



Alliance for Research in Corporate Sustainability (ARCS)  
First Annual Conference  
May 7-9, 2009

Agenda

Thursday, May 7

- 6:00 – 7:00 p.m. Reception at the [Earle Uptown](#) (300 Thayer St., 734-994-0222 / Bell Tower Hotel).
- 7:00 – 9:00 p.m. Dinner at the Earle Uptown  
Keynote Speaker: John Ehrenfeld

Friday, May 8

- All meetings in the Ross School of Business in room R2210.
- 7:45 – 8:30 am Continental Breakfast, R2210
- 8:30 – 8:45 am Welcome  
Tom Lyon, Michigan  
Mike Lenox, Virginia
- 8:45 – 10 a.m. Alternative Approaches to Corporate Sustainability Research  
  
David Baron - Economics  
Mike Lenox - Strategy  
Andy Hoffman – Organizational Theory
- 10:00 – 10:30 a.m Break, R2210
- 10:30 – Noon Session 1: Stakeholder Activism and Leadership

“Institutional Void and Stakeholder Leadership: Implementing Renewable Energy Standards in Minnesota,” Alfred Marcus (Minnesota)  
Discussant: Nardia Haigh (Michigan)

“Responding to Public and Private Politics: Corporate Disclosure of Climate Change Strategies,” Erin Reid (Harvard)  
Discussant: Haitao Yin (Shanghai Jiao Tong)

Noon – 1 p.m.            Lunch in Colloquium Room on 6<sup>th</sup> Floor of Ross School

1:00 – 2:30 pm            Session 2: Regulation and Strategy in the Electricity Industry

“Does Competition Promote Environmental Investments? Retail Electricity Deregulation and Renewable Generation,” Eun-Hee Kim (Michigan)  
Discussant: Ryan Kellogg (Michigan)

“Why are you so demanding? The interrelationship of firm capabilities and an electric utility regulator acting strategically,” Adam Fremeth (Minnesota)  
Discussant: Meredith Fowlie (Michigan)

2:30 – 3:00 p.m.            Coffee Break, R2210

3:00 – 4:30 p.m.            Session 3: Innovative Methods for Monitoring and Enforcement

“Competitors as Whistleblowers in Enforcement of Product Standards,” Erica Plambeck (Stanford)  
Discussant: Mark Cohen (Resources for the Future)

4:30 – 4:45 p.m.            Break, R2210

4:45–5:30 p.m.            Session 4: Drivers of Environmental Performance

“Social Movement Activism and Corporate Environmental Performance: Direct Action, Community Norms and Organizational Heterogeneity,” Min Dong Paul Lee (South Florida)  
Discussant: Brandon Lee (London Business School)

“The Effect of Acquisitions on Targets’ Routines: Evidence from facilities’ environmental performance, 1991-2005,” Glen Dowell (Cornell)  
Discussant: Dietrich Earnhardt (Kansas)

5:30 – 6:00 p.m.      Break, R2210

6:00 – 7:00 p.m.      Reception in Colloquium Room on 6<sup>th</sup> Floor of Ross School.

7:00 – 9:00 p.m.      Dinner in Colloquium Room on 6<sup>th</sup> Floor of Ross School.  
Keynote Speaker: Neil Hawkins, Dow Chemical Company

Saturday, May 9      All meetings in the Ross School of Business in room R2210.

7:45 – 8:30 a.m.      Continental Breakfast, R2210

8:30 – 10:00 am.      Session 5: Green Certification Schemes

                                 “Competing Environmental Labels,” Tom Lyon (Michigan)  
                                 Discussant: John Maxwell (Western Ontario)

                                 “It’s Not Easy Building Green: the Intersection of Private and Public Institutions  
                                 in the Adoption of Voluntary Certification Standards,” Jeffrey G. York (Virginia)  
                                 Discussant: Andy Hoffman (Michigan)

10:00 – 10:30 am      Break, R2210

10:30 – Noon            Session 6: Empirical Studies of Signaling and Disclosure

                                 “Signaling Life-Cycles: A Longitudinal, Industry Level Analysis of the Diffusion  
                                 of Environmental Management Systems” Dror Etzion (McGill)  
                                 Discussant: Magali Delmas (UCLA)

                                 “Does Disclosure Reduce Pollution? Evidence from India’s Green Rating  
                                 Project,” Nick Powers (Michigan)  
                                 Discussant: Eric Orts (Wharton)

Noon – 1:00 pm        Lunch in Colloquium Room on 6<sup>th</sup> Floor of Ross School

1:00 - 2:30 pm        Session 7: Self-Regulation and Voluntary Agreements

                                 “Corporate Social Responsibility or Voluntary Agreements?,” Matthieu Glachant  
                                 (CERNA)  
                                 Discussant: Tom Lyon (Michigan)

                                 “Voluntary Environmental Regulation in Developing Countries: Mexico’s Clean  
                                 Industry Program,” Allen Blackman (Resources for the Future)  
                                 Discussant: Andy King (Dartmouth)

2:30 – 3:00 p.m.      Concluding Remarks

                                 ARCS Board