

2022 NMSRC DOCTORAL CONFERENCE AGENDA

Monday, May 23th: Zoom (in EDT)

- 10:00 – 10:10am **Welcome and Introductions**
Nan Jia (USC, Chair of NMSRC Steering Committee)
- 10:10 – 11:20am **Corporate Activism**
Discussant: Lori Yue (Columbia)
- Maria Perez (USC), “Does it pay for firms to be progressive? The asymmetric effect of corporate sociopolitical activism on consumers’ boycott and boycott responses”
- Reuben Hurst (Michigan), “Combating sociopolitical stigma with countervailing claims: Evidence from Charlottesville”
- Sung Hun (Brian) Chung (Rice), “The Me-Too movement, scandal firms’ responses, and competitors’ feminist activism”
- 11:20am – 12:05pm **Whiteboard I**
- Anna Szerb (INSEAD), “Purpose-action (mis)match and employee outcomes. A randomized experiment”
- Vivi Gregorich (Columbia), “Organizational responses to social movement activity”
- Derek Lief (Michigan), “They say a little faith can work wonders: Developing a taxonomy of the religious organization”
- 12:05 – 12:15pm **Break**
- 12:15 – 1:25pm **Stakeholders and Social Impact**
Discussant: Anita McGahan (Toronto)
- Kala Viswanathan (HBS), “What are the consequences of misalignment? Stakeholder responses to misalignment between firms’ environmental performance and lobbying position”
- Chang-wa Huyhn (HEC), “Collaboration within firms: The roles of prosociality, firm purpose, and legitimacy judgments”
- Nikki West (UW), “How profit-oriented and non-profit organizations engage in scientific discourse”
- 1:25 – 2:00pm **Optional Social**

Tuesday, May 24th: Zoom (in EDT)

- 10:00 – 11:10am **Integrated Strategy**
Discussant: Dennis Yao (HBS)
- Si (Coco) Cheng (ESSEC), “Overcoming institutional voids: International institutions and the investment climate”
- Michael Park (Minnesota), “Caring but sharing unintentionally: Lobbying for

innovations and the leakage of knowledge"

Bo Yang (USC), "Protectionism, global supply chains, and domestic lobbying: Evidence from the U.S.–China trade war"

11:10 – 11:55am

Whiteboard II

Ei Sandi Nwe (Purdue), "Choosing your partners wisely: Investigating the role of CSR in strategic alliances"

Madhulika Kaul (HEC), "Essays on the antecedents & consequences of platforms' private regulation"

Farzam Borromand (Minnesota), "Essays on educational inequalities"

11:55 – 12:05pm

Break

12:05 – 12:50pm

Whiteboard III

Hyunjoo Oh (WUSTL), "When and how does lobbying benefit firms?: Lobbying on the climate-change issues and corporate investment in the United States"

Eppa Rixey (MIT), "Legitimacy and regulation: Comparing craft brewery efforts to legalize brewpubs, taprooms, and beer gardens in select US states"

Phan Ngoc (Duke), "Datasets looking for theory: Combining two nationally representative enterprise surveys and a dataset on subnational politicians"

12:50 – 1:00pm

Closing

1:00– 2:00pm

Optional Social