Contents

Li	ist of Illustrations	vi			
Fo	Foreword				
A_i	Acknowledgments				
N	Notes on the Authors				
Li	List of Abbreviations				
	,	xii			
	Part I The Research Context				
1	Introduction: Corporate Norm-entrepreneurship and				
	Global Governance	3			
	1.1 Corporations as political actors: from problem				
	causers to problem solvers?	7			
	1.2 Corporate norm-entrepreneurship and the future global governance architecture				
	1.3 Aim and structure of this book	13 16			
	1.5 Ann and structure of this book	10			
2	Basic Concepts and Assumptions	18			
	2.1 What is corporate norm-entrepreneurship?	18			
	2.2 How to identify corporate norm-entrepreneurs?	23			
	2.3 How to explain corporate norm-entrepreneurship?	29			
	Part II Causes of Corporate Norm-entrepreneurship				
3	The Social and Political Environment	41			
	3.1 Transnational public	41			
	3.2 The home state	52			
	3.3 The heterogeneity of regulatory environments	66			
1	Actor Characteristics	81			
	4.1 Corporate vulnerability	81			
	4.2 Ownership structure	94			
	4.3 Corporate culture	108			
5	Institutional Arrangements	126			
	5.1 Structural autonomy	126			
	5.2 Flexibility	136			
	5.3 Legitimacy perceptions	146			

vi Contents

6	Cor	nparisons for Conclusions: Different Paths to	
	Cor	porate Norm-entrepreneurship	161
	6.1	Necessary pre-conditions	162
	6.2	The rationalist narrative – from vulnerability to	
		norm-entrepreneurship	164
	6.3	The constructivist narrative – norm-entrepreneurship	
		via home state socialization	165
	6.4	The pull factors	166
	P	art III Evaluating Corporate Norm-entrepreneurship	
7	The	Effectiveness of Transnational Private Governance	171
	7.1	Developing a conceptual frame for analyzing	
		the effectiveness of institutions	171
	7.2	Empirical application	174
	7.3	Comparing the effectiveness of	
		self-regulatory arrangements	194
8	The	Legitimacy of Transnational Private Governance	202
	8.1		
		corporate norm-entrepreneurship	203
	8.2	The legitimacy potential of different types of	
		corporate norm-entrepreneurship	211
9	A N	ew Architecture for Global Governance	232
	9.1	The gap between likely and meaningful corporate	
		contributions to norm setting and norm development	233
	9.2	•	2,36
	9.3	• • •	243
	9.4	Policy recommendations	248
Bi.	bliogr	anhv	256
		TF 17	281
Index			

Illustrations

Tables

2.1	Types of corporate norm-entrepreneurship	20
2.2	Initiative-specific indicators of corporate	
	norm-entrepreneurship	28
2.3	Degrees of norm-entrepreneurship	28
2.4	Key data about the systematic norm-entrepreneurs	30
2.5	Hypotheses to explain corporate norm-entrepreneurship	36
3.1	Industry sector hits on the business and human rights website	47
3.2	Home state distribution per systematic norm-entrepreneur	56
3.3	Corporate home states and their ERRI ranking 2002	56
3.4	Different types of business-government relations	61
3.5	Total number of corporate host states	70
3.6	Corporate host states of systematic norm-entrepreneurs	
	located in selected RTA	70
3.7	Corporate home and host states in the Global	
	Competitiveness Index (GCI) ranking 2008–09	72
3.8	The home state and host state variance in the Global	
	Competitiveness Index (GCI) ranking 2008–09	74
4.1	Norm-entrepreneurship (NE) and product type	87
4.2	Norm-entrepreneurship (NE) and brand status (global level)	87
4.3	Norm-entrepreneurship (NE) and brand status (national level)	88
4.4	Systematic/sporadic Norm-entrepreneurs,	
	brand value, and product type	91
4.5	Ownership structure of systematic norm-entrepreneurs	104
5.1	Steering instruments and norm-entrepreneurship	133
5.2	The flexibility of the six selected initiatives	142
5.3	Flexibility assessment of additional initiatives	144
5.4	Legitimacy criteria in the public sphere	151
7.1	Different dimensions of the effectiveness of	
	self-regulatory arrangements	172
7.2	Case selection of comprehensive individual and	
	collective self-regulatory arrangements	175
7.3	Suspicious transactions reported in Switzerland	181
7.4	GRI Reports using G2 or G3	190
7.5	GRI reports with application level A and A+	191
7.6	Effectiveness records of self-regulatory arrangements	195
8.1	The legitimacy potential of different types of	
	corporate norm-entrepreneurship	228

viii Illustrations

Figures

2.1	Corporate norm-entrepreneurs by type	29
2.2	Variables encouraging corporate norm-entrepreneurship	32
3.1	Ratio of sporadic norm-entrepreneurs vs. norm-consumers	
	within the Global Compact	62
3.2	Ratio of sporadic norm-entrepreneurs and norm-consumers	
	within the GRI	63
4.1	Shareholder structure of sporadic and	
	systematic norm-entrepreneurs (percentage of	
	public, institutional investors, and individual owners)	103
6.1	Paths to corporate norm-entrepreneurship	164
9.1	Bridging the gap between the business case and	
	the public case in corporate norm-entrepreneurship	235