

Seventh Annual ARCS Research Conference

May 13-15, 2015

Kellogg School of Management

(847) 467-7000
Wieboldt Hall
340 East Superior Street
2nd Floor Mezzanine
Chicago, IL 60611-3008

PROGRAM

Wednesday May 13th, 2015

- 5:30pm - 6:30pm** **Registration:** Room 540
- 6:00pm - 7:00pm** **Cocktails:** Room 540
- 7:00pm - 8:30pm** **Dinner:** Room 540
*Karen Weigert, Chief Sustainability Officer for the City of Chicago
and Steve Beitler, Chicago Infrastructure Trust*

Thursday May 14th, 2015

- 7:45am - 12:00pm** **Registration:** 1st Floor Lobby
- 7:45am - 8:30am** **Breakfast:** Room 150
- 8:30am - 8:45am** **Welcome:** Room 147
Magali Delmas (UCLA) and Dylan Minor (Kellogg)
- 8:45am - 10:15am** **Paper Session 1: Misconduct within Organizations**

Moderator: Magali Delmas

Room: 147

[Monitoring Global Supply Chains](#)

- Jodi Short (UC Hastings); Mike Toffel (HBS)*; Andrea Hugill (HBS)

[\(Un\)Avoidable: When Wrongdoing Leads to Organizational Stigma](#)

- Brian Park (INSEAD)*; Michelle Rogan (INSEAD)

[Toxic Workers](#)

- Michael Housman (Cornerstone OnDemand); Dylan Minor (Northwestern)*

10:15am - 10:30am

Break

10:30am - 12:00pm

Paper Session 2: Differentiation Strategies in Sustainability

Moderator: Mike Lenox

Room: 147

Category Promotion: How B Corporations Respond to the Competing Demands of Standing out and Fitting In

- Joel Gehman (University of Alberta)*; Matthew Grimes (University of Alberta)

[Social Perception Microfoundations of Corporate Social Responsibility and Irresponsibility](#)

- Catherine Shea (Northwestern)*; Olga Hawn (Boston University)

[Corporate Social Responsibility and the Allocation of Procurement Contracts: Evidence from a Natural Experiment](#)

- Caroline Flammer (Ivey)*

12:00pm - 1:30pm

Lunch and Roundtables: Pick up lunch in room 150, and then proceed to the Round Table session of your choice (please see below)

12:15pm - 12:45pm

Round Table Session 1: Firm Compliance, Technology and Development

Faculty: Mike Lenox and Frank Wijen

Room: 107

[The Cost of Corporate Social Responsibility after a Catastrophe](#)

- Susan Kayser (Michigan)*

Faculty: Tima Bansal and Jeff York

Room: 147

The Arc of Interconnectedness: A Theory of the Evolution of Business towards Flourishing

- Ignacio Pavez (Case Western Reserve)*; Lori Kendall (Case Western Reserve)

Faculty: Tom Lyon and John Maxwell

Room: 150

[Certainty of Punishment Versus Severity of Punishment: Deterrence and the Crowding out of Intrinsic Motivation](#)

- Dietrich Earnhart (Kansas)*; Lana Friesen (University of Queensland)

Faculty: Marian Chertow and Mike Toffel

Room: 540

[Putting the Brakes on Environmental Technology Breakthroughs? Firm R&D Strategies for the Development of Environmental Technologies](#)

- Joel Malen (Hitotsubashi University); Alfred Marcus (Minnesota)*

12:45pm - 1:15pm

Round Table Session 2: Firms and Stakeholder Pressure

Faculty: Mike Lenox and Frank Wijen

Room: 107

Cap(-Ture) And Trade: How Multinational Firms Capture Arbitrage Rents through Environmental Regulation

- Sanjay Patnaik (George Washington University)*

Faculty: Tima Bansal and Jeff York

Room: 147

[Multifaceted State Influence on Corporate Environmentalism in China](#)

- Ruxi Wang (Rotterdam)*; Frank Wijen (Rotterdam); Pursey Heugens (Rotterdam)

Faculty: Tom Lyon and John Maxwell

Room: 150

[The Economic Case for CSR: When Profit-Maximizing Firms Have an Advantage in the Provision of Social Goods](#)

- Aseem Kaul (Minnesota); Jiao Luo (Minnesota)*

Faculty: Marian Chertow and Mike Toffel

Room: 540

[Can Private Water Companies Deliver Quality? The Role of Scale and Customer Attentiveness](#)

- Thomas Lyon (Michigan); Wren Montgomery (Queen's University); Dan Zhao (Michigan)*

1:15pm - 1:30pm

Break

1:30pm - 3:00pm

Paper Session 3: Markets, Institutions, and Transparency

Moderator: Tima Bansal

Room: 147

[Wolves in Sheep's Clothing: The Use of Corporate Front Groups in the Battle over Renewable Energy](#)

- Jocelyn Leitzinger (Michigan)*

[A Market-Based Framework for Quantifying Displaced Production from Recycling or Reuse](#)

- Trevor Zink (Loyola Marymount)*; Roland Geyer (UCSB); Richard Startz (UCSB)

[Transparency and Indirect Reciprocity in Social Responsibility: An Incentivized Experiment](#)

- Tim Kraft (Darden)*; Leon Valdes (MIT); Yanchong Zheng (MIT)

3:00pm - 3:30pm

Research Sketch Session A: Competition, Coordination, and Social Impacts

Moderator: Mike Toffel

Room: 147

[Competition Between Organizational Forms: Banks vs. Credit Unions after the Financial Crisis](#)

- Aaron Chatterji (Duke) ; Jiao Luo (Minnesota)*; Robert Seamans (NYU Stern)

[From Farms to Fuel Tanks: Differential Effects of Collective Action on Firm Entry in the Emergent U.S. Biodiesel Sector](#)

- Shon Hiatt (USC); Chad Carlos (BYU)*

[How Corporate Social Responsibility Reduces Employee Turnover: Evidence from Attorneys Before and After 9/11](#)

- Seth Carnahan (Michigan); David Kryscynksi (BYU); Daniel Olson (Maryland)*

[Tea Time: Temporal Coordination for Sustainable Development](#)

- Anna Kim (Ivey)*; Pratima Bansal (Ivey); Helen Haugh (Cambridge)

[When is Social Responsibility Socially Desirable?](#)

- Jean de Bettignies (Queen's University)*; David T. Robinson (Duke)

3:30pm - 4:00pm

Break

4:00pm - 5:30pm

Paper Session 4: Information Disclosure

Moderator: Marian Chertow

Room: 147

[The Dynamics of Consumer Behavior: Novelty and Framing Effects](#)

- Omar I. Asensio (UCLA)*; Magali A. Delmas (UCLA)

Effects of Information-Based Regulation: Evidence from Hydraulic Fracturing

- Rob Fetter (Duke)*

An Analysis of Time of Use Pricing in Electricity Supply Chains

- Baris Ata (Chicago Booth); Asligul Serasu Duran (Northwestern)*; Ozge Islegen (Northwestern)

5:30pm - 6:30pm

Cocktails: The Signature Room at the 95th in Hancock Tower; 875 Michigan Ave, Chicago, IL 60611

6:30pm - 8:00pm

Dinner, Awards and Fun: The Signature Room at the 95th in Hancock Tower

8:00pm - 7:00am

Enjoy the Windy City as you wish!

Friday May 15th, 2015

7:45am - 8:30am

Breakfast: Room 150

8:30am - 10:00am

Paper Session 5: Signaling and Reputation Effects

Moderator: Jeff York

Room: 147

Inducing Environmental Disclosures: A Dynamic Mechanism Design Approach

- Shouqiang Wang (Clemson)*; Peng Sun (Duke); Francis de Vericourt (ESMT)

Competition and Green Signaling: The Case of LEED

- Daniel Matisoff (Georgia Tech)*; Douglas Noonan (IUPUI); Mallory Flowers (Georgia Tech)

Target CSR as a Signal in Acquisitions: Its effect on Acquisition Premium

- Gunae Choi (Rutgers)*; Petra Christmann (Rutgers); Ajai Guar (Rutgers); Tae-Nyun Kim (Frostburg State University)

10:00am - 10:30am

Research Sketch Session B: Views of CSR on Firm Survival, Compensation and Industry Effects

Moderator: Glen Dowell

Room: 147

With Strings Attached: The Belief in the Business Case for Corporate Social Responsibility and its Groundings in Fair Market Ideology

- Sebastian Hafenbrädl (HEC Lausanne); Daniel Waeger (University of Amsterdam)*

[Smoke Signal or Smoke Screen? Why the Media Do Not Disapprove Equally of Overpaid CEOs](#)

- Jean-Philippe Vergne (Ivey); Georg Wernicke (CBS)*; Steffen Brenner (CBS)

[In Search of CSR: The Role of a Business Confederation-Owned Infomediary in Constructing Positive Business Impacts on Society](#)

- Martin Fougère (Hanken School of Economics); Meri-Maaria Kyrrönen (Hanken School of Economics); Pia Polsa (Hanken School of Economics)*; Veronica Liljander (Hanken School of Economics)

[Towards A Theory of Sociocultural Munificence: Firm Survival in the Green Building Supply Industry](#)

- Jeffrey York (Colorado Boulder)*; Siddharth Vedula (Colorado Boulder); Michael Conger (Miami University); David Hekman (Colorado Boulder)

10:30am - 11:00am

Break

11:00am - 12:30pm

Paper Session 6: Sustainability Performance and Investing

Moderator: Lin Lerpold

Room: 147

[Culling Black Sheep to Better the Flock?: Institutional Activism and Peers' Corporate Social Responsibility Outcomes](#)

- GuiDeng Say (Minnesota)*; Gurneeta Vasudeva (Minnesota)

[Corporate Sustainability: First Evidence on Materiality](#)

- Mo Khan (HBS); George Serafeim (HBS); Aaron Yoon (HBS)*

[Under Pressure: The Causal Effect of Financial Analyst Coverage on Long-Term Capital Investments](#)

- Mark DesJardine (Ivey)*

12:30pm – 1:00pm

Announcements, Awards and Conclusion

12:30pm - 2:00pm

Lunch: Pick up lunch from room 150, and then proceed to Room 147 for the conclusion of the program

***Thank you for attending the 2015 ARCS Research Conference.
We hope to see you again in 2016!***