Wednesday 14 June 2017
Location: Erasmus University, Burgemeester Oudlaan 50 (Woudestein campus)

1:30-6:00 p.m. PhD Paper Development Workshop
Mandeville building

1:30-2:00 p.m. Welcome and ice breaking
Room T3-10
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. Parallel sessions
4:45-5:00 p.m. Break

Room T3-10
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

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**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.

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**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.

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, room T9-67
   By invitation only

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  
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.*
Track 3: International Operations
Moderator: Lin Lerpol, 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
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
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

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, 3rd floor, Café
   People’s Choice Awards

1:15 p.m. Shuttle to Train Station

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