

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

3:00 pm - 6:00 pm Evergreen Room	ARCS Board Meeting
5:30 pm - 6:30 pm Mezzanine	Registration
6:00 pm - 7:00 pm Mezzanine	Cocktails
7:00 pm - 7:15 pm Mezzanine	Welcome <i>Mark Meaney, Executive Director, Center for Education on Social Responsibility, Leeds School of Business, University of Colorado Boulder</i>
7:15pm - 8:30pm Mezzanine	Dinner <i>Keynote: L. Hunter Lovins, Founder & President, Natural Capitalism Solutions</i>

Thursday May 19th, 2015

Leeds School of Business, 995 Regent Drive, Boulder, CO 80309

7:00 am	Conference Shuttle from Hotel Boulderado to CU campus
7:15 am - 8:30 am Room: S135	Registration & Breakfast
8:30 am - 8:45 am Room: S125	Welcome <i>Magali Delmas (UCLA) and Jeff York (CU-Boulder)</i>

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
3. “A Model of Organizational Symbolism: Understanding the Different Shades of Green Author”
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*
2. “The Comparative Governance of Collective Action”
Aseem Kaul – University of Minnesota; Jiao Luo – University of Minnesota*
3. [“External Market Threats and Entrepreneurial Collective Action in the Emergent U.S. Wood Pellet Industry”](#)
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

3. Does Voluntary Disclosure of Climate Change Risk Signal Overall Firm Risk? Evidence From Financial Reporting Quality and Firm-Level Investment Activity and the Role of Long-Term Institutional Investors
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 Institute 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 Kacperczyk – 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
Room: S135 *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 pm - 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!***