

CONFERENCE PROGRAM

11th Annual Strategy and the Business Environment (SBE) Conference
May 9-10, 2011

3rd Annual Research Conference
Alliance for Research on Corporate Sustainability (ARCS)
May 9-11, 2011

The Wharton School

Monday's Dinner and Tuesday's Paper Sessions thru 3:45pm have been organized jointly between The Strategy and the Business Environment (SBE) Conference, and the Alliance for Research on Corporate Sustainability (ARCS) Conference.

Monday, May 9 – ALL SESSIONS TO BE HELD IN [GILLEN AMPHITHEATER, VANCE HALL](#)

11:30am – 12:30pm **Registration, Welcome and Lunch**

12:30pm – 2:00pm **Theoretical Advances**

[David Baron](#) (Stanford University)

[The Industrial Organization of Private Politics](#)

[Daniel Diermeier](#) , [Jose-Miguel Abito](#) and [David Besanko](#) (all Northwestern University)

[Corporate Reputational Dynamics and Activist Pressure](#)

Discussant: **[Dennis Yao](#) (Harvard Business School)**

2:00pm – 2:30pm **Break**

2:30pm – 4:00pm

Institutional Change, Political Ties and Strategy

[Charles Eesley](#) (Stanford University) and Delin Yang (Tsinghua University)
[Changing Entrepreneurial Strategies To Developing Capitalist Institutions: A Look At Chinese Technology Entrepreneurs](#)

[Hongjin Zhu](#) (McMaster University) and [Chi-Nien Chung](#) (National University of Singapore)
[The Portfolio of Political Ties and Market Entries of Business Groups in Emerging Economies](#)

Discussant: [Nan Jia](#) (University of Southern California)

4:00pm – 4:30pm

Break

4:30pm – 6:00pm

Regulation

[Paul Seaborn](#) (Rotman School of Management)
[Business Models and Incentives in Rating Markets: How 'Who Pays' Matters](#)

[David B. Ridley](#) (Fuqua School of Business)
[Pricing Strategy under Inflation Constraints](#)

Discussant: [Evan Rawley](#) (The Wharton School)

6:00pm – 7:00pm

Break

7:00pm – 9:00pm

Dinner

[Hilton Inn@Penn Regents Dining Room](#)
[3600 Sansom Street \(can also enter on 3600 block of Walnut\)](#)

Keynote Speaker: [Paul Hofmann](#)
Vice President, Group of the Chief Scientist
SAP Labs at Palo Alto

Innovation and Research at SAP: Driving Best Practices in Corporate Sustainability

Tuesday, May 10 - ALL SESSIONS TO BE HELD IN COLLOQUIUM HALL ON 8TH FLOOR

SBE

ARCS

7:30 - 8:30am

Registration and Continental Breakfast

8:30-8:45am

Welcoming Remarks

**[Thomas S. Robertson](#), Dean
The Wharton School**

8:45 - 10:15am

Environmental Sustainability

[Timothy Simcoe](#) (Boston University) and [Michael W. Toffel](#) (Harvard Business School)

[LEED Adopters: Public Procurement and Private Certification](#)

[Kira R. Fabrizio](#) (Fuqua School of Business)

[Investments under Regulatory Uncertainty: Evidence from Renewable Energy Generation](#)

Discussant: **[Andrew King](#) (Tuck School of Business)**

10:15 - 10:45am

Break

10:45 - 12:00pm

Emerging Scholars Panel

[Kristin Wilson](#) and Stan Veuger (both Harvard University)

[The Performance Effects of Regulatory Oversight](#)

[Olga Hawn](#), [Aaron Chatterji](#), and [Will Mitchell](#) (all Fuqua School of Business)

[Two Coins in One Purse: How Market Legitimacy Affects the Financial Impact of Changes in Social Legitimacy: Addition and Deletion by the Dow Jones Sustainability Index](#)

[Aline Gatignon](#), [Rolando M. Tomasini](#), and [Luk N. Van Wassenhove](#) (all INSEAD)

[Jump-starting Social Networks: Using Lead Partnerships to Ignite Companies' CSR Programs](#)

12:00 – 1:30pm

Lunch and Practitioner Panel

[Alan Kelly](#) Playmaker Systems

[Eva Schiffer](#) NetMap

1:30-1:45 **Break**

1:45pm – 3:30pm **Political and Social Sustainability**

Shon Hiatt (Harvard Business School) and **Sangchan Park** (National University of Singapore)

[Lords of the Harvest: Reputation Concerns and Regulatory Approval of Genetically Modified Organisms](#)

Sinziana Dorobantu, **Witold Henisz**, and **Lite Nartey** (all The Wharton School)
[Spinning Gold: The Financial Returns to External Stakeholder Engagement](#)

Brian Richter (Richard Ivey School of Business)
[“Good” and “Evil”: The Relationship between Corporate Social Responsibility and Corporate Political Activity](#)

Discussant: **Daniel Korschun** (Drexel University Lebow School of Business)

3:30 - 3:45pm **Break** (*Conclusion of SBE Conference*)

3:45 - 4:45pm **Private Responses to Climate Change**

Daniel Matisoff (Georgia Tech)
Privatizing Climate Change Policy: Is There a Public Benefit?

Pete Tashman (George Washington University)
Corporate Climate Change Vulnerability, Resource Dependence and Corporate Environmental Performance: A Longitudinal Study in the U.S. Ski Resort Industry

Session Chair: **John Maxwell** (Indiana University)

4:45 - 5:15pm **Research Sketches** (4 min. each)

1. **Cary Coglianese** (UPenn Law) and **Jennifer Nash** (Harvard Kennedy School)
Performance Track's Postmortem
2. **Eun-Hee Kim** (George Washington University) and **Thomas P. Lyon** (University of Michigan)
When Does Institutional Investor Activism Increase Shareholder Value?: The Carbon Disclosure Project

3. **Patricia Crifo** and Sandra Cavaco (both **Ecole Polytechnique**)
The CSR-Firm Performance Missing Link: Complementarity between Environmental, Social and Business Behavior Criteria?
4. **Fikret Korhan Turan** (**Istanbul Kemerburgaz University**)
A Multi-Stage Stochastic Linear Program Developed as a Decision Support Tool for Organizational Sustainability
5. **Dietrich Earnhart** (**University of Kansas**) and Dylan Rassier (U.S. Bureau of Economic Analysis)
Effects of Environmental Regulation on Actual and Expected Profitability:

5:15 - 5:30pm

Break

5:30 - 7:30pm

Poster Session and Reception

University of Pennsylvania Museum of Archaeology and Anthropology
3260 South Street

1. **Sunyoung Lee** and Mike Barnett (both **Said Business School**)
The Role of Reputation in Reputation
2. **Arno Kourula** (**Stanford University**), **Markus Pauku** and Mikko Koria (both **Aalto University**)
The Multiple Levels of Corporate Social Responsibility: Towards a Theory of Role Management
3. **Hans Rawhouser** (**University of Minnesota**)
Applications of Modularity in the Public Interest: Lessons from the Carbon Markets
4. **David Graham Hyatt** (**University of Arkansas**)
Measuring the Effects of Cross-Sector Partnerships on Firm Environmental Strategy
5. **Patricia Crifo** and Sandra Cavaco (both **Ecole Polytechnique**)
The CSR-Firm Performance Missing Link: Complementarity between Environmental, Social and Business Behavior Criteria?
6. **Ruth Protpakorn** and Judd Michael (both **Penn State University**)
Investigating Resources Appropriation and Strategy Infusion as Corporate Responsibility Initiatives

7. **Fikret Korhan Turan (Istanbul Kemerburgaz University)**
A Multi-Stage Stochastic Linear Program Developed as a Decision Support Tool for Organizational Sustainability
8. **Frank Wijen (Erasmus University), Shahzad (Shaz) Ansari (University of Cambridge) and Barbara Gray (Penn State University)**
Strategies for Mobilizing Actors in Transnational Commons
9. **Dietrich Earnhart (University of Kansas) and Dylan Rassier (U.S. Bureau of Economic Analysis)**
Effects of Environmental Regulation on Actual and Expected Profitability
10. **Lite Nartey (University of Pennsylvania)**
Networks of Influence: Implementing Politically Sustainable Multinational Stakeholder Strategies
11. **Mohamad Fakhreddin and Stephen J. Mezias (both INSEAD Abu Dhabi Campus)**
From Private to Public: Community Institutions, Corporate Social Action, and Sustainable Economic Development
12. **Oana Branzei, Jeff Frooman and Brent McKnight (all University of Western Ontario), and Charlene Zietsma (University of British Columbia)**
Precaution and Permission: A Creditor's Perspective on Firm-level Risks to Society
13. **Pushpika Vishwanathan, J. (Hans) van Oosterhout, Pursey P.M.A.R. Heugens (all Erasmus University) and Marc van Essen (Utrecht University)**
Is 'Irresponsible' 'Unsustainable'? A Meta-Analysis of the Corporate Social Irresponsibility - Performance Relationship
14. **Simon Nyeck and Max Chauvin (both Essec Business School) and Nathalie Veg-Sala (University of Maine)**
Branding Diversity: Diversity Representations in French Brands Communication
15. **Eun-Hee Kim (George Washington University) and Thomas P. Lyon (University of Michigan)**
When Does Institutional Investor Activism Increase Shareholder Value?: The Carbon Disclosure Project
16. **Sara Soderstrom (University of Michigan) and Klaus Weber (Northwestern)**
Sustaining Issue Selling in Sustainability
17. **Johanna Nurkka and Markus Paukku (Aalto University)**
Experiential Learning vs. Organizational Structure: Implications for Organizational Memory when 'Greening' a MNC

7:30 – 9:00pm

Dinner

University of Pennsylvania Museum of Archaeology and Anthropology
3260 South Street

Keynote Speaker: Alan Greenberger
Deputy Mayor for Economic Development, City of Philadelphia

Sustainability Strategies in the City of Philadelphia: Economic Efficiency and Commercial Development Impacting the Region and its Global Relationships

Wednesday, May 11 - ALL SESSIONS TO BE HELD IN COLLOQUIUM HALL ON 8TH FLOOR

7:30 - 8:30am

Continental Breakfast

8:30 - 10:00am

Emergence of Sustainable Markets

Desiree Pacheco (Portland State University), Jeffrey G. York (University of Colorado-Boulder), and Timothy Hargrave (University of Washington-Bothell)
The Co-Evolution of Industries, Social Movements, and Institutions: The Case of Wind Power

A. Wren Montgomery, Jacqueline Corbett and M. Tina Dacin (all Queen's University)
Of Markets and Men: How Movements Shape the Making of Markets

Jiao Luo (Columbia Business School)
Firm Participation in Controversial Markets: Institutional Dissonance, Environmental Performance and Entry into Carbon Offsetting, 2006-2009

Session Chair: **Marian Chertow** (Yale University)

10:00 - 10:30am

Break

10:30 - 12:00pm

Capital Markets and Environmental Disclosures

Elizabeth Connors (Northeastern University) and Lucia S. Gao (University of Massachusetts - Boston)
Corporate Environmental Performance, Disclosure and Leverage: An Integrated Approach

Tom Lyon (University of Michigan), Yao Lu, Xinzheng Shi and Nan Wang (all of Tsinghua University)

How Do Shareholders Respond to Sustainability Awards? Evidence from China

N. Craig Smith and Luk Van Wassenhove (both of **INSEAD Social Innovation Centre**), and Leena Lankoski (University of Helsinki and INSEAD Social Innovation Centre)

Judgments of Stakeholder Value: An Application of Prospect Theory to Stakeholder Theory

Session Chair: **Mike Lenox** (Darden School of Business)

12:00 - 1:00pm

Working Lunch featuring Research Sketches (4 min. each)

1. *Path Dependence and Creation In Clean Tech: An Exploratory Analysis*: **J. Malen**, A. Marcus (both **University of Minnesota**), S. Ellis, I. Drori and I. Sened (all Washington University-St. Louis)
2. *Intermediating The Market For Industrial Symbiosis*: (**Marian Chertow** and Benjamin Beinecke (**Yale University**))
3. *Sustaining Issue Selling in Sustainability*: **Sara Soderstrom (University of Michigan)** and Klaus Weber (Northwestern)
4. *TMT Educational Background and Firm Environmental Performance*: **Glen Dowell**, Ben Lewis (both **Cornell University**), and Judith Walls (Concordia University)

1:00 - 1:15pm

Break

1:15 - 2:15pm

Strategic Adoption of Voluntary Standards

Andrea Prado (Stern School of Business)

Choosing Among Competing Environmental and Labor Standards: An Exploratory Analysis of Producer Adoption

Cary Coglianese and Jonathan Borck (**UPenn Law**)

Beyond Compliance: Explaining Business Participation in Voluntary Environmental Programs

Session Chair: **Michael Toffel** (Harvard Business School)

2:15 - 2:30pm

Break

2:30 - 3:30pm

Strategic Responses to Information

Anil Doshi (Harvard Business School), Glen Dowell (Johnson School of Management), Michael Toffel (Harvard Business School)
How Firms Respond to Mandatory Information Disclosure

Andrew A. King (Tuck School of Business) and **Nilanjana Dutt (Fuqua School of Business)**
What the Cleaning Lady Knows

Session Chair: **Eric Orts** (The Wharton School)

3:30pm

Conference Concludes