RESEARCH DAY
MAY 30/31 2017
HEC PARIS,
JOUY-EN-JOSAS
ROOM T37

HTTP://WWW.HEG.EDU/SNO
SNO-RESEARCH-CENTER@HEG.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 11.30 - 11.45**  
**Coffee Break 17.15 - 17.30**

**Keynote Address**  
11.45 - 13.00  
William Ocasio, Northwestern University

**Keynote Address**  
17.30 - 18.30  
Laurence Capron, INSEAD

**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 15.45 - 16.00**

**Panel Discussion 13.15 - 14.30**

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Laurence Capron, INSEAD
Wednesday, May 31

Breakfast 8.00-8.30

Panel Discussion 8.30 - 9.45

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

Coffee Break 11.00 - 11.15

Paper development Session 11.15 - 12.30

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