



## 4<sup>th</sup> Annual Research Conference

### Links to Conference Papers and Research Sketches Made Available by Authors

Names of presenters are in boldface

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|-------------------------|---|
| <b>Thursday, May 17</b> | <b>Location: Burke Auditorium, Kroon Hall</b>   |
| 7:45 – 8:45 a.m.        | Registration and Continental Breakfast  |
| 8:45 – 9:00 a.m.        | Welcome Remarks<br>Dean Peter Crane, Yale School of Forestry & Environmental Studies<br>Dean Ted Snyder, Yale School of Management  |
| 9:00 – 10:30 a.m.       | Topic #1: Environment and Financial Performance<br>Moderator: K. Geert Rouwenhorst (Yale School of Management) <ul style="list-style-type: none"><li>▪ <b>Paper 1 – Portfolio Greenness and the Financial Performance of REITs</b><ul style="list-style-type: none"><li>○ <b>Erkan Yonder (Maastricht University, The Netherlands)</b></li><li>○ Piet Eichholtz (Maastricht University, The Netherlands)</li><li>○ Nils Kok (Maastricht University, The Netherlands)</li></ul></li><li>▪ <b>Paper 2 – The Linkage between Going Green and Corporate Financial Performance: Perspectives from AEC Industry</b><ul style="list-style-type: none"><li>○ <b>Qingbin Cui (University of Maryland)</b></li><li>○ Yujie Lu (University of Maryland)</li></ul></li><li>▪ <b>Paper 3 – Stakeholder Capital and Performance in Tough Times</b><ul style="list-style-type: none"><li>○ <b>Sinziana Dorobantu (The Wharton School of the University of Pennsylvania)</b></li><li>○ Witold Henisz (The Wharton School of the University of Pennsylvania)</li><li>○ Lite Nartey (University of South Carolina – Moore School of Business)</li></ul></li></ul> |



# Yale Center for Business and the Environment



- 10:30 – 10:45 a.m. Break
- 10:45 a.m. – 12:15 p.m. Topic #2: Environmental Values in Business  
Moderator: Andrew Hoffman (University of Michigan – Ross School of Business and School of Natural Resources and Environment)
- [Paper 4 – Corporate Social Responsibility and Shareholder Value: The Environmental Consciousness of Investors](#)
    - Caroline Flammer (MIT – Sloan School of Business)
  - **Paper 5 – Short on Time: Temporal Tensions in Business Sustainability**
    - Natalie Slawinski (Memorial University of Newfoundland)
    - Pratima Bansal (University of Western Ontario – Ivey School of Business)
  - [Paper 6 – Planetary Boundaries: Ecological Foundations for Corporate Sustainability](#)
    - Paolo Perego (Erasmus University, The Netherlands)
    - Brian Walker (The Commonwealth Scientific and Industrial Research Organisation, Australia)
    - Gail Whiteman (Erasmus University, The Netherlands)
- 12:15 – 2:00 p.m. Lunch (Tent, Kroon Courtyard, 3<sup>rd</sup> Floor in case of rain)  
12:15 – 1:00 p.m.
- Speaker: Commissioner Dan Esty, Connecticut Department of Energy and Environmental Protection  
1:00 – 1:45 p.m.
- 2:00 - 2:30 p.m. ARCS Updates  
Location: Kroon Hall, 3<sup>rd</sup> Floor
- Teaching Day – Andrew King (Dartmouth – Tuck School of Business)
  - ARCS Updates – Michael J. Lenox (University of Virginia – Darden School of Business)



# Yale Center for Business and the Environment



2:30 – 3:30 p.m.

Research Sketches

Moderator: John Maxwell (Indiana University – Kelley School of Business)

- **Sketch 1 – Sustainable Incentives: Experimental Evidence**
  - **Pablo Hernandez (University of California – Berkeley)**
  - Dylan Minor (Northwestern University – Kellogg School of Management)
  - Dana Sisak (Erasmus University, The Netherlands)
- **Sketch 2 – The Environmental Consequences of Shared Ownership**
  - Adam Fremeth (University of Western Ontario – Ivey School of Business)
  - **R. Ryan Raffety (University of Western Ontario – Ivey School of Business)**
- **[Sketch 3 – The Informational Value of Toxics Release Inventory Performance](#)**
  - **Holly H. Johnston (University of Massachusetts – Boston)**
  - Elizabeth Connors (Northeastern University)
  - Lucia Silva-Gao (University of Massachusetts – Boston)
- **[Sketch 4 – The Globalization of Corporate Environmental Disclosure: Accountability or Greenwashing?](#)**
  - **Michael Toffel (Harvard Business School)**
  - Christopher Marquis (Harvard Business School)

3:30 – 3:45 p.m.

Break

3:45 – 5:00 p.m.

Topic #3: Policy and Information

Moderator: Eric Orts (The Wharton School of the University of Pennsylvania)

Location: Kroon Hall, Burke Auditorium

- **[Paper 7 – Technology Adoption in Regulated Industries: An Empirical Study of the Southern California Garment Cleaning Industry](#)**
  - **Bryan Bollinger (New York University – Stern School of Business)**
- **Sketch 5 – Constructing Institutional Ambiguity: Technology Definitions and Entrepreneurship in the U.S. Geothermal Power Sector**
  - **Shon Hiatt (Harvard Business School)**
  - Sangchan Park (National University of Singapore)
- **[Paper 8 – Saving Power to Conserve Your Reputation? The Effectiveness of Private vs. Public Information](#)**
  - **Magali Delmas (UCLA - Anderson School of Management)**
  - Neil Lessem (UCLA)



# Yale Center for Business and the Environment



5:00 – 5:15 p.m.	Announcements
5:15– 6:15 p.m.	Travel Time/Break
6:15 – 7:15 p.m.	Cocktail Reception, Poster Sessions. Networking and Dukes of Yale (President's Room, Woolsey Hall - 500 College Street, 2 <sup>nd</sup> Floor - for rest of evening)
7:15 – 9:30 p.m.	Dinner  Introduction: Marian Chertow, Conference Chair Speaker (by Video Conference): Ma Jun, Executive Director, Institute of Public and Environmental Affairs – Beijing, China 8:30 – 9:15 p.m.

## Friday, May 18

**Location: Burke Auditorium, Kroon Hall 3<sup>rd</sup> Floor**

7:30 – 8:30 a.m.	Continental Breakfast
8:30 – 10:00 a.m.	Topic #4: Supply Chain and Waste Moderator: Michael Toffel (Harvard Business School) <ul style="list-style-type: none"><li>▪ <a href="#"><u>Paper 9 – Do Managers Systematically Underestimate The Potential for Waste Reduction?</u></a><ul style="list-style-type: none"><li>○ Luca Berchicci (Rotterdam School of Management)</li><li>○ Andrew A. King (Dartmouth – Tuck School of Business)</li></ul></li><li>▪ <b>Paper 10 – Fair and Efficient Implementation of Collective Extended Producer Responsibility Legislation</b><ul style="list-style-type: none"><li>○ Luyi Gui (Georgia Institute of Technology)</li><li>○ Atalay Atasu (Georgia Institute of Technology)</li><li>○ Ozlem Ergun (Georgia Institute of Technology)</li><li>○ L. Beril Toktay (Georgia Institute of Technology)</li></ul></li><li>▪ <b>Sketch 6 – Green Supply Chain Formation through By-product Synergies</b><ul style="list-style-type: none"><li>○ Weslyne Ashton (Illinois Institute of Technology - Stuart School of Business)</li><li>○ Navid Sabbaghi (Illinois Institute of Technology – Stuart School of Business)</li><li>○ Jiong Sun (Illinois Institute of Technology – Stuart School of Business)</li></ul></li><li>▪ <b>Sketch 7 – Determinants of Supplier Environmental Collaboration</b><ul style="list-style-type: none"><li>○ James J. Cordeiro (State University of New York - Brockport)</li><li>○ Elena Revilla (Instituto de Empresa, Spain)</li><li>○ Joseph Sarkis (Clark University)</li></ul></li></ul>



# Yale Center for Business and the Environment



- 10:00 – 10:15 a.m. Break
- 10:15 – 11:30 a.m. Topic #5: Entrepreneurship and Institutions  
Moderator: Anastasia O'Rourke (Big Room Inc.)
- **Paper 11 – The Emergence of Green Industries: Socio-Cultural Determinants of Entrepreneurial Entry**
    - Jeffrey G. York (University of Colorado – Boulder – Leeds School of Business)
    - Michael J. Lenox (University of Virginia – Darden School of Business)
  - **Sketch 8 – Institutional Work in the Design of Voluntary Sustainability Initiatives: The Role of Key Resources**
    - Joerg S. Hofstetter (University of St. Gallen, Switzerland)
    - Jens Hamprecht (ETH Zurich)
    - Nils J. Peters (McKinsey & Company)
  - **[Paper 12 – Conferring Legitimacy: Takeoff in Venture Capital Clean Energy Investment](#)**
    - Alfred Marcus (University of Minnesota – Carlson School of Management)
    - Shmuel Ellis (Tel Aviv University, Israel)
    - Joel Malen (University of Minnesota – Carlson School of Management)
- 11:30 a.m. – 1:15 p.m. Lunch (Kroon Hall, 3<sup>rd</sup> Floor)  
11:30 – 12:15pm
- Speaker: Mark Vachon, Vice President of GE Ecomagination  
Moderator: Connie Bagley, Yale School of Management  
12:15 – 1:00pm
- 1:15 – 2:45 p.m. Topic #6: Stakeholder Management  
Moderator: Glen Dowell (Cornell University – Johnson School of Management)  
Location: Kroon Hall, Burke Auditorium
- **Paper 13 – Categorical Cleaning: An Exploratory Study of Sustainability Induced Divestitures, 1992-2010**
    - Joel Gehman (Pennsylvania State University)
  - **[Sketch 9 – Symbolic Management with Multiple Stakeholder Groups: Evidence from Corporate Environmental Management](#)**
    - Eun-Hee Kim (George Washington University)
    - Thomas P. Lyon (University of Michigan – Ross School of Business)



# Yale *Center for Business and the Environment*



- [Paper 14 – Let’s Talk: An Analysis of the “Vote vs. Negotiated Withdrawal” Decision for Social Activist Environmental Health Shareholder Resolutions](#)
  - **Elizabeth Cooperman (University of Colorado – Denver)**
  - John Byrd (University of Colorado – Denver)

2:45 – 3:00 p.m.

Closing Remarks – Marian Chertow

3:00 p.m.

ARCS Conference Concludes