Eighth Annual ARCS Research Conference  
May 18-20, 2016  
Hosted by the Leeds School of Business

**Wednesday May 18th, 2015**  
*Hotel Boulderado: 2115 13th St, Boulder, CO 80302*

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<th>Time</th>
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<tbody>
<tr>
<td>3:00 pm - 6:00 pm</td>
<td>ARCS Board Meeting</td>
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<td>Evergreen Room</td>
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<tr>
<td>5:30 pm - 6:30 pm</td>
<td>Registration</td>
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<td>6:00 pm - 7:00 pm</td>
<td>Cocktails</td>
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<td>7:00 pm - 7:15 pm</td>
<td>Welcome</td>
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<td><em>Mark Meaney, Executive Director, Center for Education on Social Responsibility, Leeds School of Business, University of Colorado Boulder</em></td>
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<td>7:15pm - 8:30pm</td>
<td>Dinner</td>
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<td><em>Keynote: L. Hunter Lovins, Founder &amp; President, Natural Capitalism Solutions</em></td>
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**Thursday May 19th, 2015**  
*Leeds School of Business, 995 Regent Drive, Boulder, CO 80309*

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<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>7:00 am</td>
<td>Conference Shuttle from Hotel Boulderado to CU campus</td>
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<tr>
<td>7:15 am - 8:30 am</td>
<td>Registration &amp; Breakfast</td>
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<td>Room: S135</td>
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<tr>
<td>8:30 am - 8:45 am</td>
<td>Welcome</td>
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<td>Room: S125</td>
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<td><em>Magali Delmas (UCLA) and Jeff York (CU-Boulder)</em></td>
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</table>
8:45 am - 10:15 am  Paper Session 1: Corporate Sustainability and Reputation
Room: S125  Moderator: Jeff York, University of Colorado Boulder

1. “Substantive Implementation with Symbolic Silence: The Strategic Publication of Certification Status”
   Chad Carlos – Brigham Young University; Ben Lewis – Brigham Young University*

2. “Corporate Social Responsibility, Reputation Insurance and Firms Long Term Response to Negative Public Exposure”
   Estefania Amer - HEC Lausanne, University of Lausanne*; Jean-Philippe Bonardi – HEC Lausanne, University of Lausanne

   Rodolphe Durand – HEC-Paris, Paris Institute of Technology; Olga Hawn – University of North Carolina at Chapel Hill*; Ioannis Ioannou – London Business School, University of London

10:15 am - 10:30 am  Break

10:30 am - 12:00 pm  Paper Session 2: Collective Action & Movements
Room: S125  Moderator: Judith Walls, NTU Singapore

1. “Movements, markets, and sense of place: Cultivating a diverse collective of entrepreneurs in Detroit”
   Kathryn Heinze – University of Michigan; Sarah Soderstrom – University of Michigan*

   Aseem Kaul – University of Minnesota; Jiao Luo – University of Minnesota*

   Shon Hiatt – University of Southern California*; Sangchan Park – KAIST, Korea Advanced Institute of Science and Technology

12:00 pm - 1:30 pm  Lunch and Round Table Sessions
12:00 pm-12:05 pm:  Walk to Kittredge Multipurpose Room

12:15 pm - 12:45 pm  Round Table Sessions - 1
Room: Kitt-B/C
Faculty: Jonathon Doh, Villanova University; Judith Walls, NTU Singapore
   1. Getting Virtual Workers to Do More by Doing Good: Field Experimental Evidence
      Vanessa Burbano – Columbia University*

Room: Kitt-A
Faculty: Frank Wijen, Erasmus University; Dror Etzion, McGill University
   2. Sociocultural Influences on Sustainable Opportunity Discovery
      Joel Andrus – Texas A&M University*
Room: Kitt-D
Faculty: Tom Lyon, University of Michigan; John Maxwell, Indiana University
3. **Market Reaction to Mandatory Nonfinancial Disclosure**
   Jody Grewal – Harvard University*; Edward J. Riedl – Boston University; George Serafeim – Harvard University

Room: Kitt 110
Faculty: Mike Lenox, University of Virginia; Mike Toffel, Harvard University
4. **Shareholder Activism for Stranded Asset Risk: An Analysis of Investor Reactions for Fossil Fuel Companies**
   John Byrd – University of Colorado Denver; Elizabeth Cooperman – University of Colorado Denver*

Room: Kitt 114
Faculty: Desiree Pacheco, Portland State University; Shon Hiatt, University of Southern California
5. **From Equivocal to Complex: A Sensegiving Model of How Investment Advisors Sell Product**
   Emilio Marti – City University London; Falko Paetzold – Harvard University*

**12:45 pm - 1:15 pm  Round Table Sessions - 2**

Room: Kitt-B/C
Faculty: Jonathon Doh, Villanova University; Judith Walls, NTU Singapore
1. **An Investigation of the Relationship Between Risk Assessments and Institutional Change in the Issue-based Field of Climate Policy**
   Amir Nosrat – McGill University*

Room: Kitt-A
Faculty: Frank Wijen, Erasmus University; Dror Etzion, McGill University
2. **Peer Communication Improves Environmental Employee Engagement**
   Patrick Callery – University of California, Santa Barbara*; Matthew Potoski – University of California, Santa Barbara

Room: Kitt-D
Faculty: Tom Lyon, University of Michigan; John Maxwell, Indiana University
   Shira Cohen – Temple University*

Room: Kitt 110
Faculty: Mike Lenox, University of Virginia; Mike Toffel, Harvard University
4. **The Social Value of Corporate Giving and the Economic Costs of Disasters**
   Luis Ballesteros – University of Pennsylvania*; Michael Useem – University of Pennsylvania
Room: Kitt 114 Faculty: Desiree Pacheco, Portland State University; Shon Hiatt, University of Southern California

5. Getting to the Heart of Corporate Sustainability: The Role of Managerial Values and Motivation in the Mongolian Mining Industry
   Eunice Ng - Nanyang Technological University*; Judith Walls – Nanyang Technological University; Ganchimeg Wingard – Denver Zoological Foundation

1:15 pm - 1:30 pm  Break

1:30 pm - 3:00 pm  Concurrent Paper Sessions

Paper Session 3: Corporate Sustainability and Finance
Room: Kitt-B/C  Moderator: Jared Harris, University of Virginia

1. Executive Compensation and Misconduct: Environmental Harm
   Dylan Minor – Harvard University; Northwestern University*

2. Access to Finance and Corporate Social Responsibility: Evidence from a Natural Experiment
   Vanya Rusinova – Copenhagen Business School; Georg Wernicke – Copenhagen Business School*

3. Corporate Sustainability Metrics: What Investors Need and Don't Get
   Todd Cort – Yale University; Daniel Esty – Yale University*

Paper Session 4: Results of Corporate Sustainability
Room: Kitt 110/114  Moderator: Dan Matisoff, Georgia Insititute of Technology

1. Taking a Hit to Save the World: Employee Participation in a Corporate Social Initiative
   Christiane Bode – Bocconi University*; Jasjit Singh - INSEAD

2. Employees and Organizational Social Purpose: Will Employees Sacrifice Pay to Work for a More Socially Responsible Organization?
   Douglas Frank – Catholic University; Craig Smith – INSEAD*

3. The Risk of Knowledge Spillovers and Corporate Social Responsibility: Evidence from the Inevitable Disclosure Doctrine
   Caroline Flammer – University of Western Ontario*; Aleksandra Kacpertime – Massachusetts Institute of Technology

3:00 pm - 3:30 pm  Research Sketch Session A
Room: Kitt-B/C  Moderator: Joel Gehman, University of Alberta, Edmonton

1. Racing to the bottom? Or to the top? How firm pollution reduction capabilities and multinationality moderate the effect of national environmental regulations on international expansion decisions
   Joel Malen – Hitotsubashi University*; Junichi Yamanoi – Waseda University
2. Analyzing the sources of non-market rents: Capturing value from the non-market environment through industry-wide rent-seeking efforts and firm-specific capabilities
Sanjay Patnaik – George Washington University*

3. Transforming Clean Energy Technologies into Viable Business Opportunities: The Role of Local Media Attention and Financial Rewards in Clean Energy Technology Entrepreneurship in US
Joel Malen – Hitotsubashi University; Alfred Marcus – University of Minnesota*

4. Voluntary Disclosure and Information Intermediaries: Evidence from the Carbon Disclosure Project
Kira Fabrizio – Boston University*; Eun-Hee Kim – George Washington University

3:30 pm - 4:00 pm  Break

4:00 pm - 5:30 pm  Panel Discussion - Sustainability through Hope and False Hope
Room: Kitt B/C
Panelists: Caroline Flammer, Ivey Business School; Andy King, Dartmouth College; Tom Lyon, University of Michigan; Auden Schendler, Aspen Skiing Company

5:30 pm  Conference Shuttle from Kittredge to Riverside

5:45 pm - 6:30 pm  Cocktails: The Riverside, 1724 Broadway

6:30 pm - 8:00 pm  Dinner, Awards, and Music: Riverside Boulder
Featuring The Trouble (Classic Rock Covers) and Special Guests (YOU!)
Emerging Sustainability Scholar Award Presentation

8:00 pm  Enjoy Boulder as you wish!
Conference Shuttle from The Riverside to Hotel Boulderado

Friday May 20th, 2015
Leeds School of Business, 995 Regent Drive, Boulder, CO 80309

7:30 am Conference Shuttle from Hotel Boulderado to CU campus

7:45 am - 8:30 am Breakfast: Leeds School of Business, 1st Floor Atrium
8:00am: Keynote: Jonas Haertle, Head, UN PRME Secretariat

8:30 am - 10:00 am Paper Session 5: Policy, Change, and Sustainability
Room: S125  Moderator: Matt Potoski, University of California, Santa Barbara

1. Design Implications of Extended Producer Responsibility for Durable Products
Atalay Atasu – Georgia Institute of Technology; Ximin (Natalie) Huang – Georgia Institute of Technology*; L. Beril Toktay – Georgia Institute of Technology

2. **Precautionary Federalism and the Sharing Economy**  
   Sarah Light – University of Pennsylvania*

3. **A Resilience Perspective on Organizational Adaptation to Ecological Adversity**  
   Viviane Clement – George Washington University*; Jorge Rivera – George Washington University; Pete Tashman – Portland State University

### 10:00 am - 10:30 am Research Sketch Session B: 5 Papers  
Room: S125  
**Moderator: Ioannis Ioannou, University of London**

1. **Webs of Influence: National Stakeholder Networks and Corporate Social Performance**  
   Witold Henisz – University of Pennsylvania; Kate Odziemkowska – University of Pennsylvania*

2. **Authenticity in CO2 Reductions: The Impact of Women Directors**  
   Kenneth Bettenhausen – University of Colorado Denver; John Byrd – University of Colorado Denver; Elizabeth Cooperman – University of Colorado Denver*

3. **Better Commercial Buildings**  
   Omar I. Asensio – University of California*, Los Angeles; Magali A. Delmas – University of California, Los Angeles

4. **The Impact of Environmental Regulation on Firm and Country Competitiveness: A Meta-Analysis of the Porter Hypothesis**  
   Mark Cohen – Vanderbilt University*; Adeline Tubb – University College London - Australia

5. **Juggling Multiple Bottom Lines: The Interplay of Performance Feedback from Financial and Environmental Performance Goals**  
   Ann Terlaak – University of Wisconsin – Madison*

### 10:30 am - 11:00 am Break

### 11:00 am - 11:30 am Announcements, Awards and Conclusion  
Room: S125

### 11:30 am - 12:30 pm Lunch  
Room: S135

### 12:30 pm Conference Shuttle to Hotel Boulderado

*Thank you for attending the 2016 ARCS Research Conference.  
We hope to see you again in 2017!*