

Power, profits, and principles

A regime analysis of firm responses to NGO pressure

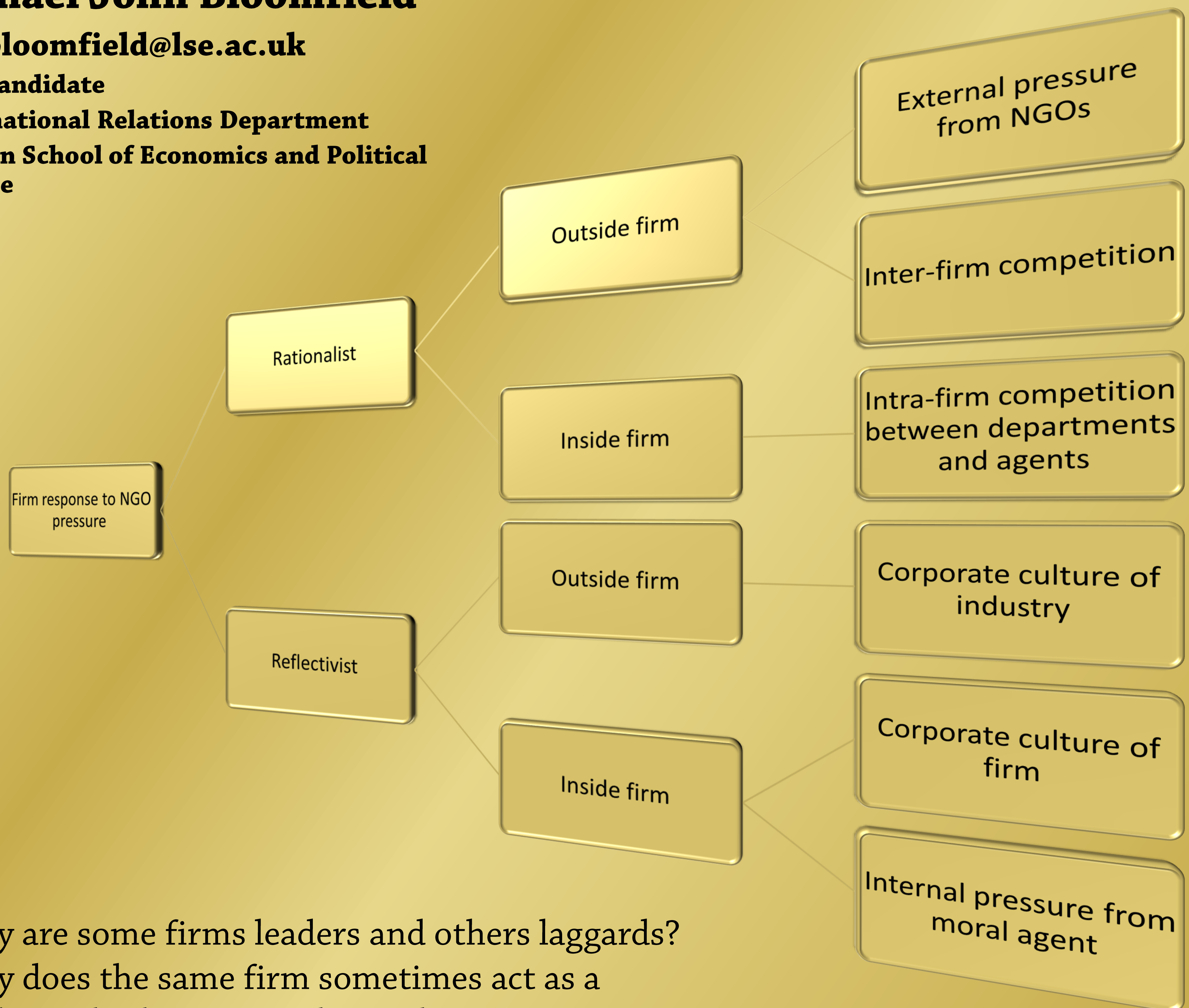
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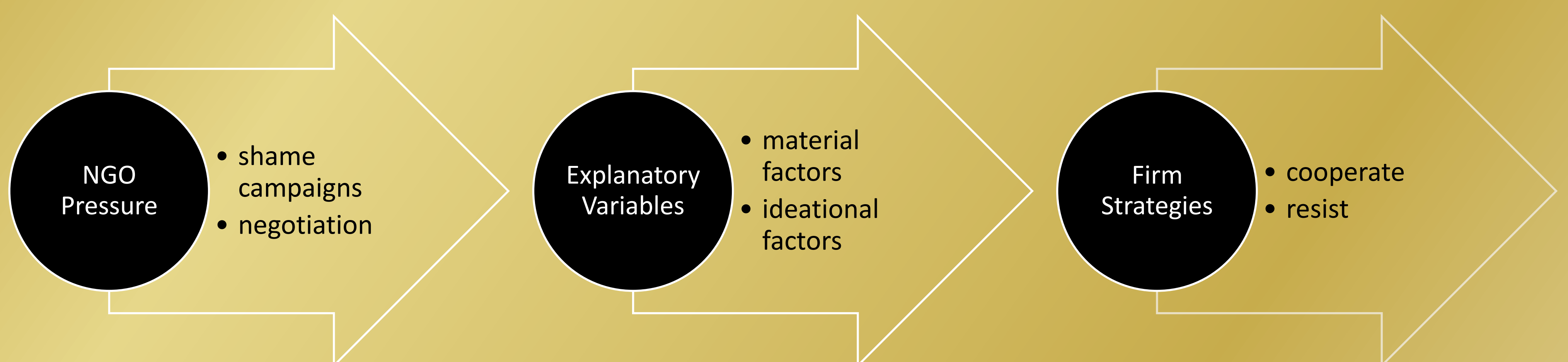
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Why are some firms leaders and others laggards?
Why does the same firm sometimes act as a leader and other times a laggard?



Existing explanations are divided into rationalist and reflectivist accounts, focusing either outside or inside the firm. Rationalists tend to focus on the nature of the product and product market as well as the position of the firm within this market while reflectivist explanations focus on norm diffusion through interaction, existing corporate culture, and managers acting as moral agents. This project explores the puzzle through elite interviews with participants from the NGO and corporate community in the gold mining industry.

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