



## **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 11<sup>th</sup> 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 – 4<sup>th</sup> 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 12<sup>th</sup> 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, 6<sup>th</sup> floor](#)*

**[Wednesday, June 13<sup>th</sup> 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**