May 24/25 2018
SnO CENTER
RESEARCH DAY fourth edition
ROOM T303
CONTACTS: HTTP://WWW.HEC.EDU/SNO  SNOCENTER@HEC.FR
Introduction
13.00 - 13.15
Giada Di Stefano, HEC Paris

Panel Discussion
13.15 - 14.30
Who becomes famous among creative pioneers? A large-scale study of the relationship between artistic innovator’s novelty and fame
Mitali Banerjee, HEC Paris

The impact of mandatory CSR on executive compensation
Ai Ting Goh, HEC Paris
Anup Nandialath, U. of Wisconsin La Crosse

Who paints the Big Eyes? How and why women are penalized in creativity assessments
Pier Vittorio Mannucci, London Business School
Federica De Stefano, U. of Pennsylvania

Deference networks and knowledge-building in the “sharing” economy
Paola Tubaro, CNRS - INRIA- U. Paris Sud

Discussant: Emilio Castilla, MIT

COFFEE BREAK 14.30 - 14.45

Panel Discussion
16.00 - 17.15
The hybridization of business: A stylized approach
Régis Coeurderoy, ESCP Europe
Sophie Bacq, Northeastern University

Symbolic decoupling or stealthy implementation? How Korean firms addressed controversial downsizing decisions
Sookyoung Lee, HEC Paris
Edward Zajac, Northwestern University

The Audit Court Society: Applying an Eliasian framework to the study of the up-or-out system in audit firms
Carlos Ramirez, ESSEC
Sebastien Stenger, ISG
Claire Garnier, HEC Montreal

Hybrids as squanderers, bickerers, or bricoleurs? Social and financial performance of hybrid organizations in microfinance
Zachariah Rodgers, HEC Paris

Discussant: Patricia Thornton, Texas A&M

COFFEE BREAK 17.15 - 17.30

Keynote Address
14.45 - 15.45
Rajshree Agarwal, University of Maryland

Keynote Address
17.30 - 18.30
Emilio Castilla, MIT
What about the others? How hedge fund activism affects corporate social performance
Mark DesJardine, HEC Paris

Better to have led and lost than never to have led at all? Competitive dethronement, the endowment effect, and risk taking
Cedric Gutierrez, Bocconi University
Tomasz Obloj, HEC Paris
Douglas Frank, Analysis Group

Competition in markets with complements: how within-component firm heterogeneity in value creation shapes ecosystem strategies
Elena Plaksenkova, HEC Paris
Olivier Chatain, HEC Paris

Short-selling and firm performance on Corporate Social Responsibility - Evidence from a natural experiment
Georg Wernicke, HEC Paris
Vanya Rusinova, Copenhagen Business School
Tima Bansal, University of Western Ontario

Discussant: Rajshree Agarwal, U. of Maryland

Organizational responses to customer feedback
Saverio Favaron, HEC Paris
Giada Di Stefano, HEC Paris

Spend less, gain more: The role of altruism in prosocial rewarding referrals
Fei Gao, HEC Paris
Xitong Li, HEC Paris
Paul Pavlou, Temple University

Categorization and empathy as drivers of corporate social initiatives' success
Paul Gouvard, HEC Paris
Marieke Huysentruyt, HEC Paris
Rodolphe Durand, HEC Paris

The value of values in understanding the distinctiveness and heterogeneity of social enterprises
Marieke Huysentruyt, HEC Paris
Johanna Mair, Hertie School of Governance
Stephan Ute, Aston University

Why do we share? Outcomes of self-presentation on social media
Kseniya Navazhylava, Grenoble Ecole de Management
Kristine De Valck, HEC Paris

Keynote Address
Patricia Thornton, Texas A&M

Concluding lunch
12.30 - 14.30
CAREER DEVELOPMENT WORKSHOPS

Creativity Room, HEC Library

Thursday, 9.30 - 11am : Patricia Thornton, Texas A&M

Friday, 2.30 - 4pm : Emilio Castilla, MIT

Friday, 4 - 5.30pm : Rajshree Agarwal, University of Maryland