

21 Health Matrix 189, *

n55 JOHN MICKLETHWAIT & ADRIAN WOOLDRIDGE, THE COMPANY: A SHORT HISTORY OF A REVOLUTIONARY IDEA 152 (2003).

n56 See supra text accompanying notes 13-14.

n57 See The Consumer Interest in Corporate Law, supra note 4 at 295-311 (examining the possibility of multi-stakeholder corporate governance).

n58 See supra text accompanying notes 12-13.

n59 Michael R. Siebecker, Trust & Transparency: Promoting Efficient Corporate Disclosure Through Fiduciary-Based Discourse, 87 WASH. U. L. REV. 115, 152 (2009).

n60 "Trust" is an important component to relationships that lie between being, on the one hand "determinate," as where incentives and enforcement are very strong and aligned, and those on the other hand that are fully "indeterminate," as when we have no reason to expect a particular course of behavior. RUSSEL HARDIN, TRUST AND TRUSTWORTHINESS 12 (2002); see also Claire A. Hill & Erin Ann O'Hara, A Cognitive Theory of Trust, 84 WASH. U. L. REV. 1717, 1724 (2006).

n61 Siebecker, supra note 59, at 146.

n62 See supra note 21 and accompanying text.

n63 See The Situational Character, supra note 16, at 91-100, 107-14.

n64 Fairfax, supra note 26, at 776. There is evidence that putting one's commitments in writing, and signing them, has a particularly powerful impact in terms of internalization and identifying with a commitment, perhaps also with the group with whom one is signing the oath or statement. *Id.*

n65 *Id.* at 777; see also Jon Hanson & David Yosifon, The Situation: An Introduction to the Situational Character, Critical Realism, Power Economics, and Deep Capture, 152 U. PA. L. REV. 129, 169 (2003).

n66 See Fairfax, supra note 26, at 801; see generally Hanson & Yosifon, supra note 65 (emphasizing important part played by unseen cognitive and motivational processes on conscious thinking and action).

n67 See The Situational Character, supra note 16, at 100-15.

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