

References

- Abbott, E., Borchert, A., Dwyer, M., Fuller, C., Gibbs, G., Hanifan, M., . . . Zeller, K. (2011). *Five elements of a successful twenty-first century university corporate relations program*. White Paper. Network of Academic Corporate Relations Officers Benchmarking Committee. Retrieved from http://web.mac.com/nacro/NACRO/Welcome_files/White_Paper_FINAL.pdf.
- Acar, W., Aupperle, K. E., & Lowry, R. M. (2001). An empirical exploration of measures of social responsibility across the spectrum of organization types. *International Journal of Organizational Analysis*, 9(1), 26–57.
- Achbar, M., & Abbott, J. (2003). *The corporation*. Toronto, ON: Big Picture Media Corporation.
- Advanced Certified Fundraising Executives (ACFRE). (2018). *Current ACFRE Certificants*. Retrieved from <http://www.acfre.org/current-acfres.html>.
- Africa Redemption Magazine. (2013, November 25). *Until the Story of the Hunt Is Told by the Lion*. . . Retrieved from <http://africarm.org/until-the-story-of-the-hunt-is-told-by-the-lion-1407/>.
- Aggerholm, H. K., & Trapp, N. L. (2014). Three tiers of CSR: An instructive means of understanding and guiding contemporary company approaches to CSR? *Business Ethics: A European Review*, 23(3), 235–247.
- Aiken, M., & Hage, J. (1968). Organizational interdependence and intra-organizational structure. *American Sociological Review*, 33(6), 912–930.
- Aiman-Smith, L., Bauer, T. N., & Cable, D. N. (2001). Are you attracted? Do you intent to pursue? A recruiting policy-capturing study. *Journal of Business and Psychology*, 16(2), 219–237.
- Ajzen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting social behavior*. Englewood Cliffs, NJ: Prentice Hall.
- Albert, S., & Whetten, D. A. (1985). Organizational identity. In L. L. Cummings & B. M. Straw (Eds.), *Research in organizational behavior: An annual series of analytical essays and critical reviews* (Vol. 7, pp. 263–295). Greenwich, CT: JAI Press.
- Albinger, H. S., & Freeman, S. J. (2000). Corporate social performance and attractiveness and an employer to different job seeking populations. *Journal of Business Ethics*, 28(3), 2243–2253.
- Alchian, A. A. (1950). Uncertainty, evolution, and economic theory. *Journal of Political Economy*, 58(3), 211–221.
- Aldrich, H. E. (1979). *Organizations and environments*. Englewood Cliffs, NJ: Prentice Hall.
- Alexander, L., Coleman, R., Bennett, E., Dam, K. W., Delaney, H. R. J., Dennis, K. O., . . . Williams, S. A. (1997). *Giving better, getting smarter: The report of the National Commission on Philanthropy and Civic Renewal*. Washington, DC: National Commission on Philanthropy and Civil Renewal.

- Alter, C., & Hage, J. (1993). *Organizations working together*. Newbury Park, CA: SAGE Publishing.
- Altman, B. W., & Vidaver-Cohen, D. (2000). A framework for understanding corporate citizenship: Introduction to the special edition of *Business and Society Review* "Corporate Citizenship for the New Millennium". *Business and Society Review*, 105(1), 1–7.
- Amburgey, T. L., & Rao, H. (1996). Organizational ecology: Past, present, and future directions. *The Academy of Management Journal*, 39(5), 1265–1286.
- American Association of State Colleges and Universities (AASCU). (1986). *The higher education-economic development connection: Emerging roles for public colleges in a changing economy*. Washington, DC: American Association of State Colleges and Universities.
- American Association of Universities (AAU). (2018). *Economic impact*. Washington, DC: AAU. Retrieved from <https://www.aau.edu/education-service/service/economic-impact>. Document: <https://www.aau.edu/sites/default/files/AAU%20Files/AAU%20Documents/AAU-BTN-Economic-Impact.pdf>.
- American Association of University Professors (AAUP). (2014). *AAUP recommended principles & practices to guide academic-industry relationships*. Washington, DC: AAUP. Retrieved from https://www.insidehighered.com/sites/default/server_files/files/aaupacademyindustry.pdf.
- American Association of University Professors (AAUP). (2018). *About the AAUP*. Retrieved from <http://www.aaup.org/about-aaup>.
- Anderson, D. (2009, August 13–14). The relentless pursuit of collaborative corporate relations. Presentation at the NACRO annual meeting, Seattle, WA. Retrieved from <http://web.mac.com/nacro/NACRO/Toolbox.html>.
- Andresen, K. (2006). *Robin Hood marketing: Stealing corporate savvy to sell just causes*. San Francisco, CA: John Wiley & Sons.
- Arbo, P., & Bennenworth, P. (2007). *Understanding the regional contribution of higher education institutions: A literature review*. OECD Working Papers, 9. Paris: OECD Publishing. doi:10.1787/161208155312.
- Arevalo, J. A., & Aravind, D. (2017). Strategic outcomes in voluntary CSR: Reporting economic and reputational benefits in principles-based initiatives. *Journal of Business Ethics*, 144, 201–217.
- Arthur, W. B. (1989). Competing technologies, increasing returns, and lock-in by historical events. *The Economic Journal*, 99(394), 116–131.
- Arulampalam, W., & Stoneman, P. (1995). An investigation into the givings by large corporate donors to UK charities, 1979–1986. *Applied Economics*, 27, 935–945.
- Ashforth, B. E., & Mael, F. (1989). Social identity theory and the organization. *Academy of Management Review*, 14(1), 20–39.
- Association of Fundraising Professionals (AFP). (2018). *About AFP*. Retrieved from <http://www.afpnet.org/About/content.cfm?itemnumber=619>.
- Astley, W. G., & Van de Ven, A. H. (1983). Central perspectives and debates in organization theory. *Administrative Science Quarterly*, 28(June), 245–270.
- Atterton, J. (2007). The 'strength of weak ties': Social networking by business owners in the Highlands and Islands of Scotland. *Sociologia Ruralis*, 47(3), 228–245.
- Audretsch, D. B., & Lehmann, E. E. (2005). Does the knowledge spillover theory of entrepreneurship hold for regions? *Research Policy*, 34(8), 1191–1202.

- Abländer, M. S., & Curbach, J. (2014). The corporation as Citizen? Towards an understanding of corporate citizenship. *Journal of Business Ethics*, 120, 541–554.
- Backhaus, K. B., Stone, B. A., & Heiner, K. (2002). Exploring the relationship between corporate social performance and employer attractiveness. *Business and Society*, 41(3), 292–318.
- Baden, D., & Harwood, I. A. (2013). Terminology matters: A critical exploration of corporate social responsibility terms. *Journal of Business Ethics*, 116, 615–627. doi: 10.1007/2/10551-012-1498-9.
- Bakan, J. (2004). *The corporation: The pathological pursuit of profit and power*. New York, NY: Free Press.
- Baker, T. (1999). *Doing well by doing good: The bottom line on workplace practices*. Washington, DC: Economic Policy Institute.
- Ballmer. (2009). *Corporate citizenship @ Microsoft: Addressing societal needs in the global community*. Retrieved from http://download.microsoft.com/.../Microsoft_Corporate_Citizenship_Annual_Report_2009.pdf.
- Bar-Tal, D. (1976). *Pro-social behavior: Theory and research*. Washington, DC: Hemisphere Publishing Corporation.
- Barabel, M., & Meier, O. (2012). How profound changes in stakeholder relations allowed a SME to enter and gain a foothold in a highly competitive sector. *International Business Research*, 7(4), 84–96.
- Barnard, J. W. (1990). Exxon collides with “Valdez principles”. *Business and Society Review*, 74, 32.
- Barnett, M. L., Hartmann, J., & Salomon, R. M. (2018). Have you been served? Extending the relationship between corporate social responsibility and lawsuits. *Academy of Management Discoveries*, 4(21), 218–242. Retrieved from <https://journals.aom.org/doi/pdf/10.5465/amd.2015.003>.
- Bartlett, C. A., & Ghoshal, S. (2002). Building competitive advantage through people. *MIT Sloan Management Review*, 43(2), 34–41.
- Basu, T. (2015, October 4). New Google parent company drops ‘Don’t Be Evil’ motto. *Time*. Retrieved from <http://time.com/4060575/alphabet-google-dont-be-evil/>.
- Baumann-Pauly, D., & Scherer, A. G. (2013). The organizational implementation of corporate citizenship: An assessment tool and its application at UN Global Compact participants. *Journal of Business Ethics*, 117, 1–17.
- Baum, J. A. C., & Oliver, C. (1996). Toward an institutional ecology of organizational founding. *The Academy of Management Journal*, 39(5), 1378–1427.
- Beckman, M., & Pies, I. (2008). Sustainability by corporate citizenship: The moral dimension of sustainability. *The Journal of Corporate Citizenship*, 31, 45–57.
- Beiser, K. J. (2005). *Fundraising in the nonprofit sector: An analytical look at donor perceptions of how their donations are used to elicit more donations*. Unpublished dissertation, Capella University, Minneapolis, MN.
- Benassy, J. P. (1982). *The economics of market disequilibrium*. New York, NY: Academic Press.
- Benioff, M., & Adler, C. (2007). *The business of changing the world: Twenty great leaders on strategic corporate philanthropy*. New York, NY: McGraw-Hill.
- Benioff, M., & Southwick, K. (2004). *Compassionate capitalism*. Franklin Lakes, NJ: Career Press.

- Bercovitz, J., & Feldmann, M. (2006). Entrepreneurial universities and technology transfer: A conceptual framework for understanding knowledge-based economic development. *Journal of Technology Transfer*, 31, 175–188.
- Berezin, V. (2010). Social reporting: Getting a clear picture. *The Corporate Citizen*, 4, 11–13.
- Berger, N., & Fisher, P. (2013). *A well-educated workforce is key to state prosperity*. Washington, DC: Economic Policy Institute. Retrieved from <https://www.epi.org/publication/states-education-productivity-growth-foundations/>.
- Berheide, C. W. (2007). Doing less work, collecting better data: Using capstone courses to assess learning. *Peer Review*, 9, 27–30.
- Berle, A. A., & Means, G. C. (1968). *The modern corporation and private property*. New York, NY: Harcourt, Brace & World.
- Besikof, R. J. (2010). *The role of the community college president in fundraising: A best practices study*. Unpublished doctoral dissertation, University of California, Los Angeles, CA.
- Bhattacharya, C. B., Sen, S., & Korschun, D. (2008). Using corporate social responsibility to win the war for talent. *MIT Sloan Management Review*, 49(2), 36–44.
- Bird, R., Hall, A. D., Momentè, F., & Reggiani, F. (2007). What corporate social responsibility activities are valued by the market? *Journal of Business Ethics*, 76, 189–206.
- Birnbaum, R. (2000). *Management fads in higher education*. San Francisco, CA: Jossey-Bass.
- Bishop, M., & Green, M. (2008). *Philanthrocapitalism: How the rich can save the world*. New York, NY: Bloomsbury Press.
- Bittner, E. (1965). The concept of organization. *Social Research: An International Quarterly*, 32(2), 239–255.
- Blasco, J. L., & King, A. (2018). *The road ahead: The KPMG Survey of Corporate Responsibility Reporting 2017*. Retrieved from <https://assets.kpmg.com/content/dam/kpmg/xx/pdf/2017/10/kpmg-survey-of-corporate-responsibility-reporting-2017.pdf>.
- Blau, P. M. (1964a). *Exchange in power in social life*. New York, NY: John Wiley & Sons.
- Blau, P. M. (1964b). Justice in social exchange. *Sociological Inquiry*, 34(2), 193–206. doi: 10.1111/j.1475-682X.1964.tb00583.x
- Blau, P. M., & Scott, W. R. (1962). *Formal organizations: A comparative approach*. San Francisco, CA: Chandler.
- Blois, K. J. (1999). Trust in business to business relationships: An evaluation of its status. *Journal of Management Studies*, 36(2), 197–215.
- Blombäck, A., & Wigren, C. (2009). Challenging the importance of size as determinant for CSR activities. *Management of Environmental Quality: An International Journal*, 20(3), 255–270.
- Bloom, B. S. (1984). *Taxonomy of educational objectives*. Boston, MA: Allyn & Bacon.
- Boccalandro, B. (2009). *Mapping success in employee volunteering: The drivers of effectiveness for employee volunteering and giving programs and Fortune 500 performance*. Boston, MA: Boston College Center for Corporate Citizenship.

- Bok, D. (2003a). Academic values and the lure of profit. *The Chronicle of Higher Education*, 49(30), B7.
- Bok, D. (2003b). *Universities in the marketplace: The commercialization of higher education*. Princeton, NJ: Princeton University Press.
- Boldrin, M., & Levine, D. K. (2013). The case against patents. *Journal of Economic Perspectives*, 27(1), 3–22.
- Bolman, L. G., & Deal, T. D. (2017). *Reframing organizations: Artistry, choice, and leadership* (6th ed.). San Francisco, CA: John Wiley & Sons.
- Bonner, E. R. (1968). The economic impact of a university on its local community. *Journal of the American Institute of Planners*, 34(5), 339–343.
- Boston College Corporate Citizenship Centre (BCCCC). (2018). *About the Boston College Center for Corporate Citizenship*. Retrieved from <https://ccc.bc.edu/content/ccc/about.html>.
- Boston College Center for Corporate Citizenship (BCCCC). (2012). *The state of corporate citizenship 2012 – Highlights*. Retrieved from <http://www.bcccc.net/pdf/SOCC2012HighlightPresentation.pdf>.
- Boston College Center for Corporate Citizenship (BCCCC). (2017). *The state of corporate citizenship 2017 – Executive summary*. Retrieved from https://bc-ccc.uberflip.com/i/774252-stateofcorporatcitizenship2017-exsummary/0?_ga=2.145964276.1171905415.1530405652-1497697056.1530200460.
- Boulding, K. E. (1983). Evolutionary economics. *Journal of Business Ethics*, 2(2), 160–162.
- Bouse, G. A. (2001). *Factors related to levels of presidential satisfaction with fund raising at selected colleges and universities*. Unpublished doctoral dissertation, Indiana University, Bloomington, IN.
- Boverini, L. (2008). When venture philanthropy rocks the ivory tower. In A. Walton & M. Gasman (Eds.), *Philanthropy, volunteerism, and fundraising* (pp. 876–892). Upper Saddle River, NJ: Pearson.
- Bowen, H. R. (1953). *Social responsibility of the businessman*. New York, NY: Harper & Row.
- Boyd, D. P., & Halfond, J. A. (1990). Corporate ties and integrity at U.S. business schools. *The Chronicle of Higher Education*, 36(38), A44.
- Boyte, H. C. (2004). *Everyday politics: Reconnecting citizens and public life*. Philadelphia, PA: University of Pennsylvania.
- Bozonelos, N. (2006). Mentoring and expressive network resources: Their relationship with career success and emotional exhaustion among Hellenes employees involved in emotion work. *International Journal of Human Resource Management*, 17(2), 362–378.
- Bradley, D. (2015, July 21). Edelman's Carol Cone forms purpose-driven collaborative consultancy. *PR Week*. Retrieved from <https://www.prweek.com/article/1356697/edelmans-carol-cone-forms-purpose-driven-collaborative-consultancy>.
- Brainy Quote. (2018). *Robert Louis Stevenson quotes*. Retrieved from https://www.brainyquote.com/authors/robert_louis_stevenson.
- Brammer, S., & Millington, A. (2005). Corporate reputation and philanthropy: An empirical analysis. *Journal of Business Ethics*, 61(1), 29–44.
- Bramwell, A., & Wolfe, D. A. (2008). Universities and regional economic development: The entrepreneurial University of Waterloo. *Research Policy*, 37(8), 1175–1187.

- Brennan, M. J. (2000). Strategic corporate alliances: The importance of internal institutional collaborations. In M. K. Murphy (Ed.), *Corporate and foundation support: Strategies for funding education in the 21st century* (pp. 51–54). New York, NY: CASE.
- Brief, A. P., & Motowidlo, S. J. (1986). Pro-social organizational behaviors. *Academy of Management Review*, 11(4), 710–725.
- Bright, D. S., Fry, R. E., & Cooperrider, D. L. (2006). Transformative innovations for the mutual benefit of business, society, and environment. *BAWB Interactive Working Paper Series*, 1(1), 17–33.
- Brock, D. (2007, July 5). Focus on a customer's need to buy, not on your need to sell. *EyesOnSales*. Retrieved from http://www.eyesonsales.com/content/article/focus_on_a_customers_need_to_buy_not_your_need_to_sell.
- Brockner, J., Senior, D., & Welch, W. (2014). Corporate volunteerism, the experience of self-integrity, and organizational commitment: Evidence from the field. *Social Justice Research*, 27, 1–23. doi:10.1007/s11211-014-0204-8
- Bromiley, P., & Cummings, L. L. (1995). Transaction costs in organizations with trust. In R. Bies, R. Lewicki & B. Sheppard (Eds.), *Research in negotiations in organizations* (pp. 219–250). Bingley: Emerald Publishing Limited.
- Brown, D. A. (1992). *The role of the Bible college president as fund-raiser*. Unpublished doctoral dissertation, University of Florida, Gainesville, FL.
- Brown, M. C. (2004). Making the case for corporate philanthropy: A key element of success. In H. P. Karoff (Ed.), *Just money: A critique of contemporary American philanthropy* (pp. 151–164). Boston, MA: TPI Editions.
- Brown, J. (2017, December 20). Uber's big claim that it is not really a cab company is bogus, EU court rules. *Gizmodo*. Retrieved from <https://gizmodo.com/uber-s-big-claim-that-it-s-not-really-a-cab-company-is-1821461427>.
- Bruch, H., & Walter, F. (2005). The keys to rethinking corporate philanthropy. *MIT Sloan Management Review*, 47(1), 48–55.
- Brudney, V., & Ferrell, A. (2002). Corporate charitable giving. *The University of Chicago Law Review*, 69(3), 1191–1218.
- Buchanan, P. W. (1991). *Variables influencing corporate giving to higher education in Michigan*. Unpublished doctoral dissertation, The University of Michigan, Ann Arbor, MI.
- Building Business Investment in Community (BBIC). (2002). *The business of giving back: 2002 survey of business and community giving*. Retrieved from http://www.mnchamber.com/foundation/2002_Summary_Report.pdf.
- Burlingame, D. F., & Frishkoff, P. A. (1996). How does firm size affect corporate philanthropy? In D. F. Burlingame & D. R. Young (Eds.), *Corporate philanthropy at the crossroads* (pp. 86–104). Bloomington, IN: Indiana University Press.
- Burson, E. N. (2009, August 13–14). Management of the long-term relationship. Presentation at the NACRO annual meeting, Seattle, WA. Retrieved from <http://web.mac.com/nacro/NACRO/Toolbox.html>.
- Burt, R. S. (2009). *Structural holes: The social structure of competition*. Cambridge, MA: Harvard University Press.
- Bush, V. (1945). *Science, the endless frontier: A report to the president*. Washington, DC: U.S. Government Printing Office.
- Bushong, E. S. (1990). *Corporate transformation: An ethical imperative*. Unpublished doctoral dissertation, The Union Institute, Cincinnati, OH.

- Business-Higher Education Forum (BHEF). (2018). *About BHEF*. Retrieved from <http://www.bhef.com/about>.
- Byrne, J. A., Cosgrove, J., Hindo, B., & Dayan, A. (2002). The new face of philanthropy: Today's donors are more ambitious, get more involved, and demand results. *Business Week*, 3810, 82–94.
- Caboni, T. C. (2010). The normative structure of college and university fundraising behaviors. *The Journal of Higher Education*, 81(3), 339–365.
- Caboni, T. C., & Proper, E. (2007). *Dissertations related to fundraising and their implications for higher education research*. Louisville, KY: Association for Research of Higher Education.
- Cahill, D. T. (2003). *Understanding and influencing fund raising leadership*. Unpublished doctoral dissertation, University of Pennsylvania, Philadelphia, PA.
- Caldert, C. C. (1983). Industry investment in university research. *Science, Technology, and Human Values*, 8(2), 24–32.
- Callanan, G. A. (2003). What price career success? *Career Development International*, 8(3), 126–133.
- Camilleri, M. A. (2017a). *CSR 2.0 and the new era of corporate citizenship*. Harrisburg, PA: IGI Global.
- Camilleri, M. A. (2017b). *Corporate sustainability, social responsibility and environmental management: An introduction to theory and practice with case studies*. Heidelberg: Springer.
- Camilleri, M. A. (2017c). The corporate sustainability and responsibility proposition: A review and appraisal. In M. A. Camilleri (Ed.), *CSR 2.0 and the new era of corporate citizenship* (pp. 1–16). Hershey, PA: IGI Global.
- Campbell. (2018a). *2018 Corporate social responsibility report executive summary: Where we're headed*. Camden, NJ: Campbell Soup Company.
- Campbell. (2018b). *Campbell named to 100 best corporate citizens list*. Retrieved from www.campbellsoupcompany.com/newsroom/press-releases/campbell-named-100-best-corporate-citizens-list/.
- Campbell. (2018c). *Campbell 2018 corporate responsibility report*. Retrieved from http://www.campbellcsr.com/_pdfs/2018_Campbells_CR.pdf.
- Carducci, R. (2010). *Academic capitalism in student affairs organizations: Examining the business of student development*. ProQuest published doctoral dissertation, University of California, Los Angeles, CA.
- Cannon, M. D., & Edmondson, A. C. (2005). Failing to learn and learning to fail (intelligently): How great organizations put failure to work to innovate and improve. *Long Range Planning*, 38(3), 299–319.
- Carey, K. (2012, August 1–3). Partnering with universities NACRO 2012: Managing different drivers of corporate funding – Research funding, branding/marketing, and recruiting. Presentation at the NACRO conference, Evanston, IL. Retrieved from <http://www.nacroonline.org/conference-presentations>.
- Carnegie Foundation for the Advancement of Teaching™. (2018). *The Carnegie classification of institutions of higher education™*. Retrieved from <http://classifications.carnegiefoundation.org>.
- Carroll, A. B. (1979). A three-dimensional conceptual model of corporate performance. *Academy of Management Review*, 4(4), 497–505.

- Carroll, A. B. (1991). The pyramid of corporate social responsibility: Toward the moral management of organizational stakeholders. *Business Horizons*, 34(4), 39–48.
- Carroll, A. B. (1998). The four faces of corporate citizenship. *Business and Society Review*, 100(1), 1–7.
- Carroll, A. B., & Buchholtz, A. K. (2014). *Business & society: Ethics and stakeholder management* (9th ed.). Mason, OH: Thomson South-Western.
- Carroll, G. R., & Hannan, M. T. (2004). *The demography of corporations and industries*. Princeton, NJ: Princeton University Press.
- Casper, W. J., & Buffardi, L. C. (2004). Work-life benefits and job pursuit intentions: The role of anticipated organizational support. *Journal of Vocational Behavior*, 65(3), 391–410.
- Castaldo, S., Perrini, F., Misani, N., & Tencati, A. (2009). The missing link between corporate social responsibility and consumer trust: The case of fair trade products. *Journal of Business Ethics*, 84, 1–15.
- Castillo, R. D., Colledge, B., Ellerbrock, M., Haroldsen, V., Noghera, C., Patera, S., & See, J. (2015). *Engagement of academic corporate relations officers in university-industry centers of research excellence*. White Paper. Network of Academic Corporate Relations Officers Benchmarking Committee. Retrieved from http://macrocon.org/sites/default/files/NACRO_whitepaper_centers_of_excellence.pdf.
- CB Insights. (2018, June 7). *From AT&T to xerox: 70 corporate innovation labs*. Research brief. Retrieved from <https://www.cbinsights.com/research/corporate-innovation-labs/>.
- Cegarra-Navarro, J.-G., & Martinez-Martinez, A. (2009). Linking corporate social responsibility with admiration through organizational outcomes. *Social Responsibility Journal*, 5(4), 499–511.
- Certified Fundraising Executive (CFRE). (2018). *About*. Retrieved from <http://www.cfre.org/about/>.
- Charlebois, S., Hughes, J. C., & Hielm, S. (2013). Corporate philanthropy and channel impact in food security: The case “Nourish” by Campbell’s Canada. *British Food Journal*, 117(2), 861–879.
- Cheeseman, H. (2015). *Business law: Legal environment, online commerce, business ethics, and international issues* (9th ed.). Upper Saddle River, NJ: Prentice Hall.
- Chernow, R. (1998). *Titan: The life of John D. Rockefeller, Sr.* New York, NY: Random House.
- Chesbrough, H. W., & Appleyard, M. M. (2007). Open innovation and strategy. *California Management Review*, 50(1), 57–76.
- Choi, S. H. (2015). *Global citizenship education: Topics and learning objectives*. New York, NY: United Nations Educational, Scientific, and Cultural Organization (UNESCO). Retrieved from <http://unesdoc.unesco.org/images/0023/002329/232993e.pdf>.
- Ciampa, D. L. (2009). *Community college vice presidents for institutional advancement: Role expectations, fundraising responsibilities, professional relationships, and commitment to the institution*. Unpublished doctoral dissertation, Dowling College, Oakdale, NY.
- Ciconte, B. L., & Jacob, J. G. (2009). *Fundraising basics: A complete guide* (3rd ed.). Sudbury, MA: Jones & Bartlett.

- Clark, B. R. (1998). *Creating entrepreneurial universities: Organizational pathways of transformation*. Bingley: Pergamon.
- Clarkson, M. B. E. (1995). A stakeholder framework for analyzing and evaluating corporate social performance. *Academy of Management Review*, 20(1), 92–117.
- Cleland, T. A., Colledge, B., Ellerbrock, M., Lynch, K., McGowan, D., Patera, S., . . . See, J. (2012, August 2). *Metrics for a successful twenty-first century academic corporate relations program*. White Paper. Network of Academic Corporate Relations Officers Benchmarking Committee. Retrieved from <http://www.nacroonline.org>.
- Clevenger, M. R. (2014). *An organizational analysis of the inter-organizational relationships between a public American higher education university and six United States corporate supporters: An instrumental, ethnographic case study using Cone's corporate citizenship spectrum*. Unpublished doctoral dissertation, University of Missouri, Columbia, MO.
- Clevenger, M. R. (2016). Senior leaders as effective fundraisers: A toolbox for dealing with complexities in the new ecology. In H. C. Alphin Jr, J. Lavine, S. Stark & A. Hocker (Eds.), *Facilitating higher education growth through fundraising and philanthropy* (pp. 82–107). Hershey, PA: IGI Global.
- Clevenger, M. R. (2017). Perceptions of entrepreneurs and community: From historical roots to a contemporary kaleidoscope. In M. W.-P. Fortunato & M. R. Clevenger (Eds.), *Toward entrepreneurial community development: Leaping cultural and leadership boundaries* (pp. 10–50). New York, NY: Routledge.
- Clevenger, M. R. (2019). *Corporate citizenship and higher education: Behavior, engagement, and ethics*. New York, NY: Palgrave Macmillan.
- Clevenger, M. R., & MacGregor, C. J. (2016). The role of corporate and foundation relations development officers. In H. C. Alphin Jr, J. Lavine, S. Stark & A. Hocker (Eds.), *Facilitating higher education growth through fundraising and philanthropy* (pp. 256–293). Hershey, PA: IGI Global.
- Clifton, J. (2011). *The coming jobs war: What every leader must know about the future of job creation*. New York, NY: Gallup Press.
- Cloniger, D. S. (1985). *Corporate social responsibility and the business manager: An ethical inquiry*. Unpublished doctoral dissertation, Emory University, Atlanta, GA.
- Cockrum, L. L. (2004). *The impact of presidential leadership behavior on the success in fund raising*. Unpublished doctoral dissertation, Vanderbilt University, Nashville, TN.
- Coelho, P. R. P., McClure, J. E., & Spry, J. A. (2003). The social responsibility of corporate management: A classical critique. *American Journal of Business*, 18(1), 15–24.
- Cohen, A. M. (2010). *The shaping of American higher education: Emergency and growth of the contemporary system* (2nd ed.). San Francisco, CA: Jossey-Bass.
- Collins, J. (2001). *Good to great: Why some companies make the leap...and others don't*. New York, NY: HarperCollins.
- Collins, J., & Hansen, M. T. (2011). *Great by choice: Uncertainty, chaos, and luck—Why some thrive despite them all*. New York, NY: HarperBusiness.
- Collins, J., & Porras, J. I. (1994). *Built to last: Successful habits of visionary companies*. New York, NY: HarperCollins.
- Colon, R. (n.d.). *Professional networking 101: "Developing the known network"*©. Retrieved from <http://www.medtalents.com/images/101.pdf>.

- Committee for Economic Development (CED). (1971). *Social responsibilities of business corporations*. New York, NY: CED. Retrieved from https://www.ced.org/pdf/Social_Responsibilities_of_Business_Corporations.pdf.
- Condon, G. (2011). An idea worth nourishing. *Canadian Grocer*, 125(3), 66.
- Cone, C. (2010a, October 27). The new era of global corporate citizenship & compliance. Presentation at net impact conference, University of Michigan, Ann Arbor, MI.
- Cone, C. (2010b, October 29). Citizenship as strategy: Advancing shared interests in a world of interdependence. Presentation at net impact conference, University of Michigan, Ann Arbor, MI.
- Conill, J., Arinno, A., Garcia-Marza, D., Garrido, E., Gonzalez, E., Llofriú, M., & Soriano, C. (2000). The ethical dimension of corporate culture in the regional community of Valencia. *ETNOR – Economia*, 3, 2–36.
- Conill, J., Luetge, C., & Schönwälder-Kuntze, T. (2008). *Corporate citizenship, contractarianism and ethical theory: On philosophical foundations of business ethics*. Burlington, VT: Ashgate.
- Connelly, T. (2006). Effective knowledge transfer: From research universities to industry. In L. E. Weber & J. J. Duderstadt (Eds.), *Universities and business: Partnering for the knowledge society* (pp. 223–230). London: Economica Ltd.
- Cook, K. S., Levi, M., & Hardin, R. (2009). *Whom can we trust?: How groups, networks, and institutions make trust possible*. New York, NY: Russell Sage Foundation.
- Cook, W. B., & Lasher, W. F. (1996). Toward a theory of fund raising in higher education. *The Review of Higher Education*, 20(1), 33–51.
- Coombe, D. (2011). Corporate citizenship: An expression of love. *Journal of Corporate Citizenship*, 42(Summer), 93–102.
- Córdoba, J.-R., & Campbell, T. (2007). *Implementing CSR initiatives—The contribution of systemic thinking* (pp. 112–130). *Pensamiento & gestión*, 23. Barranquilla: Universidad del Norte.
- Corkindale, G. (2009). *6 networking mistakes and how to avoid them*. Retrieved from <http://blogs.hbr.org/2009/04/6-networking-mistakes-and-how/>.
- Corporation 20/20™. (2018). *Designing for social purpose. About Corporation 20/20. Mission*. Retrieved from <https://www.corporation2020.org/>.
- Cortina, A. (2008). Corporate social responsibility and business ethics. In J. Conill, C. Luetge & T. Schönwälder-Kuntze (Eds.), *Corporate citizenship, contractarianism and ethical theory: On philosophical foundations of business ethics* (pp. 69–78). Burlington, VT: Ashgate.
- Cote, L. S., & Cote, M. K. (1993). Economic development among land-grant institutions. *The Journal of Higher Education*, 64(1), 55–73.
- Council for the Advancement and Support of Education (CASE). (2018). *About CASE*. Retrieved from http://www.case.org/About_CASE.html.
- Covalence. (2018a). *About*. Retrieved from <https://www.covalence.ch/index.php/about-us/>.
- Covalence. (2018b). *Approach*. Retrieved from <https://www.covalence.ch/index.php/approach/>.
- Crane, A., & Matten, D. (2004). Questioning the domain of the business ethics curriculum. *Journal of Business Ethics*, 54(4), 357–369.
- Croissant, J. (2001). Can this campus be bought? Commercial influence in unfamiliar places. *Academe*, 87(5), 44–48.

- Cropper, S., Ebers, M., Huxham, C., & Ring, P. S. (Eds.). (2008). *The Oxford handbook of inter-organizational relations*. New York, NY: Oxford University Press.
- Crow, M. M., & Dabars, W. B. (2015). *Designing the new American university*. Baltimore, MD: Johns Hopkins University Press.
- Crowther, D., & Lauesen, L. M. (2017). *Handbook of research methods in corporate social responsibility*. Northampton, MA: Edward Elgar Publishing.
- Crutchfield, L. R., & Grant, H. M. (2008). *Forces for good: The six practices of high-impact nonprofits*. San Francisco, CA: Jossey-Bass.
- CSRHUB. (2018). *Campbell named to the Dow Jones sustainability indices for ninth consecutive year*. Retrieved from https://www.csrhub.com/CSR_and_sustainability_information/Campbell-Soup-Company/CSR_news/.
- Culliton, B. J. (1982). Pajaro Dunes: The search for consensus. *Science*, 216(4542), 155–156, 158.
- Cummings, D. L. (1991). Building relationships with grant seekers. In J. P. Shannon (Ed.), *The corporate contributions handbook: Devoting private means to public needs* (pp. 299–309). San Francisco, CA: Jossey-Bass.
- Cunningham, M. (1972). *Private money and public service: The role of foundations in American society*. New York, NY: McGraw-Hill.
- Currall, S. C., & Judge, T. A. (1995). Measuring trust between organizational boundary role persons. *Organizational Behavior and Human Decision Processes*, 64(2), 151–170.
- Curti, M., & Nash, R. (1965). *Philanthropy in the shaping of American higher education*. Rahway, NJ: Quinn & Boden Company.
- Danko, D., Goldberg, J. S., Goldberg, S. R., & Grant, R. (2008). Corporate social responsibility: The United States vs. Europe. *The Journal of Corporate Accounting & Finance*, 19(6), 41–47.
- DaSilva, A., & Kerkian, S. (2008). *Past. Present. Future. The 25th anniversary of cause marketing*. Boston, MA: Cone.
- Davidsson, P. (2008). *The entrepreneurship research challenge*. Cheltenham: Edward Elgar Publishing.
- Davis, D., & Binder, A. (2016). Selling students: The rise of corporate partnership programs in university career centers. In E. P. Berman & C. Paradeise (Eds.), *The university under pressure. Research in the sociology of organizations* (Vol. 46, pp. 395–422). Bingley: Emerald Publishing Limited.
- Daw, J. S., & Cone, C. (2011). *Breakthrough nonprofit branding: Seven principles to power extraordinary results*. Hoboken, NJ: John Wiley & Sons.
- Day, G. S., & Wensley, R. (1988). Assessing advantage: A framework for diagnosing competitive superiority. *Journal of Marketing*, 52, 45–57.
- De George, R. T. (2014). *Business ethics* (7th ed.). Upper Saddle River, NJ: Prentice Hall.
- DeAngelo, L., & Cohen, A. (2000). *Privatization: The challenge ahead for public higher education*. Washington, DC: U.S. Department of Education.
- DeMasi, E. (2010). *The 2010 corporate social responsibility index*. Retrieved from <http://www.bcccc.net/pdf/CSRIReport2010.pdf>.
- DeMillo, R. A. (2011). *Abelard to Apple: The fate of American colleges and universities*. Cambridge, MA: Massachusetts Institute of Technology.

- Detomasi, D. A. (2007). The political roots of corporate social responsibility. *Journal of Business Ethics*, 82, 807–819.
- Devereux, M. T., & Gallarza, M. G. G. (2017). Social value co-creation: Insights from consumers, employees, and managers. In M. A. Camilleri (Ed.), *CSR 2.0 and the new era of corporate citizenship* (pp. 1–16). Hershey, PA: IGI Global.
- Dienhart, J. W. (1988a). Charitable investments: A strategy for improving the business environment. *Journal of Business Ethics*, 7(1/2), 63–71.
- Dienhart, J. W. (1988b). Ethical and conceptual issues in charitable investments, cause related marketing, and advertising. *Business & Professional Ethics Journal*, 7(3/4), 47–59.
- Dion, M. (1996). Organizational culture as matrix of corporate ethics. *International Journal of Organizational Analysis*, 4(4), 329–351.
- Drezner, N. D. (2011). Philanthropy and fundraising in American higher education. *ASHE Higher Education Report*, 37(2).
- Driver, M. (2006). Beyond the stalemate of economics versus ethics: Corporate social responsibility and the discourse of the organizational self. *Journal of Business Ethics*, 66, 337–356.
- Drucker, P. F. (1946). *Concept of the corporation*. New York, NY: The John Day Co.
- Drucker, P. F. (1994). The age of social transformation. *The Atlantic Monthly*, 274(5), 53–80.
- Drucker, J., & Goldstein, H. (2007). Assessing the regional economic development impacts of universities: A review of current approaches. *International Regional Science Review*, 30(1), 20–46.
- Duderstadt, J. J. (1999/2000). New roles for the 21st century university. *Issues in Science and Technology*, 16(2), 37–44.
- Dunn, R. H., & Babbitts, J. (1991). Being ethical and accountable in the grantmaking process. In J. P. Shannon (Ed.), *The corporate contributions handbook: Devoting private means to public needs* (pp. 332–342). San Francisco, CA: Jossey-Bass.
- Dutta, S. (2010). Managing yourself: What's your personal social media strategy? *Harvard Business Review*. Retrieved from <https://hbr.org/2010/11/managing-yourself-whats-your-personal-social-media-strategy>.
- Easterly, E. (2016). *Diversity recruiting: How does Fisher impact affirmative action in employment?* Bethlehem, PA: NACE. Retrieved from naceweb.org/public-policy-and-legal/.
- Ebers, M. (1999). The dynamics of inter-organizational relationships. *Sociology of Organizations*, 16, 31–56.
- Economic and Planning Systems, Inc. (2016). *UC Davis economic impact analysis*. Sacramento, CA: Economic and Planning Systems, Inc.
- Eddy, P. L. (2010). Partnerships and collaborations in higher education. *ASHE Higher Education Report*, 36(2).
- Edie, J. A. (1991). Legal standards for corporate foundations and contributions programs. In J. P. Shannon (Ed.), *The corporate contributions handbook: Devoting private means to public needs* (pp. 201–212). San Francisco, CA: Jossey-Bass.
- Edwards, M. (2008). *Just another emperor? The myths and realities of philanthropic capitalism*. New York, NY: Demos.

- Edwards, M. G., Webb, D. A., Chappell, S., Kirkham, N., & Gentile, M. C. (2015). Voicing possibilities: A performance approach to the theory and practice of ethics in a globalized world. In D. E. Palmer (Ed.), *Handbook of research on business ethics and corporate responsibilities* (pp. 249–275). Hershey, PA: IGI Global.
- Eisenstadt, S. N. (1981). Interactions between organizations and societal stratification. In P. C. Nystrom & W. H. Starbuck (Eds.), *Handbook of organizational design: Adapting organizations to their environments* (Vol. 1). New York, NY: Oxford University Press.
- Eldredge, R. G. (1999). *The advancement president in higher education*. Unpublished doctoral dissertation, Johnson & Wales University, Providence, RI.
- Eller, D. H. (2010). *College vice presidents' role in fundraising activities in the 2000s and beyond: A case in California*. Unpublished doctoral dissertation, University of California, Santa Barbara, CA.
- Ellerbrock, M., Richards, M., Catillo, R. D., Colledge, B., Dolgicer, S., Jacobs, K., ... Yeung, P. O. (2016). *Position paper: Elevating corporate relations through institutional commitment*. Berkeley, CA: NACRO Benchmarking Committee. Retrieved from http://nacron.org/sites/default/files/2016_pdf_NACRO_Benchmarking-Elevating_CR_through_Institutional_Commitment.pdf.
- Elliott, D. (2006). *The kindness of strangers: Philanthropy and higher education*. New York, NY: Rowman & Littlefield Publishers.
- Emery, F. E., & Trist, E. L. (1973). Task and contextual environments for new personal values. In *Towards a social ecology* (pp. 182–189). Boston, MA: Springer.
- Etzkowitz, H., & Dzisah, J. (2008). Rethinking development: Circulation in the triple helix. *Technology Analysis & Strategic Management*, 20(6), 653–666.
- Etzkowitz, H., Webster, A., & Healey, P. (1998). *Capitalizing knowledge: New intersections of industry and academia*. Albany, NY: State University of New York Press.
- Evald, M. R., Klyver, K., & Svendsen, S. G. (2006). The changing importance of the strength of ties throughout the entrepreneurial process. *Journal of Enterprising Culture*, 14, 1–26.
- Evan, W. M. (1965). Toward a theory of inter-organizational relations. *Management Science*, 11(10), B217–B230.
- Evans, G. A. (2000). Ethical issues in fund raising. In P. Buchanan (Ed.), *Handbook of institutional advancement* (3rd ed., pp. 363–366). Washington, DC: CASE.
- Evans, W. R., Davis, W. D., & Frink, D. D. (2011). An examination of employee reactions to perceived corporate citizenship. *Journal of Applied Psychology*, 41(4), 938–964.
- Fairweather, J. S. (1988). Entrepreneurship and higher education: Lessons for colleges, universities, and industry. *ASHE Higher Education Report*, 14(6). San Francisco, CA: John Wiley & Sons.
- Farmer, R. N., & Hogue, W. D. (1973). *Corporate social responsibility*. Chicago, IL: Science Research Associates, Inc.
- Fayol, H. (1949). Five functions of management. *Management Decision*, 40(9), 906–918.
- Feld, B. (2012). *Startup communities: Building an entrepreneurial ecosystem in your city*. Hoboken, NJ: John Wiley & Sons.

- Feldman, M., Hadjimichael, T., Lanahan, L., & Kemeny, T. (2015). The logic of economic development: A definition and model for investment. *Environment and Planning C: Politics and Space*, 34(1), 5–21.
- Feldman, M. S., & March, J. G. (1981). Information in organizations as signal and symbol. *Administrative Science Quarterly*, 26(2), 171–186.
- Ferrell, O. C., Gresham, L. G., & Fraedrich, J. (1989). A synthesis of ethical decision models for marketing. *Journal of Macromarketing*, 9(2), 55–64.
- Fifka, M. S. (2013). Corporate citizenship in Germany and the United States—Differing perceptions and practices in transatlantic comparison. *Business Ethics*, 22, 341–356.
- Finn, W. T. (1990). Training business ethics: How employees behave on company time has become the business of business. *Successful Meetings*, 39(10), 167–168.
- Fischer, M. (2000). *Ethical decision making in fund raising*. New York, NY: John Wiley & Sons.
- Fischer, F. (2009). *Democracy and expertise: Reorienting policy inquiry*. Oxford: Oxford University Press.
- Florida, R., & Cohen, W. M. (1999). Engine or infrastructure? The university role in economic development. In L. M. Branscomb, F. Kodama & R. Florida (Eds.), *Industrializing knowledge: University-industry linkages in Japan and the United States* (pp. 589–610). Cambridge, MA: Massachusetts Institute of Technology.
- Food and Agriculture Organization of the United Nations (FAO) & UK Department for International Development (DFID). (2000). *Proceeding from the forum on operationalizing participatory ways of applying sustainable livelihoods approaches*, Pontignano, Italy. Retrieved from <http://www.fao.org/3/a-x9371e.pdf>.
- Forte, A. (2013). Corporate social responsibility in the United States and Europe: How important is it? The future of corporate social responsibility. *International Business & Economics Research Journal*, 12(7), 815–824.
- Fortunato, M. W-P, Alter, T. R., Frumento, P. Z., & Klos, J. M. (2015). Cultivating a culture of innovative university engagement for local entrepreneurship development in rural and distressed regions. *International Journal of Social Science Studies*, 3(1), 122–137.
- Fortunato, M. W-P, & Clevenger, M. R. (2017). *Toward entrepreneurial community development: Leaping cultural and leadership boundaries*. New York, NY: Routledge.
- Fox, M. A. (2006). Universities, businesses and public authorities—And the inclusive development of society. In L. E. Weber & J. J. Duderstadt (Eds.), *Universities and business: Partnering for the knowledge society* (pp. 187–199). London: Economica Ltd.
- Fraser, G. E. (2006). *Institutionally-related foundation boards: Processes and perceptions of performance*. Unpublished doctoral dissertation, University of Pennsylvania, Philadelphia, PA.
- Frederick, W. C. (1995). *Values, nature, and culture in the American corporation (the Ruffin series in business ethics)*. Oxford: Oxford University Press.
- Frederick, W. C. (2006). *Corporation be good! The story of corporate social responsibility*. Indianapolis, IN: Dog Ear Publishing.
- Frederick, W. C. (2008). Corporate social responsibility: Deep roots, flourishing growth, promising future. In A. Crane, A. Williams, D. Matten, J. Moon & D. S. Siegel (Eds.), *The Oxford handbook of corporate social responsibility* (pp. 522–532). Oxford: Oxford University Press.

- Freeman, H. L. (1991). *Corporate strategic philanthropy: A million here, a million there, it can add up to real corporate choices. Vital speeches of the day* (pp. 246–250). Salt Lake City, UT: Academic Press. Speech given to the business leaders of Europe on September 16, Barcelona, Spain.
- Freeman, R. E. (1984). *Strategic management: A stakeholder approach*. Boston, MA: Pitman Publishing.
- Freeman, R. E., & Liedtka, J. (1991). Corporate social responsibility: A critical approach. *Business Horizons*, 34(4), 92–98.
- Friedman, T. L. (2002). *The lexus and the olive tree: Understanding globalization* (2nd ed.). New York, NY: Picador.
- Friedman, M., Mackey, J., & Rodgers, T. J. (2005). Rethinking the social responsibility of business. *Reason*, 37(5), 28–37.
- Frishkoff, P., & Kostecka, A. (1991). *Business contributions to community service*. Corvallis, OR: Oregon State University.
- Frooman, J. (1997). Socially irresponsible and illegal behavior with shareholder wealth: A meta-analysis of event studies. *Business and Society*, 36(3), 221–149. doi: 10.1177/000765039703600302.
- Fry, L. W., Keim, G. D., & Meiners, R. E. (1982). Corporate contributions: Altruistic or for-profit? *The Academy of Management Journal*, 25(1), 94–106.
- Fulton, K., & Blau, A. (2005). *Looking out for the future: An orientation for twenty-first century philanthropists*. Cambridge, MA: The Monitor Group.
- Galpin, T. (2016). Creating a culture of global citizenship. In M. McIntosh (Ed.), *Globalization and corporate citizenship; the alternative gaze: A collection of seminal essays with up-to-date commentaries from original authors* (pp. 148–161). Sheffield: Greenleaf Publishing Limited.
- Gann, J. R. (2012). *Understanding the environment of the commercializing university researcher: Cases for commercial success*. Unpublished doctoral dissertation, University of Missouri, Columbia, MO.
- Gardberg, N. A., & Fombrun, C. J. (2006). Corporate citizenship: Creating intangible assets across institutional environments. *Academy of Management Review*, 31(2), 329–346.
- Gardyn, R. (2003). Generosity and income. *American Demographics*, 24(11), 46.
- Garriga, E., & Melé, D. (2004). Corporate social responsibility theories: Mapping the territory. *Journal of Business Ethics*, 53(1), 51–71.
- Garvin, C. C., Jr. (1975). *Corporate philanthropy: The third aspect of social responsibility*. New York, NY: Council for Financial Aid to Education.
- George, B. (2004). *Authentic leadership: Rediscovering the secrets to creating lasting value*. San Francisco, CA: Jossey-Bass.
- Gil, M. (2009). *New models of corporate social engagement*. Unpublished master's thesis, University of Bologna, Bologna, Italy.
- Gill, A. (2008). Corporate governance as social responsibility: A research agenda. *Berkeley Journal of International Law*, 26(2), 452–478. doi: 10.15779/Z38MS9P.
- Giroud, C. D. (1991). Cause-related marketing: Potential dangers and benefits. In J. P. Shannon (Ed.), *The corporate contributions handbook: Devoting private means to public needs* (pp. 139–152). San Francisco, CA: Jossey-Bass.
- Giroux, H. A. (2002). Neoliberalism, corporate culture, and the promise of higher education: The university as a democratic public sphere. *Harvard Educational Review*, 72(4), 425–463.

- Giroux, H. A., & Giroux, S. S. (2004). *Take back higher education: Race, youth, and the crisis of democracy in the post-civil rights era*. New York, NY: Palgrave Macmillan.
- Giving USA Foundation. (2017). *Giving USA 2017: The annual report on philanthropy for the year 2016*. Chicago, IL: Giving USA Foundation.
- Global Justice Now. (2016, September 12). *Corporations vs governments revenues: 2015 data. Link in 10 biggest corporations make more money than most countries in the world*. Retrieved from http://www.globaljustice.org.uk/sites/default/files/files/resources/corporations_vs_governments_final.pdf.
- Global Reporting Initiative (GRI). (2018). *About GRI*. Retrieved from <https://www.globalreporting.org/Information/about-gri/Pages/default.aspx>.
- Goddard, J. B., & Chatterton, P. (2003). The response of higher education institutions to regional needs. In R. Rutten, F. Boekema & E. Kuijpers (Eds.), *Economic geography of higher education: Knowledge, infrastructure, and learning regions* (pp. 19–41). London: Routledge.
- Godemann, J., Bebbington, J., Herzi, C., & Moon, J. (2014). Higher education and sustainable development: Exploring possibilities for organisational change. *Accounting, Auditing, & Accountability Journal*, 27(2), 218–233.
- Godshalk, V. M., & Sosik, J. J. (2003). Aiming for career success: The role of learning goal orientation in mentoring relationships. *Journal of Vocational Behavior*, 63(3), 417–437.
- Goldberg, S. (2010). Beyond corporate donations. Presentation at the Association of Fundraising Professionals' 47th international conference on fundraising, Baltimore, MD. Retrieved from <http://conference.afpnet.org/>.
- Goldstein, H. A., Maier, G., & Luger, M. I. (1995). The university as an instrument for economic and business development: U.S. and European comparisons. In D. D. Dill & B. Sporn (Eds.), *Emerging patterns of social demand and university reform: Through a glass darkly* (pp. 105–133). Elmsford, NY: Pergamon.
- Goldstein, J. D., & Wicks, A. C. (2007). Corporate and stakeholder responsibility: Making business ethics a two-way conversation. *Business Ethics Quarterly*, 17, 375–398.
- Googins, B. K., Mirvis, P. H., & Rochlin, S. A. (2007). *Beyond good company*. New York, NY: Palgrave Macmillan.
- Googins, B. K. (Ed.). (2008). Corporate citizenship: New balancing act for business. *The Corporate Citizen*, 2, 18–19.
- Gould, E. (2003). *The university in a corporate culture*. New Haven, CT: Yale University Press.
- Graafland, J., & Mazereeuw-Van der Duijn Schouten, C. (2012). Motives for corporate social responsibility. *De Economist*, 160, 377–396. doi: 10.1007/s10645-012-9198-5.
- Grabois, A. N. (Ed.). (2010). *National directory of corporate giving* (16th ed.). New York, NY: Foundation Center.
- Granovetter, M. S. (1973). The strength of weak ties. *American Journal of Sociology*, 78(6), 1360–1380.
- Gray, S. (2009). Can corporate funding save endangered college classes? *Time*. Retrieved from <http://content.time.com/time/nation/article/0,8599,1909937,00.html>.

- Gray, K., & Koncz, A. (2018). *The key attributes employers seek on students' resumes*. Bethlehem, PA: NACE. Retrieved from <https://www.naceweb.org/about-us/press/2017/the-key-attributes-employers-seek-on-students-resumes/>.
- Greenberg, D., McKone-Sweet, K., & Wilson, H. J. (2011). *The new entrepreneurial leader: Developing leaders who shape social and economic opportunity*. San Francisco, CA: Berrett-Koehler.
- Greenfield, J. M. (2008). Rights of donors. In J. G. Pettey (Ed.), *Ethical fundraising: A guide for nonprofit boards and fundraisers*. (pp. 19–36). Hoboken, NJ: John Wiley & Sons.
- Green, G. P., & Haines, A. (2015). *Asset building & community development*. Thousand Oaks, CA: SAGE Publishing.
- Greening, D. W., & Turban, D. B. (2000). Corporate social performance as a competitive advantage in attracting a quality workforce. *Business and Society*, 39(3), 254–280.
- Gregory, P., Brenton, S., Alexander, D., & Deuser, T. (2012). Gift or grant? A taxing issue resolved. Paper presented at the CASE conference, New York, NY.
- Grimm, R. (2011, August 1–3). Agile technologies. Presentation at the NACRO annual meeting, Ann Arbor, MI. Retrieved from <http://web.mac.com/nacro/NACRO/Toolbox.html>.
- Grossman, H. A. (2005). Refining the role of the corporation: The impact of corporate social responsibility on shareholder primacy theory. *Deakin Law Review*, 10(2), 572–596.
- Guarnieri, R., & Kao, T. (2008). Leadership and CSR—A perfect match: How top companies for leaders utilize CSR as a competitive advantage. *People and Strategy*, 31(3), 34–41.
- Guetzkow, H. (1966). Relations among organizations. In R. V. Bowers (Ed.), *Studies on behavior in organizations: A research symposium* (pp. 13–44). Athens, GA: University of Georgia.
- Gulick, L., & Urwick, L. (Eds.). (1937). *Papers on the science of administration*. New York, NY: Institute of Public Administration.
- Gupta, S., & Sharma, N. (2009). CSR—A business opportunity. *Indian Journal of Industrial Relations*, 44(3), 396–401.
- Gurin, M. G. (1991). *Advancing beyond the techniques in fund raising*. Rockville, MD: Fund Raising Institute.
- Hale, S. S. (2011, July/August). Our profession, our CFRE. *Advancing Philanthropy*, 32–38.
- Haley, U. C. V. (1991). Corporate contributions as managerial masques: Reframing corporate contributions as strategies to influence society. *Journal of Management Studies*, 28(5), 485–509.
- Hall, M. S. (1991). Linking corporate culture and corporate philanthropy. In J. P. Shannon (Ed.), *The corporate contributions handbook: Devoting private means to public needs* (pp. 105–118). San Francisco, CA: Jossey-Bass.
- Hall, D. T., Schneider, B., & Nygren, H. T. (1970). Personal factors in organizational identification. *Administrative Science Quarterly*, 15, 176–190.
- Hammack, D. C. (2000). *Making the nonprofit sector in the United States*. Bloomington, IN: Indiana University Press.
- Hammer, J., & Pivo, G. (2017). The triple bottom line and sustainable economic development theory and practice. *Economic Development Quarterly*, 31(1), 25–36.

- Hannan, M. T., & Freeman, J. (1984). Structural inertia and organizational change. *American Sociological Review*, 49(2), 149–164.
- Hardin, R. (2002). *Trust and trustworthiness*. New York, NY: Russell Sage Foundation.
- Harrison, P. (2012). *Why schools and corporate brands shouldn't mix*. Retrieved from <https://theconversation.com/why-schools-and-corporate-brands-shouldnt-mix-6087>.
- Hartford, G. A. (2000). Corporate fund raising at large research universities. In M. K. Murphy (Ed.), *Corporate and foundation support: Strategies for funding education in the 21st century* (pp. 71–77). New York, NY: CASE.
- Harwood, R. C., & Creighton, J. (2008). *The organization-first approach: How programs crowd out community*. Bethesda, MD: The Harwood Institute for Public Innovation.
- Hatakeyama, K., & Ruppel, D. (2004, June 27–30). Sabato's triangle and international academic cooperation: The importance of extra-relations for the Latin American enhancement. Paper presented at the international conference on engineering education and research "Progress Through Partnership," Olomouc and Bouzov Castle, Czech Republic. Retrieved from <http://www.ineer.org/Events/ICEER2004/Proceedings/papers/0535.pdf>.
- Hawley, A. H. (1950). *Human ecology: A theory of community structure*. New York, NY: Ronald Press.
- Hawley, A. H. (1968). Human ecology. In D. L. Sills (Ed.), *The international encyclopedia of the social sciences* (Vol. 4, pp. 328–337). New York, NY: Crowell-Collier & Macmillan.
- Hearn, J. C. (2003). *Diversifying campus revenue streams: Opportunities and risks*. Washington, DC: American Council on Education.
- Hemphill, T. A. (2004). Corporate citizenship: The case for a new corporate governance model. *Business and Society Review*, 109(3), 339–361.
- Hensel, N. H., & Davidson, C. N. (2018). *Course-based undergraduate research: Educational equity and high-impact practice*. Sterling, VA: Stylus.
- Herman, R. D. (2008). Regulation in the nonprofit sector: Symbolic politics and the social construction of accountability. In J. G. Pettey (Ed.), *Ethical fundraising: A guide for nonprofit boards and fundraisers* (pp. 235–245). Hoboken, NJ: John Wiley & Sons.
- Herzenberg, S., Price, M., & Wood, M. (2014). *A must-have for Pennsylvania. Part two: Investment in higher education for growth and opportunity*. Harrisburg, PA: The Keystone Research Center.
- Hickman, J. (2011, August 1–3). Strategic industry university partnerships – John Deere. Presentation at the NACRO annual meeting, Ann Arbor, MI. Retrieved from <http://web.mac.com/nacro/NACRO/Toolbox.html>.
- Highhouse, S., Lievens, F., & Sinar, E. F. (2003). Measuring attraction to organizations. *Educational and Psychological Measurement*, 63(6), 986–1001.
- Hill, R. P., Ainscough, T., Shank, T., & Manullang, D. (2007). Corporate social responsibility and socially responsible investing: A global perspective. *Journal of Business Ethics*, 70(2), 165–174.
- Hiltrop, J. M. (1999). The quest for the best: Human resource practices to attract and retain talent. *European Management Journal*, 17(4), 422–430.
- Himmelstein, J. L. (1997). *Looking good and doing good: Corporate philanthropy and corporate power*. Bloomington, IN: Indiana University Press.
- Hinshelwood, E. (2003). Making friends with the sustainable livelihoods framework. *Community Development Journal*, 38(3), 243–254.

- Hoffman, W. M., Frederick, R. E., & Schwartz, M. S. (2001). *Business ethics: Readings and cases in corporate morality* (4th ed.). New York, NY: McGraw-Hill.
- Holly, D. (2016, August 31). Study finds that corporate sponsorships negatively impact nonprofit brands. *Nonprofit Quarterly*. Retrieved from <https://nonprofitquarterly.org/2016/08/31/study-finds-that-corporate-sponsorships-negatively-impact-nonprofit-brands/>.
- Homann, K. (2008). Profit and morality in global responsibility. In J. Conill, C. Luetge & T. Schönwälder-Kuntze (Eds.), *Corporate citizenship, contractarianism and ethical theory: On philosophical foundations of business ethics* (pp. 79–86). Burlington, VT: Ashgate.
- Hosmer, L. T. (2008). *The ethics of management: A multidisciplinary approach* (7th ed.). New York, NY: McGraw-Hill.
- Houlihan, K. (2015, March 7). Business 2030: Enabling innovation, changing the workplace. Business Section. *Times Leader*. Retrieved from <http://timesleader.com/news/business/2384/enabling-innovation-changing-the-workplace>.
- Hult, C. A. (2005). *Researching and writing across the curriculum* (3rd ed.). Upper Saddle River, NJ: Pearson.
- Hume, J. (2011, August 1–3). Demystifying marketing. Presentation at the NACRO annual meeting, Ann Arbor, MI. Retrieved from <http://web.mac.com/nacro/NACRO/Toolbox.html>.
- Hunt, S. D. (2000). *A general theory of competition*. Thousand Oaks, CA: SAGE Publishing.
- Hurst, A. (2016). *The purpose economy, expanded and updated: How your desire for impact, personal growth, and community is changing the world*. Boise, ID: Elevate.
- Hustedde, R. (2007). What's culture got to do with it? Strategies for strengthening an entrepreneurial culture. In N. Walzer (Ed.), *Entrepreneurship and local economic development* (pp. 39–58). Lanham, MD: Lexington Books.
- Hyslop, G. (2017). Taking a step back. *Fall 2017 NPD: General Mills goes back to artificial, Corkers launches olive oil chips*. Retrieved from <https://www.bakeryandsnacks.com/Article/2017/09/22/Fall-2017-NPD-General-Mills-goes-artificial-Corkers-olive-oil-chips#>.
- Inkster, R. P., & Ross, R. G. (1998). *The internship as partnership: A handbook for businesses, nonprofits, and government agencies*. Raleigh, NC: National Society for Experiential Education.
- Inyang, B. J. (2013). Defining the role engagement of small and medium-sized enterprises (SMEs) in corporate social responsibility (CSR). *International Business Research*, 6(5), 123–132.
- Jacobson, H. K. (Ed.). (1978). *Evaluating advancement programs: New directions for institutional advancement*. San Francisco, CA: Jossey-Bass.
- Jacoby, N. H. (1973). *Corporate power and social responsibility*. New York, NY: Macmillan Publishing.
- Johansson, F. (2004). *The Medici effect: What elephants and epidemics can teach us about innovation*. Boston, MA: Harvard Business School Press.
- Johnson, O. (1966). Corporate philanthropy: An analysis of corporate contributions. *The Journal of Business*, 39(4), 489–504.
- Johnson, W. C. (2006a). Challenges in university-industry collaborations. In L. E. Weber & J. J. Duderstadt (Eds.), *Universities and business: Partnering for the knowledge society* (pp. 211–222). London: Economica Ltd.

- Johnson, W. C. (2006b). The collaboration imperative. In L. E. Weber & J. J. Duderstadt (Eds.), *Universities and business: Partnering for the knowledge society* (pp. 99–110). London: Economica Ltd.
- Johnson, J. (2007a, August 16). Making the connection: Metrics of success. Presentation at the NACRO annual meeting, Minneapolis, MN. Retrieved from <http://web.mac.com/nacro/NACRO/Toolbox.html>.
- Johnson, J. (2007b, August 16). Making the connection: University-industry relations and corporate relations models. Presentation at the NACRO annual meeting, Minneapolis, MN. Retrieved from <http://web.mac.com/nacro/NACRO/Toolbox.html>.
- Johnson, J. (2008, April 14–15). Survey tools and implications: Measuring impact. Presentation at the NACRO annual meeting, Atlanta, GA. Retrieved from <http://web.mac.com/nacro/NACRO/Toolbox.html>.
- Johnson, W. C. (2011). University-industry partnership continuum. Presentation at the APLU CICEP summer meeting. Retrieved from <http://www.aplu.org/document.doc?id=3375>.
- Johnson, R. A., Kast, F. E., & Rosenzweig, J. E. (1964). Systems theory and management. *Management Science*, 10(2), 367–384.
- Joseph, J. A. (1991). The corporate stake in community involvement: Has business lost its social conscience? In J. P. Shannon (Ed.), *The corporate contributions handbook: Devoting private means to public needs* (pp. 3–19). San Francisco, CA: Jossey-Bass.
- Just Capital. (2018). *About*. Retrieved from <https://justcapital.com/about/>.
- Just, R. E., & Huffman, W. E. (2009). The economics of universities in a new age of funding options. *Research Policy*, 38(7), 1102–1116.
- Kahneman, D. (2011). *Thinking, fast and slow*. New York, NY: Farrar, Straus and Giroux.
- Kaplan, A. E. (2018). *2017 voluntary support of education survey*. New York, NY: Council for Aid to Education.
- Kaplan, R. S., & Norton, D. P. (1996). *Translating strategy into action: The balanced scorecard*. Boston, MA: Harvard Business School Press.
- Kaplan, R. S., & Norton, D. P. (2004). Keeping score on community investment. *Leader to Leader*, 33(Summer), 13–19.
- Kapstein, M. (2007). Ethical guidelines for compiling corporate social reports. *The Journal of Corporate Citizenship*, 27(Autumn), 71–91.
- Karna, J., Hansen, E., & Heikki, J. (2003). Social responsibility in environmental marketing planning. *European Journal of Marketing*, 37, 848–871.
- Karoff, H. P. (2004). *Just money: A critique of contemporary American philanthropy*. Boston, MA: TPI Editions.
- Katz, D., & Kahn, R. L. (2005). Organizations and the system concept. In J. Shafritz, J. Ott & Y. Jang (Eds.), *Classics of organization theory* (6th ed., pp. 480–490). Boston, MA: Thomson Wadsworth.
- Kaufman, H. F. (1959). Toward an interactional conception of community. *Social Forces*, 38, 8.
- Keen, C., & Hall, K. (2009). Engaging with difference matters: Longitudinal student outcomes of co-curricular service-learning programs. *The Journal of Higher Education*, 80(1), 59–79.

- Kegan, R. (1982). *The evolving self: Problem and process in human development*. Cambridge, MA: Harvard University Press.
- Kegan, R. (1994). *In over our heads: The mental demands of modern life*. Cambridge, MA: Harvard University Press.
- Kelly, K. S. (1998). *Effective fund raising management*. Mahwah, NJ: Lawrence Erlbaum Associates.
- Kelly, K. S. (2002). The state of fund-raising theory and research. In M. J. Worth (Ed.), *New strategies for educational fund-raising* (pp. 39–55). Portland, OR: Book News.
- Kelly, M., & White, A. L.. (2016). From corporate responsibility to corporate design: Rethinking the purpose of the corporation. In M. McIntosh (Eds.), *Globalization and corporate citizenship: The alternative gaze* (pp. 67–73). Sheffield: Greenleaf Publishing Limited.
- Key, S. (1996). Economics or education: The establishment of American land-grant universities. *The Journal of Higher Education*, 67(2), 196–220.
- Kidder, R. M. (2001). Ethics is not optional. *Association Management*, 53(13), 30–31.
- Kidder, R. M. (2006). *Moral courage*. New York, NY: Harper & Brothers.
- Kinnicutt, S., & Pinney, C. (2010). Getting to the roots of success: The leadership competencies that grow corporate citizenship pros. *The Corporate Citizen*, 4, 26–30.
- Kirp, D. L. (2003). *Shakespeare, Einstein, and the bottom line: The marketing of higher education*. Cambridge, MA: Harvard University Press.
- Kirzner, I. M. (1973). *Competition and entrepreneurship*. Chicago, IL: University of Chicago.
- Kiser, P. M. (2000). *Getting the most out of your internship: Learning from experience*. Belmont, CA: Wadsworth/Thomson Learning.
- Kleinreichert, D. (2007). *Responsibility and practice in notions of corporate social responsibility*. Unpublished doctoral dissertation, University of South Florida, Tampa, FL. Retrieved from <http://scholarcommons.usf.edu/etd/2248>.
- Klein, E., & Woodell, J. (2015). *Higher education engagement in economic development: Foundations for strategy and practice*. A report by the Association of Public & Land-Grant Universities, the University Economic Development Association, and the Commission on Innovation, Competitiveness, and Economic Prosperity. Retrieved from <http://www.aplu.org/library/higher-education-engagement-in-economic-development-foundations-for-strategy-and-practice/file>.
- Kohlberg, L. (1976). Moral stages and moralization: The cognitive-developmental approach. In T. Lickona, G. Geis & L. Kohlberg (Eds.), *Moral development and behavior: Theory, research, and social issues*. New York, NY: Holt, Rinehart, & Winston.
- Kolb, D. A., & Fry, R. (1975). Toward an applied theory of experiential learning. In C. Cooper (Ed.), *Theories of group process* (pp. 33–58). New York, NY: John Wiley & Sons.
- Korten, D. C. (2001). *When corporations rule the world* (2nd ed.). San Francisco, CA: Kumarian/Berrett-Koehler.
- Kotler, P., & Lee, N. (2004). *Corporate social responsibility: Doing the most good for your company and your cause*. Hoboken, NJ: John Wiley & Sons.

- Koven, S., & Lyons, T. (2010). *Economic development: Strategies for state and local practice* (2nd ed.). Washington, DC: International City/County Management Association.
- Krieg, I. M. (1991). Contributions programs for smaller companies: Why and how. In J. P. Shannon (Ed.), *The corporate contributions handbook: Devoting private means to public needs* (pp. 249–264). San Francisco, CA: Jossey-Bass.
- Krugman, P. (1991). Increasing returns and economic geography. *Journal of Political Economy*, 99(3), 483–499.
- Kruschwitz, N. (2011, November 10). Using creative tension to reach big goals. *MIT Sloan Management Review*. Retrieved from <https://sloanreview.mit.edu/article/using-creative-tension-to-reach-big-goals/>.
- Kruschwitz, N. (2012). How an “abundance mentality” and a CEO’s fierce resolve kickstarted CSR at Campbell Soup. *MIT Sloan Management Review*, 14(August), 1–6. Retrieved from <https://sloanreview.mit.edu/article/how-an-abundance-mentality-and-a-ceos-fierce-resolve-kickstarted-csr-at-campbell-soup/>.
- Kuh, G. D. (2008). *High-impact educational practices: What they are, who has access to them, and why they matter*. Washington, DC: American Association of Colleges & Universities.
- Kuh, G. D., Laird, T. F., & Umbach, P. D. (2004). Aligning faculty activities & student behavior: Realizing the promise of greater expectations. *Liberal Education*, 90(4), 24–31.
- Kuh, G. D., & Whitt, E. J. (1988). *The invisible tapestry: Culture in American colleges and universities*. Jossey-Bass-ASHE Higher Education Report Series. San Francisco, CA: John Wiley & Sons.
- Lacy, P., & Pickard, S. (2008). Managing risk and opportunity: The people imperative. *The Journal of Corporate Citizenship*, 30(Summer), 139–147.
- Lane, J. E., & Johnstone, D. B. (2012). *Universities and colleges as economic drivers: Measuring higher education’s role in economic development*. Albany, NY: State University of New York Press.
- Lange, D., & Washburn, N. T. (2012). Understanding attributions of corporate social irresponsibility. *The Academy of Management Review*, 37(2), 300–326.
- Larimer, L. (2016). *Small business leaders and social responsibility*. Unpublished doctoral dissertation, Baker College, Flint, MI.
- Lauer, L. D. (2000). Branding opportunities for education support. In M. K. Murphy (Ed.), *Corporate and foundation support: Strategies for funding education in the 21st century* (pp. 55–59). New York, NY: CASE.
- Lawrence, S. (2009). *A first look at the foundation and corporate response to the economic crisis*. Retrieved from http://foundationcenter.org/gainknowledge/research/pdf/researchadvisory_economy_200901.pdf.
- Lawrence, A. T., & Weber, J. (2017). *Business and society: Stakeholders, ethics, public policy* (15th ed.). New York, NY: McGraw-Hill.
- Lawrence, P. R., & Lorsch, J. W. (1967). Differentiation and integration in complex organizations. *Administrative Science Quarterly*, 12(1), 1–47.
- Lee, T.-Z., Ho, M.-H., Wu, C.-H., & Kao, S.-C. (2008, July 6–8). Relationships between employees’ perception of corporate social responsibility, personality, job satisfaction, and organizational commitment marketing. In *Proceedings of the international conference on Business and Information (BAI)*, Kuala Lumpur, Malaysia (pp. 1–17).

- Letts, C. W., Ryan, W., & Grossman, A. (1997). Virtuous capital: What foundations can learn from venture capitalists. *Harvard Business Review*, 75(2), 36.
- Levy, D. C. (1979). *The private-public question in higher education: Distinction or extinction?* Higher Education Research Group. New Haven, CT: Yale University Press.
- Levy, D. C. (Ed.). (1986). *Private education: Studies in choice and public policy. Yale studies in nonprofit organizations*. Oxford: Oxford University Press.
- Levy, R. (2001). Corporate philanthropy comes of age: Its size, its import, its future. In C. T. Clotfelter & T. Ehrlich (Eds.), *Philanthropy and the nonprofit sector* (pp. 99–121). Bloomington, IN: Indiana University Press.
- Levy, B. R. (2012). Defining your leadership role in promoting ethical practice. Presentation at the Association of Fundraising Professionals' 49th international conference on fundraising, Vancouver, BC. Retrieved from <http://conference.afpnet.org/>.
- Levy, B. R., & Cherry, R. L. (Eds.). (1996). *The NSFRE fund-raising dictionary*. New York, NY: John Wiley & Sons.
- Lichter, D., & Brown, D. (2014). The new rural-urban interface: Lessons for higher education. *CHOICES*, 29(1), 1–6.
- Liebman, L. (1984). Political and economic markets: The public, private, and not-for-profit sectors. In B. Harvey, L. Liebman & C. S. Schelling (Eds.), *Public-private partnership: New opportunities for meeting social needs* (pp. 341–358). Cambridge, MA: Ballinger Publishing Company.
- Liggett, G. (2000). Ethics in corporate and foundation fundraising. In M. K. Murphy (Ed.), *Corporate and foundation support: Strategies for funding education in the 21st century* (pp. 3–13). New York, NY: CASE.
- Lim, T. L. (2010). *Measuring the value of corporate philanthropy: Social impact, business benefits, and investor returns*. New York, NY: Committee Encouraging Corporate Philanthropy.
- Lin, C.-P. (2010). Modeling corporate citizenship, organizational trust, and work engagement based on attachment theory. *Journal of Business Ethics*, 94(4), 517–531.
- Lin, C.-P., Tsai, Y.-H., Joe, S.-W., & Chiu, C.-K. (2012). Modeling the relationship among perceived corporate citizenship, firms' attractiveness, and career success expectation. *Journal of Business Ethics*, 105, 83–93. doi:10.1007/s10551-011-0949-z.
- Lin, N. (2001). *Social capital: A theory of social structure and action*. New York, NY: Cambridge University Press.
- Lin, N., Ensel, W. M., & Vaughn, J. C. (1981). Social resources and strength of ties: Structural factors in occupational status attainment. *American Sociological Review*, 46(August), 393–405.
- Liñán, F., Fernández-Serrano, J., & Romero, I. (2013). Necessity and opportunity entrepreneurship: The mediating effect of culture. *Revista de Economía Mundial*, 33, 21–47.
- LinkedIn Corporation. (2018). *The ultimate guide: Using social media to recruit*. Retrieved from http://www.linkedin.com/the_ultimate_guide.
- Lister, D. (2008). The appearance of impropriety. In J. G. Pettey (Ed.), *Ethical fundraising: A guide for nonprofit boards and fundraisers* (pp. 3–18). Hoboken, NJ: John Wiley & Sons.

- Litan, R. E., & Mitchell, L. (2011). Should universities be agents of economic development? In C. J. Schramm (Ed.), *The future of the research university: Meeting the global challenges of the 21st century* (pp. 123–146). Kansas City, MO: The Ewing Marion Kauffman Foundation.
- Liu, S., & Liu, L. (2009). Implementing corporate external social responsibility strategies through organizational design and operation. *Journal of International Business Ethics*, 2(1), 79–119.
- Locke, E. H. (1996, Fall). The foundations of a relationship. *Advancing Philanthropy*, 20–23.
- Long, G., Phillips, K., & Reynolds, B. (2002). *The sustainable livelihoods framework: A scoping exercise in Scotland—Report for Oxfam UK Poverty Program*. Glasgow: The Active Learning Centre.
- Lopatto, D. (2003). The essential features of undergraduate research. *Council on Undergraduate Research Quarterly*, 24, 139–142.
- Lovell, C. D. (2000). Past and future pressures and issues of higher education: State perspectives. In J. Losco & B. L. Fife (Eds.), *Higher education in transition: The challenges of the new millennium* (pp. 109–131). Westport, CT: Bergin & Garvey.
- Loveridge, S., Albrecht, D., Welborn, R., & Goetz, S. (2014). Opportunities for rural development in cooperative extension's second century. *CHOICES*, 29(1), 1–5.
- Lozano, R., Lozano, F. J., Mulder, K., Huisingh, D., & Waas, T. (2013). Advancing higher education for sustainable development: International rights and critical reflections. *Journal of Cleaner Production*, 48, 3–9.
- Lydenberg, S., & Wood, D. (2010). *How to read a corporate social responsibility report: A user's guide*. Boston, MA: Center for Corporate Citizenship at Boston College.
- MacAllister, J. A. (1991). Why give? Notes to a new CEO. In J. P. Shannon (Ed.), *The corporate contributions handbook: Devoting private means to public needs* (pp. 121–125). San Francisco, CA: Jossey-Bass.
- Mackay, H. (1990). *Dig your well before you're thirsty: The only networking book you'll ever need*. New York, NY: Doubleday.
- MacKinnon, D., Chapman, K., & Cumbers, A. (2004). Networks, trust and embeddedness amongst SMEs in the Aberdeen oil complex. *Entrepreneurship and Regional Development*, 16(2), 87–106.
- Madden, C. (1977). Forces which influence ethical behavior. In C. C. Walton (Ed.), *The ethics of corporate conduct* (pp. 31–78). Englewood Cliffs, NJ: Prentice Hall.
- Magadley, W., & Birdi, K. (2009). Innovation labs: An examination into the use of physical spaces to enhance organizational creativity. *Creativity and Innovation Management*, 18(4), 315–325.
- Maon, F., Lindgreen, A., & Swaen, V. (2009). Designing and implementing corporate social responsibility: An integrative framework grounded in theory and practice. *Journal of Business Ethics*, 87, 71–89. doi:10.1007/s10551-008-9804-2.
- Ma, D., & Parish, W. L. (2006). Tocquevillian moments: Charitable contributions by Chinese private entrepreneurs. *Social Forces*, 85(2), 943–964.
- Marion, B. H., Donahue, J., & Josephson, M. (2012). Steps in ethical decision making. Presentation at the Association of Fundraising Professionals' 49th international conference on fundraising, Vancouver, BC. Retrieved from <http://www.afpsoaz.org/wp-content/uploads/2011/07/Ethics-Part-2.pdf>.

- Marmolejo, F., & Puukka, J. (2006). Supporting the contribution of higher education to regional development: Lessons learned from an OECD review of 14 regions throughout 12 countries. UNESCO forum on higher education, research and knowledge. Colloquium on research and higher education policy. "Universities as Centers of Research and Knowledge Creation: An Endangered Species?", Paris, France, November 29–December 1, 2006.
- Marshall, A. (1890). *Principles of economics*. London: Macmillan Publishing.
- Marshall, D., McCarthy, L., McGrath, P., & Claudy, M. (2015). Going above and beyond: How sustainability culture and entrepreneurial orientation drive social sustainability supply chain practice adoption. *Supply Chain Management: An International Journal*, 20(4), 434–454.
- Martin, J., & Samels, E. (2012). *The sustainable university: Green goals and new challenges for higher education leaders*. Baltimore, MD: Johns Hopkins University Press.
- Marti, C. P., Rovira-Val, M. R., & Drescher, L. G. J. (2015). Are firms that contribute to sustainable development better financially? *Corporate Social Responsibility and Environmental Management*, 22, 305–319.
- Mathis, H. R. (1998). *Leadership strategies of effective presidents in fund raising programs at small private colleges*. Unpublished doctoral dissertation, The Union Institute, Cincinnati, OH.
- Matkin, G. W. (1993). Colleges as promoters of economic development. *The Chronicle of Higher Education*, 40(13), B1.
- Matten, D., & Crane, A. (2005). Corporate citizenship: Toward an extended theoretical conceptualization. *Academy of Management Review*, 30(1), 166–179.
- Matthews, J. B., & Norgaard, R. (1984). *Managing the partnership between higher education and industry*. Boulder, CO: National Center for Higher Education Management Systems.
- Mayer, C. E. (2010, November/December). Corporate and foundation relations professionals grapple with the new normal. *CASE Currents*. Retrieved from http://www.case.org/Publications_and_Products/2010/NovemberDecember_2010/Precision_and_Patience.html.
- Mayer, R. J., Bracey, P. S., Aguilar, M. G., & Allen, J. M. (2015). Identifying corporate social responsibility (CSR) curricula of leading U.S. executive MBA programs. In D. E. Palmer (Ed.) *Handbook of research on business ethics and corporate responsibilities* (pp. 179–195). Hershey, PA: IGI Global.
- McClure, K. R. (2014). *Beyond academic capitalism: Innovation and entrepreneurship as institutional ethos at a public research university*. Unpublished doctoral dissertation, University of Maryland, College Park, MD.
- McCoy, C. J. (2011). *Toward an understanding of causes and identified types of university-industry relations in U.S. public research universities*. Master's thesis, University of Oklahoma Graduate College, Norman, OK. doi:10.13140/RG.2.2.36726.70726.
- McCoy, C. J. (2017). The evolution of corporate relations offices. Presentation at the NACRO conference, Seattle, WA. Retrieved from http://nacron.org/sites/default/files/NACRO_McCoy%20%28170809%29.pdf.
- McCray, J. (2012). *Is grantmaking getting smarter? A national book of philanthropic practice*. Washington, DC: Grantmakers for Effective Organizations.

- McGoldrick, W. P. (1989). Details you should know. In J. L. Fisher & G. H. Quehl (Eds.), *The president and fund raising* (pp. 160–169). New York, NY: Macmillan Publishing.
- McGowan, D. (2012, August 1). Academic corporate relations: Contact sport, slow waltz, or both? Presentation at the NACRO conference, Evanston, IL. Retrieved from <http://www.nacroonline.org/conference-presentations>.
- McInay, D. P. (1998). *How foundations work: What grantseekers need to know about the many faces of foundations*. San Francisco, CA: Jossey-Bass.
- McIntire, L. (2012). *The reputational threat that just might be under your nose*. Retrieved from <http://blogs.bcccc.net/2011/08/the-reputational-threat-that-just-might-be-under-your-nose/>.
- McIntosh, M. (Ed.). (2015). *Business, capitalism, and corporate citizenship: A collection of seminal essays with up-to-date commentaries from original authors*. Sheffield: Greenleaf Publishing Limited.
- McIntosh, M. (Ed.). (2016). *Globalization and corporate citizenship; the alternative gaze: A collection of seminal essays with up-to-date commentaries from original authors*. Sheffield: Greenleaf Publishing Limited.
- McPeak, C., & Tooley, N. (2008). Do corporate social responsibility leaders perform better financially? *Journal of Business Issues*, 2(2), 1–6.
- Mefford, C. (2017). Cities & universities: Partners in economic & community development. Presentation at the NACRO conference, Seattle, WA. Retrieved from <http://nacrocon.org/sites/default/files/EcoDevo%20NACRO%20%281%29.pdf>.
- Merton, R. K. (1940). Bureaucratic structure and personality. *Social Forces*, 18(4), 560–568. doi:10.2307/2570634.
- Metcalfe, J. S. (1998). *Evolutionary economics and creative destruction* (Vol. 1). London: Psychology Press.
- Meuth, E. F. (1991). *Corporate philanthropy in American higher education: An investigation of attitudes towards giving*. Unpublished doctoral dissertation, Indiana University, Bloomington, IN.
- Meyer, J. W., & Rowan, B. (1977). Institutionalized organizations: Formal structure as myth and ceremony. *American Journal of Sociology*, 83, 340–363.
- Michaels, E., Handfield-Jones, H., & Axelrod, B. (2001). *The war for talent*. Boston, MA: Harvard Business School Press.
- Milczewski, J. A. (2016). *Corporate social responsibility programs in medium-sized U.S. enterprises*. Unpublished doctoral dissertation, Baker College, Flint, MI.
- Miles, M. P., & Covin, J. G. (2000). Environmental marketing: A source of reputational, competitive, and financial advantage. *Journal of Business Ethics*, 23, 299–311.
- Miles, M. P., Munilla, L. S., & Covin, J. G. (2002). The constant gardener revisited: The effect of social blackmail in the marketing concept, innovation and entrepreneurship. *Journal of Business Ethics*, 41, 287–295.
- Miller-Schuster, D. N. (2013). *An examination of the role of fundraising in divisions of student affairs at seven four-year public universities in the Midwest*. Unpublished doctoral dissertation, Illinois State University, Normal, IL.
- Miller, R. C., & Le Boeuf, B. J. (2009). *Developing university-industry relations: Pathways to innovation from the West Coast*. San Francisco, CA: Jossey-Bass.

- Mirvis, P. H. (2010). Stakeholder engagement: Local faces and global reputation. *The Corporate Citizen*, 4, 19–22.
- Mirvis, P., & Googins, B. K. (2006). *Stages of corporate citizenship: A developmental framework. A Center for Corporate Citizenship at Boston College Monograph*. Boston, MA: Boston College Center for Corporate Citizenship.
- Mixer, J. R. (1993). *Principles of professional fundraising: Useful foundations for successful practice*. San Francisco, CA: Jossey-Bass.
- Moir, L. (2004). *Why does business support the arts? Philanthropy, marketing, or legitimization*. Unpublished doctoral thesis, Cranfield University, Bedford, UK.
- Moir, L. (2007). Measuring the business benefit of corporate responsibility. *Management Services*, 51(Autumn), 46–47.
- Moir, L., & Taffler, R. (2004). Does corporate philanthropy exist?: Business giving to the arts in the UK. *Journal of Business Ethics*, 54(2), 149–161.
- Molnar, A. (2002). The corporate branding of our schools. *Educational Leadership*, 60(2), 74–78.
- Moon, J. J. (2007). *Essays in empirical analysis of corporate strategy and corporate responsibility*. Unpublished doctoral dissertation, University of Pennsylvania, Philadelphia, PA.
- Moon, J., Crane, A., & Matten, D. (2008). Corporate power and responsibility: A citizenship perspective. In J. Conill, C. Luetge & T. Schönwälder-Kuntze (Eds.), *Corporate citizenship, contractarianism and ethical theory: On philosophical foundations of business ethics* (pp. 10–27). Burlington, VT: Ashgate.
- Morgan, G. (2006). *Images of organization*. Thousand Oaks, CA: SAGE Publishing.
- Morton, V. (2012). *Corporate fundraising* (4th ed.). London: Directory of Social Change.
- Munilla, L. S., & Miles, M. P. (2005). The corporate social responsibility continuum as a component of stakeholder theory. *Business and Society Review*, 110(4), 371–387.
- Murillo, D., & Lozano, J. M. (2006). SMEs and CSR: An approach to CSR in their own words. *Journal of Business Ethics*, 67, 227–240.
- Murphy, M. K. (1989). Corporations and foundations. In J. L. Fisher & G. H. Quehl (Eds.), *The president and fund raising* (pp. 126–139). New York, NY: Macmillan Publishing.
- Murray, J. L. (2017). *Undergraduate research for student engagement and learning*. New York, NY: Routledge.
- Nasi, J., Nasi, S., Phillips, N., & Zyglidopoulos, S. (1997). The evolution of corporate social responsiveness: An exploratory study of Finnish and Canadian Forest Companies. *Business and Society*, 36(September), 296–321.
- National Association of Colleges and Employers (NACE). (2013). *Diversity and inclusion self-assessment. Adapted from National Alliance of Mental Health (NAMI)* (pp. 2–4). Bethlehem, PA: NACE Leadership Institute.
- National Association of Colleges and Employers (NACE) Staff. (2016). *Candidate selection: Selecting target schools ensuring your URR program is hitting the mark. Taken from NACE 2016 Recruiting Benchmarks Survey*, Bethlehem, PA: NACE. Retrieved from naceweb.org/talent-acquisition/candidate-selection/selecting-target-schools-ensuring-your-urr-program-is-hitting-the-mark/.
- National Association of Colleges and Employers (NACE) Staff. (2017). *Benchmarks: Diversity recruiting efforts, target groups. Taken from NACE 2016 Recruiting Benchmarks Survey*, Bethlehem, PA: NACE. Retrieved from naceweb.org/talent-acquisition/benchmarks-diversity-recruiting-efforts-target-groups/.

- National Association of Colleges and Employers (NACE). (2018a). *About us*. Bethlehem, PA: NACE. Retrieved from www.naceweb.org/about-us/.
- National Association of Colleges and Employers (NACE). (2018b). *Competencies for university relations and recruiting professionals*. Bethlehem, PA: NACE.
- National Association of Colleges and Employers (NACE) Staff. (2018c, March 5). *Benchmarks: Criteria for selecting target schools*. Bethlehem, PA: NACE. Retrieved from naceweb.org/talent-acquisition/benchmarks-criteria-for-selecting-target-schools/.
- National Governors Association. (2004). *A governor's guide to strengthening state entrepreneurship policy*. Retrieved from <http://www.nga.org/files/live/sites/NGA/files/pdf/0402GOVGUIDEENTREPRENEUR.pdf>.
- National Philanthropic Trust. (2018). *Philanthropy quotes*. Retrieved from <http://www.nptrust.org/history-of-giving/philanthropic-quotes/>.
- National Society for Experiential Education (NSEE). (1998). *Eight principles of good practice for all experiential learning activities*. Retrieved from <http://www.nsee.org/8-principles>.
- National Society for Experiential Education (NSEE). (2018). *About NSEE*. Retrieved from <http://www.nsee.org/about-us>.
- Nelson, R., & Winter, S. (1982). *An evolutionary theory of economic change*. Cambridge, MA: Belknap Press.
- Net Impact. (2018). *About us*. Retrieved from <https://www.netimpact.org/about-net-impact>.
- Network of Academic Corporate Relations Officers (NACRO). (2018). *Why NACRO*. Retrieved from <https://nacrocon.org/about/why-nacro>.
- New, J. (2016, July 5). Career counselors or headhunters? *Inside Higher Ed*. Retrieved from <http://www.insidehighered.com/news/2016/07/05/corporate-partnership-programs-increasing-college-career-centers>.
- NJBIZ Staff. (2014). How the Campbell Soup Company has impacted Camden: A Q&A with CEO Denise Morrison. Retrieved from <http://www.njbiz.com/article/20140707/NJBIZ01/140709862/how-the-campbell-soup-company-has-impacted-camden-a-qa-with-ceo-denise-morrison>.
- Noble, D. F., & Pfund, N. E. (1980). The plastic tower: Business goes back to college. *Nation*, 231(8), 233–246.
- Nonprofit Research Collaborative. (2010). *The nonprofit research collaborative November 2010 fundraising survey*. Retrieved from <http://www.urban.org/uploadedpdf/1001467-Nonprofit-Research-Collaborative.pdf>. Accessed on March 26, 2012.
- Norris, W. C. (1984). A new role for corporations. In B. Harvey, L. Liebman & C. S. Schelling (Eds.), *Public-private partnership: New opportunities for meeting social needs* (pp. 243–262). Cambridge, MA: Ballinger Publishing Company.
- Nucifora, A. (1998). Nonprofits must have smart marketing plans. *The Puget Sound Business Journal*, 4, 20.
- Nwoke, U. (2017). Corporations and development: The barriers to effective corporate social responsibility (CSR) in a neoliberal age. *International Journal of Law and Management*, 59(1), 122–146.
- Opall, B. S. (2012). *What motivates Minnesota's Fortune 500 companies to create equitable work environments for GLBT people?* Unpublished doctoral dissertation, University of Minnesota, Minneapolis, MN. Retrieved from <http://hdl.handle.net/11299/129990> (the University of Minnesota Digital Conservancy).

- Organ, D. W., Podsakoff, P. M., & MacKenzie, S. B. (2006). *Organizational citizenship behavior: Its nature, antecedents, and consequences*. Thousand Oaks, CA: SAGE Publishing.
- Ostrander, S. A., & Schervish, P. G. (2002). Giving and getting: Philanthropy as a social relation. In J. Van Til and Associates (Eds.), *Critical issues in American philanthropy: Strengthening theory and practice* (pp. 67–98). San Francisco, CA: Jossey-Bass.
- O’Connell, G. E. (2010). Turning point for corporate partnerships: Don’t let serious economic crises go to waste! *The Journal of Corporate Citizenship*, 40(Winter), 26–30.
- O’Shaughnessy, L. (2015). *The most expensive state university systems*. New York, NY: CBS. Retrieved from <https://www.cbsnews.com/news/the-most-expensive-state-university-systems/>.
- Pallotta, D. (2013). *The way we think about charity is dead wrong*. TedTalk. Retrieved from https://www.ted.com/talks/dan_pallotta_the_way_we_think_about_charity_is_dead_wrong/discussion?utm_campaign=eNewsletter&utm_source=hs_email&utm_medium=email&_hsenc=p2ANqtz-8Fhz-x-ch-3E1WuULGBX3wvYtqTcgqQKxczhxHcdCi0N_46MZcuJySf5mxWt_2BQlrKq#t-198527.
- Palmer, D. E. (2015). *Handbook of research on business ethics and corporate responsibilities*. Hershey, PA: IGI Global.
- Paredes-Gazquez, J. D., Rodriguez-Fernandez, J. M., & de la Cuesta-Gonzalez, M. (2016). Measuring corporate social responsibility using composite indices: Mission impossible? The case of the electricity utility industry. *Revista de Contabilidad—Spanish Accounting Review*, 19(1), 142–153.
- Parker, S. C. (2005). The economics of entrepreneurship: What we know and what we don’t. *Foundations and Trends in Entrepreneurship*, 1(1), 1–54.
- Parks, R., & Taylor, A. (2016). Innovative credentialing: Employers weigh in on co-curricular transcripts. *College and University*, 91(2), 63–72.
- Paulsen, M. B. (1996). Higher education and state workforce productivity. *Thought & Action*, 12(1), 55–77.
- Pava, M. L. (2008). Why corporations should not abandon social responsibility. *Journal of Business Ethics*, 83, 805–812.
- Pérez, A., & del Bosque, I. R. (2013). Measuring CSR image: Three studies to develop and to validate a reliable measurement tool. *Journal of Business Ethics*, 118(2), 265–286.
- Perorazio, T. E. (2001, November 15–18). Social contract or state requirement? Economic development and higher education. Paper presented at the annual meeting of the Association for the Study of Higher Education (ASHE), Richmond, VA.
- Peters, S. J., Alter, T. R., & Schwartzbach, N. (2010). *Democracy and higher education: Traditions and stories of civic engagement*. East Lansing, MI: MSU.
- Peterson, E. (2018). *Administration slashes federal afterschool funding*. Washington, DC: Afterschool Alliance. Retrieved from http://www.afterschoolalliance.org/afterschoolSnack/Administration-slashes-federal-afterschool-funding_02-12-2018.cfm.
- Pfau, M., Haigh, M. M., Sims, J., & Wigley, S. (2008). The influence of corporate social responsibility campaigns on public opinion. *Corporate Reputation Review*, 11(2), 145–154.

- Pfeffer, J., & Salancik, G. R. (2003). *The external control of organizations: A resource dependence perspective*. Stanford, CA: Stanford Business Books.
- Philip, C. S. (2012, August 1–3). Corning and university technology collaborations. Presentation at the NACRO conference, Evanston, IL. Retrieved from <http://www.nacroonline.org/conference-presentations>.
- Piaget, J. (1969). *The psychology of the child*. New York, NY: John Wiley & Sons.
- Pichon, D. F. J. (1999). *A study of fundraising in selected urban and suburban California community colleges: A description of programs and identification of successful strategies*. Unpublished doctoral dissertation, University of Texas at Austin, Austin, TX.
- Pinney, C. (2009). *Weathering the storm: The state of corporate citizenship in the United States 2009*. Chestnut Hill, MA: Boston College Center for Corporate Citizenship.
- Pinney, C. (2012). *Increasing impact, enhancing value: A practitioner's guide to leading corporate philanthropy*. Arlington, VA: Council on Foundations. Retrieved from [http://www.cof.org/files/Bamboo/whoweserve/corporate/documents/Corporate Guide.pdf](http://www.cof.org/files/Bamboo/whoweserve/corporate/documents/Corporate%20Guide.pdf).
- Pollack, R. H. (1998). Give and take: Create a mutually beneficial relationship to bring corporate support to your campus. *Currents*, 24(2), 16–22.
- Pollard, J. A. (1958). *Fund-raising for higher education*. New York, NY: Harper & Brothers.
- PollingReport.com. (2011). As far as people in charge of running are concerned, would you say you have a great deal of confidence, only some confidence, or hardly any confidence at all in them? *The Harris Poll, February 16–21*. Retrieved from <http://www.pollingreport.com/institut.htm>. Accessed on October 26, 2011.
- Porter, M. E. (1981). The contributions of industrial organization to strategic management. *The Academy of Management Review*, 6(4), 609–620.
- Porter, M. E., & Kramer, M. R. (2002). The competitive advantage of corporate philanthropy. *Harvard Business Review*, 80(12), 56–69.
- Porter, M. E., & Kramer, M. R. (2006). Strategy and society: The link between corporate social responsibility and competitive advantage. *Harvard Business Review*, 84(12), 78–92.
- Porter, M., & Kramer, M. R. (2011). Creating shared value. *Harvard Business Review*, 89(1/2), 62–77.
- Post, J. E. (1978). *Corporate behavior and social change*. Reston, VA: Reston Publishing Company.
- Potocan, V., & Mulej, M. (2010). Entrepreneurship of SMEs in the framework of globalization. *China-USA Business Review*, 9(2), 17–30.
- Prakash, N. (2012). *An economic impact summary for Connecticut's independent colleges and universities*. Hartford, CT: Connecticut Department of Community and Economic Development.
- Putnam, R. D. (2000). *Bowling alone: The collapse and revival of American community*. New York, NY: Simon & Schuster.
- Reed, R. (2007, August 16). Some thoughts on academic/industry collaboration [or] Attempting survival in the global marketplace of ideas, people, and products. Presentation at the NACRO annual meeting, Minneapolis, MN. Retrieved from <http://web.mac.com/nacro/NACRO/Toolbox.html>.

- Reich, R. B. (2007). *Supercapitalism: The transformation of business, democracy, and everyday life*. New York, NY: Knopf Doubleday.
- Reichart, J. (1999). *Corporate ethics and environmental values: Issues, perceptions, and the logic of stakeholder action*. Unpublished dissertation, University of Virginia, Charlottesville, VA.
- Reisz, R. D., & Stock, M. (2012). Private higher education and economic development. *European Journal of Education, 47*(2), 198–212.
- Renski, H. (2009). New firm entry, survival, and growth in the United States: A comparison of urban, suburban, and rural areas. *Journal of the American Planning Association, 75*(1), 60–77.
- Reynolds, J., Smith, R., Moskovitc, C., & Sayle, A. (2009). BioTAP: A systematic approach to teaching scientific writing and evaluating undergraduate theses. *BioScience, 59*(10), 896–903.
- Rhoades, G., Maldonado-Maldonado, A., Ordorika, I., & Velazquez, M. (2004). Imagining alternatives to global, corporate, new economy academic capitalism. *Policy Futures in Education, 2*, 316–329.
- Rhodes, F. H. T. (2001). *The creation of the future: The role of the American university*. Ithaca, NY: Cornell University Press.
- Ricks, J. M., Jr., & Williams, J. A. (2005). Strategic corporate philanthropy: Addressing frontline talent needs through an educational giving program. *Journal of Business Ethics, 60*, 147–157.
- Ridley, R. (2015, May 28). How higher education and industry can work together. *Times Leader*. Retrieved from <http://timesleader.com/news/business/23593/how-higher-education-and-industry-can-work-together>.
- Ring, P. S., & Van de Ven, A. H. (1994). Developmental processes of cooperative interorganizational relationships. *Academy of Management Review, 19*(1), 90–118.
- Robbins, Z., Cirillo, A., Kaylor, R., Larson, D., & Reed, R. (2007, August 15). Industry-university relationships. Panel at the NACRO annual meeting, Minneapolis, MN. Retrieved from <http://web.mac.com/nacro/NACRO/Toolbox.html>.
- Robbins, S., & Stylianou, A. C. (2003). Global corporate web sites: An empirical investigation of content and design. *Information & Management, 40*, 205–212.
- Roney, K. F. (1993). *Private fund raising in Alabama two-year colleges: Current status, perceptions of presidential involvement, and perceptions of success*. Unpublished doctoral dissertation, The University of Alabama, Tuscaloosa, AL.
- Rosen, M. (1991). Coming to terms with the field: Understanding and doing organizational ethnography. *Journal of Management Studies, 28*(1), 1–24.
- Rosenberg, S. (2003). *American economic development since 1945: Growth, decline and rejuvenation*. New York, NY: Palgrave Macmillan.
- Rossi, P. H., Lipsey, M. W., & Freeman, H. E. (2004). *Evaluation: A systematic approach*. (7th ed.). Thousand Oaks, CA: SAGE Publishing.
- Rubenstein, D. (2004). *The good corporate citizen: A practical guide*. Hoboken, NJ: John Wiley & Sons.
- Rupp, D., Ganapathi, J., Aguilera, R., & Williams, C. (2006). Employee reactions to corporate social responsibility: An organizational justice framework. *Journal of Organizational Behavior, 27*(4), 537–543.
- Saiaa, D. H. (1999). *Strategic philanthropy: Corporate resources for the public good?* Unpublished doctoral dissertation, The University of Georgia, Athens, GA.

- Saia, D. H. (2001). Philanthropy and corporate citizenship: Strategic philanthropy is good corporate citizenship. *The Journal of Corporate Citizenship*, 2(2), 57–74.
- Saint Joseph University (SJU). (2018). *Campbell collection*. Retrieved from <http://sites.sju.edu/afm/campbell-collection>.
- Samans, R. (2005). *Partnering for success: Business perspectives on multistakeholder partnerships*. Boston, MA: Harvard University Press.
- Sanchez, C. M. (2000). Motives for corporate philanthropy in El Salvador: Altruism and political legitimacy. *Journal of Business Ethics*, 27(4/2), 363–376.
- Sanzone, C. S. (2000). Securing corporate support: The business of corporate relations. In P. Buchanan (Ed.), *Handbook of institutional advancement* (3rd ed., pp. 321–324). Washington, DC: CASE.
- Sargeant, A., Lee, S., & Jay, E. (2002). *Major gift philanthropy: Individual giving to the arts (report)*. Oxfordshire: Centre for Voluntary Sector Management, Henley Management College.
- Saul, J. (2011). *The end of fundraising: Raise more money selling your impact*. San Francisco, CA: Jossey-Bass.
- Saul, J. (2012, August 2). The business case for corporate involvement: How to sell your impact. Presentation at the NACRO conference, Evanston, IL. Retrieved from <http://www.nacroonline.org/conference-presentations>.
- Sawyer, T. H., Hypes, M. G., & Hypes, J. A. (2004). *Financing the sport enterprise*. Champaign, IL: Sagamore Publishing.
- Scanlan, E. (1996). *Corporate & foundation fund raising: Aspen's fund raising series for the 21st century*. New York, NY: Aspen Publishers, Inc.
- Schein, E. H. (1985). *Organizational culture and leadership*. San Francisco, CA: Jossey-Bass.
- Schell-Busey, N. (2009). *The deterrent effects of ethics codes for corporate crime: A meta-analysis*. Unpublished doctoral dissertation, University of Maryland, College Park, MD.
- Schmid, A. A. (2004). *Conflict and cooperation: Institutional and behavioral economics*. Malden, MA: John Wiley & Sons.
- Schmidt, K. (2008, April 14–15). Yahoo! Academic relations. Presentation at the NACRO annual meeting, Atlanta, GA. Retrieved from <http://web.mac.com/nacro/NACRO/Toolbox.html>.
- Schneider, B., & Alderfer, C. P. (1973). Three studies of measures of need satisfaction in organizations. *Administrative Science Quarterly*, 18(4), 489–505.
- Scholte, J. A. (2000). *Globalization: A critical introduction*. New York, NY: St. Martin's Press.
- Scholte, J. A. (2015). Globalisation, governance and corporate citizenship. In M. McIntosh (Ed.), *Business, capitalism, and corporate citizenship: A collection of seminal essays with up-to-date commentaries from original authors* (pp. 43–53). Sheffield: Greenleaf Publishing Limited.
- Schon, D. A. (1971). *Beyond the stable state: Public and private learning in a changing society*. London: Temple Smith.
- Schumpeter, J. A. (1934). *The theory of economic development*. New York, NY: Routledge.
- Schurr, P. H., & Ozanne, J. L. (1985). Influences on exchange processes: Buyers' preconceptions of a seller's trustworthiness and bargaining toughness. *Journal of Consumer Research*, 11(4), 939–953.

- Science Based Targets. (2018). *About the science based targets initiative. Science based targets: Driving ambitious corporate climate action*. Retrieved from <https://sciencebasedtargets.org/about-the-science-based-targets-initiative/>.
- Scott, J., & Carrington, P. C. (2011). *The SAGE handbook of social network analysis*. Los Angeles, CA: SAGE Publishing.
- Scott, W. R., & Davis, G. F. (2007). *Organizations and organizing: Rational, natural, and open system perspectives*. Upper Saddle River, NJ: Pearson/Prentice Hall.
- Scott, M., & Rothman, H. (1992). *Companies with a conscience: Intimate portraits of twelve firms that make a difference*. San Francisco, CA: Myers Templeton/Birch Lane
- Sears, J. B. (1922). *Philanthropy in the history of American higher education*. Washington, DC: Government Printing Office.
- SeEVERS, M., & Marshall, K. (2017). Keys to cross-campus collaboration to produce winning corporate partnerships. Presentation at the NACRO conference, Seattle, WA. Retrieved from <http://nacrocon.org/sites/default/files/Keys%20to%20Cross-Campus%20Collaboration%20to%20Produce%20Winning%20Corporate%20Partnerships.pdf>.
- Sethi, S. P. (1975). Dimensions of corporate social performance: An analytical framework. *California Management Review*, 17(3), 58–64.
- Shafritz, J. M., Ott, J. S., & Jang, Y. S. (2005). *Classics of organization theory* (6th ed.). Boston, MA: Thomson Wadsworth.
- Shane, S. A. (2003). *A general theory of entrepreneurship: The individual-opportunity nexus*. Cheltenham: Edward Elgar Publishing.
- Shannon, J. P. (Ed.). (1991). *The corporate contributions handbook: Devoting private means to public needs*. San Francisco, CA: Jossey-Bass.
- Sharp, M. D. (2016). *Internship programs*. Fort Collins, CO: Council for the Advancement of Standards in Higher Education. Retrieved from <http://standards.cas.edu/getpdf.cfm?PDF=E86CFB4D-0B9E-4853-6D82720BE0779895>.
- Shaw, B., & Post, F. R. (1993). A moral basis for corporate philanthropy. *Journal of Business Ethics*, 12, 745–751.
- Sheldon, K. S. (2000). *Successful corporate fundraising: Effective strategies for today's nonprofits*. New York, NY: John Wiley & Sons.
- Shoemake, B. (2011, September/October). Assessing your ethical performance. *Advancing Philanthropy*, 14–18.
- Shove, M. (2018). *The ultimate guide: Using social media to recruit: Attract top talent with LinkedIn, Twitter, and Facebook*. Sunnyvale, CA: LinkedIn Talent Solutions.
- Shumar, W. (1997). *College for sale: A critique of the commodification of higher education*. London: The Falmer Press.
- Siegel, D. (2007). Constructive engagement with the corporation. *Academe*, 93(6), 52–55.
- Siegel, D. (2012). Beyond the academic-corporate divide. *Academe*, 98(1), 29–31.
- Siegel, D. (2017). Framing involvement: Rationale construction in an inter-organizational collaboration. *Journal of Further and Higher Education*, 32(3), 221–240.
- Siegfried, J. J., Sanderson, A. R., & McHenry, P. (2007). The economic impact of colleges and universities. *Economics of Education Review*, 26(5), 546–558.

- Sievers, B. (2004). Philanthropy's blindspots. In H. P. Karoff (Ed.), *Just money: A critique of contemporary American philanthropy* (pp. 129–149). Boston, MA: TPI Editions.
- Siltaoja, M. E. (2006). Value priorities as combining core factors between CSR and reputation—A qualitative study. *Journal of Business Ethics*, 68, 91–111. doi: 10.1007/s10551-006-9042-4.
- Sirsly, C.-A. T. (2009). 75 years of lessons learned: Chief executive officer values and corporate social responsibility. *Journal of Management*, 15(1), 78–94.
- Slaughter, S., & Leslie, L. L. (1997). *Academic capitalism: Politics, policies, and the entrepreneurial university*. Baltimore, MD: Johns Hopkins University Press.
- Slaughter, S., & Rhoades, G. (2004). *Academic capitalism and the new economy: Markets, state, and higher education*. Baltimore, MD: Johns Hopkins University Press.
- Sloan, P. (2009). Redefining stakeholder engagement: From control to collaboration. *The Journal of Corporate Citizenship*, 36(Winter), 25–41.
- Smilor, R. W., Deitrich, G. B., & Gibson, D. V. (1993). The entrepreneurial university: The role of higher education in the United States in technology commercialization and economic development. *International Social Science Journal*, 135(February), 1–11.
- Smith, P. R. G. (1968). *The history of corporate financial assistance to member institutions of the associated colleges of Indiana 1948–1967*. Unpublished doctoral dissertation, University of Notre Dame, Notre Dame, IN.
- Smith, C. (1994). The new corporate philanthropy. *Harvard Business Review*, 72, 105–116.
- Smith, N. C. (2003). Corporate social responsibility: Whether or how? *California Management Review*, 45(4), 52–76.
- Smith-Doerr, L., & Powell, W. W. (2005). Networks and economic life. In N. J. Smelser & R. Swedberg (Eds.), *The handbook of economic sociology* (pp. 379–402). Princeton, NJ: Princeton University Press.
- Smith, L., Jr. (1968). *Guidelines for efforts of public universities to attract corporate support*. Unpublished doctoral dissertation, The Florida State University, Tallahassee, FL.
- Soliz, R. (1997). *Variables that influence corporations who recruit at Texas A&M University in their decisions to provide philanthropic gifts to the university*. Unpublished doctoral dissertation, Texas A&M University, College Station, TX.
- Solomon, R. C. (1993). *Ethics and excellence: Cooperation and integrity in business*. Oxford: Oxford University Press.
- Solórzano, A. (2017). *Giving in numbers: 2017 edition*. New York, NY: Committee Encouraging Corporate Philanthropy.
- Sommerville, C. J. (2009). Universities are corporatized because they are secularized. *The Chronicle of Higher Education*, 55(39), omm.
- Spradley, J. P. (1980). *Participant observation*. Orlando, FL: Holt, Rinehart, & Winston.
- Spruyt, V. (2014). *The curse of dimensionality in classification*. Retrieved from <http://www.visiondummy.com/2014/04/curse-dimensionality-affect-classification/>.
- Stanford University. (2018). *Become a partner*. *Stanford career education: Student affairs*. *BEAM: Bridging Education, Ambition & Meaningful Work*. Retrieved from <https://beam.stanford.edu/employers/become-partner>.

- Stangis, D. (2007). *Where does philanthropy fit in the CSR spectrum?* Retrieved from <http://blogs.intel.com/csr/2007/07/> (CSR@Intel Blog).
- Stangis, D., & Smith, K. V. (2017a). *21st century corporate citizenship: A practical guide to delivering value to society and your business*. Bingley: Emerald Publishing Limited.
- Stangis, D., & Smith, K. V. (2017b). *The executive's guide to 21st century corporate citizenship: How your company can win the battle for reputation and impact*. Bingley: Emerald Publishing Limited.
- Steele, S. (2009, August 12–14). Research partnerships: Review of the PCAST report: University-private sector research partnerships in the innovation ecosystem. Presentation at the NACRO 3rd annual meeting, Seattle, WA. Retrieved from <http://web.mac.com/nacro/NACRO/Toolbox.html>.
- Stein, D. G. (2004). *Buying in or selling out? The commercialization of the American research university*. Piscataway, NJ: Rutgers University Press.
- Stiglitz, J. E. (2016). *The great divide: Unequal societies and what we can do about them*. New York, NY: W. W. Norton & Company.
- Stiglitz, J. E. (2017). *Globalization and its discontents revisited: Anti-globalization in the era of Trump*. New York, NY: W. W. Norton & Company.
- Stohl, C., Stohl, M., & Popova, L. (2009). A new generation of corporate codes of ethics. *Journal of Business Ethics*, 90(4), 607–622.
- Stokan, E. J. (2016). *Three essays on economic development incentives: Explaining the usage, effects, and abandonment of economic development policies*. Unpublished doctoral dissertation, The George Washington University, Washington, DC.
- Stovall, W. M. (2004). *A case study of presidents' approaches to fundraising at four private and public historically black colleges and universities*. Unpublished doctoral dissertation, University of Missouri, Columbia, MO.
- Strauss, K. (2017, September 13). The 10 companies with the best CSR reputations in 2017. *Forbes*. Retrieved from <https://www.forbes.com/sites/karstenstrauss/2017/09/13/the-10-companies-with-the-best-csr-reputations-in-2017/#29273246546b>.
- Strauss, A., Schatzmann, L., Ehrlich, D., Bucher, R., & Sabshin, M. (1963). The hospital and its negotiated order. In E. Freidson (Ed.), *The hospital in the modern society* (pp. 147–169). New York, NY: Free Press.
- Strickland, B. (2007). *Make the impossible possible: One man's crusade to inspire others to dream bigger and achieve the extraordinary*. New York, NY: Crown Business.
- Sturm, P., Jacobs, K., Feuerborn, B., Ortendahl, D., Bunch, M., Fayad, B., ... Shih, M. (2018a). 2018 Annual member survey institutional focus. Network of Academic Corporate Relations Officers Benchmarking Committee report. Retrieved from <http://nacrocon.org/members/benchmarking>.
- Sturm, P., Takehara, D., Allen, M., Bair, K., Dolgicer, S., Duncan, T., ... Yeung, P. O. (2018b). Benchmarking Committee industry perspectives report, summer 2018. Network of Academic Corporate Relations Officers Benchmarking Committee report. Retrieved from <http://nacrocon.org/members/benchmarking>.
- Sulaiman, N. A., & Muhamad, R. (2017). Empowering the society through companies CSR agenda. *SHS Web of Conferences*, 34, 1–11. doi:10.1051/shsconf/20173409003.
- Sweitzer, H. F., & King, M. A. (2014). *The successful internship: Personal, professional, and civic development in experiential learning* (4th ed.). Belmont, CA: Cengage Learning.

- Swenson, D. (2015). The economic value of Iowa State University. *Economics technical reports and white papers, 11*. Ames, IA: Iowa State University.
- Swimberghe, K. R. (2009). *When corporate policies and consumer values collide: Examining the relationship between religion and controversial business decisions*. Unpublished doctoral dissertation, Louisiana Tech University, Ruston, LA.
- Symonds, W. C. (2009a). Getting down to business in America's classrooms: Companies seek new collaboration for improving American education. *The Corporate Citizen, 3*, 23–26.
- Symonds, W. C. (2009b). School's out on achievement gap: Educator urges rethinking of student preparation to meet demands of the 21st century global economy. *The Corporate Citizen, 3*, 27–29.
- Szczanowicz, J., & Saniuk, S. (2016). Evaluation of CSR in SME sector. *Management, 20*(1), 96–110.
- Taleb, N. N. (2012). *Antifragile: Things that gain from disorder* (Vol. 3). New York, NY: Random House.
- Tan, B. U. (2017). Responsible corporate behaviors: Drivers of corporate responsibility. In M. A. Camilleri (Ed.), *CSR 2.0 and the new era of corporate citizenship* (pp. 17–36). Hershey, PA: IGI Global.
- Tang, Z., Hull, C. E., & Rothenberg, S. (2012). How corporate social responsibility engagement strategy moderates the CSR-financial performance relationship. *Journal of Management Studies, 49*(7), 1274–1303.
- The Center on Philanthropy at Indiana University (COP). (2007). *Corporate philanthropy: The age of integration*. Indianapolis, IN: Indiana University. Retrieved from http://www.philanthropy.iupui.edu/files/research/corporate_giving_-_july_2007.pdf.
- The Clarkson Centre for Business Ethics. (1999). *Principles for stakeholder management*. Toronto, ON: University of Toronto.
- The Foundation Center. (2018). *Aggregate fiscal data of foundations in the U.S., 2014*. Retrieved from http://data.foundationcenter.org/?_ga=2.251868873.1197721222.1530102573-364308470.1530102573.
- The Williams Institute for Ethics and Management (TWI). (2018). *Ethics awareness inventory guidance*. Retrieved from <http://www.ethicstwi.org/EducationalResources/TeachersResources/College/TeachingwiththeEthicsAwarenessInventory/GuideforAdministeringtheEAI/tabid/167/Default.aspx>.
- Thelin, J. R. (2011). *A history of American higher education* (2nd ed.). Baltimore, MD: Johns Hopkins University Press.
- Thelin, J. R. (2017). *American higher education: Issues and institutions*. New York, NY: Routledge.
- Thompson, J. D. (1967/2003). *Organizations in action: Social science basis of administrative theory (Classics in organization and management science)*. Piscataway, NJ: Transaction Publications.
- Thompson, J. D. (2005). Organizations in action. In J. Shafritz, J. Ott & Y. Jang (Eds.), *Classics of organization theory* (6th ed., pp. 491–504). Boston, MA: Thomson Wadsworth.
- Tidd, J. (1995). Development of novel products through intraorganizational and interorganizational networks: The case of home automation. *Journal of Product Innovation Management, 12*(4), 307–322.

- Tkac, P. (2006). One proxy at a time: Pursing social change through shareholder proposals. *Economic Review—Federal Reserve Bank of Atlanta*, 91(3), 1–20.
- Tokumura, S. S. (2013). *Twenty years of the ACFRE—More than a medallion*. Retrieved from <http://www.acfre.org/uploads/2/2/0/3/22036504/twentyyearsofheacfre.pdf>.
- Torgersen-Paul, D. (2008, April 14–15). Developing alliances between industry & major academic centers. Presentation at the NACRO annual meeting, Atlanta, GA. Retrieved from <http://web.mac.com/nacro/NACRO/Toolbox.html>.
- Touraine, A. (1977). *The self-production of society*. Chicago, IL: The University of Chicago Press.
- Trebeck, K. (2008). Relative advantages: Exploring private-sector impact on disadvantaged groups and deprived areas. *The Journal of Corporate Citizenship*, 32(Winter), 79–95.
- Tromble, W. W. (1998). Corporate and foundation relations. In W. W. Tromble (Ed.), *Excellence in advancement: Applications for higher education and nonprofit organizations* (pp. 93–118). Gaithersburg, MD: Aspen Publishers, Inc.
- Turban, D. B., & Greening, D. W. (1997). Corporate social performance and organizational attractiveness. *Academy of Management Journal*, 40(3), 658–672.
- Turker, D. (2009). Measuring corporate social responsibility: A scale development study. *Journal of Business Ethics*, 85, 411–427. doi:10.1007/s10551-008-9780-6.
- Turner, Y. S. (2015). *The Civic 50: Best practices in corporate community engagement. Giving thoughts*. Retrieved from https://www.conference-board.org/retrievefile.cfm?pdf&type=subsite, filename=TCB-GT-V1N9-Best_Practices_CorpCommunityEngmnt1.pdf&type=subsite.
- Turyakira, P., Venter, E., & Smith, E. (2012). Corporate social responsibility for SMEs: A proposed hypothesised model. *African Journal of Business Ethics*, 6(2), 106–119.
- U.S. Food & Drug Administration (FDA). (2018). *FDA Food Safety Modernization Act (FSMA)*. Retrieved from <https://www.fda.gov/Food/GuidanceRegulation/FSMA/default.htm>.
- United Nations. (1987). *Our common future: Report of the World Commission on Environment and Development*. New York, NY: Oxford University Press.
- United Nations Academic Impact (UNAI). (2018a). *About UNAI*. Retrieved from <https://academicimpact.un.org/content/about-unai>.
- United Nations Academic Impact (UNAI). (2018b). *Global citizenship*. Retrieved from <https://academicimpact.un.org/content/global-citizenship>.
- United Nations Global Compact (UNGC). (2018). *UN global compact—About us/our integrity measures*. New York, NY: United Nations. Retrieved from <http://www.unglobalcompact.org/about/integrity-measures>.
- University-Industry Demonstration Project (UIDP). (2018). *About us*. Retrieved from <https://www.uidp.org/about-us/#about-us-section>.
- University-Industry Demonstration Project (UIDP). (2014). *10 case studies of high-value, high-return university-industry collaborations*. Columbia, SC: UIDP.
- Uslaner, E. M. (1999). Trust but verify: Social capital and moral behavior. *Social Science Information*, 38, 29–55.
- Valdivia, W. D. (2013). *University start-ups: Critical for improving technology transfer*. Center for Technology Innovation at Brookings. Washington, DC: Brookings Institution.

- Valero, A., & Van Reenen, J. (2016). *The economic impact of universities: Evidence from across the globe. Report No. w22501*. Cambridge, MA: National Bureau of Economic Research.
- Vallentin, S., & Murillo, D. (2011). Governmentality and the politics of CSR. *Organization, 19*(6), 825–843.
- van Fleet, J. W. (2011). *A global education challenge: Harnessing corporate philanthropy to educate the world's poor*. Working Paper 4. Center for Universal Education at Brookings. Retrieved from https://www.brookings.edu/wp-content/uploads/2016/06/04_corporate_philanthropy_fleet.pdf.
- van Marrewijk, M. (2003). Concepts and definitions of CSR and corporate sustainability: Between agency and communion. *Journal of Business Ethics, 44*, 95–105.
- VanderKelen, B. L. (1997). *Institutional conditions fostering corporate development officers' advocacy of corporate interests*. Unpublished doctoral dissertation, University of California, Los Angeles, CA.
- Vidal, D. J. (2016). Post-enlightenment capitalism. In M. McIntosh (Ed.), *Globalization and corporate citizenship: The alternative gaze* (pp. 162–165). Sheffield: Greenleaf Publishing Limited.
- Visser, W. (2011). *The age of responsibility: CSR 2.0 and the new DNA of business*. Hoboken, NJ: John Wiley & Sons.
- Visser, W. (2014). *CSR 2.0 transforming corporate sustainability and responsibility*. Berlin: Springer.
- Vitaliano, D. F. (2010). Corporate social responsibility and labor turnover. *Corporate Governance, 10*(5), 563–573.
- Vogel, D. (2005, June). The low value of virtue. *Harvard Business Review*. Retrieved from <https://hbr.org/2005/06/the-low-value-of-virtue>.
- von Stein, W. B. (1975). *A book of corporate attitudes and philosophies in Northeastern Ohio regarding financial support for higher education*. Unpublished thesis, Kent State University, Kent, OH.
- Vos, S. S., Sabus, A., Seyfer, J., Umlah, L., Gross-Advani, C., & Thompson-Oster, J. (2018). Using continuing professional development to create meaningful co-curricular learning opportunities for all student pharmacists. *American Journal of Pharmaceutical Education, 82*(4), 327–336.
- Waddell, S. (2016). Core competencies: A key force in business-government-civil society collaborations. In M. McIntosh (Ed.), *Globalization and corporate citizenship; the alternative gaze: A collection of seminal essays with up-to-date commentaries from original authors* (pp. 16–30). Sheffield: Greenleaf Publishing Limited.
- Waddock, S. (2004). Parallel universes: Companies, academics, and the progress of corporate citizenship. *Business and Society Review, 109*(1), 5–42.
- Waddock, S. (2016). Integrity and mindfulness. In M. McIntosh (Ed.), *Globalization and corporate citizenship; the alternative gaze: A collection of seminal essays with up-to-date commentaries from original authors* (pp. 133–147). Sheffield: Greenleaf Publishing Limited.
- Wagner, L. (2002). The 'new' donor: Creation or evolution? *International Journal of Nonprofit and Voluntary Sector Marketing, 7*(4), 343–352.
- Wals, A. E., & Blewitt, J. (2010). Third wave sustainability in higher education: Some (inter) national trends and developments. In P. Jones, D. Selby & S. Sterling (Eds.), *Green infusions: Embedding sustainability across the higher education curriculum* (pp. 55–74). New York, NY: Routledge.

- Walton, A., & Gasman, M. (Eds.). (2008). *Philanthropy, volunteerism, and fundraising*. Upper Saddle River, NJ: Pearson.
- Walzer, N. (2004). Introduction: Entrepreneurship in community development. *Journal of the Community Development Society*, 35(1), 1–4.
- Walzer, N. (Ed.). (2007). *Entrepreneurship and local economic development*. New York, NY: Lexington Books.
- Walzer, N., & Athiyaman, A. (2007). Introduction and overview. In N. Walzer (Ed.), *Entrepreneurship and local economic development* (pp. 1–19). New York, NY: Lexington Books.
- Warhurst, A. (2001, Spring). Corporate citizenship and corporate social investment: Drivers of tri-sector partnerships. *Journal of Corporate Citizenship*, 57–73.
- Washburn, J. (2005). *University Inc.: The corporate corruption of higher education*. New York, NY: Basic Books.
- Weick, K. E. (1979). *The social psychology of organizing* (2nd ed.). New York, NY: McGraw-Hill.
- Whitaker, S. D. (2005). *The role of the private college president in fundraising: A comparative case study*. Unpublished doctoral dissertation, University of Louisville, Louisville, KY.
- White, G. D. (Ed.). (2000). *Campus, Inc. Corporate power in the ivory tower*. Amherst, NY: Prometheus Books.
- White, A. H., & Bartolomeo, J. (1982). *Corporate giving: The views of chief executive officers of major American corporations*. Washington, DC: Council on Foundations.
- Whitehead, P. J. (1976). *Some economic aspects of corporate giving*. Unpublished doctoral dissertation, Virginia Polytechnic Institute and State University, Blacksburg, VA.
- Wilber, K. (1995). *Sex, ecology, spirituality: The spirit of evolution*. Boston, MA: Shambala Press.
- Wilber, K. (1996). *A brief history of everything*. Boston, MA: Shambala Press.
- Wilken, P. H. (1979). *Entrepreneurship: A comparative and historical study*. Norwood, NJ: Ablex.
- Wilkinson, K. P. (1991). *The community in rural America*. Appleton, WI: Social Ecology Press.
- Williamson, I. O., Lepak, D. P., & King, J. (2003). The effect of company recruitment web site orientation on individuals' perceptions of organizational attractiveness. *Journal of Vocational Behavior*, 63(2), 242–263.
- Wilson, T. (2011a). Cleared for takeoff: Corporate citizenship more than just a blip for UPS CFO Kuehn. *The Corporate Citizen*, 5, 14–16.
- Wilson, T. (2011b). Crisis in U.S. classrooms spells trouble for business. *The Corporate Citizen*, 5, 26–29.
- Wisely, D. S. (2008). A foundation's relationship to its public: Legacies and lessons for the Lilly Endowment. In A. Walton & M. Gasman (Eds.), *Philanthropy, volunteerism, and fundraising* (pp. 26–35). Upper Saddle River, NJ: Pearson.
- Withers, D. C. (2002). New patterns of corporate support. In M. J. Worth (Ed.), *New strategies for educational fund-raising* (pp. 155–163). Portland, OR: Book News.

- Wojan, T., Fluharty, C., & Peters, S. (2014). Using rural innovation principles for university renaissance. *CHOICES*, 29(1). Retrieved from <http://choicesmagazine.org/choices-magazine/theme-articles/higher-educations-roles-in-supporting-a-rural-renaissance/using-rural-innovation-principles-for-university-renaissance>.
- Wolfe, D. A. (2005). The role of universities in regional development and cluster formation. In G. Jones, P. McCarney & M. Skolnick (Eds.), *Creating knowledge, strengthening nations* (pp. 167–194). Toronto, ON: University of Toronto Press.
- Wolfe, C. J. (2012). *Dimensions of purchasing social responsibility in sustainable supply chain organizations*. Unpublished doctoral dissertation, Northcentral University, San Diego, CA.
- Wood, D. J., & Jones, R. E. (1995). Stakeholder mismatching: A theoretical problem in empirical research on corporate social performance. *International Journal of Organizational Analysis*, 3(3), 229–267.
- World Economic Forum. (2002). *Global corporate citizenship initiative*. Retrieved from https://members.weforum.org/pdf/GCCI/GCCI_CEO_Questionnaire.pdf.
- Worth, M. J. (2002). *New strategies for educational fund-raising*. Portland, OR: Book News.
- Wright, T. (2004). The evolution of sustainability declarations in higher education. In P. B. Corcoran & A. E. J. Wals (Eds.), *Higher education and the challenge of sustainability: Problematics, promise and practice* (pp. 7–19). Dordrecht: Wolters Kluwer.
- Yeager, P. C. (1981). *The politics of corporate social control: The federal response to industrial water pollution*. Unpublished doctoral dissertation, University of Wisconsin, Madison, WI.
- Yeager, P. C. (1991). *The limits of law: The public regulation of private pollution*. Cambridge, MA: Cambridge University Press.
- Yoon, Y., Gürhan-Canli, Z., & Schwarz, N. (2006). The effect of corporate social responsibility (CSR) activities on companies with bad reputations. *Journal of Consumer Psychology*, 16(4), 377–390.
- Young, F. W. (1971). A macrosociological interpretation of entrepreneurship. In P. Kilby (Ed.), *Entrepreneurship and economic development* (pp. 139–149). New York, NY: Free Press.
- Young, A. P. (2006). *Teaching writing across the curriculum*. Upper Saddle River, NJ: Pearson/Prentice Hall.
- Young, D. R., & Burlingame, D. F. (1996). Paradigm lost: Research toward a new understanding of corporate philanthropy. In D. F. Burlingame & D. R. Young (Eds.), *Corporate philanthropy at the crossroads* (pp. 158–176). Bloomington, IN: Indiana University Press.
- Young, D. G., Chung, J. K., Hoffman, D. E., & Bronkema, R. (2017). *2016 National survey of senior capstone experiences: Expanding our understanding of culminating experiences (Research reports in transitions)*. Washington, DC: National Resource Center.
- Youtie, J., & Shapira, P. (2008). Building an innovation hub: A case study of the transformation of university roles in regional technological and economic development. *Research Policy*, 37(8), 1188–1204.

- Zadek, S. (2004). The path to corporate responsibility. *Harvard Business Review*, 82(12), 125–132.
- Zemsky, R., Wegner, G. R., & Massy, W. F. (2005). *Remaking the American university: Market-smart and mission-centered*. Piscataway, NJ: Rutgers University Press.
- Zubrzycki, J. (2011, November 15). Business in education. *Education Week*, 31(12). Retrieved from <https://www.edweek.org/ew/articles/2011/11/16/12report-5.h31.html>.

Additional Reading

- Abdi, A., & Shultz, L. (Eds.). (2008). *Educating for human rights and global citizenship*. Albany, NY: State University of New York Press.
- Adamson, J. (2000). *The Denny's story: How a company in crisis resurrected its good name*. Hoboken, NJ: John Wiley & Sons.
- Albala-Bertrand, L. (1995). What education for what citizenship? First lessons from the research phase. *Educational Innovation and Information* (Geneva, UNESCO IBE), 82.
- Aleinikoff, T. A., & Klusmeyer, D. B. (Eds.). (2001). *Citizenship today: Global perspectives and practices*. Washington, DC: Carnegie Endowment for International Peace.
- Alvesson, M., & Willmott, H. (2002). Identity regulation as social control: Producing the appropriate individual. *Journal of Management Studies*, 39(5), 619–644.
- American Association of Colleges and Universities at <https://www.accu.org>.
- American Association of University Professors (AAUP). (2014). *Recommended principles to guide academy-industry relationships*. Washington, DC: AAUP Foundation.
- Arthur, J., Davies, I., & Hahn, C. (Eds.). (2008). *The SAGE handbook of education for citizenship and democracy*. London: SAGE Publishing.
- Ashforth, B. E. (2001). *Role transitions in organizational life: An identity-based perspective*. Mahwah, NJ: Lawrence Erlbaum Associates.
- Aspen Institute at <https://www.aspeninstitute.org>.
- Association for Experiential Education at <http://www.aee.org>.
- Baird, B. N. (2011). *The internship, practicum, and field placement handbook: A guide for the helping professions*. Upper Saddle River, NJ: Pearson/Prentice Hall.
- Baldrige, J. V. (1971). *Power and conflict in the university: Research in the sociology of complex organizations*. San Francisco, CA: John Wiley & Sons.
- Banks, J. (Ed.). (2004). *Diversity and citizenship education: Global perspectives*. San Francisco, CA: John Wiley & Sons.
- Baron, R. A., & Shane, S. A. (2007). *Entrepreneurship: A process perspective* (2nd ed.). Cincinnati, OH: Cengage Learning.
- Bennington, A. J., & Minutolo, M. C. (2013). Intent to be a socially responsible small or medium-sized enterprise: Theory of planned behavior and leaders' actualizing. *Journal of Management and Sustainability*, 3(1), 1–8.
- Blakely, E. J., & Leigh, N. G. (2010). *Planning local economic development: Theory and practice* (4th ed.). Thousand Oaks, CA: SAGE Publishing.
- Boston College Center for Corporate Citizenship (BCCCC) at <https://ccc.bc.edu/>.

- Boulding, E. (1988). *Building a global civic culture: Education for an interdependent world*. New York, NY: Teachers College Press.
- Branscomb, L. M., Kodama, F., & Florida, R. (Eds.). (1999). *Industrializing knowledge: University-industry linkages in Japan and the United States*. Cambridge, MA: Massachusetts Institute of Technology.
- Brown, M. E., Trevino, L. K., & Harrison, D. A. (2005). Ethical leadership: A social learning perspective for construct development and testing. *Organizational Behavior and Human Decision Processes*, 97, 117–134.
- Business-Higher Education Forum (BHEF) at <http://www.bhef.com/about>.
- Cabrera, L. (2010). *The practice of global citizenship*. Cambridge: Cambridge University Press.
- Campus Compact at <http://www.compact.org>.
- Canadean. (2012). *Campbell Soup Company—Company profile, SWOT, & financial report*. Toronto, ON: Campbell Company of Canada.
- Casey, C. (2016). *Economy, work, and education: Critical connection*. New York, NY: Routledge.
- Chua, A. (2004). *World on fire: How exporting free market democracy breeds ethnic hatred and global instability*. New York, NY: Random House.
- Clark, S. C. (2002). Work/family border theory: A new theory of work/family balance. *Human Relations*, 53(6), 747–770.
- Colby, A., Erlich, T., Beaumont, E., & Stephens, J. (2003). *Educating citizens: Preparing America's undergraduates for lives of moral and civic responsibility*. San Francisco, CA: Jossey-Bass.
- Cooperative Education and Internship Association at <http://www.ceiainc.org>.
- Cordes, S., & Peters, S. (2014). Theme overview: Higher education's roles in supporting a rural renaissance. *CHOICES*, 29(1), 1–3.
- Cramer, J., van der Heijden, A., & Jonker, J. (2006). Corporate social responsibility: Making sense through thinking and acting. *Business Ethics: A European Review*, 15(4), 380–389.
- Damon, W., & Verucci, S. (Eds.). (2006). *Taking philanthropy seriously: Beyond noble intentions to responsible giving*. Bloomington, IN: Indiana University Press.
- Dawkins, J., & Lewis, S. (2003). CSR in stakeholder expectations: And their implications for company strategy. *Journal of Business Ethics*, 44(2/3), 185–193.
- de Hond, F., de Bakker, F. G. A., & Neergaard, P. (2007). *Managing social responsibility in action: Talking, doing and measuring*. Burlington, VT: Ashgate.
- De los Salmones, M. D. M. G., Crespo, A. H., & del Bosque, I. R. (2005). Influence of corporate social responsibility on loyalty and valuation of services. *Journal of Business Ethics*, 61(4), 369–385.
- De Schutter, O. (2008). Corporate social responsibility European style. *European Law Journal*, 14(2), 203–236.
- de Tocqueville, A. (1835). *Democracy in America*. London: Saunders and Otley.
- Delanty, G. (1999). *Citizenship in a global age: Society, culture, politics*. Buckingham: Open University Press.
- Dower, N. (2003). *An introduction to global citizenship*. Edinburgh: Edinburgh University Press.
- Elkington, J. (1997). *Cannibals with forks: The triple bottom line of the 21st century business*. Oxford: Capstone.

- Evans, W. R., Goodman, J. M., & Davis, W. D. (2011). The impact of perceived corporate citizenship on organizational cynicism, OCB, and employee deviance. *Human Performance, 24*, 79–97.
- Foster, L. G. (1986). *A company that cares: One hundred year history of Johnson & Johnson*. New Brunswick, NJ: Johnson & Johnson.
- Global Sullivan Principles at <http://csridentity.com/globalsullivanprinciples/index.asp>.
- Government of Canada. (2006). *Corporate social responsibility: An implementation guide for Canadian business*. Ottawa: Government of Canada. Retrieved from <http://www.ic.gc.ca/app/oca/crd/dcmnt.do?id=1106&lang=eng>.
- Government-University-Industry Research Roundtable (GUIRR) at sites.nationalacademies.org/PGA/guirr/PGA_082333.
- Government-University-Industry Research Roundtable (GUIRR). (2018). *History*. Retrieved from sites.nationalacademies.org/PGA/guirr/PGA_082333.
- Hardjono, T., & de Klein, P. (2004). Introduction on the European corporate sustainability framework (ECSF). *Journal of Business Ethics, 55*(2), 99–113.
- Harshman, J., Augustine, T., & Merryfield, M. (Eds.). (2015). *Research in global citizenship education*. Charlotte, NC: Information Age Publishing.
- Henderson, D. (2015). The role of business in the world of today. In M. McIntosh (Ed.), *Business, capitalism, and corporate citizenship: A collection of seminal essays with up-to-date commentaries from original authors* (pp. 14–17). Sheffield: Greenleaf Publishing Limited.
- Hicks, D., & Holden, C. (2007). *Teaching the global dimension: Key principles and effective practice*. London: Routledge.
- Hirsh, L. (2018). *Why 149 year-old Campbell Soup is at a crossroads*. Retrieved from <https://www.cnbc.com/2018/07/28/campbell-soup-at-149-years-old-is-facing-a-crossroads.html>.
- Hoerr, T., Kucic, B., Wagener, A., & Nolan, M. (2010, August 11). Small and medium-sized businesses: Finding mutual value. Presentation at the 2010 NACRO annual conference, Urbana–Champaign, IL. Retrieved from <http://www.nacroonline.org/conference-presentations>.
- Homan, M. S. (2011). *Promoting community change: Making it happen in the real world* (6th ed.). Belmont, CA: Wadsworth.
- Howe, W. A. (1993). Developing and nurturing professional relationships. *New Directions for Adult & Continuing Education, 58*(Summer), 41–45. doi: 10.1002/ace.36719935807.
- Hudley, A. H. C., & Dicter, C. L. (2017). *The indispensable guide to undergraduate research: Success in and beyond college*. New York, NY: Teachers College Press.
- Ibarra, H. (1999). Provisional selves: Experimenting with image and identity in professional adaptation. *Administrative Science Quarterly, 44*(4), 764–791.
- Ibarra, H. (2004). *Working identity: Unconventional strategies for reinventing your career*. Cambridge, MA: Harvard Business School Press.
- Idowu, S. O., & Filho, W. L. (Eds.). (2009). *Global practices of corporate social responsibility*. Berlin: Springer.
- Idowu, S. O., & Filho, W. L. (Eds.). (2010). *Professionals perspectives of CSR*. Berlin: Springer.
- Jackson, R. (1997). Alive in the world: The transformative power of experience. *NSEE Quarterly, 22*(3), 24–26.

- Jamali, D., & Mirshak, R. (2007). Corporate social responsibility (CSR): Theory and practice in a developing country context. *Journal of Business Ethics*, 72(3), 243–262.
- Jenkins, R. (2014). *Social identity* (4th ed.). New York, NY: Routledge.
- Kaplan, A. E. (2011). *2010 Voluntary support of education survey*. New York, NY: Council for Aid to Education.
- Kelly, M. (2012). *Owning our future: The emerging ownership revolution*. Oakland, CA: Berrett-Koehler.
- Khoo, H. H., & Tan, K. C. (2002). Using the Australian business excellence framework to achieve sustainable business excellence. *Corporate Social Responsibility and Environmental Management*, 9(4), 196–205.
- Lakin, N., & Scheubel, V. (2010). *Corporate community involvement: The definitive guide to maximizing your business' societal engagement*. New York, NY: Routledge.
- Levine, J. (2012). *Working with people: The helping process*. New York, NY: Longman.
- Lewin, R. (Ed.). (2009). *The handbook of practice and research in study abroad: Higher education and the quest for global citizenship*. New York, NY: Routledge.
- Lewis, E. (2005). *Great IKEA! A brand for all the people*. London: Cyan Books.
- Marsden, C., & Androf, J. (1998). Towards an understanding of corporate citizenship and how to influence it. *Citizenship Studies*, 2(2), 329–351.
- Maxfield, S. (2008). Reconciling corporate citizenship and competitive strategy: Insights from economic theory. *Journal of Business Ethics*, 80(2), 367–377.
- Moon, J., Crane, A., & Matten, D. (2005). Can corporations be citizens? Corporate citizenship as a metaphor for business participation in society. *Business Ethics Quarterly*, 15(3), 429–453.
- National Taskforce on Civic Learning and Democratic Engagement. (2012). *A crucible moment: College learning and democracy's future*. Washington, DC: Association of American Colleges and Universities.
- Network of Academic Corporate Relations Officers (NACRO) at <https://nacrocon.org/about/why-nacro>.
- Okpara, J. O., & Idowu, S. O. (Eds.). (2013). *Corporate social responsibility: Challenges, opportunities and strategies for 21st century leaders (CSR, sustainability, ethics, & governance)*. New York, NY: Springer.
- Organisation for Economic Co-operation and Development (OECD) Higher Education Programme. (2018). *Higher education in regional and city development*. Issue brief, Paris, France.
- Oxley, L., & Morris, P. (2013). Global citizenship: A typology for distinguishing its multiple conceptions. *British Journal of Educational Studies*, 61, 301–325.
- Parsons, M. D. (2000). The higher education policy arena: The rise and fall of a community. In J. Losco & B. L. Fife (Eds.), *Higher education in transition: The challenges of the new millennium* (pp. 83–108). Westport, CT: Bergin & Garvey.
- Peters, S. (2014). Extension reconsidered. *CHOICES*, 29(1), 1–6.
- Philly Mag Staff. (2016, December 10). *The great Philadelphia families: The most intriguing, most influential, most essentially Philly family trees*. Retrieved from <https://www.phillymag.com/articles/2016/12/10/the-great-philadelphia-families/>.
- Pike, G. (2000). Global education and national identity: In pursuit of meaning. *Theory into Practice*, 39(2), 64–73.

- Porter, M. E. (2000). Location, competition, and economic development: Local clusters in a global economy. *Economic Development Quarterly*, 14(1), 15–34.
- Prieto-Carrón, M., Lund-Thomsen, P., Chan, A., Muro, A., & Bhusan, C. (2006). Critical perspectives on CSR and development: What we know, what we don't know, and what we need to know. *International Affairs*, 82(5), 977–987.
- Quaynor, L. (2012). Citizenship education in post-conflict contexts: A review of the literature. *Education Citizenship and Social Justice*, 7(1), 33–57.
- Reardon, B. (1988). *Comprehensive peace education: Educating for global responsibility*. New York, NY: Teachers College Press.
- Rochlin, S., Coutsoukis, P., & Carbone, L. (2001). *Measurement demystified: Determining the value of corporate community involvement*. Boston, MA: The Center for Corporate Citizenship at Boston College. Retrieved from http://www.centerforgiving.org/portals/0/determining%20the%20value%20of%20corporate%20community%20involvement_boston%20college.pdf.
- Rodriguez, E. M. (1992). *Building a quality workforce: An agenda for postsecondary education*. Denver, CO: State Higher Education Executive Officers.
- Rowley, L. (2003). *On target: How the world's hottest retailer hit a bullseye*. Hoboken, NJ: John Wiley & Sons.
- Scott, W. R. (2003). *Organizations: Rational, natural, and open systems* (5th ed.). Upper Saddle River, NJ: Prentice Hall.
- Smith, B. R. (1965). Interorganizational patterns in education. *Administrative Science Quarterly*, 10(2), 224–237.
- Steiner, G. A., & Steiner, E. S. (2000). *Business, government, and society: A managerial perspective*. New York, NY: McGraw-Hill.
- Sullivan, W. M. (2005). *Work and integrity: The crisis and promise of professionalism in America* (2nd ed.). The Carnegie Foundation for the Advancement of Teaching. San Francisco, CA: Jossey-Bass.
- University-Industry Demonstration Project University-Industry Demonstration Project (UIDP) at <https://www.uidp.org>.
- Wempe, J., & Kapstein, M. (2002). *The balanced company: A theory of corporate integrity*. Oxford: Oxford University Press.
- Worth, M. J. (2000). Educational fund raising: Introduction. In P. Buchanan (Ed.), *Handbook of institutional advancement* (3rd ed., pp. 294–298). Washington, DC: CASE.
- Yeager, G. H. (1998). *Understanding moral values in business organizations: A functional model*. Unpublished doctoral dissertation, Union Institute, Cincinnati, OH.
- Zadek, S. (2001a). *The civil corporation*. London: Earthscan.
- Zadek, S. (2001b). *Third generation corporate citizenship—Public policy and business in society*. London: Foreign Policy Centre.