
Real Time Expert[®] Poll

Corporate Political Activism

Sponsored by the Institute for Strategic Leadership at Drexel University



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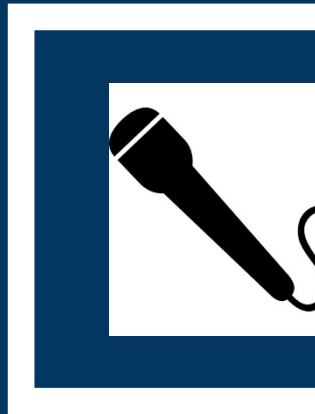
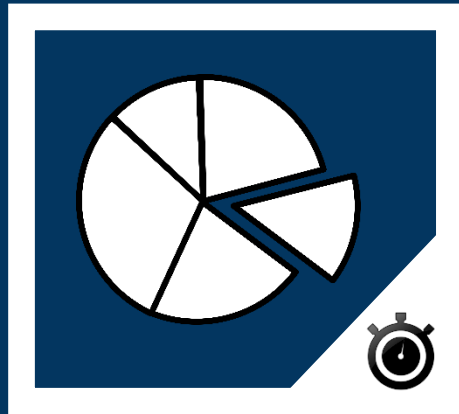
Our Mission

To provide an objective voice and immediate feedback when companies become politically active

What is Corporate Political Activism

“A public position taken by an organization, or executives, on a divisive political issue, election, legislation.”

it Works



Company Takes Stand

Company announcement chosen about 6 times or based on worthiness and level of the panel.

Expert Panel Surveyed

Panelists grade the company's management of the stand and give brief open-ended reactions.

Results Sent to Media

Responses are aggregated and reported to the media within 4-6 hours.

Follow-up Interviews

Reporters follow-up with individual panelists.

the panel

Expert panelists are from 39 universities in 8 countries. They represent both liberal and conservative political leaning and specialize in diverse topics such as corporate reputation, social impact, communications, politics, and economics

Amir Avnet

Bar Ilan University

Mike Barnett

York University

Wim Bartels

Utrecht Univ. (Netherlands)

Caron Beatty

Univ. of Alabama

Monte Bennett

Pennsylvania Univ.

Yury Besharov

Yale Univ.

Arup Bhattacharya

MIT (Germany)

Christina Bock

York Univ.

Tom Brown

Alabama State Univ.

Gianna Burbano

Columbia Univ.

Archie Carroll

Univ. of Georgia

Rick Clancy

Univ. of North Carolina- Chapel Hill

Alin Coman

Princeton Univ.

Timothy Coombs

Texas A & M

Chiara Cordelli

Univ. of Chicago

Peter Dacin

Queen's Univ. (Canada)

Jeff Dotson

Brigham Young Univ.

Shuili Du

Univ. of New Hampshire

Pam Ellen

Georgia State Univ.

Jenn Griffin

George Washington Univ.

Sherryl Kuhlman

Univ. of Pennsylvania

Alex Kull

Univ. of San Diego

Dan Laufer

Victoria Business School (New Zealand)

Tom Lyon

Univ. of Michigan

Jeanette Mena

Univ. of South Florida

Kevin Money

Univ. Of Reading (U.K)

Rowena Olegario

Univ. of Oxford (U.K.)

Neeru Paharia

Georgetown Univ.

Vontresse Pamphile

Northwestern Univ.

Davide Ravasi

City University (U.K.)

Stephanie Robinson

North Carolina State Univ.

Simona Romani

LUISS Guido Carli (Italy)

Laura Schons

Mannheim Univ. (Germany)

Sankar Sen

Baruch College

Nancy Sirianni

University of Alabama

Craig Smith

INSEAD (France)

Scott Swain

Clemson Univ.

Tillman Wagner

WHU (Germany)

Rupert Younger

Univ. of Oxford (U.K.)

Alex Zablah

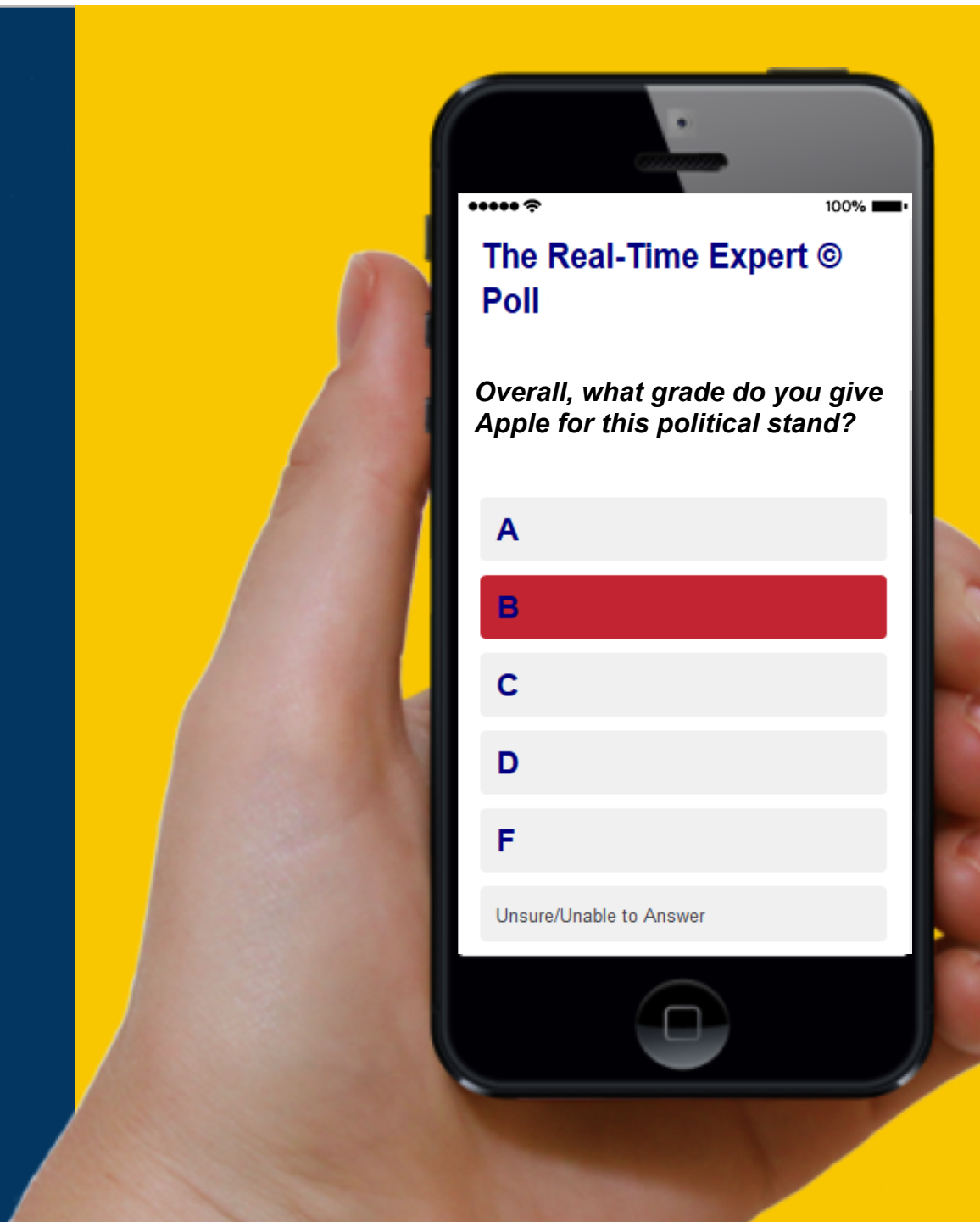
Univ. of Tennessee - Knoxville

Pilot Study Results (June 20, 2016)

Apple has informed US Republican leadership that it will not provide technology or funds for the 2016 GOP Convention, as it did in 2012.

According to Politico, Apple has decided not to support the convention this year because it has grown uncomfortable with presumptive nominee Donald Trump's controversial rhetoric regarding immigrants and minorities—specifically Latinos and Muslims—as well as women. In March, Trump called for a boycott of Apple products after the company refused to provide a backdoor for FBI officers attempting to break into one of the San Bernardino shooter's iPhones.

For more details [follow this link](#)



Poll Items

1. Overall, what grade do you give [company] for this political stand?

(Scale: A, B, C, D, F)

2. Evaluate the political stand on each dimension:

- a) **Leadership** *the political stand is proactive, setting a standard for peer companies to follow*
- b) **Consistency** *the political stand is consistent with the central and enduring values of the company*
- c) **Transparency** *the company is forthcoming in describing the motivations behind the political stand*
- d) **Materiality** *the political issue is substantively relevant when key stakeholders are deciding whether or how to interact with the company*

(Each dimension rated on 1-5 scale, Extremely Inaccurate-Extremely Accurate)

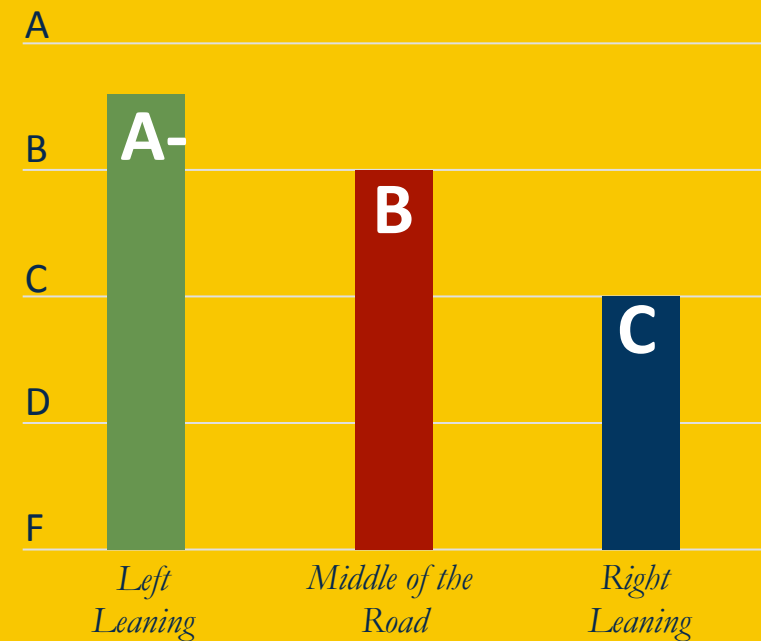
3. If you have additional comments, write them here. (Responses are anonymous unless you choose to sign your name)

Same-day Results (6 hours later)

B+

The panel gives Apple an overall grade of B+ for the way they are handling the political stand. This grade varies considerably by the political leaning of the panelist.

Grade by Political Leaning



Topline Results

The panel views Apple's stand as consistent with its past actions and enduring core values (consistency dimension). However, it is lagging somewhat in terms of how relevant the stand will be to key stakeholders (materiality dimension).

One anonymous panelist suggested that Apple may have acted opportunistically. Another expressed some concern over Apple's motivations.

Performance on Key Dimensions



"One wonders if Trump gave Apple a gift by criticizing them on a polarizing/sensitive issue (backdoors on software/hardware), thus allowing them to satisfy many external and internal stakeholders who would view Apple to shun the GOP for other reasons."

- a

"Other companies seem to have been more open about this. I'm sure that Apple has not publicly explained their motivations, instead allowing them to come out through what appears to be a leak."

- a

About Our Sponsor

Drexel LeBow's Institute for Strategic Leadership advances an evidence-based perspective to leadership. The Institute believes that clear, verifiable support will help leaders diagnose preconceived ideas and assumptions that may not be accurate, and replace them with practices that have been proven to be effective. It generates evidence – used knowledge through research grants, curriculum development, and corporate outreach.

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Time Expert® Poll on *Corporate Political Activism*

For more information, please contact:

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