Wednesday 14 June 2017
Location: Erasmus University, Burgemeester Oudlaan 50 (Woudenstein campus)

1:30-6:00 p.m. PhD Paper Development Workshop
Mandeville building

1:30-2:00 p.m. Welcome and ice breaking
Room T3-10
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. Parallel sessions
4:45-5:00 p.m. Break

Room T3-10
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;* Xinping 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
   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, room T9-67

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

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

SESSION 1
   Van der Goot building, 3rd floor, Forum Hall

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
   Van der Goot building, 3rd floor, Forum Hall

Moderator: Marian Chertow, Yale University
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*

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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*

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**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**  
   Sinziana 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

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

**SESSION 5**
Moderator: John Sterman, Massachusetts Institute of Technology

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

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.  Shuttle to Reception
*Waterbus from* de Esch pier

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
Van der Goot building,
3rd floor, Forum Hall

Moderator: Glen Dowell, Cornell University

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. Lunch and Awards
Van der Goot building,
3rd floor, Café
People’s Choice Awards

1:30-4:30 p.m. Social After-Conference Activity: Sustainable City Walk
Rotterdam City