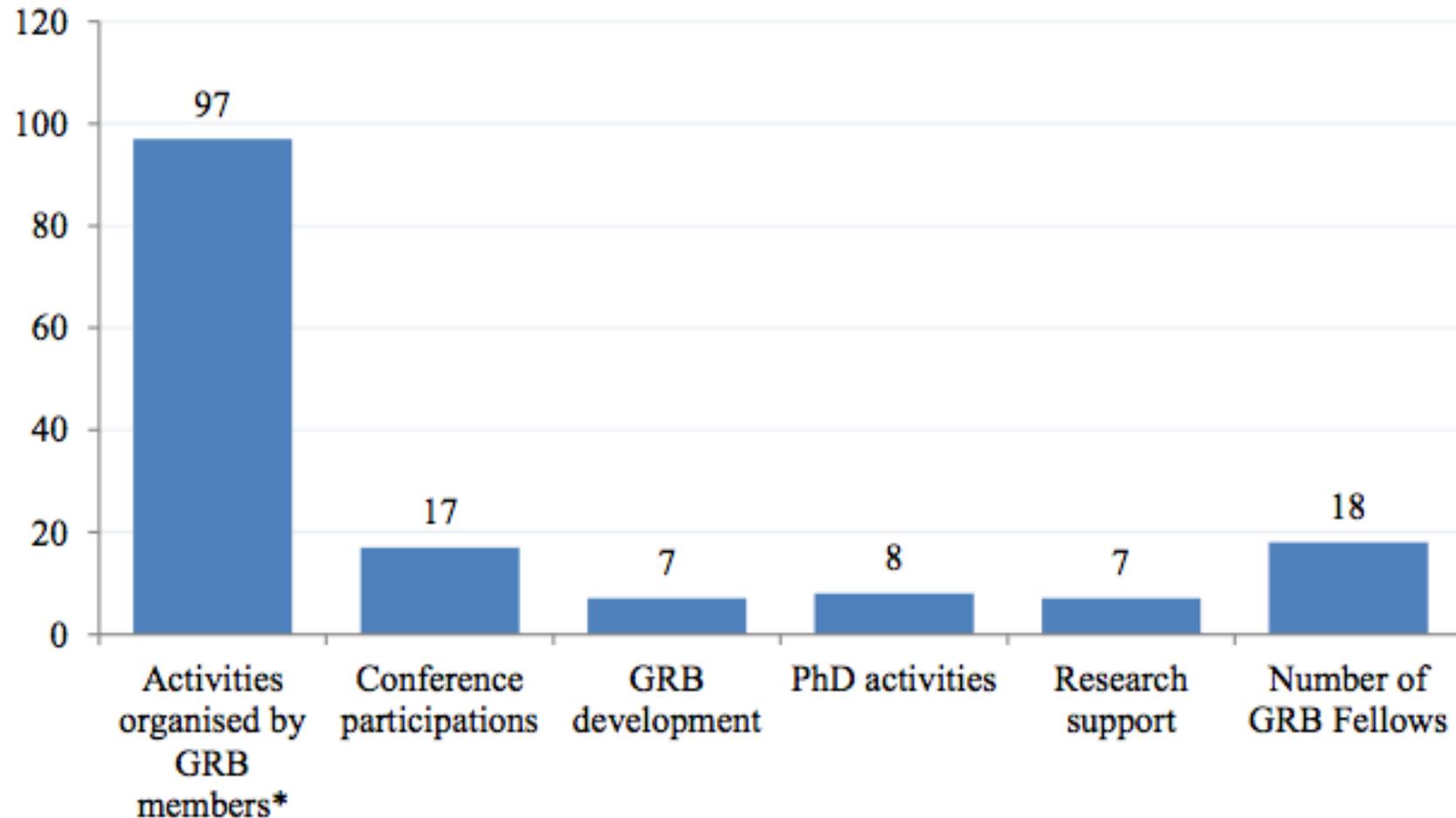
- “Research Fellow” program (e.g. to foster collaboration)
- PhD development (e.g. via workshops)
- Conference support

- 21 Research Fellows
- 6 pre-PhD publications
- 1 post-doc granted

GRB Members Publications (ABS-ranked, 2014-2017, excluding forthcoming articles)



High Level of Number of Activities Related to GRB (2014-2017)



* Workshops, Seminars, Conferences, R&R Sessions, Guest talks/seminars

Highlights (I) – Fellowship Program

GRB Fellowship Program: We associate 4-6 “emerging” scholars or “high-impact” scholars with GRB per year. These scholars collaborate with GRB staff (e.g. through joint publications) and also develop our environment (e.g., by giving seminars to PhDs).

The screenshot shows a website page for the GRB Fellowship Program. The page is titled "Governing Responsible Business Research Environment FELLOWSHIP PROGRAM". It includes a navigation menu on the left with options like "About us", "Staff", "Fellowship Program", "Research", and "Activities". The main content area features a list of research fellows for 2017-18 and 2016-17, with names and plus signs indicating more information. The page also includes contact information for the GRB research director and project manager, and a news section with dates and titles.



Highlights (II) - BOS!

The screenshot shows the BOS website homepage. The header includes the BOS logo, the tagline 'THE BUSINESS OF SOCIETY', and navigation links for 'Topics+', 'News', 'About', and 'More+'. A 'Sign up!' button is also present. The main content area is divided into two columns. The left column features a 'Featured Today' section with a large image of a gavel and an open book, followed by an article titled 'Corporate Criminal Liability in Germany – An Idea Whose Time Has Come' by Andreas Rasche. The right column has a 'Whats New? The Latest' section with a mailing list subscription form and a 'WELCOME TO BOS!' message. Below this, there are four article thumbnails: 'Corporate Criminal Liability in Germany – An Idea Whose Time Has Come', 'Empowerment Inc.', 'When Good CSR Intentions With Communities Go Bad', and 'Business and Open Government / Open Data – An Advocacy Role for Business?'. The 'Empowerment Inc.' article includes a large image of hands holding a globe under a rainbow with the word 'Empowerment' written below.

- Editors: Andreas Rasche, Jeremy Moon, Anne Vestergaard
- More comprehensive update tomorrow

Highlights (III) – Direct Research Support

Judgment and Decision Making, Vol. 11, No. 4, July 2016, pp. 310–325

Do Europeans like nudges?

Lucia A. Reisch*

Cass R. Sunstein†

Abstract

In recent years, many governments have shown a keen interest in “nudges” — approaches to law and policy that maintain freedom of choice, but that steer people in certain directions. Yet to date, there has been little evidence on whether citizens of various societies support nudges and nudging. We report the results of nationally representative surveys in six European nations: Denmark, France, Germany, Hungary, Italy, and the United Kingdom. We find strong majority support for nudges of the sort that have been adopted, or under serious consideration, in democratic nations. Despite the general European consensus, we find markedly lower levels of support for nudges in two nations: Hungary and Denmark. We are not, in general, able to connect support for nudges with distinct party affiliations.

Keywords: nudges, Europe, law, policy, default rules

1 Introduction

In recent years, many governments have shown a keen interest in “nudges” — approaches to law and policy that maintain freedom of choice, but that steer people in certain directions (Halpern, 2015; Thaler & Sunstein, 2008). In 2010, the United Kingdom established a Behavioural Insights Team, which now has an extensive track record (Halpern, 2015). In 2014, the United States created a Social and Behavioral Sciences Team of its own (SBST, 2015), and President Obama formally embraced the approach with an important Executive Order in 2015 (Obama, 2015). Both Australia and Germany established their own behavioral science teams in 2015. Uses of behavioral science, with particular emphasis on nudges, have attracted increasing interest all over the world (Ly & Soman, 2013; Sunstein, 2016a), and perhaps especially in Europe (Whitehead et al., 2014).

To date, there is little information about whether citizens of various nations actually endorse nudges, and more particularly, about the line between those that they would endorse

and those that they would reject. To be sure, some valuable studies have explored public attitudes toward nudges. Surveying 952 people in Sweden and the United States, Hagman et al. (2015) find that strong majorities of both Swedes and Americans support a wide variety of nudges. Felsen et al. (2013), surveying 2,775 people in Canada and the United States, find that people are favorably disposed to “System 2 nudges”, understood as those that promote reflection and deliberation, and generally also to “System 1 nudges”, targeting or enlisting more automatic processing — but with stronger support for the former. In the most comprehensive study to date, Jung and Mellers (2016) find broad American support for nudges, but similarly find that System 2 nudges are more popular. They also find that certain personality characteristics (such as a tendency to be empathetic) are associated with support for nudges and that other characteristics (such as a tendency to be individualistic or reactant) are associated with rejection of nudges (ibid.).

Tannenbaum, Fox and Rogers (2015) find that if participants are informed about particular nudges that have been supported by particular leaders or parties, their *general* views about nudging can be greatly affected, suggesting what they call a “partisan nudge bias”. In the realm of eating and health behaviour — standard areas for the application of nudges — recent survey studies find positive attitudes towards nudging strategies (Diepeveen et al., 2013; Junghans, Cheung & de Ridder, 2015; Junghans, Marchiori & de Ridder, 2016). Junghans et al. (2015, 2016) find that approval is contingent on the source of the nudge, with approval rates growing if experts are the source and if the source is perceived as having good intentions. Moreover, there is some

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- GRB supported a number of projects “directly” – i.e. GRB paid for costs associated to the research (other than buy-out)
- Example: Sunstein & Reisch’s survey on European and nudges (GRB financially contributed to the survey)

Highlights (IV) – Signature Events (Outreach)



Perspectives for 2018-2019

1. While GRB has had some success in **attracting external funding**, this is an area where further progress can be made, and which also helps with the issue of retaining young and promising scholars. Securing external funding has longer lead times than leveraging scholarship talent into strong journal articles, but it also reflects unfortunate outcomes in capricious application processes. We believe that patience and persistence are the key dimensions in this matter.
2. We need to further **develop young scholars** and find mechanisms to retain some of them in the long run. Although the last issue is technically out of scope for GRB, this is an important issue for the MSC department and CBS as a whole, and we believe that GRB has responsibilities in helping our young scholars to think ahead.
3. We expect to organize and host **more signature events**. GRB had a strong presence and visibility during EGOS and the next step is to host a conference and/or a high impact workshop in the field, possibly in joint ventures with our benchmark research environments listed above. We are presently discussing options in the GRB management team. We expect to have good candidates in this regard when GRB has its annual meeting in November.