



STRATEGY'S INNOVATION AND CREATIVITY WORKSHOP

in cooperation with the UCLA Sociology Department's
Knowledge & Cognitive Systems Working Group presents



Brayden King

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12:00 p.m. – 1:30 p.m.

Haines Hall, Room 279
UCLA

“From Policy to Practice: The Influence of Social Movements on Corporate Policy Implementation” by Brayden King

Social movements have been shown to influence corporate policies in a number of ways, including by gaining concessions from boycotts and protests, influencing firms to adopt socially responsible practices, and enabling the diffusion of social innovations. But what impact, if any, do activists have on the implementation of new practices? One possibility is that social movements' influence is largely symbolic. Firms' responses to activists are purely a form of impression management to avoid reputational threats without any intent to reform their practices. Another possibility is that activists influence the implementation of new policies, especially in firms that have internal capacity for reform. This presentation will look at social movements' influence over implementation of practices aimed at addressing customer safety and human rights. In addition, I will show an analysis that investigates the impact of activists' efforts to reform executive compensation practices in the United States.
