Seventh Annual ARCS Research Conference

May 13-15, 2015

Kellogg School of Management
Wieboldt Hall
340 East Superior Street
2nd Floor Mezzanine
Chicago, IL 60611-3008

PRELIMINARY PROGRAM

Wednesday May 13th, 2015

5:30pm - 6:30pm   Registration: John Hancock Restaurant

6:00pm - 7:00pm   Cocktails: John Hancock Restaurant

7:00pm - 8:30pm   Dinner: John Hancock Restaurant
Karen Weigert, Chief Sustainability Officer for the City of Chicago and Steve Beitler, Chicago Infrastructure Trust

Thursday May 14th, 2015

7:45am - 12:00pm   Registration: Kellogg School of Management, Chicago

7:45am - 8:30am   Breakfast

8:30am - 8:45am   Welcome
Magali Delmas (UCLA) and Dylan Minor (Kellogg)

8:45am - 10:15am   Paper Session 1: Misconduct within Organizations

Moderator: TBA
Room: TBA
Monitoring Global Supply Chains
- Jodi Short (UC Hastings); Mike Toffel (HBS)*; Andrea Hugill (HBS)
(Un)Avoidable: When Wrongdoing Leads to Organizational Stigma
  • Brian Park (INSEAD)*; Michelle Rogan (INSEAD)

Toxic Workers
  • Michael Housman (Cornerstone OnDemand); Dylan Minor (Northwestern)*

10:15am - 10:30am       Break

10:30am - 12:00pm       Paper Session 2: Differentiation Strategies in Sustainability
  Moderator: TBA
  Room: TBA
  Category Promotion: How B Corporations Respond to the Competing Demands of Standing out and Fitting In
    • Joel Gehman (University of Alberta)*; Matthew Grimes (University of Alberta)
  Social Perception of Organizational Practices: Asymmetric Rewards and Penalties for Corporate Social Responsibility and Irresponsibility
    • Catherine Shea (Northwestern)*; Olga Hawn (Boston University)
  Corporate Social Responsibility and the Allocation of Procurement Contracts: Evidence from a Natural Experiment
    • Caroline Flammer (Ivey)*

12:00pm - 1:30pm       Lunch and Roundtables

12:15pm - 12:45pm       Round Table Session 1: Firm Compliance, Technology and Development
  Faculty: TBA
  Room: TBA
  Guilt by Association: The Cost of Corporate Social Responsibility and Activist Pressure after a Catastrophe
    • Susan Kayser (Michigan)*

Faculty: TBA
Room: TBA
The Arc of Interconnectedness: A Theory of the Evolution of Business towards Flourishing
  • Ignacio Pavez (Case Western Reserve)*; Lori Kendall (Case Western Reserve)
Certainty of Punishment Versus Severity of Punishment: Deterrence and the Crowding out of Intrinsic Motivation
  • Dietrich Earnhart (Kansas)*; Lana Friesen (University of Queensland)

Firm Strategies for the Development of Environmental Technology Capabilities
  • Joel Malen (Hitotsubashi University); Alfred Marcus (Minnesota)*

12:45pm - 1:15pm    Round Table Session 2: Firms and Stakeholder Pressure

Cap(-Ture) And Trade: How Multinational Firms Capture Arbitrage Rents through Environmental Regulation
  • Sanjay Patnaik (George Washington University)*

Can Private Water Companies Deliver Quality? The Role of Scale and Customer Attentiveness
  • Thomas Lyon (Michigan); Wren Montgomery (Queen's University); Dan Zhao (Michigan)*

Multifaceted State Influence on Corporate Environmentalism in China
  • Ruxi Wang (Rotterdam)*; Frank Wijen (Rotterdam); Pursey Heugens (Rotterdam)

The Economic Case for CSR: When Profit-Maximizing Firms Have an Advantage in the Provision of Social Goods
  • Aseem Kaul (Minnesota); Jiao Luo (Minnesota)*

1:15pm - 1:30pm    Break

1:30pm - 3:00pm    Paper Session 3: Markets, Institutions, and Transparency

Moderator: TBA
Room: TBA
The Institutions that Build and the Institutions that Bind: Incumbent Strategies in the Battle over Renewable Energy
• Jocelyn Leitzinger (Michigan)*

A Market-Based Framework for Quantifying Displaced Production from Recycling or Reuse
• Trevor Zink (Loyola Marymount)*; Roland Geyer (UCSB); Richard Startz (UCSB)

Transparency and Indirect Reciprocity in Social Responsibility: An Incentivized Experiment
• Tim Kraft (Darden)*; Leon Valdes (MIT); Yanchong Zheng (MIT)

3:00pm - 3:30pm  Research Sketch Session A: Competition, Coordination, and Social Impacts

Moderator: TBA
Room: TBA
Banks vs. Credit Unions after the Financial Crisis
• Aaron Chatterji (Duke); Jiao Luo (Minnesota)*; Robert Seamans (NYU Stern)

From Farms to Fuel Tanks: Differential Effects of Collective Action on Firm Entry in the Emergent U.S. Biodiesel Sector
• Shon Hiatt (USC); Chad Carlos (BYU)*

How Corporate Social Responsibility Reduces Employee Turnover: Evidence from Attorneys Before and After 9/11
• Seth Carnahan (Michigan); David Kryscynksi (BYU); Daniel Olson (Maryland)*

Tea Time: Temporal Coordination for Sustainable Development
• Anna Kim (Ivey)*; Pratima Bansal (Ivey); Helen Haugh (Cambridge)

When is Social Responsibility Socially Desirable?
• Jean de Bettignies (Queen's University)*; David T. Robinson (Duke)

3:30pm - 4:00pm  Break

4:00pm - 5:30pm  Paper Session 4: Information Disclosure

Moderator: TBA
Room: TBA
The Dynamics of Behavior Change: Evidence from Energy Conservation
• Omar I. Asensio (UCLA)*; Magali A. Delmas (UCLA)
Effects of Information-Based Regulation: Evidence from Hydraulic Fracturing
• Rob Fetter (Duke)*

An Analysis of Time of Use Pricing in Electricity Supply Chains
• Baris Ata (Chicago Booth); Asligul Serasu Duran (Northwestern)*; Ozge Islegen (Northwestern)

5:30pm - 6:30pm      Cocktails
6:30pm - 8:00pm      Dinner, Awards and Fun
8:00pm - 7:00am      Enjoy the Windy City as you wish!

Friday May 15th, 2015

7:45am - 8:30am      Breakfast

8:30am - 10:00am      Paper Session 5: Signaling and Reputation Effects

Moderator: TBA
Room: TBA
Inducing Environmental Disclosures: A Dynamic Mechanism Design Approach
• Shouqiang (Quang) Wang (Clemson)*; Peng Sun (Duke); Francis de Vericourt (ESMT)

Competition and Green Signaling: The Case of LEED
• Daniel Matisoff (Georgia Tech)*; Douglas Noonan (IUPUI); Mallory Flowers (Georgia Tech)

Signaling Effects of Target Firm’s Corporate Social Responsibility (and Irresponsibility) Scores on Acquisition Premium
• Gunae Choi (Rutgers)*; Petra Christmann (Rutgers); Ajai Guar (Rutgers); Tae-Nyun Kim (Frostburg State University)

10:00am - 10:30am     Research Sketch Session B: Views of CSR on Firm Survival, Compensation and Industry Effects

Moderator: TBA
Room: TBA
Justifying the Market Economy: Why Executives Believe in the Business Case for Corporate Social Responsibility
• Sebastian Hafenbrädl (HEC Lausanne); Daniel Waeger (University of Amsterdam)*
Smoke Signal or Smoke Screen? Why the Media Do Not Disapprove Equally of Overpaid CEOs
- Jean-Philippe Vergne (Ivey); Georg Wernicke (CBS)*; Steffen Brenner (CBS)

The Role of A Business Confederation-Owned Infomediary in Constructing CSR
- Martin Fougère (Hanken School of Economics); Meri-Maaria Kyyrönén (Hanken School of Economics); Pia Polsa (Hanken School of Economics)*; Veronica Liljander (Hanken School of Economics)

- Jeffrey York (Colorado Boulder)*; Siddharth Vedula (Colorado Boulder); Michael Conger (Miami University); David Hekman (Colorado Boulder)

10:30am - 11:00am Break

11:00am - 12:30pm Paper Session 6: Sustainability Performance and Investing

Moderator: TBA
Room: TBA
Culling Black Sheep to Better the Flock: The Positive CSR Outcomes of Negative Screening
- GuiDeng Say (Minnesota)*; Gurneeta Vasudeva (Minnesota)

Corporate Sustainability: First Evidence on Materiality
- Mo Khan (HBS); George Serafeim (HBS); Aaron Yoon (HBS)*

Under Pressure: The Causal Effect of Financial Analyst Coverage on Long-Term Capital Investments
- Mark DesJardine (Ivey)*

12:30pm – 1:00pm Announcements, Awards, and Conclusion

12:30pm - 2:00pm Lunch

Thank you for attending the 2015 ARCS Research Conference. We hope to see you again in 2016!