

Sixth Annual ARCS Research Conference
Samuel Curtis Johnson Graduate School of Management
Cornell University, Ithaca, New York
May 7-9, 2014

Wednesday, May 7, 2014

- 5:30-6:30 pm** **Registration** Statler Hotel Ballroom
- 6:00-7:00 pm** **Cocktails** Statler Hotel Ballroom
- 7:00-8:30 pm** **Dinner** Statler Hotel Ballroom
- [Robert H. Frank](#), Henrietta Johnson Louis Professor of Management, Cornell University

Thursday, May 8, 2014

- 6:30-7:15 am** **ARCS Fun Run/Walk. Meet at either: 1) The Statler Hotel Parking Circle or 2) The Hilton Garden Inn Lobby at 6:30 if you want to run/jog/walk at your own pace around Cornell**
- 7:45-12:00 pm** **Registration** Sage Hall, Dyson Atrium
- 7:45-8:30 am** **Breakfast** Sage Hall, Ramin Parlor
- 8:30-8:45 am** **Welcome from Soumitra Dutta, Anne and Elmer Lindseth Dean of Samuel Curtis Johnson Graduate School of Management** Sage Hall, B08
Logistics and Conference Introduction, Glen Dowell
- 8:45-10:15 am** **Paper Session 1** Sage Hall, B08
- Moderator: Michael Lenox (Virginia)
- [Market mediators and the tradeoffs of legitimacy-seeking behaviors in a nascent category](#)
- **Brandon Lee** (Melbourne Business School)
 - Shon Hiatt (Harvard)
 - Mike Lounsbury (U. of Alberta)
- [Perceived egregiousness and boycott intensity: Evidence from the BP Deepwater Horizon oil spill](#)
- **Zhongmin Wang** (Resources for the Future)
 - Alvin Lee (Deakin)
 - Michael Polonsky (Deakin)

[Under pressure: How financial analysts and investors contribute to short-termism](#)

- **Mark Desjardine** (Ivey)
- Tima Bansal (Ivey)

10:15-10:30 am Refreshment Break Sage Hall, Ramin Parlor

10:30-12:00 pm Parallel Paper Session 2a Sage Hall, B08

Moderator: Mike Toffel (Harvard)

[Time to come clean? Disclosure and inspection policies for green production](#)

- **Sang Kim** (Yale)

[Shadow risks and disasters](#)

- **Dylan Minor** (Kellogg)

[Delaware Public Benefit Corporations 90 days out: Who's opting in?](#)

- **Alicia Plerhoples** (Georgetown)

Parallel Paper Session 2b Sage Hall, B06

Moderator: Dan Esty (Yale)

[An exploratory analysis of cultural vulnerability and opportunity exploitation in Marcellus Shale drilling](#)

- Joel Gehman (U. of Alberta)
- **Dror Etzion** (McGill)

[How does extended producer responsibility fare when e-waste has value?](#)

- **Gokce Esendurann** (Ohio State)
- Atalay Atasu (Georgia Institute of Technology)
- Luk van Wassenhove (INSEAD)

[Managerial responsiveness to environmentally-concerned shareholder activists: Considering status and reputation](#)

- **Elise Perrault** (College of Charleston)
- Cynthia Clark (Bentley)

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

Roundtable Session 1

Pick up buffet lunch first in Sage Hall, Dyson Atrium

Faculty: John Maxwell (Indiana) and Dylan Minor (Kellogg)
Sage Hall, Rm. 127

[Competition in green signaling: The case of LEED buildings](#)

- **Daniel Matisoff** (Georgia Institute of Technology)
- Mallory Flowers (Georgia Institute of Technology)
- Douglas Noonan (IUPUI)

Faculty: Dror Etzion (McGill) and Mike Toffel (Harvard)
Sage Hall, Rm. 131

[Different path, same destination: The varying impact of activists and incumbents in clean technology emergence](#)

- **Jocelyn Leitzinger** (Wisconsin)
- Jennifer Spencer (George Washington)

Faculty: Chris Marquis (Harvard) and Frank Wijen (Rotterdam)
Sage Hall, Rm. 134

Firm density, social movement support, and government endorsement of nascent industries

- **Panikos Georgallis** (HEC Paris)
- Glen Dowell (Cornell)
- Rodolphe Durand (HEC)

Faculty: Michael Lenox (Virginia)
Sage Hall, Rm. 135

Shared value or conflicting values? A comparative analysis of company-sponsored and independent foundations

- **Justin Koushyar** (Emory)
- Wesley Longhofer (Emory)
- Peter Roberts (Emory)

Faculty: Jonathan Doh (Villanova) and Glen Dowell (Cornell)
Sage Hall, Rm. 144

Stakeholder responses to expected changes in CSR: Do CSR ratings effect value creation from acquisitions

- **Gunae Choi** (Rutgers)
- Petra Christmann (Rutgers)
- Ivan Montiel (Loyola Marymount)

Roundtable Session 2

Faculty: John Maxwell (Indiana) and Dylan Minor (Kellogg)
Sage Hall, Rm. 127

The effect of corporate philanthropy on organizational citizenship behavior and employee performance

- **Vanessa Burbano** (UCLA)

Faculty: Dror Etzion (McGill) and Mike Toffel (Harvard)
Sage Hall, Rm. 131

Institutional antecedents of decoupling: Social movement organizations and the implementation of state renewable portfolio policy

- **Arkangel Cordero** (Cornell)
- Wesley Sine (Cornell)

Faculty: Chris Marquis (Harvard) and Frank Wijen (Rotterdam)
Sage Hall, Rm. 134

How much does negative public exposure on environmental issues increase environmental performance?

- **Estefania Amer Maistriau** (Lausanne)
- Jean-Philippe Bonardi (Lausanne)

Faculty: Michael Lenox (Virginia)

Sage Hall, Rm. 135

Institutional uncertainty as public politics: Climate change hearings and new technology development among U.S. oil and gas firms

- **Shon Hiatt** (Harvard)
- Jake Grandy (U. of Southern California)

1:30-3:00 pm

Paper Session 3 Sage Hall, B08

Moderator: Dylan Minor (Kellogg)

A dynamic process model of contentious politics: Activist targeting and corporate receptivity to social challenges

- **Mary-Hunter McDonnell** (Georgetown)
- Brayden King (Kellogg)
- Sarah Soule (Stanford)

Buyers' strategies to support their suppliers' economic sustainability: Price premiums vs. productivity improvements

- **Andrea Prado** (INCAE)
- Bernard Kilian (INCAE)

Can firms pay less and get more...by doing good? Field experimental evidence of the effect of corporate social responsibility on employee salary requirements and performance

- **Vanessa Burbano** (UCLA)

3:00-3:30 pm

Research Sketch Session A Sage Hall, B08

Moderator: Mike Toffel (Harvard)

Selective incentives, entrepreneurship, and identity: Toward a behavioral theory of collective action

- **Jeffrey York** (Colorado-Boulder)
- Sara Sarasvathy (Virginia)
- Isobel O'Neil (Nottingham)

Corporate environmental strategies in transition economies

- **Dietrich Earnhart** (Kansas)

The effects of institutional corporate social responsibility on bank loans

- **Pamela Harper** (Marist)
- Shyam Kumar (RPI)
- Bill Francis (RPI)

Environmental pressure and the performance of foreign firms in an emerging economy

- Nayhun Kim (Korea)
- **Jon Jungbien Moon** (Korea)
- Haito Yin (Shanghai Jiao Tong)

[Sustainability and the cost of capital: Evidence from REIT bonds and commercial mortgages](#)

- Piet Eichholtz (Maastricht)
- Nils Kok (Maastricht)
- **Erkan Yonder** (Ozyegin)

3:30-4:00 pm **Refreshment Break** Sage Hall, Ramin Parlor

4:00-5:30 pm **Paper Session 4** Sage Hall, B08

Moderator: Jonathan Doh (Villanova)

[Dealing with conflicting objectives: The role of cognition in reconciling corporate financial and social performance expectations](#)

- Donald Crilly (LBS)
- **Ioannis Ioannou** (LBS)

[Dirty oil, ethical oil: The categorization struggle over Alberta's oil sands](#)

- **Lianne Lefsrud** (Michigan)
- Heather Graves (U. of Alberta)
- Nelson Phillips (Imperial College)

[Public safety announcements: how the threat of media coverage affects workplace regulatory compliance](#)

- **Matthew Johnson** (Boston U.)

5:30-6:30 pm **Cocktails** Statler Hotel Terrace Room

6:30-8:00 pm **Dinner** Statler Hotel Terrace Room

7:15-7:45 pm **ARCS Overview, Michael Lenox, ARCS President**
Presentation of inaugural *ARCS Sustainability Scholar Award and Conference Outstanding Paper Awards*

8:00 pm - **Jam Session** The Carriage House (305 Stewart Ave., 5-10 min. walk from Sage Hall)
▪ Please join us for the first ARCS jam session! If you have an instrument that you can readily transport to the conference, bring it along. Or, just come along and enjoy the music and fellowship.

Friday, May 9, 2014

7:45-8:30 am **Breakfast** Ramin Parlor, Sage Hall

8:30-10:00 am Paper Session 5 Sage Hall, B08

Moderator: Elizabeth Connors (Michigan State)

[Getting the attention of venture capitalists: The endorsement of clean energy startups through government research grants](#)

- **Mazhar Islam** (Drexel)
- Adam Fremeth (Ivey)
- Alfred Marcus (Minnesota)

[Governmental attention and environmental enforcement in China](#)

- **Chris Marquis** (Harvard)
- Yanhua Zhou (Harvard)

[Is there a cost to joining a “free” voluntary program? The role of stakeholder scrutiny](#)

- **Susan Kayser** (Indiana)
- Mike Toffel (Harvard)
- John Maxwell (Indiana)

10:00-10:30 am Research Sketch Session B Sage Hall, B08

Moderator: John Maxwell (Indiana)

[Green governance: The impact of board composition on environmental social responsibility](#)

- **Jonathan Doh** (Villanova)
- Michael Hadani (St. Mary's)
- Shawn Howton (Villanova)

[Green brand reputation and corporate environmental performance](#)

- **James Cordeiro** (SUNY Brockport)
- Joon Yoyng Seo (SUNY Brockport)

[The interaction of entrepreneurship, values, and policies: Renewable energy in the European Union](#)

- Raquel Antolin-Lopez (Almeria)
- **Jeffrey York** (Colorado-Boulder)
- Javier Martinez-Del-Rio (Almeria)

[Do early joiners take more substantive action? Evidence from greenhouse gas reductions in the European Union power sector](#)

- **Eun-Hee Kim** (George Washington)

10:30-11:00 am Refreshment Break Sage Hall, Ramin Parlor

11:00-12:30 pm Paper Session 6 Sage Hall, B08

Moderator: Frank Wijen (Rotterdam)

[Can regulation improve firm performance? Evidence from mandatory greenhouse gas reporting in California](#)

- **Kira Fabrizio** (Boston U.)

[The impact of stakeholder orientation on innovation: Evidence from a natural experiment](#)

- **Caroline Flammer** (Ivey)
- Aleksandra Kacperczyk (MIT)

[The market for corporate social responsibility \(CSR\): How industry structure determines CSR](#)

- **Olga Hawn** (Boston)
- Hyoung-Goo Kang (Hanyang)

12:30-12:45 pm Awards and Conclusion Sage Hall, B08

- Presentation of inaugural *ARCS Conference People's Choice Award*
- Concluding Remarks

12:45-1:45 pm Networking Lunch: Topical Tables

Pick up buffet lunch in Sage Hall, Dyson Atrium

- We will set up tables for scholars who want to gather and discuss specific research topics and build their networks. If you have a topic you would like included, please contact Glen Dowell (gwd39@cornell.edu)

Shuttle buses will run between Sage Hall and Conference Hotels on Thursday and Friday mornings. Buses will also run to Ithaca airport on Friday afternoon. Schedule of shuttles to be announced.

Thank you for attending the 2014 ARCS Research Conference. We hope to see you again in 2015!



JOHNSON
Cornell University
The Center for
Sustainable Global Enterprise

About The Samuel Curtis Johnson Graduate School of Management:

Established in 2003 through the generosity of [Sam Johnson](#), Johnson's Center for Sustainable Global Enterprise is a world-class academic institution producing and disseminating relevant knowledge for managers seeking innovative, profitable business opportunities that address global sustainability challenges and help transform the impacts of private enterprise on the world.



About The Alliance for Research on Corporate Sustainability (ARCS):

[The Alliance for Research on Corporate Sustainability](#) (ARCS), formed in 2009, is a consortium of universities, and serves as a professional society of scholars, advancing rigorous academic research on corporate sustainability issues. ARCS provides data, tools, and networking opportunities to researchers who are developing a greater understanding of the opportunities and limits of policies and strategies to foster sustainable business. Faculty members, doctoral students, and researchers from *any* university or academically-oriented institutes and think-tanks are welcome to become ARCS individual members. ARCS' institutional members include Cal-Berkeley, Cal-Los Angeles, Cornell*, Dartmouth*, Duke*, Erasmus, Georgia Tech, Harvard*, Indiana*, INSEAD, Michigan*, MIT, Northwestern, Pennsylvania, Stockholm School of Economics, Virginia*, Western* and Yale*.

*ARCS Founding Schools