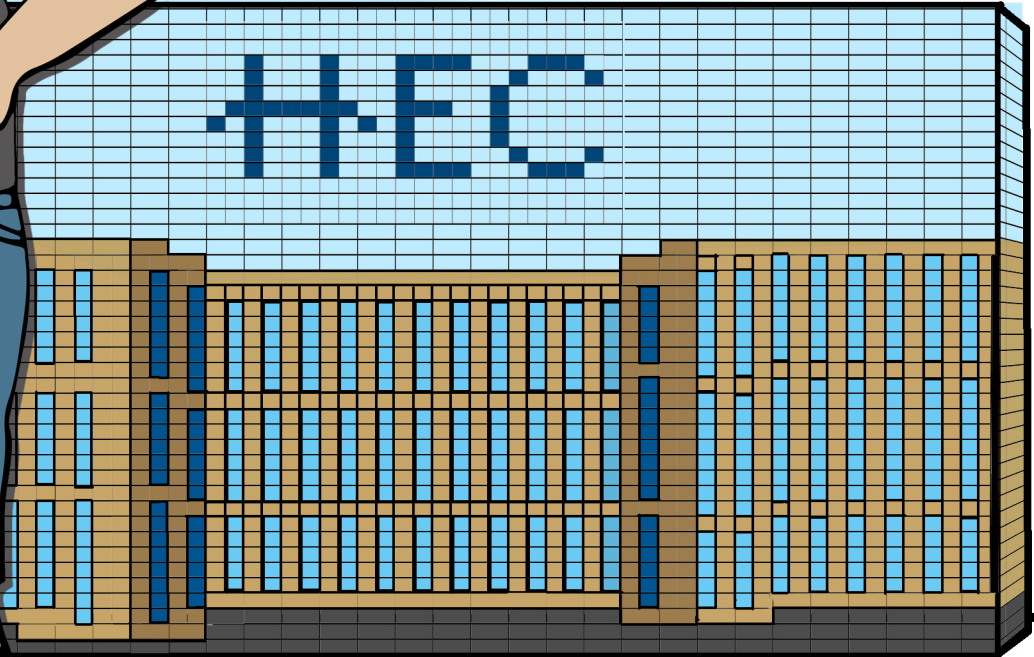
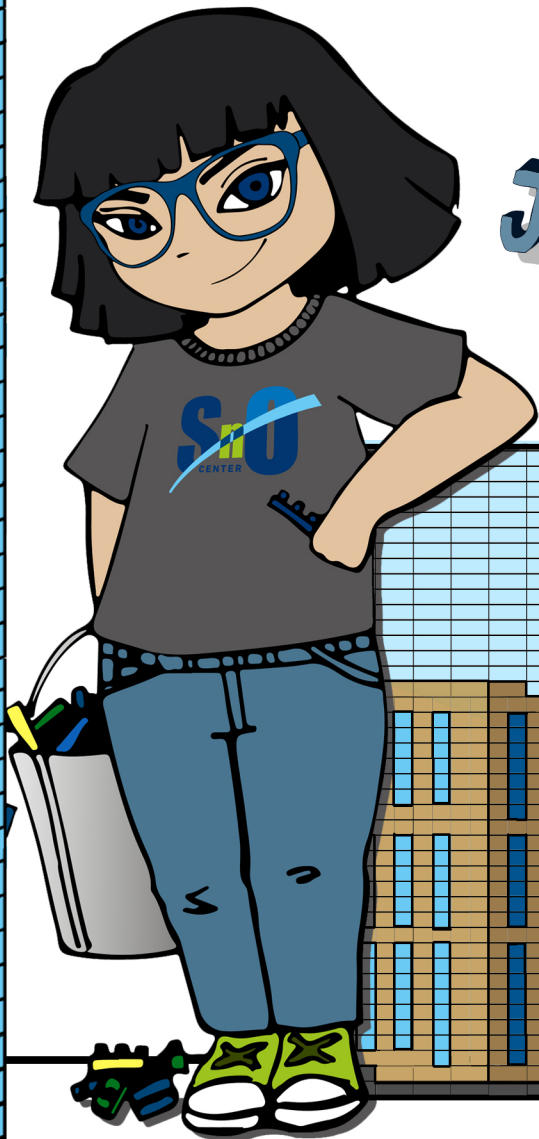




RESEARCH DAY

MAY 30/31 2017

HEC PARIS,
JULY-EN-JOSAS
ROOM T37



[HTTP://WWW.HEC.EDU/SNO](http://www.hec.edu/sno)
SNO-RESEARCH-CENTER@HEC.FR

TUESDAY, MAY 30

Introduction

13.00 - 13.15

Giada Di Stefano, *HEC PARIS*
Rodolphe Durand, *HEC PARIS*

Panel Discussion 13.15 - 14.30

Reputation among peers and the fame (and obscurity) of artistic innovators

Mitali Banerjee, *HEC Paris*
Damon Phillips, *Columbia University*

Financial crises, stakeholder rights, and corporate restructuring

Laurence Capron, *INSEAD*
Mauro Guillén, *University of Pennsylvania*
May-Anne Very, *INSEAD*

How do social entrepreneurs respond to rewards? A field experiment on motivations

Ina Ganguli, *University of Massachusetts Amherst*
Marieke Huysentruyt, *HEC Paris*
Chloé Le Coq, *Stockholm School of Economics*

Gone with the wind: On the rise of spatial inequality in France

Eric Mengus, *HEC Paris*
Tomasz Michalski, *HEC Paris*
Eric Strobl, *Aix-Marseille University*

Discussant: William Ocasio,
Northwestern University

Coffee Break 15.45 - 16.00

Panel Discussion 16.00 - 17.15

Dynamic effects of a strategic response to Wall Street's earnings cult

Guilhem Bascle, *Catholic University of Leuven*
Jiwook Jung, *University of Illinois*

Hiring expert talent in a recession: Targeted labor pool sourcing and firm performance

John Mawdsley, *HEC Paris*
Amit Chauradia, *Indian School of Business*
Rhett Brymer, *Miami University*

Managerial attention and business model innovation: A case study of the Dutch design industry

Maria Rita Micheli, *IESEG*
Luca Berchicci, *Erasmus University*
William Ocasio, *Northwestern University*
Justin Jansen, *Erasmus University*

Cracking the trillion-dollar question: Pathways to acquirer performance

Jiachen Yang, *HEC Paris*
Michel Lander, *HEC Paris*
Taco Reus, *Erasmus University*
Ron Maas, *Erasmus University*

Discussant: Laurence Capron,
INSEAD

Coffee Break 14.30 - 14.45 Coffee Break 17.15 - 17.30

Keynote Address

14.45 - 15.45

William Ocasio,
Northwestern University

Keynote Address

17.30 - 18.30

Laurence Capron,
INSEAD

WEDNESDAY, MAY 31

Breakfast 8.00-8.30

Coffee Break 11.00 - 11.15

Panel Discussion 8.30 - 9.45 Paper development Session
11.15 - 12.30

Status rebellion: When lower status firms differentiate pro bono reward strategy

Wooseok Jung, *HEC Paris*

Is time like money? The impact of temporal preferences on entrepreneurial entry

Cedric Gutierrez, *HEC Paris*

Mirjam van Praag, *Copenhagen Business School*
Randolph Sloof, *University of Amsterdam*

Generate with strangers, elaborate with friends: How network activation affects creative idea generation and elaboration

Pier Vittorio Mannucci, *London Business School*
Jill Perry-Smith, *Emory University*

Unsettling settling-up? Corporate fraud and heterogeneity in the reputational penalties to directors

Ivana Naumovska, *INSEAD*
Georg Wernicke, *Copenhagen Business School*
Ed Zajac, *Northwestern University*

Discussant: Celia Moore,
Bocconi University

Coffee Break 9.45 - 10.00

Keynote Address

10.00 - 11.00

Celia Moore,
Bocconi University

Prolegomenon to a theory of organizations' purpose: Linguistic congruence, antecedents and consequences

Paul Gouvard, *HEC Paris*
Rodolphe Durand, *HEC Paris*

To micro or too micro? On the use of experiments in strategy research

Cedric Gutierrez, *HEC Paris*
Giada Di Stefano, *HEC Paris*

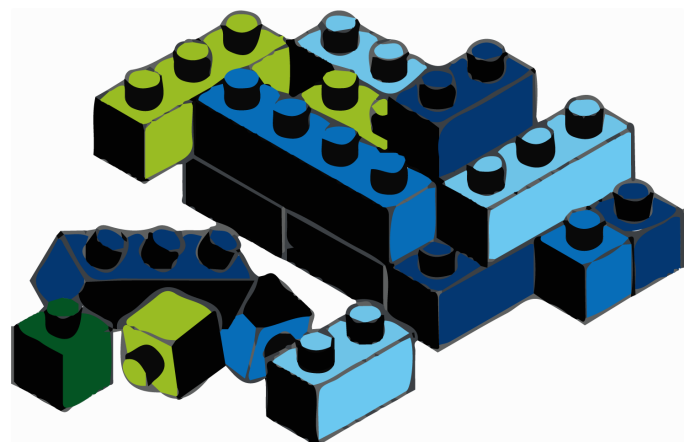
Internal determinants of corporate political activity: Relative performance evaluation and nonmarket strategy

Kerem Kilic, *HEC Paris*
Olivier Chatain, *HEC Paris*

Auditing verbal theory

Tomasz Obloj, *HEC Paris*
Gonçalo Pacheco de Almeida, *HEC Paris*

Concluding Lunch
12.30 - 14.30



HEC
PARIS

SNO
CENTER
Society and
Organizations