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Shareholder Capitalism and Environmental Sustainability: Socially Responsible Investors’ Resources for Effective Campaign Strategy

Proposal Abstract:

This research project investigates an aspect of responsible approach to shareholder capitalism, the socially responsible investing (SRI) shareholders’ engagements in corporate environmental sustainability. A specific research issue is how SRI shareholders take advantage of their resources to influence for corporate sustainability issues in their shareholder campaigns. As determinants for effective shareholder campaigns about corporate sustainability issues, this study pays attention to three types of resources such as social networks, identity, and financial resource. This study contributes to our understanding of the non-material and material resources employed in the process of shareholder campaigns, using the field of resource-based approach and corporate social responsibility and sustainability literatures. Moreover, this project will provide a practical guideline for integrating environment-friendly mindsets (ex. blue economy) with shareholder capitalism.

Awarded: $9,014.38