
Real Time Expert[®] Poll
Corporate Political Activism



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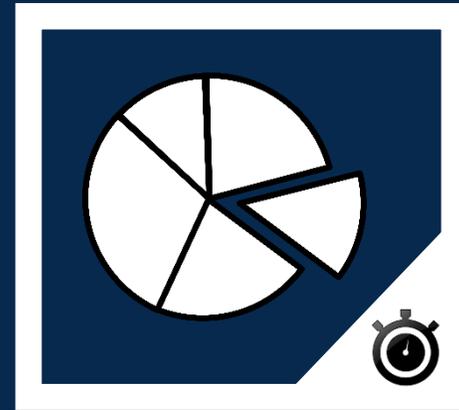
Our Mission

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 its executives, on a divisive political issue, election, or legislation.”

How it Works



Company Takes Stand

Company announcement will be chosen about 6 times per year based on newsworthiness and interest 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 leanings, and specialize in diverse topics such as corporate reputation, social impact, communications, politics, and economics.

Tamar Avnet
Yeshiva University

Mike Barnett
Rutgers Univ.

Jos Bartels
Tilburg Univ. (Netherlands)

Sharon Beatty
Univ. of Alabama

Aronte Bennett
Villanova Univ.

Marya Besharov
Cornell Univ.

CB Bhattacharya
ESMT (Germany)

Dora Bock
Auburn Univ.

Tom Brown
Oklahoma State Univ.

Vanessa 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.

Russ Klein
American Marketing Association

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.

Vanessa Perry
George Washington Univ.

Davide Ravasi
City University (U.K.)

Stefanie Robinson
North Carolina State Univ.

Simona Romani
LUISS Guido Carli (Italy)

Laura Schons
Mannheim Univ. (Germany)

Sankar Sen
Baruch College

Nancy Sirianni
Univ. 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

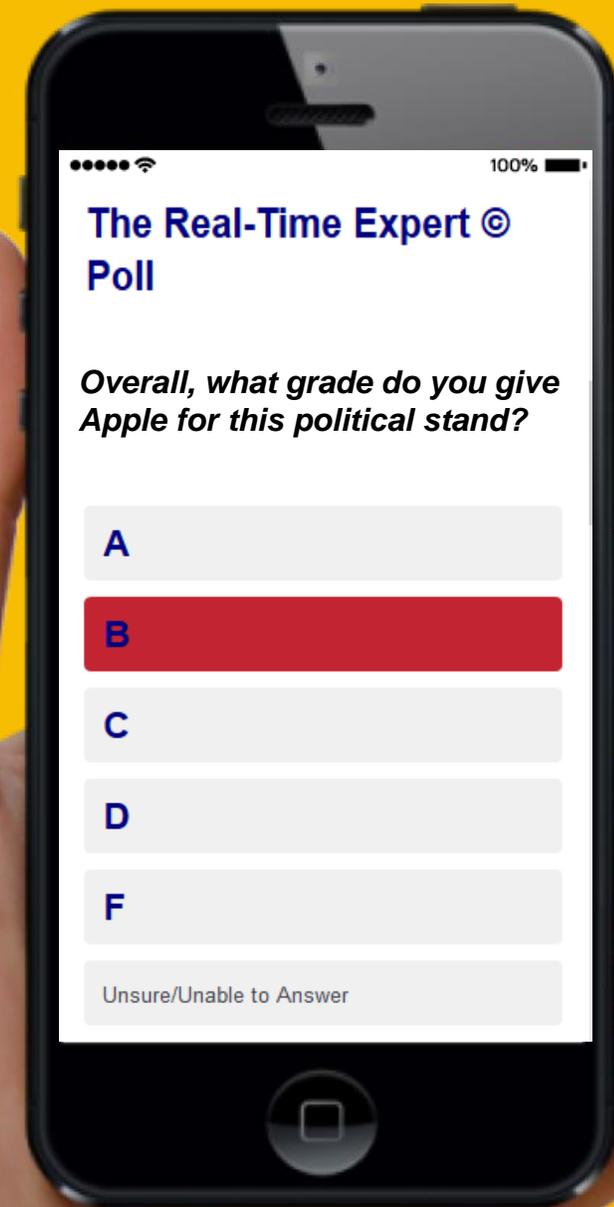
Latest Study GE and Jeff Immelt (May 6, 2017)

Today, the Chairman and CEO of GE, Jeff Immelt, made some strong statements on trade and against protectionism, both in press interviews and at a speech at Georgetown University.

"The systems of free trade haven't worked for enough people," he said. "But protectionism is not the answer. It makes us [the US] look weak, not strong."

His comments apply to the many countries that are reacting against globalization. However, he also had specific advice for President Trump on NAFTA, saying that "rather than withdrawing from trade deals, we should work to modernize and improve them."

For his full remarks, see this link supplied by GE.
<http://www.gereports.com/competing-for-the-world/>



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*

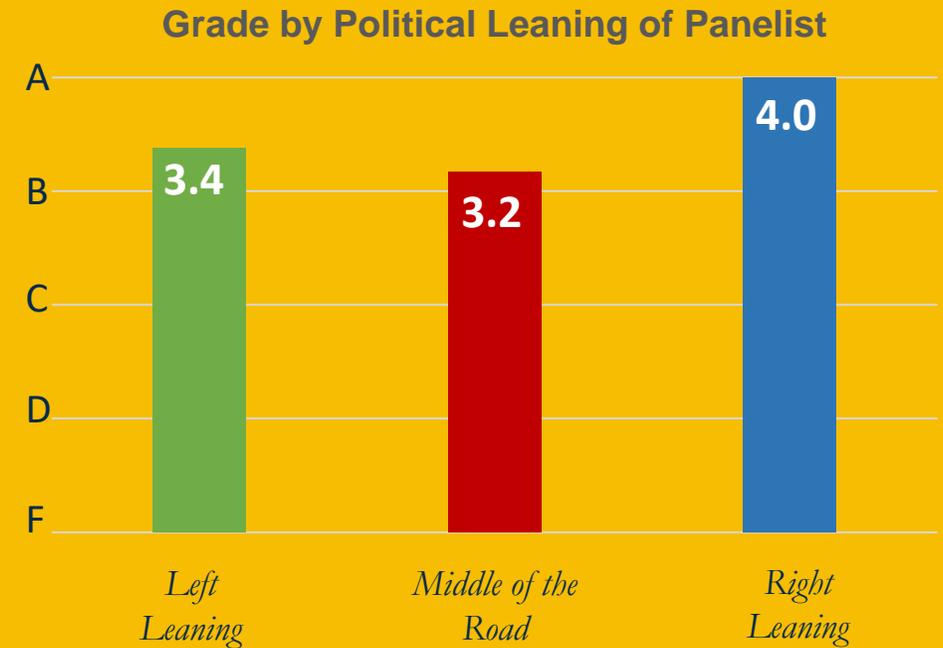
(Each dimension rated on 1-5 scale, Extremely Inaccurate-Extremely Accurate)

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

Topline Result

B+

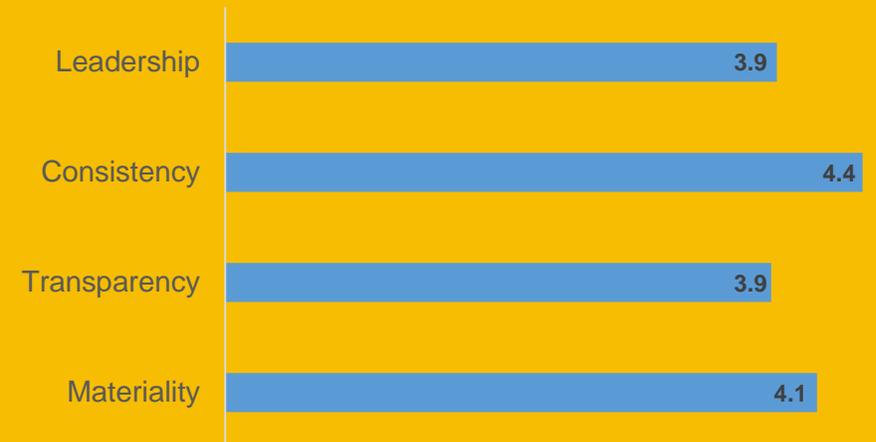
The panel gives the GE and Jeff Immelt a grade of B+ for how they are handling the political issue.



Key Indicators

The panel gives strong marks across the board for GE and Jeff Immelt. The highest scores were for consistency with the central and enduring aspects of the corporate identity (4.4 on a 5-point scale), and for the materiality of the issue for stakeholders such as investors, employees, and consumers (4.1). Scores for transparency and leadership were both 3.9.

GE Performance by Key Dimension



Open-ended Comments

The professors on the panel found GE and Jeff Immelt's statements to be appropriate. Panelists noted that this was an important issue not only for GE, but also the markets in which it operates. Therefore it is of material relevance to stakeholders.

Other panelists suggested that the statements could have been even more powerful had Immelt provided more detail on how maintaining free trade agreements can help workers in the US and abroad.

“Trade impacts a number of industries and states. Immelts is justified in seeking to influence this critical issue.”

-Anonymous panelist

“Makes a great case for business. [Immelt] could say more about how it helps American workers.”

-Anonymous panelist

Selected Open-ended Comments

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 – based knowledge through research grants, curriculum development, and corporate outreach.

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