

May 24/25 2018



# RESEARCH DAY

ROOM  
T303

*fourth  
edition*



CONTACTS: [HTTP://WWW.HEC.EDU/SNO](http://www.hec.edu/sno) [SNOCENTER@HEC.FR](mailto:SNOCENTER@HEC.FR)

# Thursday May 24, 2018

## Introduction

13.00 - 13.15

Giada Di Stefano, HEC Paris

COFFEE BREAK 15.45 - 16.00

## Panel Discussion

16.00 - 17.15

## 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*

**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: Emilio Castilla, MIT

COFFEE BREAK 14.30 - 14.45

## Keynote Address

14.45 - 15.45

Rajshree Agarwal, University of Maryland

Discussant: Patricia Thornton, Texas A&M

COFFEE BREAK 17.15 - 17.30

## Keynote Address

17.30 - 18.30

Emilio Castilla, MIT

Friday May 25, 2018

**BREAKFAST 8.00-8.30**

Panel Discussion

8.30-9.45

**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**

**COFFEE BREAK 9.45-10.00**

Keynote Address

10.00-11.00

**Patricia Thornton, Texas A&M**

**COFFEE BREAK 11.00-11.15**

Panel Discussion

11.15-12.30

**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*

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**



The more you know, the more you dare®