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She has published widely on corporate social responsibility and legitimacy. Steve May is Associate Professor of Communication Studies at the University of North Carolina at Chapel Hill. His books include The Debate Over Corporate Social Responsibility (ed. with G. Cheney & J. Roper, 2007) and The Handbook of Communication Ethics (ed. with G. Cheney & D. Munshi,

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Jeremy Moon is Professor and Director of the International Centre for Corporate Social Responsibility at Nottingham University Business School. Recent publications include Corporations and Citizenship (Cambridge University Press) and papers in Academy of Management Review and British Journal of Management. He is a Fellow of the

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responsibility' (SR) in the period
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the corporate form of business
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