Alliance for Research on Corporate Sustainability
Eleventh Annual Research Conference

Kenan-Flagler Business School, University of North Carolina

Chapel Hill, North Carolina, United States of America

PROGRAM

June 5-7, 2019

Wednesday, June 5th

Location: FedEx Global Education Center and Top of the Hill Restaurant & Brewery

1:30 – 2:00 p.m. — **Board Member Registration**
Fedex Center

[2:00 – 5:00 p.m.] — **[ARCS Board Meeting]**
Fedex Center

3:30 – 4:00 p.m. — **PhD Student Registration**
Top of the Hill Tank Room

4:00 – 5:00 p.m. — **PhD Student "Egg Timer" Speed Talks**
Top of the Hill Tank Room
Moderators: Caroline Flammer, Boston University; Mary-Hunter McDonnell, University of Pennsylvania; Valerie Karplus, MIT; Jorge Rivera, George Washington University; Michelle Rogan, UNC; Subhasis Ray, Xavier University

5:00 – 6:00 p.m. — **ARCS Board & PhD Student Happy Hour**
Top of the Hill Great Room

6:00 – 9:00 p.m. — **Reception and Welcome Dinner**
Top of the Hill Great Room

Thursday, June 6th

Location: Kenan-Flagler Business School and Kenan Center

8:00 – 8:45 a.m. — **Registration & Breakfast**
Kenan Center

8:45 – 9:00 a.m. — **Dean and Conference Chair Welcome**
Kenan 204

9:00 – 10:00 a.m.
Kenan 204

Plenary with past ARCS Emerging Scholars: Caroline Flammer, Boston University; Shon Hiatt, USC; Sarah Light, University of Pennsylvania; Mike Toffel, Harvard Business School; Jeff York, University of Colorado Boulder **– Moderated by Olga Hawn, UNC.**

10:00 – 10:30 a.m.
Kenan 204

Thursday Morning Research Sketches

1. Do Pilot and Demonstration Projects Work?
   Christopher Blackburn, Georgia Institute of Technology; Mallory Flowers, Erasmus University; **Daniel Matisoff, Georgia Institute of Technology;** Juan Moreno-Cruz, University of Waterloo
2. Creating Value Through CSR in the Age of Social Media: The Role of Authenticity and Imitation
   Adam Clark, Steven Kofford and Barclay Burns, **University of Utah;** Lisa Jones Christensen, Brigham Young University
3. Adopting green innovations: A consumer practice-perspective
   Siv Skard, **Sveinung Jørgensen,** Lars Jacob Tynes Pedersen, Nhat Quang Le, Helge Thorbjørnsen, **Norwegian School of Economics**
4. Corporate Purpose and Firm Ownership
   Claudine Gartenberg, University of Pennsylvania; George Serafeim, Harvard University

10:30 – 11:00 a.m.

Break

11:00 – 12:30 p.m.
Kenan-Flagler Business School
McColl 2050

Thursday Morning Parallel Sessions

Parallel Session 1 – Moderated by Brayden King, Northwestern University

1. How Activist Investors Influence Corporate Social Responsibility
   Mark DesJardine, Pennsylvania State University; Rodolphe Durand, HEC Paris
2. Improving Corporate Governance: Shareholder Activism and the Voluntary Disclosure of Climate Risks
   Kira Fabrizio, Boston University; **Caroline Flammer, Boston University**; Michael Toffel, Harvard Business School; Kala Viswanathan, Harvard Business School
3. Take a Stand or Keep your Seat: Board Turnover after Activist Challenges
   Mary-Hunter McDonnell, **University of Pennsylvania;** Adam Cobb, University of Texas

McColl 2350 **Parallel Session 2 – Moderated by Vanessa Burbano, Columbia University**

1. Theorizing corporate philanthropic strategies: How companies seek for social impact and social influence
   Vontrese Pamphile, George Washington University
2. Corporate Philanthropy as a Strategic Tool for Advocacy
   Haram Seo, University of Minnesota
3. To Give and Give Not: Corporate Philanthropy, Government Aid, and Political Polarization
   Aseem Kaul and **Jiao Luo, University of Minnesota**

McColl 2600 **Parallel Session 3 – Moderated by Michael Lenox, University of Virginia**

1. Innovation & Certification: The Relationship Between Green Patents, Environmental Management Systems and Environmental Performance
   Jesus Valero-Gil and Sabina Scarpellini, University of Zaragoza, **Ivan Montiel, Baruch College**
2. Join in…and Drop Out? Firm Adoption of and Disengagement from Voluntary Environmental Programs
   Patrick Callery, Carleton University
3. Responding to Regulatory Uncertainty: Government Agency Signaling and Greenhouse Gas Emissions
   Eun-Hee Kim, Fordham University; **Shon Hiatt, University of Southern California**; Maggie Zhou, University of Michigan

12:30 – 1:15 p.m. **Lunch**
Kenan Dining Room

1:15 – 2:15 p.m. **Plenary with Senior ARCS Scholars:** Brayden King, Northwestern University; Michael Lenox, University of Virginia; Eric Orts, Wharton; Beril Toktay, Georgia Institute of Technology **– Moderated by Thomas Lyon, University of Michigan**
Kenan 204

2:15 – 2:40 p.m. **Thursday PM Research Sketches**
Kenan 204

1. A room with a view (to employment success): hotels and tourism as a springboard for immigrant labor. The case of Nordic Choice Hotels
   Lin Lerpold and Örjan Sjöberg, **Stockholm School of Economics**
2. Insuring Nature
   Sarah Light and Carolyn Kousky, **University of Pennsylvania**
3. From Conflict to Synergy: Heterogeneous Models of Blended Social and Economic Value in the Context of Impact Investing
   Sergio Lazzarini and Sandro Cabral, Insper Brazil; Leandro Pongeluppe, University of Toronto; **Luciana Ferreira, Insper Brazil;** Angelica Rotondaro, University of St. Gallen
4. The evolution of thought in sustainability: Implications for research frontiers in the era of embedded sustainability
   Tracy Van Holt and Tensie Whelan, **New York University**

2:40 – 3:00 p.m. **Break**

3:00 – 4:30 p.m. **Thursday Afternoon Parallel Sessions**
Kenan-Flagler Business School
McColl 2050 **Parallel Session 1 – Moderated by Layna Mosley, UNC**

1. Making Ratings Work: Causal Evidence from the Private Regulation of Labor Rights
   Matthew Amengual, University of Oxford; **Greg Distelhorst, University of Toronto**
2. Who Pays for Labor and Environmental Standards? The Influence of product substitutability on the bargaining power between retailers and suppliers
   Maria Carnovale, Duke University
3. Smoke and Mirrors: Did China's Environmental Crackdowns Lead to Persistent Changes in Polluting Firm Behavior?
   Mandy Wu, **Valerie Karplus, MIT**

McColl 2350 **Parallel Session 2 – Moderated by Mike Toffel, Harvard University**

1. Disclosure of Emerging Trends: Evidence from Climate Change Business Opportunities
   Jody Grewal, Harvard Business School
2. The Spillover Effect in the Adoption of Multiple Voluntary Certification Programs: Evidence from the Green Building Industry
   Xia Li, Boston University
3. Outsourcing Child Labor
   Marco Martinez, University of California

McColl 2600 **Parallel Session 3 – Moderated by Lin Lerpold, Stockholm School of Economics**

1. Liquidity Constraints and Base-of-the-Pyramid Customer Behavior: Evidence from a Quasi-Experiment in Microfinance
   Arzi Adbi and Jasjit Singh, **INSEAD, Singapore**
2. Enemy at the Gates. Short Selling and Firm Performance on Corporate Social Responsibility: Evidence from a Natural Experiment
   Vanya Rusinova, Copenhagen Business School; **Georg Wernicke, HEC Paris**; Tima Bansal, Western University
3. Corporate Social Responsibility and Employee Misconduct
   Vanessa Cuerel Burbano and **Bennett Chiles, Columbia Business School**

4:30 – 5:30 p.m. **Transportation to Botanical Gardens**

5:00 - 6:30 p.m. **Poster Session & Reception**
North Carolina Botanical Gardens

1. A Battle on Two Fronts: Project Resource Asymmetry, Institutional Heterogeneity and Institutional Distance in the Multi-party Alliance
   Rachel Pacheco, University of Pennsylvania
2. Quota or Disclosure? Evidence from Corporate Board Gender Diversity Policies
   Shirley Simiao Lu, University of Chicago
3. The Spillover Effect in the Adoption of Multiple Voluntary Certification Programs: Evidence from the Green Building Industry
   Xia Li, Boston University
4. The Price of Regulatory Risk: Evidence from Private Solar Power Generation in India
   Obinna Chinewubeze, Srividya Jandhyala, **ESSEC Business School**
5. Different Paths to Achieving Gender Equality and Empowerment for all Women and Girls? Examining National Variation in Segregation through the Lens of a Gendered Theory of Legal Origins
   Steve Michael Loren, University of Massachusetts – Boston
6. Effect of Organizational Status on Employment-Related Corporate Social Responsibility: Evidence from a Regression Discontinuity Approach
   Yuan Tian, Edward B Smith, Brayden G King **Northwestern University**
7. Corporate Philanthropy as a Strategic Tool for Advocacy
   Haram Seo, University of Minnesota
8. How does the measurement rule impact the financial market's reaction to the disclosure of non-regulated information?
   Narae Lee, University of Minnesota

6:30 – 8:30 p.m. **Awards Gala**
North Carolina Botanical Gardens

Friday, June 7th

8:00 – 9:00 a.m. **Registration & Breakfast**
Kenan Center Dining Room

9:00 – 9:45 a.m. **Keynote: Billy Pizer**, Associate Dean for Academic Programs, Susan B. King Professor of the Sanford School of Public Policy, and Faculty Fellow of the Nicholas School for Environmental Policy Solutions, Duke University
Kenan Center Dining Room

9:45 – 10:10 a.m. **Friday Morning Research Sketches**
Kenan Center Dining Room

1. Navigating Occupational Paradox through Managing Compatibility
   Vontrese Pamphile, George Washington University
2. Evaluating popular sentiment of electric vehicle owners in the United States with real-time data from mobile platforms
   Omar I. Asensio, Georgia Institute of Technology
3. Turning Rebels Into Suits? The Human Capital Effect of Social Impact Work
   Christiane Bode, Bocconi
4. Empowering Climate Leaders: An Open Resourcing Approach to Issue Selling
   Todd Schifeling, Temple University; **Sara Soderstrom, University of Michigan**

10:10 – 10:30 a.m. **Break**

10:30 – 12:00 p.m. **Friday Morning Parallel Sessions**
Kenan-Flagler Business School
McColl 2050

Parallel Session 1 – Moderated by Anne Jacqueminet, Bocconi

1. A Contest Theory Model of Corporate Strategy for Activist Campaigns
   John Maxwell, Indiana University; Guy Holburn, Western University; Jean-Philippe Bonardi, HEC Lausanne
2. The Unintended Signaling Of CSR: Why Activist Hedge Funds Target Socially Responsible Firms
   Mark DesJardine, Pennsylvania State University; Emilio Marti, Erasmus University; Rodolphe Durand, HEC Paris
3. Are Financially Transparent Firms Environmentally Transparent Too? Sustainability Materiality and Its Impact on Idiosyncratic Volatility
   Eun-Hee Kim and Mingying Cheng, **Fordham University**

McColl 2350 **Parallel Session 2 – Moderated by Christiane Bode, Bocconi**

1. The Importance of Gender Congruence in Corporate Social Responsibility: Field Experimental Evidence of Applicant Interest
   Vanessa Cuerel Burbano and Mabel Abraham, **Columbia Business School**
2. Linking Top Management Team Diversity and Corporate Social Performance: A Configurational Approach
   Verena Patock, HEC Paris; Günter Stahl, WU Vienna; Jonathan Doh, Villanova University
3. Effect of Organizational Status on Employment-Related Corporate Social Responsibility: Evidence from a Regression Discontinuity Approach
   Yuan {Tanya} Tian, Edward B Smith and Brayden G King, **Northwestern University**

McColl 2600 **Parallel Session 3 – Moderated by Jasjit Singh, INSEAD**

1. Green to Gone? The Impact of Regional Institutional Logics on New Firm Survival
   Jeff York, University of Colorado Boulder; Sid Vedula, Babson College; Michael Conger, Miami University
2. Learning by Viewing? Social Learning, Regulatory Disclosure, and Firm Productivity in Shale Gas
   Theodore Robert Fetter, Andrew L Steck, and Christoper Timmins, **Duke University**; Douglas Wrenn, Pennsylvania State University
3. Sweeping it Under the Rug: Positioning Pollution-Intensive Activities in Organizational Hierarchies
   Juyoung Lee and Pratima Bansal, **Western University**

12:00 – 12:45 p.m. **Lunch**
Kenan Center Dining Room

12:45 – 1:30 p.m. **Keynote Speaker: Paula Alexander, Director, Sustainable Business at Burt's Bees**
Kenan Center Dining Room

1:30 – 2:00 p.m. **Friday Afternoon Research Sketches**
Kenan Center Dining Room

1. Reliably Responsible: Structuring Supply Chains for Socially Responsible Behavior
   Mahdi Mahmoudzadeh, Georgia Institute of Technology; Enno Siemsen, University of Wisconsin
2. Corporate Green Bonds
   Caroline Flammer, Boston University
3. Seeing Parochially And Acting Locally: Social Exposure, Problem Identification And Social Entrepreneurship
   Sunasir Dutta, University of Minnesota
4. Evolving Stakeholder Influence and Corporate Environmental Practices
   Frank Wijen, Erasmus University

2:00 – 3:00 p.m. **Conclusions & Awards**