

1. Record Nr.	UNINA9910337803203321
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Titolo	Corporate Citizenship and Higher Education : Behavior, Engagement, and Ethics / / by Morgan R. Clevenger
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2019
ISBN	9783030024475 3030024474
Edizione	[1st ed. 2019.]
Descrizione fisica	1 online resource (281 pages) : illustrations
Disciplina	370.113 378.1035
Soggetti	Business ethics Education, Higher Business Ethics Higher Education
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1. Introduction: Organizational Theories and an Overview of Research Findings -- 2. Research Methods -- 3. Higher Education's Motives for Corporate Support -- 4. Corporate Motives for Supporting Higher Education -- 5. Ethics, Behavioral Expectations, and Realities -- 6. Contexts for Inter-organizational Engagement: Societal Concerns, Government Behavior, and Other Findings -- 7. The Complexity of Inter-organizational Relationships: Cross-unit Analysis, Discussion, and Implications.
Sommario/riassunto	This book examines corporate citizenship through the inter-organizational relationships between a public American doctoral research university and six of its corporate partners. The author discusses why US corporations engage as corporate citizens in relationships with higher education institutions and gauges the ethical concerns that may arise from such relationships. As governments continue to cut funding, support from individuals and corporations becomes continually more important. This research contributes to the corporate citizenship literature by providing a broad, holistic discussion

to understand the range of motives and ROI expectations of corporate engagement in the American society as evidenced by inter-organizational relationships with higher education. This book is useful to provide both researchers and practitioners in corporations and higher education with insights to better design and manage inter-organizational relationships.
