

Conceptualizing Corporate Reparations

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Motivation

To see how notions of corporate social responsibility have changed after the 2020 Black Lives Matter protests.

Project Description

To develop a contemporary theory of racial justice for multinational corporations that have operations in the U.S.

- Determine philosophical basis for corporate racial justice given historical roots to currently existing systemic racism
- Understand how corporate leaders justify for themselves and their stakeholders a commitment to racial justice

Context

Corporate stakeholders have devised innovative strategies for making demands on corporations while corporate leaders have struggled to meet the demands for social justice with substantive action.



The Primary project goal is to learn how to distinguish between mere corporate intent and authentic corporate commitment to racial justice when publicly expressed by corporate executives.



Project Deliverables

The Momentum Seed Grant will support the establishment of a new database

- The content of the data will include public statements of support for racial justice through a variety of the firms' official communications channels

By the midpoint of the project planning period there will be a review and summary of the literature and an initial scan of S&P 500 firms

- The literature will gather research under the concept of "corporate symbolism," which covers strategies organizations use to signal their intent and provide meaning for their actions
- A linguistic analysis will be conducted that will be used to create a classification scheme of corporate intent based on specific diction used to justify a corporate responsibility for racial justice

Potential Impact

The completed database will serve as a key resource for research scholars interested in historical, strategic, and ethical questions that arise when making inquiries about the relationship between race and corporate social responsibility.

- Addresses a gap in CSR research and management practice by including an analysis of race
- Demonstrates the diversity in notions of social and racial justice operating within management decision-making