

Contents

<i>Acknowledgements</i>	vii
<i>List of Tables</i>	viii
<i>List of Figures</i>	ix
<i>Notes on the Contributors</i>	xi
<i>Introduction by Lorenzo Sacconi</i>	xiii
 Part I Nature of the Firm and its Governance Structure: Human Asset Specificity, Team Production and the Stakeholder Approach	
1. Corporate Governance: A Contractual and Organizational Perspective <i>Oliver E. Williamson</i>	3
2. Human-Asset Essentiality and Corporate Social Capital in a Stakeholders-Society Perspective <i>Masahiko Aoki</i>	33
3. Stakeholder Theory as a Basis for Capitalism <i>R. Edward Freeman, Andrew C. Wicks and Bidhan Parmar</i>	52
4. Behavioral Economics, Federalism and the Triumph of Stakeholder Theory <i>Allen Kaufman and Ernie Englander</i>	73
5. Specific Investment and Corporate Law <i>Margaret M. Blair and Lynn A. Stout</i>	99
 Part II Normative Foundations of CSR as a Corporate Governance Model: Social Contract of the Firm, Reputations and Rational Agency	
6. Corporate Social Responsibility in a Market Economy: The Perspective of Constitutional Economics <i>Viktor J. Vanberg</i>	131

7. A Rawlsian View of CSR and the Game Theory of its Implementation (Part I): the Multi-stakeholder Model of Corporate Governance <i>Lorenzo Sacconi</i>	157
8. A Rawlsian View of CSR and the Game Theory of its Implementation (Part II): Fairness and Equilibrium <i>Lorenzo Sacconi</i>	194
9. When Reputation is not Enough: Justifying Corporate Social Responsibility <i>Luciano Andreozzi</i>	253
10. Rational Association and Corporate Responsibility <i>Bruce Chapman</i>	272

Part III CSR, Social Standards and Multi-Stakeholder Organisations According to the Behavioral Economics Perspective

11. The Roles of Standardization, Certification, and Assurance Services in Global Commerce <i>Margaret M. Blair, Cynthia A. Williams and Li-Wen Lin</i>	299
12. Voluntary Co-determination Produces Sustainable Competitive Advantage <i>Margit Osterloh, Bruno S. Frey and Hossam Zeitoun</i>	332
13. Corporate Trust Games in Modern Knowledge Economies <i>Leonardo Becchetti and Noemi Pace</i>	353
14. Effects of Different Stakeholder Groups' Strategic Control on Organizational Effectiveness and Well-Being of Customers and Employees: An Empirical Investigation <i>Avner Ben-Ner and Ting Ren</i>	381
15. Trusting, Trustworthiness, and CSR: Some Experiments and Implications <i>Avner Ben-Ner and Louis Putterman</i>	410

<i>Index</i>	432
--------------	-----