CONTENTS

LIST OF CONTRIBUTORS	ix
EDITORIAL ADVISORY BOARD	
INTRODUCTION: INTEGRATING RESEARCH PERSPECTIVES ON BUSINESS AND SOCIETY Jocelyn Leitzinger, Brayden G King and Forrest Briscoe	AHO
SECTION I SOCIAL MOVEMENTS AND ORGANIZATIONAL THEORY	
CHAPTER 1 PLUG POWER. SOCIAL MOVEMENTS AND ELECTRIC VEHICLE CHARGING STATIONS IN CALIFORNIA, 1995–2012 Sunasir Dutta, Hayagreeva Rao and Ion Bogdan Vasi	21
CHAPTER 2 NEGOTIATING MORAL BOUNDARIES: SOCIAL MOVEMENTS AND THE STRATEGIC (RE)DEFINITION OF THE MEDICAL IN CANNABIS MARKETS	
Cyrus Dioun	53
CHAPTER 3 MOVEMENT-LED INSTITUTIONAL CHANGE: UNCERTAINTY, NETWORKS, AND THE DIFFUSION OF CONTENTIOUS PRACTICES IN ORGANIZATIONAL FIELDS	
Forrest Briscoe and Sean Safford	

Ana M. Aranda and Tal Simons

261

CONTRIBUTION TO UNDERSTANDING ACTIVISM	
AROUND CORPORATIONS AND MARKETS Sarah A. Soule	129
SECTION II SOCIAL MOVEMENTS AND STAKEHOLDERS	
CHAPTER 5 THE NEGATIVE RELATIONSHIP BETWEEN EVENT-SPECIFIC CORPORATE SOCIAL RESPONSIBILITY AND SHAREHOLDER VALUE Susan A. Kayser	143
CHAPTER 6 BRIDGING SOCIAL MOVEMENT AND INDUSTRIAL RELATIONS THEORY: AN ANALYSIS OF WORKER ORGANIZING CAMPAIGNS IN THE UNITED STATES AND CHINA Maite Tapia, Manfred Elfström and Denisse Roca-Servat	173
CHAPTER 7 NOT A DROP TO DRINK? DRINKING WATER QUALITY, SYSTEM OWNERSHIP, AND STAKEHOLDER ATTENTION	HO IVIA
A. Wren Montgomery, Thomas P. Lyon and Dan Zhao	207
CHAPTER 8 INFLUENCE STAKEHOLDERS, INFLUENCE THE WORLD	
Michael L. Barnett	247
SECTION III SOCIAL MOVEMENTS AND NON-MARKET STRATEGY	

CHAPTER 9 ON TWO SIDES OF THE SMOKE

CORPORATIONS USE PROTESTS, CAMPAIGN

INSTITUTIONAL CHANGE

Ana M. Aranda and Tal Simons

SCREEN: HOW ACTIVIST ORGANIZATIONS AND

CONTRIBUTIONS, AND LOBBYISTS TO INFLUENCE

CHAPTER 4 SOCIAL MOVEMENT THEORY'S

INDEX

383

Confre de Socialogie des Objetinisations

CHAPTER 10 FAILURE OR SUCCESS? DEFENSIVE	
STRATEGIES AND PIECEMEAL CHANGE	
AMONG RACIAL INEQUALITIES IN THE BRAZILIAN	
BANKING SECTOR	
Mario Aquino Alves and Marcus Vinícius Peinado Gomes	317
CHAPTER 11 NON-MARKET STRATEGY AND	
SOCIAL MOVEMENTS RESEARCH: WHAT ARE	
THE GAINS FROM TRADE?	
Thomas P. Lyon	349
AFTERWORD BROADENING BUSINESS AND	
SOCIETY RESEARCH: A POSTSCRIPT ON	
THE LIMITS OF STRATEGIC ACTION	
Michael Lounsbury	369