



AT LARGE

## N. CRAIG SMITH

Affiliate Professor of Ethics and Social Responsibility

The INSEAD Chaired Professor of Ethics and Social Responsibility

[CV](#)

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### BIOGRAPHY

Professor N. Craig Smith has been on the INSEAD faculty for the past ten years as the INSEAD Chair in Ethics and Social Responsibility at INSEAD in Fontainebleau, France. He is also the Academic Director of the CSR & Ethics Research Group in the INSEAD Social Innovation Centre. He was previously on the faculties of London Business School, Georgetown University, and Harvard Business School. Smith directs the [INSEAD Healthcare Compliance Implementation Leadership Programme](#).

Smith's research is at the intersection of business and society, encompassing business/marketing ethics, corporate social responsibility, and sustainability strategies. His current projects include research that examines different conceptions of the purpose of the firm; whether (and which) employees will sacrifice pay to work for more socially responsible firms; stakeholder judgments of value; and strategic drivers of corporate social responsibility/sustainability, including sustainable consumption. He is also conducting research as part of an EU-funded Horizons 2020 project on social innovation strategies to promote sustainability through community adoption of biogas.

Smith is the author, coauthor or coeditor of seven books and over thirty academic articles in journals such as Business Ethics Quarterly, Business & Professional Ethics Journal, California Management Review, Harvard Business Review, Journal of Business Ethics, Journal of Consumer Psychology, Journal of Marketing, Journal of Public Policy & Marketing, and MIT Sloan Management Review, as well as various book chapters and other publications. He has developed over forty case studies on business ethics and CSR/sustainability, including many award-winners and best-sellers. His latest book is The Moral Responsibility of Firms (with Orts; published by Oxford University Press, 2017). Forthcoming later this year is Managing the Sustainable Business (with Lenssen; published by Springer). As well as a regular speaker at international conferences, he also conducts workshops with various organizations on business ethics and corporate responsibility/sustainability and serves on the Scientific Committee of Vigeo, the corporate social responsibility rating agency.

## RESEARCH AREAS

Corporate Social Responsibility/Sustainability, Business/Marketing Ethics, Consumer Boycotts, Sustainable Consumption, Deception in Marketing, Stakeholder Theory, Stakeholder Engagement

## TEACHING AREAS

Business Ethics, Strategic Corporate Social Responsibility/Sustainability, Social Innovation

## PUBLICATIONS

- Beyond the Win-Win: Creating Shared Value Requires Ethical Frameworks
- Stakeholder Judgments of Value
- Shareholder Primacy, Corporate Social Responsibility, and the Role of Business Schools
- Shareholder vs. Stakeholders: How Liberal and Libertarian Political Philosophy Frames the Basic Debate in Business Ethics
- Choice without Awareness: Ethical and Policy Implications of Defaults
- How Gap Inc. Engaged With its Stakeholders
- Marketing's Consequences: Stakeholder Marketing and Supply Chain Corporate Social Responsibility Issues
- The New Marketing Myopia
- Social Contract Theory and the Ethics of Deception in Consumer Research
- Why Managers Fail to Do the Right Thing: An Empirical Study of Unethical and Illegal Conduct
- The Moral Responsibility of Firms
- Managing Sustainable Business: An Executive Education Case and Textbook
- Marketing Ethics
- Global Challenges in Responsible Business
- Mainstreaming Corporate Responsibility

## CASE WEBSITES

- The Man in the Mirror (A & B)
- INEOS ChlorVinyls