

**Alliance for Research on Corporate Sustainability
Ninth Annual Research Conference**

**Rotterdam School of Management, Erasmus University
Rotterdam, the Netherlands**

PROGRAM

June 14-16, 2017

(Version 20 April 2017)

Wednesday 14 June 2017

Location: Erasmus University, Burgemeester Oudlaan 50 (Woudestein campus)

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| 1:30-6:00 p.m.
<i>Mandeville building</i> | PhD Paper Development Workshop |
| 1:30-2:00 p.m.
<i>Room T3-10</i> | Welcome and ice breaking
Moderators: Luca Berchicci, Erasmus U.; Steve Kennedy, Erasmus U.; Paolo Perego, Erasmus U. |
| 2:00-3:00 p.m. | Publishing research on corporate sustainability
Speakers: Magali Delmas, U. California Los Angeles; Joep Cornelissen, Erasmus U.; Maurizio Zollo, Bocconi U. |
| 3:00-3:30 p.m. | Break |
| 3:30-6:00 p.m.
4:45-5:00 p.m. | Parallel sessions
Break |
| <i>Room T3-10</i> | Track 1
Moderator: Luca Berchicci, Erasmus U.
1. Social entrepreneurship, language, and funding: Evidence from startups in Sub-Saharan Africa
Natalie Carlson, Columbia U.* 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, U. Colorado Boulder*
4. Not good, not bad: Unpacking the effect of family control on environmental performance disclosure by business group firms
Ann Terlaak, U. Wisconsin; Seonghoon Kim, U. Wisconsin;*; Taewoo Roh, Soonchunhyang U.
5. Only men on board? Institutional resistance in the S&P500
Bjoern Mitzinneck, Cornell U.*; Glen Dowell, Cornell U.; Judith Walls, NTU Singapore

Room T3-20

Track 2

Moderator: Paolo Perego, Erasmus U.

1. Environmental CSR and firm performance: A multi-level study of the moderating role of knowledge
Anna-Lena Hoffmann, U. Augsburg;* Till Talaulicar, U. Erfurt; Marcus Wagner, U. Augsburg
2. Is controlling shareholder influencing the relationship between CSR and earnings quality? Evidence from Chinese listed firms
Antai Li, Huazhong U. Science and Technology;* Xinping Xia, Huazhong U. Science and Technology
3. The effects of transparency regulation on voluntary disclosers: Evidence from mandatory carbon reporting
Jody Grewal, Harvard U.*
4. Data-driven approach to large portfolio resilience through energy efficiency
Roshan Mehdizadeh, Stanford U.*; Andrew Peterman, Stanford U.

Room T3-24

Track 3

Moderator: Steve Kennedy, Erasmus U.

1. An ethic of organizational responsibility? Rethinking decoupling at the interface of Weberian substantive and formal rationalities
Steve Loren, U. Massachusetts*
2. Collective organization of CSR: The role of trust as an organizing principle
Leona Henry, U. Witten/Herdecke;* Guido Möllering, U. Witten/Herdecke
3. A banker's perspective on circular business model innovation
Helen Toxopeus, Erasmus U.*; Elisa Achterberg, Circle Economy; Friedemann Polzin, Utrecht U.
4. How Climate risk matters: The relationship between discourse, security transactions, and shareholder resolutions

Amir Hossein Nosrat, McGill U.*

5. Towards a more environmental human resource management:
Developing an ambidextrous perspective
Ana Labella-Fernandez, U. Almeria;* José Céspedes-Lorente, U.
Almeria; Javier Martínez-del-Río, U. Almeria

3:00-6:00 p.m. **ARCS Board Meeting**
Mandeville building, *By invitation only*
room T9-67

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

5:30-6:30 p.m. **Registration**

6:00-7:00 p.m. **Welcome Drinks**

7:00-7:15 p.m. **Welcome Words**
Frank Wijen, Erasmus U.
Steef van de Velde, Dean RSM, Erasmus U.

7:15-9:00 p.m. **Dinner**

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 Moderator: Marian Chertow, Yale U.
Van der Goot building,
3rd floor, Forum Hall

9:00-9:15 a.m. **Welcome & Introduction of Participants**
Magali Delmas, U. California Los Angeles, President ARCS

9:15-10:15 a.m. **Practitioner Keynote**
Peter Bakker, World Business Council for
Sustainable Development

10:15-10:30 a.m. **Research Sketches: Framing and Action**

1. Mobilizing backers? Sustainability framing and success in crowdsourcing
Birthe Soppe, U. Oslo;* Agnieszka Pietraszkiewicz, U. Bern; Raissa Pershina, U. Oslo; Magdalena Formanowicz, U. Bern
2. Climate reporting as a stimuli for action, rhetoric or reality?
Samuel Wa Sun Tang, Queen Mary U.*
3. CSR strategic implementation: Policy-practice coupling and decoupling in an MNE
Anne Jacqueminet, Bocconi U.;* Rodolphe Durand, HEC

10:30-11:00 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 U.

1. Alternative objective functions for firms
Leena Lankoski, U. Helsinki;* Craig Smith, INSEAD
2. Corporate strategy in the age of climate change strategy: A risk-based approach
Kira Fabrizio, Boston U.; Sanjay Patnaik, George Washington U.*
3. Corporate governance and the rise of integrating corporate social responsibility criteria in executive compensation: Antecedents and outcomes
Caroline Flammer, Boston U.;* Bryan Hong, Western U.; Dylan Minor, Northwestern U.

Room T3-31

Track 2: Sustainability Standards

Moderator: Frances Bowen, Queen Mary U. London

1. Decomposing the value effects of sustainable investment
Avis Devine, U. Guelph; Eva Steiner, Cornell U.; Erkan Yonder, Ozyegin U.*
2. It's not easy building green: The impact of public policy, private actors, and regional logics on voluntary standards adoption
Jeffrey York, U. Colorado; Siddharth Vedula, Babson C.;* Michael Lenox, U. Virginia
3. Signaling through substantive and symbolic certification: Technology choices demonstrating social responsibility in the built environment
Mallory Flowers, Georgia Tech U.*

Room T3-39

Track 3: International Operations

Moderator: Lin Lerpold, Stockholm School of Economics

1. Up to no good? Gender differences in promotions following participation in a corporate social initiative
Christiane Bode, Bocconi U.;* Michelle Rogan, INSEAD
2. The societal role of MNCs in transnational CSR : Analyzing reputable MNCs' corporate CSR videos
Kaiyu Shao, U. Leuven;* Maddy Janssens, U. Leuven
3. When precedents become normative: Routine rigidity & environmental innovations
Kenneth John Dooley, Aalto U.*

12:00-1:00 p.m.

Lunch

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

Session 3

Moderator: Daniel Esty, Yale U.

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

1.00-1.15 p.m.

Stretching/Mindfulness Exercises

1.15-2:15 p.m.

Plenary Paper Session: Stakeholder Relations

1. Valuing stakeholder governance: Property rights, stakeholder mobilization, and the value of community benefits agreements
Sinziana Dorobantu, New York U.;* Kate Odziemkowska, U. Pennsylvania
2. Movements, markets, and the power of living stories
Jocelyn Leitzinger, McGill U.;* Chad Navis, Clemson U.; Greg Fisher, Indiana U.; Theodore Waldron, Baylor U.
3. Pro bono as a human capital screening mechanism in law firms
Vanessa Burbano, Columbia U.;* John Mamer, U. California Los Angeles; Jason Snyder, U. Utah

2:15-2:30 p.m.

Research Sketches: Entrepreneurship and Emotions

1. Environmental entrepreneurship: A conceptual review and new research directions to move the field forward
Raquel Antolin-Lopez, U. Almeria;* Javier Martinez-del-Río, U. Almeria ; José Joaquín Céspedes-Lorente, U. Almeria
2. Basic emotions in environmental management
Judith Walls, NTU Singapore;* Kelly Bulmer, NTU Singapore
3. 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

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, U. North Carolina

1. Agreeable disagreements: Attunement and cognitive agreement in shareholder alignment
Irene Beccarini, IESE;* Daniel Beunza, LSE; Fabrizia Ferraro, IESE; Andreas Hoepner, U. Reading
2. Not my business: How individuals' cognitive frames and role identities influence corporate sustainability initiatives
Marcel Richert, U. Hamburg; Joern Hoppmann, ETH Zurich;* Timo Busch, U. Hamburg
3. B Good: The (de)growth effect of moral recategorization
Edward Gamble, Montana State U.; Simon Parker, Western U.; Oana Branzei, Western U. ;* Peter Moroz, U. Regina

Room T3-31

Track 2: Disclosure and Signaling

Moderator: John Maxwell, Indiana U.

1. Corporate accountability reporting: 'Greenwashing' or monitoring systems?
Giovanni Derchi, U. Lausanne*
2. The effects of transparency regulation on voluntary disclosers: Evidence from mandatory carbon reporting
Jody Grewal, Harvard U.*
3. Patently secret? Hydraulic fracturing patents and the containment of public risk information
Joel Gehman, U. Alberta;* Zhen Lei, Penn State U. ; Dan Cahoy, Penn State U.; Siavash Varesteh, Penn State U.

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 U.
2. Offshoring pollution while offshoring production?

- Xiaoyang Li, Shanghai Jiao Tong U.; Yue Zhou, U. 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, U. Michigan; Jennifer Howard-Grenville, U. Cambridge; Gail Whiteman, Lancaster U.

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**

7:30-9:30 p.m. **Dinner and Awards**
ARCS Emerging Scholar Award
ARCS Best Conference Paper Awards

9:30 p.m.-1:00 a.m. **Drinks**

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 Moderator: Glen Dowell, Cornell U.
*Van der Goot building,
3rd floor, Forum Hall*

9:00-10:00 a.m. **Academic Keynote**

Jorgen Randers, 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 U.*; Luca Berchicci, Erasmus U.; Will Mitchell, Duke U.
3. A change would do you good: Privatization, municipalization and drinking water quality
Thomas Lyon, U. Michigan; Wren Montgomery, U. Windsor;* Dan Zhao, U. 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*

10:45-11:45 a.m.

Plenary Paper Session: Knowledge and Innovation

1. Innovation, federalism and advisory preemption
Sarah Light, U. Pennsylvania*
2. Behind the scenes: A backstage look at field formation within sustainability in higher education
Augustine Grace, Northwestern U.*; Brayden King, Northwestern U.
3. Can role-play with interactive models enhance climate knowledge, affect and intent to act?
Juliette Rooney-Varga, U. Massachusetts Lowell; John Sterman, Massachusetts Institute of Technology;* Eduardo Fracassi, ITBA; Travis Franck, Climate Interactive; Florian Kapmeier, Reutlingen U.; Victoria Kurker, U. 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 U.; Jodi Short, UC Hastings; Michael Toffel, Harvard U.*

3. Improving environmental practices in agricultural supply chains: The role of company standards
Tannis Thorlakson, Stanford U.;* Jens Hainmueller, Stanford U.; Eric Lambin, Stanford U.

12:00-12:15 p.m. Announcements and Conclusion

12:15-1:15 p.m. Lunch and Awards
Van der Goot building, People's Choice Awards
3rd floor, Café

1:15 p.m. Shuttle to Train Station

1:30-5:00 p.m. Social After-Conference Activity (TBA)
Greater Rotterdam
Area