

Alliance for Research on Corporate Sustainability Ninth Annual Research Conference

*Rotterdam School of Management, Erasmus University
Rotterdam, the Netherlands*

PROGRAM

June 14-16, 2017

Wednesday 14 June 2017

Location: Erasmus University, Burgemeester Oudlaan 50 (Woudestein campus)

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| 1:30-6:00 p.m.
<i>Mandeville building</i> | PhD Paper Development Workshop |
| 1:30-2:00 p.m.
<i>Room T3-10</i> | Welcome and ice breaking
Moderators: Luca Berchicci, Erasmus University; Steve Kennedy, Erasmus University; Paolo Perego, Erasmus University |
| 2:00-3:00 p.m. | Publishing research on corporate sustainability
Speakers: Magali Delmas, University of California Los Angeles; Joep Cornelissen, Erasmus University; Maurizio Zollo, Bocconi University |
| 3:00-3:30 p.m. | Break |
| 3:30-6:00 p.m.
4:45-5:00 p.m. | Parallel sessions
Break |
| <i>Room T3-10</i> | Track 1
Moderator: Luca Berchicci, Erasmus University
1. Social entrepreneurship, language, and funding: Evidence from startups in Sub-Saharan Africa
Natalie Carlson, Columbia University* ¹ |

¹ * = Presenting author

2. Innovation under the Energy Star program
Yeong Jae Kim, Georgia Institute of Technology*
3. Through rose-colored glasses: A survey of consumer perceptions of multinational electronics firms
Lucy Decker McAllister, University of Colorado Boulder*
4. Not good, not bad: Unpacking the effect of family control on environmental performance disclosure by business group firms
Ann Terlaak, University of Wisconsin; Seonghoon Kim, University of Wisconsin;*; Taewoo Roh, Soonchunhyang University
5. Only men on board? Institutional resistance in the S&P500
Bjoern Mitzinneck, Cornell University;* Glen Dowell, Cornell University; Judith Walls, NTU Singapore

Room T3-20

Track 2

Moderator: Paolo Perego, Erasmus University

1. Environmental CSR and firm performance: A multi-level study of the moderating role of knowledge
Anna-Lena Hoffmann, University of Augsburg;* Hüseyin Doluca, University of Augsburg; Till Talaulicar, University of Erfurt; Marcus Wagner, University of Augsburg
2. Is controlling shareholder influencing the relationship between CSR and earnings quality? Evidence from Chinese listed firms
Antai Li, Huazhong University of Science and Technology;* Xiping Xia, Huazhong University of Science and Technology
3. The effects of transparency regulation on voluntary disclosers: Evidence from mandatory carbon reporting
Jody Grewal, Harvard University*
4. Data-driven approach to large portfolio resilience through energy efficiency
Roshan Mehdizadeh, Stanford University;* Andrew Peterman, Stanford University

Room T3-24

Track 3

Moderator: Steve Kennedy, Erasmus University

1. An ethic of organizational responsibility? Rethinking decoupling at the interface of Weberian substantive and formal rationalities
Steve Loren, University of Massachusetts*
2. Collective organization of CSR: The role of trust as an organizing principle
Leona Henry, University of Witten/Herdecke;* Guido Möllering, University of Witten/Herdecke
3. A banker's perspective on circular business model innovation
Helen Toxopeus, Erasmus University;* Elisa Achterberg, Circle Economy; Friedemann Polzin, Utrecht University

4. How Climate risk matters: The relationship between discourse, security transactions, and shareholder resolutions
Amir Hossein Nosrat, McGill University*
5. Towards a more environmental human resource management: Developing an ambidextrous perspective
Ana Labella-Fernandez, University of Almeria;* José Céspedes-Lorente, University of Almeria; Javier Martínez-del-Río, University of Almeria

3:00-6:00 p.m. **ARCS Board of Directors Meeting**
Mandeville building, *By invitation only*
room T9-67

5:30-9:00 p.m. **Welcome Program**
Tinbergen building,
17th floor, Faculty Club

5:30-6:30 p.m. **Registration**

6:00-7:00 p.m. **Welcome Drinks**

7:00-7:15 p.m. **Welcome Words**
Frank Wijen, Erasmus University
Steef van de Velde, Dean Rotterdam School of Management, Erasmus University

7:15-9:00 p.m. **Dinner and Speech**
Magali Delmas, University of California Los Angeles, President ARCS

Thursday 15 June 2017

Location: Erasmus University, Burgemeester Oudlaan 50 (Woudestein campus)

8:00-9:00 a.m. **Registration & Light Breakfast**
Van der Goot building,
3rd floor, Café

SESSION 1 Moderator: Marian Chertow, Yale University
Van der Goot building,
3rd floor, Forum Hall

9:00-9:20 a.m.

Welcome & Introduction of Participants

Magali Delmas, University of California Los Angeles

9:20-10:10 a.m.

Practitioner Keynote

How Impact Investors are Building Markets for Good

[Stef van Dongen](#), [Enviu](#)

10:10-10:25 a.m.

Research Sketches: Framing and Action

1. Mobilizing backers? Sustainability framing and success in crowdsourcing
Birthe Soppe, University of Oslo; Agnieszka Pietraszkiewicz, University of Bern; Raissa Pershina*, University of Oslo; Magdalena Formanowicz, University of Bern
2. [Climate reporting as a stimuli for action, rhetoric or reality?](#)
Samuel Wa Sun Tang, Queen Mary University*
3. CSR strategic implementation: Policy-practice coupling and decoupling in an MNE
Anne Jacqueminet, Bocconi University;* Rodolphe Durand, HEC

10:25-11:00 a.m.

Break

*Van der Goot building,
3rd floor, Café*

SESSION 2

11:00-12:00 a.m.

Parallel Sessions

Mandeville building

Room T3-10

Track 1: Interests and Performance

Moderator: Guy Holburn, Western University

1. Alternative objective functions for firms
Leena Lankoski, University of Helsinki;* Craig Smith, INSEAD
2. Corporate strategy in the age of climate change strategy: A risk-based approach
Kira Fabrizio, Boston University; Sanjay Patnaik, George Washington University*
3. Corporate governance and the rise of integrating corporate social responsibility criteria in executive compensation: Antecedents and outcomes
Caroline Flammer, Boston University;* Bryan Hong, Western University; Dylan Minor, Northwestern University

Room T3-31

Track 2: Sustainability Standards

Moderator: Frances Bowen, Queen Mary University London

1. [Decomposing the value effects of sustainable investment: International evidence](#)
Avis Devine, University of Guelph; Eva Steiner, Cornell University; Erkan Yonder, Ozyegin University*
2. It's not easy building green: The impact of public policy, private actors, and regional logics on voluntary standards adoption
Jeffrey York, University of Colorado; Siddharth Vedula, Babson College;* Michael Lenox, University of Virginia
3. [Substantive and symbolic certification: Technology choices demonstrating social responsibility in the built environment](#)
Mallory Flowers, Georgia Tech University*

Room T3-39

Track 3: International Operations

Moderator: Lin Lerpold, Stockholm School of Economics

1. [Up to no good? Gender, social impact work and employee promotions](#)
Christiane Bode, Bocconi University;* Michelle Rogan, INSEAD
2. [The societal role of MNCs in transnational CSR : Analyzing reputable MNCs' corporate CSR videos](#)
Kaiyu Shao, University of Leuven;* Maddy Janssens, University of Leuven
3. [When precedents become normative: Routine rigidity & environmental innovations](#)
Kenneth John Dooley, Aalto University*

12:00-1:00 p.m.

Lunch

*Van der Goot building,
3rd floor, Café*

SESSION 3

Moderator: Daniel Esty, Yale University

*Van der Goot building,
3rd floor, Forum Hall*

1.00-1.15 p.m.

Stretching/Mindfulness Exercises

Moderator: Kiki Vreeling

1.15-2:15 p.m.

Plenary Paper Session: Stakeholder Relations

1. [Valuing stakeholder governance: Property rights, community mobilization, and firm value](#)
Sinziانا Dorobantu, New York University;* Kate Odziemkowska, University of Pennsylvania

2. Movements, markets, and the power of living stories
Jocelyn Leitzinger, McGill University;* Chad Navis, Clemson University; Greg Fisher, Indiana University; Theodore Waldron, Baylor University
3. [Pro bono as a human capital screening mechanism in law firms](#)
Vanessa Burbano, Columbia University;* John Mamer, University of California Los Angeles; Jason Snyder, University of Utah

2:15-2:30 p.m.

Research Sketches: Entrepreneurship and Emotions

1. Basic emotions in environmental management
Judith Walls, NTU Singapore;* Kelly Bulmer, NTU Singapore
2. Women's disempowerment and the market for skin whitening products: Experimental evidence from India
Arzi Adbi, INSEAD;* Chirantan Chatterjee, Indian Institute of Management ; Zoe Kinias, INSEAD ; Jasjit Singh, INSEAD
3. Trade-offs and sustainability: The effect of organic growth on corporate environmental performance
Estefania Amer, University of Lausanne;* Carlos de Porres, International Labour Organization; Jean-Phillipe Bondardi, University of Lausanne

2:30-3:00 p.m.

Break

*Van der Goot building,
3rd floor, Café*

SESSION 4

3:00-4:00 p.m.

Parallel Sessions

Mandeville building

Room T3-6

Track 1: Behavioral Change

Moderator: Olga Hawn, University of North Carolina

1. [Agreeable disagreements: Attunement and cognitive agreement in shareholder engagement](#)
Irene Beccarini, IESE;* Daniel Beunza, London School of Economics; Fabrizia Ferraro, IESE; Andreas Hoepner, University of Reading
2. Not my business: How individuals' cognitive frames and role identities influence corporate sustainability initiatives
Marcel Richert, University of Hamburg; Joern Hoppmann, ETH Zurich;* Timo Busch, University of Hamburg
3. B Good: The (de)growth effect of moral recategorization
Edward Gamble, Montana State University; Simon Parker, Western University; Oana Branzei, Western University;* Peter Moroz, University of Regina

Room T3-31

Track 2: Disclosure and Signaling

Moderator: John Maxwell, Indiana University

1. [Corporate accountability reporting: 'Greenwashing' or monitoring systems?](#)
Giovanni Derchi, University of Lausanne*
2. [The effects of transparency regulation on voluntary disclosers: Evidence from mandatory carbon reporting](#)
Jody Grewal, Harvard University *
3. Patently secret? Hydraulic fracturing patents and the containment of public risk information
Joel Gehman, University of Alberta;* Zhen Lei, Penn State University ;
Dan Cahoy, Penn State University; Siavash Varesteh, Penn State University

Room T3-39

Track 3: Trade and Investment

Moderator: Ioannis Ioannou, London Business School

1. [Does compliance pay? Firm-level trade and social institutions](#)
Gregory Distelhorst, Massachusetts Institute of Technology;* Richard Locke, Brown University
2. [Offshoring pollution while offshoring production?](#)
Xiaoyang Li, Shanghai Jiao Tong University; Yue Zhou, University of Michigan*
3. [Divest, disregard, or double down?](#)
Brigitte Roth Tran, Federal Reserve Board*

4:00-4:30 p.m.

*Van der Goot building,
3rd floor, Café*

Break

SESSION 5

*Van der Goot building,
3rd floor, Forum Hall*

Moderator: John Sterman, Massachusetts Institute of Technology

4:30-5:30 p.m.

Panel Discussion: Scholars and Activism in an Era of Grand Challenges

Panelists: Andrew Hoffman, University of Michigan; Jennifer Howard-Grenville, University of Cambridge; Gail Whiteman, Lancaster University

6:00 p.m.

*Waterbus from
de Esch pier*

Shuttle to Reception

6:30 p.m. - 1.00 a.m. Social Event

*Wereldmuseum,
Willemskade 22-25*

6:30-7:30 p.m. Reception

7:30-10:00 p.m. Dinner and Awards
ARCS Emerging Scholar Award
ARCS Best Conference Paper Awards

10:00 p.m.-1:00 a.m. Drinks & Dancing, with live music by Party Collective

Friday 16 June 2017

Location: Erasmus University, Burgemeester Oudlaan 50 (Woudestein campus)

8:00-9:00 a.m. Registration & Light Breakfast
*Van der Goot building,
3rd floor, Café*

SESSION 1 Moderator: Glen Dowell, Cornell University
*Van der Goot building,
3rd floor, Forum Hall*

9:00-10:00 a.m. Academic Keynote
How can sustainability scholars contribute to a better world by 2052?
[Jørgen Randers](#), BI Norwegian Business School

10:00-10:15 a.m. Research Sketches: Production and Governance

1. [Management and energy efficiency in a Chinese manufacturing cluster](#)
Valerie Jean Karplus, Massachusetts Institute of Technology;* Da Zhang, Massachusetts Institute of Technology
2. Knowledge sources and waste reduction: Less is more
Nel Dutt, Bocconi University;* Luca Berchicci, Erasmus University; Will Mitchell, Duke University
3. A change would do you good: Privatization, municipalization and drinking water quality
Thomas Lyon, University of Michigan; Wren Montgomery, University of Windsor;* Dan Zhao, University of Michigan

10.15-10:45 a.m. Break
*Van der Goot building,
3rd floor, Café*

SESSION 2

*Van der Goot building,
3rd floor, Forum Hall*

Moderator: Pursey Heugens, Erasmus University

10:45-11:45 a.m.

Plenary Paper Session: Knowledge and Innovation

1. [Advisory nonpreemption](#)
Sarah Light, University of Pennsylvania*
2. [Behind the scenes: A backstage look at field formation within sustainability in higher education](#)
Grace Augustine, Northwestern University;* Brayden King, Northwestern University
3. Can role-play with interactive models enhance climate knowledge, affect and intent to act?
Juliette Rooney-Varga, University of Massachusetts Lowell; John Sterman, Massachusetts Institute of Technology;* Eduardo Fracassi, ITBA; Travis Franck, Climate Interactive; Florian Kapmeier, Reutlingen University; Victoria Kurker, University of Massachusetts Lowell; Ellie Johnston, Climate Interactive; Andrew Jones, Climate Interactive; Kenneth Rath, Sagefox Consulting

11:45-12:00 a.m.

Research Sketches: Supply Chains

1. [From rules to practices: Local performances of a sustainability standard in Bahia, Brazil](#)
Maja Tampe, ESADE*
2. Governing global supply chains: The role of organizational structures, politics, and incentives
Yanhua Zhou, Harvard University; Jodi Short, University of California Hastings; Michael Toffel, Harvard University*
3. Improving environmental practices in agricultural supply chains: The role of company standards
Tannis Thorlakson, Stanford University;* Jens Hainmueller, Stanford University; Eric Lambin, Stanford University

12:00-12:15 p.m.

Announcements and Conclusion

12:15-1:15 p.m.

*Van der Goot building,
3rd floor, Café*

Lunch and Awards

People's Choice Awards

1:30-4:30 p.m.

Rotterdam City

Social After-Conference Activity: Sustainable City Walk