

RESEARCH SEMINAR



EDWARDS
SCHOOL OF BUSINESS
UNIVERSITY OF SASKATCHEWAN

EDWARDS SCHOOL OF BUSINESS
NUTRIEN CENTRE

25 Campus Drive

May 14, 12:00pm - 12:45pm

Virtual: WebEx



Maureen Bourassa

Associate Professor of
Management and Marketing



Laurel Steinfield

Assistant Professor, Marketing
Bentley University

The Social Impact of Stakeholder Engagements: A Community-Centric Perspective

Abstract:

Our presentation illuminates the various effects that companies' stakeholder engagements efforts, and resulting perceptions of (in)justices, can have on communities. Drawing on in-depth interviews with stakeholders engaged in nuclear sector developments and applying a social impact lens, we ask: Why do differences in perceived (in)justices from a firm's stakeholder engagement occur among community members? What are the impacts of these divergent views on the social fabric of relations, both between the company and community and within the community? We extend current theorizing on stakeholder engagements and businesses' social impact by delving into the heterogeneity within communities. Our presentation reveals four different ways community members experience stakeholder engagement. By exploring these engagement experiences and their consequences, we provide insights into the dynamics of respect, trust, and conflict, and we raise awareness of how businesses can consider their social impacts on intra-community relations.

Please join us for the event!

TOGETHER



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