

Conference on Corporate Social Responsibility

April 14 – 16, 2016

Wake Forest University • Winston-Salem, NC

Thursday, April 14

- 5:30 – 6:45 pm Opening Dinner in Farrell Hall
- 7:00 – 8:30 pm Welcome and Keynote Address
Keynote Address: *How Business Makes the World a Better Place to Live*
John Allison (WFU)

Friday, April 15

- 8:30 – 9:00 am Light Morning Refreshments
- 9:00 – 9:10 am Welcome and Opening Remarks
- 9:10 – 10:30 am **Panel 1 - Ethics**

Does Social Responsibility Begin at Home?
The Relation between Firms' Pension Policies and Corporate Social Responsibility
Divya Anantharaman (Rutgers University)
- Do Personal Ethics Influence Corporate Ethics?*
Samuel Kruger (University of Texas at Austin)
- Moderator:** John Hasnas (Georgetown University)
- 10:30 – 11:00 am Refreshments Break
- 11:00 am – 12:30 pm **Panel 2 - Influence**

New Evidence on the Role of the Media in Corporate Social Responsibility
Rob Nash (Wake Forest University)
- Does Corporate Social Responsibility Engagement Benefit Distressed Firms? The Role of Moral and Exchange Capital*
Chandrasekhar Krishnamurti (University of Southern Queensland)

Good and Evil: The Relationship between Corporate Social Responsibility and Corporate Political Activity

Brian Richter (University of Texas)

Moderator: Dan Hammond (Wake Forest University)

12:30 – 2:00 pm

Lunch (with remarks by Charles Iacovou, Dean of the Wake Forest University School of Business)

2:00 – 3:30 pm

Panel 3 – Performance, Investment and Competition

Impact of CSR News on Customer Brand Perception and Stock Return

Samuel Stähler (University of Cologne)

Institutional Investors and Socially Responsible Investments: It Just Makes (Economic) Sense

Abhishek Varma (Illinois State University)

Peer Effects of Corporate Social Responsibility

Xintong Zhan (Chinese University of Hong Kong)

Moderator: Adam Hyde (Wake Forest University)

3:30 – 4:00 pm

Refreshments Break

4:00 – 5:30 pm

Panel 4 - Risk

The Direct and Buffering Effects of CSR Strengths and Weaknesses, Growth Risk, and Effects on Firm Capitalized Value

Carol Cain (Wake Forest University)

Does Corporate Investment in Stakeholder Capital Create Value for Shareholders? The Importance of Long-term Investors

Ambrus Kecskes (York University)

Corporate Social Responsibility and Firm Risk: Theory and Empirical Evidence

Yrjo Koskinen (University of Pennsylvania)

Moderator: Deon Strickland (Wake Forest University)

6:00 pm

Reception and Dinner at Graylyn Conference Center

Saturday April 16

8:30 – 9:00 am	Light Morning Refreshments
9:00 - 10:30 am	Panel 5 - Philosophy <i>The Tragedy of the Stakes: Business Ethics without Zero-Sum Thinking</i> Bas van der Vossen (University of North Carolina-Greensboro) <i>On the Moral Duties of Business</i> Jason Sorens (Dartmouth University) <i>The Limits of Corporate Social Responsibility</i> David Rose (University of Missouri-St. Louis) Moderator: James Otteson (Wake Forest University)
10:30 – 11:00 am	Refreshments Break
11:00 am – 12:00 pm	Discussion and Debriefing
12:00 – 1:00 pm	Box Lunches
1:00 pm	Depart