



**Università  
Bocconi**

**ICRIOS**

The Invernizzi Center for  
Research on Innovation,  
Organization, Strategy  
and Entrepreneurship



**SDA Bocconi**  
SCHOOL OF MANAGEMENT



## **Alliance for Research on Corporate Sustainability Fourteenth Annual Research Conference**

*SDA Bocconi School of Management, Bocconi University*

*Via Sarfatti 10 - Milan, Italy*

### **MAIN CONFERENCE PROGRAM**

*June 5th – 8th, 2022*

#### **Sunday, June 5th, 2022**

##### **Main Conference**

**2:00 – 6:00 p.m.      Registration**

*Location: Entrance of SDA Campus*

**6:00 – 9:00 p.m.      Welcome *aperitivo***

*Location: GUD Bocconi Campus*

## Monday, June 6th, 2022

### **9 – 9:30 a.m. Welcome and registration**

*Location: Entrance of SDA Campus*

### **9:30 – 10:00 a.m. Dean and Conference Chair Welcome – Gianmario Verona and Anne Jacqueminet**

*Location: Ferrero Auditorium*

### **10:00 – 11:00 a.m. Plenary “Global challenges and trends through a business and human rights lens”, with Andrea Shemberg, Chair of the Global Business Initiative on Human Rights – moderated by Charles Williams**

*Location: Ferrero Auditorium*

### **11:00 – 11:30 a.m. Coffee Break**

*Location: First floor coffee break area*

### **11:30 – 1:00 p.m. Monday Morning Parallel Sessions**

*Room E101*

#### **Parallel Session 1 – Revisiting the impact of time orientation on sustainability**

*Moderator: Vanessa Burbano*

1. [“Corporate time-horizon and green innovation: Evidence from the oil and gas sector’s green makeover during 1980-2018”](#), Nguyen, Huu Loc
2. “Do Sustainability and Resilience Go Hand in Hand? The Case of Pennsylvania Dairy Farmers”, Villena, Veronica; Ramson, Elizabeth; Abler, David
3. “Future Orientation, Leadership Gender, and Corporate Social Responsibility: Evidence from Mixed Methods”, Hawn, Olga; Burbano, Vanessa; Moulton-Tetlock, Edythe

*Room E102*

#### **Parallel Session 2 – Irresponsibility and misconduct**

*Moderator: Anne Jacqueminet*

1. [“Private Politics, Dynamics of Negative Media Exposure and Firm Strategy”](#), Mändli, Fabian Benjamin; Amer, Estefania; Bonardi, Jean-Philippe
2. [“Supply Chain Irresponsibility: The Role of Stakeholder Orientation and Institutional Distance”](#), Boodoo, Muhammad Umar; Hajmohammad, Sara; Choudhary, Alok; Klassen, Robert D.
3. [“Rehabilitating from Environmental Misconduct: The Potential of Orchestrating Corrective Actions”](#), Berends, Guido; Mitzinneck, Bjoern; Surroca, Jordi

*Room E103*

#### **Parallel Session 3 – Climate change adaptation**

*Moderator: Stefano Pogutz*

1. [“Climate risk and national climate change adaptation innovation rates: the role of institutional context”](#), Benischke, Mirko; Yoon, Hyungseok; Tashman, Peter; Doh, Jonathan; Kim, Namil
2. [“Measuring Cities' Climate Risk Exposure and Preparedness”](#), Lu, Shirley; Nakhmurina, Anya
3. “Tackling the Grand Challenge of Climate Change with Ecosystem Innovation”, Falcke, Lukas; Zobel, Ann-Kristin; Comello, Stephen

### **1:00 – 2:00 p.m. Lunch**

*Location: SDA courtyard*

## 2 – 3 p.m. Monday afternoon sketches

Location: Ferrero Auditorium

1. [“Nature as a Defense from Disasters: Natural Capital and Municipal Bond Yields”](#), Rizzi, Claudio
2. [“Science Or Morality? The Effects of Frames on Stakeholder Dialogue, a Field Experiment”](#), Nava, Lucrezia; Reiner, David; Scott-Buechler, Celina
3. [“Have You Tried This? Field-Configuring Spaces and Implementing Moral Mandates”](#), Choi, Tae-Ung; Augustine, Grace; King, Brayden
4. [“California wineries and climate change: Extreme events, resource-supply adaptation, and wine quality”](#), Unter, Kerrigan; Rivera, Jorge

## 3:00 – 3:30 p.m. Coffee Break

Location: First floor coffee break area

## 3:30 – 5:00 p.m. Monday Afternoon Parallel Sessions

Room E101

### Parallel Session 4 – Labor rights in supply chains

Moderator: Nicola Misani

1. “Assessing the Social Impact of Corporations: Evidence from Management Control Interventions in the Supply Chain to Increase Worker Wages”, [Distelhorst, Gregory](#); Shin, Jee-Eun
2. “Media Shaming and Supply Chain Labor Transparency in the Fashion Industry: The need for a Fresh, Diverse Corporate Board”, [Villena, Veronica](#); Chen, Li
3. “Order Overload? An Empirical Analysis of Delivery Spikes and Labor Violations in Global Supply Chains”, [Amengual, Matthew](#); Distelhorst, Gregory

Room E102

### Parallel Session 5 – Political polarization and political activism

Moderator: John Maxwell

1. [“When to Talk Politics in Business: Theory and Experimental Evidence of Stakeholder Responses to CEO Political Activism”](#), Bondi, Tommaso; [Burbano, Vanessa](#); Dell'Acqua, Fabrizio
2. [“Activism in the Age of Polarization”](#), [Lyon, Thomas](#); Maxwell, John
3. [“Breaking Silence: Corporate voices in polarized political discourse”](#), [McKean, Anna Eileen](#) @

Room E103

### Parallel Session 6 – Business strategy and sustainability

Moderator: Nel Dutt

1. [“Vertical Integration in Social Value Creation: Exploring Make-or-Buy Decisions in Social Ventures”](#), [Clark, Adam](#); Jones Christiansen, Lisa; Kofford, Steve; Schulze, Bill
2. [“Capturing the Economic Dynamics of Competing Power Generation Sources”](#), [Glenk, Gunther](#); Reichelstein, Stefan
3. “How Do Private Sector Firms Respond to a Reduction in Competition from the Public Sector? Evidence from the Indian Vaccine Market”, Adbi, Arzi; Mishra, Anant; [Chatterjee, Chirantan](#) @

## 8 p.m. Dinner

Location: Cascina Cuccagna

## Tuesday, June 7th, 2022

### **9:00 – 10:00 a.m. Tuesday morning sketches**

*Location: Ferrero Auditorium*

1. [“Corporate Social Responsibility, Financial Materiality, and the Challenges of Forced Migration: Evidence from Tragic Refugee Incidents in Europe”](#), [Nardi, Leandro](#); Huysentruyt, Marieke
2. [“Natural Disasters and Terrorism: A Bibliometric Network Analysis of a Cross-Disciplinary Research Field”](#), [Battikh, Joe](#); Bodolica, Virginia; Wood, Michael
3. “The Mighty Girl: Family Vulnerability and Female Joiner Representation in Male-Led Ventures”, [Wu, Zhiyan](#); Naldi, Lucia; Wennberg, Karl; Uman, Timur

### **10:00 – 11:00 a.m. Plenary “ESG and utilities” with Monica Girardi, Head of investor relations at ENEL – moderated by Stefano Pogutz**

*Location: Ferrero Auditorium*

### **11:00 – 11:30 a.m. Coffee Break**

*Location: First floor coffee break area*

### **11:30 – 1:00 p.m. Tuesday Morning Parallel Sessions**

*Room E101*

#### **Parallel Session 7 – The role of investors in corporate sustainability**

*Moderator: Charles Williams*

1. [“Green or Greenwashing? How Manager and Investor Preferences Shape Firm Strategy”](#), [Barrymore, Nathan](#)
2. “Why do Institutional Investors Request Climate Related Disclosures?”, [Cohen, Shira](#); Ormazabal, Gaizka; Kadach, Igor
3. [“Which institutional investors drive corporate sustainability?”](#), [Ceccarelli, Marco](#); Glossner, Simon; Homanen, Mikael; Schmidt, Daniel

*Room E102*

#### **Parallel Session 8 – Self-regulation and collective action**

*Moderator: Luca Berchicci*

1. “All for One and One for All: How Institutional Membership Impacts Wineries' Adaptation to Climate Change”, [Wijen, Frank](#); Geradts, Thijs; Flowers, Mallory; Klopff, Patricia; Berchicci, Luca; Cholakova, Magdalena
2. [“Do Management System Standards Indicate Superior Performance? Evidence from the OHSAS 18001 Occupational Health and Safety Standard”](#), [Viswanathan, Kala](#); Johnson, Matthew; Toffel, Michael
3. “Beyond “One-Size-Fits-All”: Organizing Effective Collaborative Shareholder Engagements on Climate Change”, [Chuah, Kevin](#); Furnari, Santi; Gond, Jean-Pascal; Homanen, Mikael; Slager, Rieneke

*Room E103*

#### **Parallel Session 9 – Sustainability and human capital**

*Moderator: Anne Jacqueminet*

1. [“The effect of selective disclosure on employee evaluations”](#), [Pandit, Navya](#); Jacqueminet, Anne; Bode, Christiane
2. [“Recruiting Talent through Entrepreneurs’ Social Vision Communication”](#), van Balen, Timo; [Tarakci, Murat](#)
3. [“An Inside View of Corporate ESG Practices”](#), [Briscoe-Tran, Hoa](#) @

**1:00 – 2:00 p.m. Lunch**

Location: SDA courtyard

**2:00 – 3:30 p.m. Academic plenary “democratic values under attack: do companies have a responsibility to take a stand?”**

Location: Ferrero Auditorium

**3:30 – 4:00 p.m. Coffee Break**

Location: First floor coffee break area

**4:00 – 5:30 p.m. Tuesday Afternoon Parallel Sessions**

Room E101

**Parallel Session 10 – Modeling sustainability strategy**

Moderator: Navya Pandit

1. [“Corporate Social Responsibility by Joint Agreement”](#), Schinkel, Maarten Pieter; Treuren, Leonard
2. [“Access to Alternatives: Increasing Rooftop Solar Adoption with Online Platforms”](#), Dorsey, Jackson
3. [“Competition, Market Institutions, and CSR Specialization”](#) Fu, Limin; Boehe, Dirk

Room E102

**Parallel Session 11 – Explaining disclosure strategies**

Moderator: Emanuele Bettinazzi

1. “Why Firms Hide Their Light: Brownwash, Silence, and Bifurcated Stakeholder Communication”, [Montgomery, Wren](#); Robertson, Jennifer
2. [“Fifty Shades of Green: Greenwashing and Accountability”](#), Azevedo-Rezende, Lígia; Makhoul, Pedro F.; Musacchio, Aldo; [Pongeluppe, Leandro](#); Redkar, Salil Bharat
3. “Can Sticks And Stones Break Your Bones? A Cross-Country Study Of The State’s Impact On Greenwashing” [Flankova, Svetlana](#); [Marano, Valentina](#); van Essen, Marc; [Aguilera, Ruth @](#)

Room E103

**Parallel Session 12 – Financial social innovations**

Moderator: Frank Wijen

1. [“Tip Your Farmer? Implications of Tipping in Agriculture on Sustainability and Financial Inclusion”](#), Alizamir, Saed; Iravani, Foad; [Kalkanci, Basak](#)
2. [“How Organizations Choose Templates: Evidence from Slow Money”](#), [Leibel, Esther](#); hatt, Natalya
3. “Mobile Money as a Steppingstone: Addressing Voids in Market-Based Institutions through Enabling Innovations”, [Agarwal, Aparajita](#); Assenova, Valentina

**6:00 p.m. Departure buses for the Gala dinner**

**7:00 p.m. Gala dinner**

Location: Castello Visconteo

## **Wednesday, June 8th, 2022**

### **9:00 – 10:30 a.m. Wednesday Morning Parallel Sessions**

*Room E101*

#### **Parallel Session 13 – Exploring stakeholder management strategies**

*Moderator: Olga Hawn*

1. [“The role of organizational implementation capacities and constraints in firms’ sequential responses to stakeholder issues”](#), Rathert, Nikolas; [Wernicke, Georg](#)
2. [“The normative core of relational stakeholder strategies: a study in the context of open buyer-supplier relations”](#), Lazzarini, Sérgio G.; [Boehe, Dirk](#); Cook, Michael L.
3. [“Developing Conflict: Elite Bias in the Stakeholder Networks of Global Projects”](#), Pacheco, Rachel; [Henisz, Witold](#)

*Room E102*

#### **Parallel Session 14 – Reactions to framing and disclosure**

*Moderator: Anne Jacqueminet*

1. “The Strategic Use of Social Impact Framing with Exchange Partners”, [Jue-Rajasingh, Diana](#)
2. “Capital Market Reactions to Managerial Framing of Emerging Strategic Issues: The Case of Environmental Sustainability”, Hoppmann, Joern; Lopatta, Kerstin; [Tammen, Thomas](#); Tideman, Sebastian
3. [“Environmental disclosure and analysts’ recommendations”](#), Jacqueminet, Anne; [Bettinazzi, Emanuele](#)

*Room E103*

#### **Parallel Session 15 – Firm responses to environmental regulations**

*Moderator: Joao Albino Pimentel*

1. [“Those who can, search: Regulatory stringency and external R&D investment in the U.S. Electricity Industry”](#), [Dutt, Nilanjana](#); Cunningham, Colleen
2. [“Treat, Dump, or Export? How Domestic and International Waste Management Policies Shape Waste Chain Outcomes”](#), Wijnsma, Sytske; Lauga, Dominique; [Toktay, Beril](#)
3. “Peer Responses to Environmental Regulatory Sanctions: Environmental Lobbying versus Green Innovation”, [Li, Boshuo](#); Shi, Wei; Ioannou, Ioannis

### **10:30 – 11:00 a.m. Coffee Break**

*Location: First floor coffee break area*

### **11:00 – 12:00 a.m. Wednesday morning sketches**

*Location: Ferrero Auditorium*

1. [“MNE embeddedness in global supply chains as an opportunity structure: How NGOs promote corporate sustainability in China”](#), [Liu, Wenjie](#); Heugens, Pursey
2. “Privacy at What Cost? Using Electronic Medical Records to Recover Lapsed Patients into HIV Care”, Derksen, Laura; McGahan, Anita; [Pongeluppe, Leandro](#)
3. [“ESG Confusion and Stock Returns: Tackling the Problem of Noise”](#), Berg, Florian; [Koelbel, Julian](#); Pavlova, Anna; Rigobon, Roberto
4. “The Golden database: presentation and opportunities”, [Zollo, Maurizio](#)

### **12:00 – 12:30 a.m. Awards Ceremony**

*Location: Ferrero Auditorium*

### **12:45 – 2:00 p.m. Final Lunch**

*Location: SDA restaurant*