



Alliance for Research on Corporate Sustainability Tenth Annual Research Conference

*Sloan School of Management, Massachusetts Institute of Technology
Cambridge, Massachusetts, the United States of America*

PROGRAM

June 11-13, 2018

Monday, June 11th 2018

Location: [MIT Sloan School of Management, Building E62, 100 Main Street](#)

PhD Colloquium

12:00-1:00 p.m. **Lunch for PhD Colloquium attendees and ARCS Board of Directors**

E62 – 4th Floor (turn right on exiting elevator and enter suite)

1:00-1:30 p.m. **Ice Breaker for PhD Students**

E62-650

Moderated by Valerie Karplus and Greg Distelhorst

1:30-2:30 p.m. **Publishing Research in Sustainable Business**

E62-650

Workshop for PhD students moderated by ARCS board members:
Glen Dowell, Cornell University; Marian Chertow, Yale University; Maurizio Zollo, Bocconi University

[2:30-5:30 p.m.] **[ARCS Board Meeting]**

[E62-650]

2:30-5:30 p.m. **PhD Colloquium Parallel Track Sessions**

E62-350

PhD Colloquium Track A: Disclosure and Information

Moderated by Chris Knittel

Material Sustainability Information and Stock Price Informativeness

Jody Grewal, Harvard University; Clarissa Hauptmann, University of Oxford, Saïd Business School; George Serafeim, Harvard University

Truthful Mechanisms for Medical Surplus Product Allocation

Can Zhang, Atalay Atasu, Turgay Ayer, Beril Toktay; Georgia Institute of Technology

Maintaining Legitimacy in the Face of Grand Challenges: How Climate Risk Disclosures Affect Capital Constraints

Amir Hossein Nosrat, McGill University

Overcoming Institutional Legacies through Field Configuring Events: Exploring the Collective Institutional Entrepreneurship of the Sustainable Stock Exchanges Initiative

Steve Michael Loren, University of Massachusetts Boston

E62-446

PhD Track B: Institutions, Cooperation, and Collective Action
Moderated by Oana Branzei

Overcoming Economic Growth and Rejection: How a Process Paradigm on Inclusive Growth Can Foster Sustainable Development

Felipe Ignacio Symmes Avendano, University of Saint Gallen;
Urs Jäger, INCAE Business School

The Emergence of Hybrid Collective Action

Hadi Chapardar, Ivey Business School

Collaborative Construction: How Institutional Entrepreneurs with limited Access to Resources Innovate to fill Institutional Voids in Emerging Markets

Carlos Roberto Martinez Romero, University of Saint Gallen

Convincing B2B stakeholders of corporate sustainability - How do practitioners in B2B service ecosystems convince their stakeholders to adopt sustainable business practices

Katrin Sabrina Heucher, Loughborough University

E62-426

PhD Colloquium Track C: Governance, Firms, and Non-Market Strategy
Moderated by Caroline Flammer

[Carrot or Stick? Strategic Corporate Governance and the Incentivization of Attention to ESG Issues](#)

Kevin Chuah, London Business School

[Enemy at the Gates. Superior Performance on Corporate Social Responsibility as a Deterrence to Short-Sellers: Evidence from a Natural Experiment](#)

Vanya Rusinova, Copenhagen Business School

[Apparel Factories' Working Conditions and Brands' Reputations: Is a Workplace Feedback System the Answer?](#)

Muhammad Hammad Abbasi, North Carolina State University

[Extending the Resource-based View Beyond Private Resources: Firm Performance from Common-pool Resources](#)

Nicholas Alan Poggioli, University of Minnesota

[Proactive or reactive: Non-market Strategy of Firms in the European Union Emissions Trading System](#)

Sinziana Dorobantu, Hanna Niczyporu; New York University

E62-526

**PhD Colloquium Track D: Technology, Marketing, and Behavior
Moderated by David Keith**

[Category Hybridization of Clean Technologies: Institutionalization Through Networks of Academic Intermediaries](#)

Sanwar Sunny, University of Missouri-Kansas City

[The Effect of Charging for Recycling on Consumer Adoption of Green Electronics: Implications for Green Marketing and Environmental Policy](#)

Mahdi Mahmoudzadeh, Georgia Institute of Technology

[Dismantlers' Dilemma in End-of-Life Vehicle Recycling Markets in Emerging Economies](#)

T V Krishna Mohan, Indian Institute of Technology; RK Amit, Indian Institute of Technology Madras

[Driving a Transition in Transportation that is Transporting Social Institutions Toward Sustainability: Tesla's Influence on the Case of the Electric Car](#)

Christopher R Whynacht, University of Massachusetts Boston

5:30 p.m.

Board Meeting Concludes and Parallel Track Sessions Conclude

5:30-6:00 p.m. Walk to [MIT Sailing Pavilion](#)

6:00-9:00 p.m. Drinks and Welcome Dinner
[MIT Sailing Pavilion, 134 Memorial Drive](#)

Tuesday, June 12th 2018

Location: [MIT Samberg Conference Center, Building E52, 50 Memorial Drive](#)

8:00-8:45 a.m. Registration & Light Breakfast
Samberg Center, Floor 7 Lobby

8:45-9:00 a.m. Welcome and ARCS overview, John Sterman & Tom Lyon
Samberg Center, Floor 7, MIT Room

9:00-10:00 a.m. Practitioner Keynote: Mindy Lubber, Ceres
Samberg Center, Floor 7, MIT Room

10:00-10:15 a.m. Tuesday Morning Research Sketches:
Samberg Center, Floor 7, MIT Room

1. **Carbon Risk, The Green Paradox, and Strategic Behavior in the US Petroleum Sector**
Ryan Knowles Merrill, Singapore Management University
2. [Exploring Conditions for Environmental Legitimacy: Evidence from the Energy Industry](#)
Kerstin Neumann, University of Innsbruck; Emanuele Bettinazzi, EMLYON Business School; Anne Jacqueminet, Bocconi University; Peter Snoeren, Tilburg University

10:15-10:40 a.m. Break

10:40- 12:00p.m. Tuesday Morning Parallel Sessions
*Samberg Center, Floor 7
Room M*

Parallel Session 1 – Moderated by Michael Lenox

1. [Are US firms and markets becoming more short-term oriented? Evidence of shifting firm and investor time horizons, 1980-2013](#)
Rachelle Sampson, University of Maryland; Yuan Shi, University of Maryland
2. **Is Entrenchment Always Bad For CSR?**

Ruth Aguilera, Northeastern University; Kurt Desender, Carols III University of Madrid; Jordi Surroca, University of Groningen; Josep Tribo, Carols III University of Madrid

3. **Two-sided Firm-Stakeholder Relationships: Evidence from Corporate Tweets on Sustainability**
Eun-Hee Kim, Fordham University; Yoo Na Youm, Loyola University Chicago

Room I

Parallel Session 2 – Moderated by Frank Wijen

1. **Corporate Sustainability as Practice: Doing Sustainability by Intervening**
Seray Ergene, University of Massachusetts Amherst
2. [Local institutions, meaning making, and heterogeneity in impact investing practices](#)
Esther Leibel, Boston University

Room T

Parallel Session 3 – Moderated by Mike Toffel

1. [State Agency Discretion and Entrepreneurship in Regulated Markets: An Analysis of a U.S. Renewable Energy Sector](#)
Shon Hiatt, University of Southern California; Jake Grandy, California State University Long Beach
2. [A Socio-Cognitive Model of Industry Sector Emergence: The Impacts of Regional Institutional Logics and Knowledge Characteristics on New Firm Entry](#)
Siddharth Vedula, Babson College; Jeffrey York, University of Colorado Boulder; Andrew Corbett, Babson College

12:00-1:15 p.m. Lunch

Samberg Center, Floor 7

1:15-2:15 p.m. Tuesday PM Plenary Paper Session – Moderated by Magali Delmas

Samberg Center, Floor 7, MIT Room

1. [The Effect of Corporate Activism on Employee Motivation: Field Experimental Evidence from Online Labor Market Platforms](#)
Vanessa Cuere Burbano, Columbia Business School
2. **Justifying sustainability: A field experiment on moral and instrumental reasoning in organizations**
Matthew Amengual, Massachusetts Institute of Technology; Evan Apfelbaum, Boston University

2:15-2:30 p.m. Tuesday Afternoon Research Sketches

Samberg Center, Floor 7, MIT Room

1. [**The Financial Benefits to Occupants of Environmentally-Certified Buildings**](#)

Avis Devine, York University; Qingqing Chang, US Department of Treasury

2. [**Learning the Hard Way? Hurricanes and Commercial Real Estate Values**](#)

Piet Eichholtz, Maastricht University; Eva Steiner, Cornell University; Erkan Yonder, Ozyegin University

3. [**Corporate sustainability performance and bank loan pricing: It pays to be good, but only when banks are too.**](#)

Clarissa Hauptmann, University of Oxford

2:30-2:55 p.m. Break

2:55-4:05 p.m. Tuesday Afternoon Parallel Sessions

Samberg Center Floor 7, Room M

Parallel Session 1 – Moderated by Olga Hawn

1. **Establishing Total Cost of Ownership for Responsible Apparel Manufacturing in Low Cost Countries (LCC)**

Rejaul Hasan, North Carolina State University; Rob Handfield, North Carolina State University; Marguerite Moore, North Carolina State University

2. **Demand-driven Enforcement of Labor Law in Bangladesh**

Laura Boudreau, University of California Berkeley

Room I

Parallel Session 2 – Moderated by Vanessa Burbano

1. [**Co-opting Contention: Field-level Effects of Firm-Activist Collaborations**](#)

Kate Odziemkowska, University of Pennsylvania; Mary-Hunter McDonnell, University of Pennsylvania

2. [**Communication Strategies of Non-Governmental Organizations: Theory and Evidence**](#)

Mathieu Couttenier, University of Geneva; Pierre Fleckinger, MINES ParisTech; Matthieu Glachant, MINES ParisTech; Sophie Hatte, University of Lausanne

Room T

Parallel Session 3 – Moderated by Jeff York

1. [Game of Transparency: The Role of Local Communities in Corporate Disclosure Strategy](#)

Xuege Lu, Cornell University

2. [Authoritarian Rule and Corporate Social Responsibility](#)

Richard Carney, China Europe International Business School; Sadok El Ghouli, University of Alberta; Omrane Guedhami, University of South Carolina; Jane Lu, China Europe International Business School; He Wang

4:05-4:30 p.m.

Break

4:30-5:30 p.m.

*Samberg Center
Floor 7, MIT Room*

Panel: How Researchers Can Influence Policy & Public Discourse

Deborah Blum, Director, MIT Knight Science Journalism Program
Nethaniel Stinnett, Founder & Executive Director, Environmental Voter Project
Tom Kochan, Professor, MIT Sloan Institute for Work and Employment Research

5:30-6:00 p.m.

Walk to [MIT Media Lab](#)

6:00-9:00 p.m.

Reception, Emerging Scholar Awards, and Dinner

[MIT Media Lab, 75 Amherst St, 6th floor](#)

[Wednesday, June 13th 2018](#)

Location: [MIT Samberg Conference Center, Building E52, 50 Memorial Drive](#)

8:00-9:00 a.m.

Registration & Light Breakfast

Samberg Center, Floor 7 Lobby

9:00-10:00 a.m.

Academic Keynote: George Serafeim, Harvard Business School

Samberg Center, Floor 7, MIT Room

10:00-10:15 a.m.

Wednesday Morning Research Sketches 1

Samberg Center, Floor 7, MIT Room

1. [Customers' Distributed Solar Adoption and Electric Utilities' Green Investments](#)

Carmen Weigelt, Tulane University; Shaohua Lu, Santa Clara University

2. [When Does It Pay to Work Together? Non-Profit Organizations as Channels of Corporate Disaster Giving](#)

Luis Ballesteros, George Washington University; Aline Gatignon,
University of Pennsylvania

10:15-10:45 a.m. Break

10:45-11:45 am. Wednesday Morning Plenary Session – Moderated by Beril Toktay
Samberg Center, Floor 7, MIT Room

1. [Facility-Level Greenhouse Gas Emissions and Local Socio-Political Factors in the United States](#)
Rebecca A. Pickens, Cornell University; Glen W.S. Dowell, Cornell University; Thomas P. Lyon, University of Michigan
2. [Contracting Beyond the Market: Property Rights, Externalities, Historical Conflict, and Contractual Agreements between Firms and Nonmarket Actors](#)
Sinziana Dorobantu, New York University; Kate Odziemkowska, University of Pennsylvania

11:45-12:00 p.m. Wednesday Morning Research Sketches 2

Samberg Center, Floor 7, MIT Room

1. [National Culture and Corporate Sustainability](#)
Olga Hawn, University of North Carolina; Vanessa Burbano, Columbia Business School
2. [Competing to Discover Compliance Violations: Self-Inspections and Enforcement Policies](#)
Saed Alizamir, Yale University; Sang Kim, Yale University
3. [Developing sustainability mindsets: An RCT of Cognitive training and meditative practices on sustainable decision-making and related neuro-psychological traits](#)
Maurizio Zollo, Bocconi University; Alessandra Dodich Vincenzo Vastola, San Rafael Science Institute; Nicola Canessa, Scuola Universitaria Superiore IUSS Pavia; Chiara Crespi, Scuola Universitaria Superiore IUSS Pavia; Daniella Laureiro-Martinez, ETH Zurich; Stefano Cappa, Scuola Universitaria Superiore IUSS Pavia

12:00-1:25 p.m. Lunch

Samberg Center, Floor 7, MIT Room

1:25- 2:35 p.m. Wednesday Afternoon Parallel Sessions

Samberg Center, Floor 7

Room M

Parallel Session 1 – Moderated by Ruth Aguilera

1. [Play to Win or Don't Play at All: The Financial Returns to Making the Cut](#)
Ben W. Lewis, Brigham Young University; W. Chad Carlos, Brigham Young University
2. **Giving a little to many or a lot to a few? The Benefits of Specialization and Variety in Corporate Philanthropy**
Haram Seo, University of Minnesota; Jiao Luo, University of Minnesota; Aseem Kaul, University of Minnesota

Room I

Parallel Session 2 – Moderated by Eric Orts

1. **Corporate Law as Environmental Law**
Sarah Light, University of Pennsylvania
2. **Did scrubbing the government clean up the air? Polluter responses to China's anticorruption campaign**
Valerie Karplus, Massachusetts Institute of Technology; Doug Almond, Columbia University; Shuang Zhang, University of Colorado Boulder

Room T

Parallel Session 3 – Moderated by David Keith

1. [Extended Producer Responsibility in Developing Economies: Design Incentives and Infrastructure Development](#)
Luyi Gui, University of California Irvine
2. **Energy Savings through Foreign Acquisitions? Evidence from Indonesian Manufacturing Plant**
Arlan Zandro Brucal, London School of Economics and Political Science; Beata Javorcik, University of Oxford; Inessa Love, University of Hawaii

2:35-3:00 p.m

Break

3:00-4:00 p.m.

Wednesday Afternoon Plenary – Moderated by Tom Lyon

Samberg Center, Floor 7, MIT Room

1. [Internal Stakeholders and Socially Irresponsible Employment: Evidence from Exporters in Emerging Markets](#)
Greg Distelhorst, Massachusetts Institute of Technology; Anita McGahan, University of Toronto
2. [Outcome efficiency in impact investing decisions](#)
Matthew Lee, INSEAD; Arzi Adbi, INSEAD; Jasjit Singh, INSEAD

4:00-5:00 p.m.

Awards and Conclusion