



Behavioural Insights into Business for Social Good Conference

September 19th-21st, 2019

Sutton Place Hotel, 845 Burrard St, Vancouver, BC

Peter P. Dhillon
Centre for Business Ethics

UBC SAUDER
SCHOOL OF BUSINESS

How Can Business Be a Vehicle for Social Good?



Welcome to Our Conference On Behavioural Insights into Business for Social Good!

More and more businesses are embracing social causes, sustainable business practices, and embedding purpose into their DNA. Moreover, increasingly so, organizations are integrating different forms of social responsibility into their overall missions and strategic planning. At the same time, behavioural research is gaining momentum in uncovering innovative means of encouraging individuals to embrace positive outcomes related to social responsibility, social impact, and sustainability.

The purpose of this conference is to pull these sources of insight from the business sector and behavioural science research together to paint a cohesive picture of the most effective, innovative, and impactful ways to foster business practices that can contribute to the greater social good. How can we encourage business to tackle important societal challenges such as health, equity, and sustainability? How can we further encourage key stakeholders such as employees, customers, and the greater community to embrace, support, and enact actions that further facilitate and promote the social good?

This conference will create a cross-disciplinary dialogue around how insights from behavioural research and business practice can be harnessed in a synergistic fashion to facilitate the social good. We define the social good as actions that benefit society and the individuals that live within in. This can include actions on behalf of businesses that operate in ways that foster social responsibility, social impact, and sustainability. This can also include enhancing the behaviours of individuals within society (consumers, employees, community members) in ways that have a collective net positive impact, such as fostering healthy behaviours, prosocial behaviours, and sustainable behaviours. We see this conference as a platform for facilitating novel academic research ideas, but also as means of inspiring those in both for-profit and non-profit organizations to think about new innovative models of doing business.

We hope that you enjoy the conference!

Kate White, Christie Stephenson, David Hardisty, Darren Dahl, Karl Aquino, and Carol Liao

Wifi: Sutton Meetings (no password required)

Schedule at a Glance

Thursday September 19th, 2019 (Chateau Lafite)

6.30pm-7.30pm	Welcome Reception, Sutton Place Hotel, (Registration for full conference guests)
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Friday September 20th, 2019: Morning Session (Versailles Ballroom A and B)

(Open to a larger Industry and Academic Audience)

8.00am-8.30am	Registration and Breakfast
8.30am-10.20am	Morning of Insights into Business for Social Good
10.20am-10.40am	Coffee Break
10.40am-12.00pm	Morning of Insights into Business for Social Good

Friday September 20th, 2019: Afternoon Session (Versailles Ballroom A)

(For those attending the full research conference only)

12.00pm-1.20pm	Lunch (Lunch will be in in Chateau Mouton Rothschild)
1.20pm-3.00pm	Research Presentations
3.00pm-3.20pm	Coffee Break
3.20pm-4.40pm	Research Presentations
7.00pm	Dinner at Chambar Restaurant, 568 Beatty Street

Saturday September 21th, 2019 (Salon Pommard)

8.30am-9.00am	Breakfast
9.00am-10.20am	Research Presentations
10.20am-10.40am	Coffee Break
10.40am-12.00pm	Research Presentations
12.00pm-1.20pm	Lunch
1.20pm-2.45pm	Working Paper Lightning Talks
2.45pm-3.15pm	Working Paper Discussion and Coffee Break
3.15-5.00pm	Co-Author Working Session

September 20, 2019

Friday, September 20th: Morning Morning of Insights into Business for Social Good (Versailles Ballroom)

8.00am-8.30am	Registration and Breakfast
8.30am-8.45am	Welcome and Overview Robert Helsley , Dean, Sauder School of Business, University of British Columbia Kate White , Professor and Academic Director of the Peter P. Dhillon Centre for Business Ethics, Sauder School of Business, University of British Columbia
8.45am-10.00am	The Power of Pre-Suasion to Produce Change Robert Cialdini , Professor Emeritus, Arizona State University Professor Cialdini shines new light on how to be an effective persuader by showing that, often, the secret doesn't lie in the message itself but, instead, in the key moment before that message is delivered. Cialdini shows that the best persuaders spend more time crafting what they do and say before making a request. In this way, they gain a singular kind of persuasive traction by arranging for recipients to be receptive to a message before they encounter it. Cialdini calls this pre-suasion. "To persuade optimally," he asserts, "it's necessary to pre-suade optimally." Accordingly, to change minds most effectively, a pre-suader changes initial states of mind. Cialdini will highlight how this can be used in organizational and public policy contexts to produce positive social change.
10.00am-10.20am	Impact for a Healthy Thriving World Esther Speck , VP of Global Sustainability, Lululemon Everyone is doing it and even more are talking about it. How do large companies carve out a unique space to create meaningful impact? Esther Speck will discuss how lululemon takes a holistic view of impact encompassing environmental, social, and ethical considerations ensuring meaningful change in the communities where they live and work. She will highlight examples that bring to life their commitment and will discuss how embedding impact not only meets the companies environmental goals, but also its business goals helping embed lululemon's purpose across the business and all stakeholders.
10.20am-10.40am	Coffee Break
10.40am-11.00am	Brand Like You Give a Damn! Brandi Halls , Brand Director, Lush Cosmetics North America For decades, Lush has been doing more than just selling soap: in fact, their mission is to create a cosmetics revolution to save the planet. Join Brandi Halls, Brand Director for Lush North America, and learn how Lush continues to build a brand that empowers a growing base of loyal Lushies while also using their platform to take a stand on issues near and dear to their heart.

September 20, 2019

Friday, September 20th: Morning Morning of Insights into Business for Social Good (Versailles Ballroom)

11.00am-
11.20am

The Rhetoric of Marketplace Morality: A Consumer Perspective

Sankar Sen, Professor and Lawrence and Carol Zicklin Chair in Corporate Integrity and Governance, Zicklin School of Business, Baruch College, City University of New York

When marketers communicate, they speak increasingly in not just commercial voices but moral ones as well. Company engagement in CSR/sustainability is at an unprecedented high, and more and more firms are speaking out about their CSR efforts. Yet, we know relatively little about the efficacy - in terms of positive consumer responses - of such CSR communication. This talk focuses on three different investigations of consumers reactions to CSR communication that, together, call into question the efficacy of certain conventional and pervasive communication tactics, such as humor, storytelling, and multiple appeals, in producing positive, pro-company responses from consumers. The findings thus far point to the uniqueness of marketer communication in the moral domain and underscore the challenges companies face in communicating successfully about their CSR/sustainability initiatives.

11.20am-
11.40am

Diversity and Inclusion in the Boardroom

Shona McGlashan, Vice President, Governance, Vancity

Did you know that in diverse groups, women speak substantially less than men, while men are three times more likely to interrupt a woman than another man? The business and ethical case for diversity in board membership is well understood (although progress is slow). But ensuring everyone has a seat at the table isn't enough. Shona McGlashan, Vancity's VP of Governance, will talk about:

- Why both diversity and inclusion are vitally important at the board and leadership level
- How to create inclusive governance structures and processes
- Tactics to change mindsets and allow all voices to be heard at the board table.

11.40am-
12.00pm

The Purpose of the Corporation: Legal Myths and Legal Truths

Carol Liao, Assistant Professor and Director, Centre for Business Law, Allard School of Law, University of British Columbia

What does the law have to do with voluntary corporate behavior? In fact, a great deal. Our perceptions of the law, whether accurate or not, lurk in the background of our business activities – shaping priorities and defining what corporate interests we care about and protect. In this talk, Dr. Carol Liao will discuss some of the entrenched legal myths that are perpetuated in popular culture, and set the record straight on what all businesses need to do in our evolving legal landscape. With climate lawsuits on the rise and significant cases before the courts that may have reverberating effects on how we do business, boards are putting their companies at risk if they do not consider the environmental and social impacts of their actions. The law as we know it is changing, and businesses are going to have to decide if they are going to be laggards – or leaders.

September 20, 2019

Friday, September 20th: Afternoon Behavioural Insights into Business for Social Good (Versailles Ballroom A)

12.00pm-1.20pm	LUNCH (For full conference attendees)	Lunch will be in Chateau Mouton Rothschild
1.20pm-1.40pm	Rachel Gershon, ¹ Cynthia Cryder, ^{2*} Leslie John ³ Rady School of Management, University of California, San Diego, ¹ Washington University in St. Louis, ² Harvard Business School ³	Why Prosocial Referral Incentives Work: The Interplay of Reputational Benefits and Action Costs
1.40pm-2.00pm	Oliver P. Hauser, Gordon T. Kraft-Todd, David Rand, Martin A. Nowak, and Michael I. Norton* Harvard Business School	Revealing Inequality Increases Prosocial Behavior
2.00pm-2.20pm	Nicole Robitaille, ^{1*} Nina Mazar, ² Claire Tsai, ³ Elizabeth Hardy ⁴ Queen's University, ¹ Boston University, ² University of Toronto, ³ Impact and Innovation Unit Canada ⁴	Nudging to Increase Organ and Tissue Donor Registrations
2.20pm-2.40pm	Miranda R. Goode, ^{1*} Michael Moorhouse ¹ , June Cotte, ¹ and Jennifer Widney ² Ivey Business School, ¹ Financial Fundamentals Ltd. ²	The Effect of Anticipated and Actual Stigmatization on Debtors and Debt Reduction Behaviors
2.40pm-3.00pm	Eric Levy, ^{*1} Rishad Habib, ² Katherine White, ² and Karl Aquino ² Queen Mary University of London, ¹ Sauder School of Business, UBC ²	From Sinners to Saints: How Redemption Narratives Motivate Prosocial Consumer Behaviors
3.00pm-3.20pm	Coffee Break	
3.20pm-3.40pm	Edlira Shehu, ¹ Michel Clement, ² Karen Page Winterich, ^{3*} Besarta Veseli ² Copenhagen Business School, ¹ University of Hamburg, ² Pennsylvania State University ³	Increasing Donor Retention with Feedback on Donation Use
3.40pm-4.00pm	Laura Boman* and Xin He University of Central Florida	Care vs. Cure: The Effect of Social Distance on Donation Allocations
4.00pm-4.20pm	Chiara Longoni, Anna Tari, Remi Trudel* Questrom School of Business, Boston University	Green Sharing Is Caring: Transparent Green Practices Boost Perceptions of Price Fairness
4.20pm-4.40pm	Freeman Wu, ¹ Andrea Morales, ^{2*} On Amir, ³ Robert Cialdini ² Vanderbilt University, ¹ Arizona State University ² University of California San Diego ³	Updating the Norm of Reciprocity
7.00pm	Chambar Restaurant	568 Beatty Street Vancouver, V6B 2L3 https://www.chambar.com

September 21, 2019

Saturday, September 21st

Behavioural Insights into Business for Social Good 2019 (Salon Pommard)

8.30am-9.00am	Breakfast and Welcome for Day 2	
9.00am-9.20am	Amir Sepehri*, Rod Duclos, Kirk Kristofferson, and Hamid Elahi Ivey Business School, Western University	Would You Please Raise Money For Me? New Insights Into The Psychology of Giving in the v2.0 Era
9.20am-9.40am	Alicea Lieberman, ^{1*} Ayelet Gneezy, ¹ Samir Gupta ² Rady School of Management, University of California, San Diego, ¹ Department of Internal Medicine, University of California, San Diego ²	Using Behavioral Insights to Increase Colorectal Cancer Screening
9.40am-10.00am	Rhiannon MacDonnell Mesler, ^{1*} R. Bret Leary ² William Montford, ³ Dhillon School of Business, University of Lethbridge, ¹ The College of Business, The University of Nevada at Reno, ² Davis College of Marketing, Jacksonville University ³	Maladaptive Consequences of Associative Stereotype Threat in Consumption
10.00am-10.20am	Rachel Gershon, ^{1*} Cynthia Cryder, ² and Merriah Croston ² Rady School of Management, University of California, San Diego, ¹ Washington University in St. Louis ²	Risky Business: The Risk-Reward Trade-off is Different for Nonprofit and For-Profit Firms
10.20am-10.40am	Coffee Break	
10.40am-11.00am	Lea Dunn, ^{1*} Katherine White, ² and Darren W. Dahl ² University of Washington, ¹ Sauder School of Business, University of British Columbia ²	A Little Piece of Me: When Mortality Reminders Lead to Possession Donation
11.00am-11.20am	Tiffany Vu* and Scott Rick University of Michigan	Large Steps Toward Small Donations: Reputational Benefits of Nominal Corporate Generosity
11.20am-11.40am	Coby Morvinski, ¹ Matthew J. Lupoli, ² and On Amir ^{3*} Ben-Gurion University, ¹ Deakin University, ² Rady School of Management, University of California, San Diego ¹	Social Information, Goal Proximity, and Giving: When Norms Backfire
11.40am-12.00pm	Michael G. Luchs, ^{1*} Kelly Haws ² William & Mary School of Business, ¹ Vanderbilt University ²	A Program of Research on Consumer Wisdom

September 21, 2019

Saturday, September 21st Behavioural Insights into Business for Social Good (Salon Pommard)

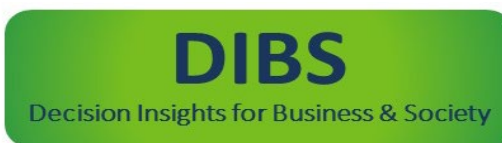
12.00pm-1.20pm	LUNCH	
1.20pm-3.00pm	Working Paper Session: Lightning Talks	
	Christopher Groening ¹ and John Peloza ^{2*} Kent State University, ¹ University of Kentucky ²	CSRPPQ: Corporate Social Responsibility Public Perception Quotient
	Sid Mookerjee,* Yann Cornil, JoAndrea Hoegg Sauder School of Business, University of British Columbia	Stating the Obvious: How “Ugly” Labels Can Increase Purchase of Unappealing Produce and Reduce Waste
	Mina Jung, ^{1*} Emily Powell, ¹ Xiao Liu, ¹ and Leif Nelson ² New York University, ¹ University of California, Berkeley ²	Consumers’ Long-term Social Preferences and Well-being in Chains of Kindness
	Rishad Habib,* Katherine White, and JoAndrea Hoegg Sauder School of Business, University of British Columbia	Everybody Thinks We Should but Nobody Does: How Descriptive and Injunctive Norms Motivate Organ Donor Registration
	Matilde Lucheschi, ^{1*} Oguz A. Acar, ¹ Jonathan Berman ² Cass Business School, City University of London, ¹ London Business School ²	The Impact of the Breadth of Giving on Future Donations
	Yu Luo, ^{1*} Jeremy Douglas, ² Andrea VandenEnden, ³ Walter Pela, ³ & Jiaying Zhao ^{1,4} Department of Psychology, University of British Columbia, ¹ Ocean Wise Conservation Association, ² KPMG Canada ³ ⁴ Institute for Resources, Environment and Sustainability, University of British Columbia	Using Behavioral Interventions to reduce Plastics Waste in an Office Environment
	Qiyang Wang* and Chunhua Wu Sauder School of Business, University of British Columbia	Does Airbnb Save Homes? The Impact of Airbnb on Housing Foreclosure
	Wade Wade* and Katherine White Sauder School of Business, University of British Columbia	Charity Avoidance: Understanding Why Consumers Walk Away (and When They Won’t)

September 21, 2019

Saturday, September 21st
Behavioural Insights into Business for Social Good (Salon Pommard)

1.30-2.45pm	Raymond Lavoie ¹ and Kelley Main ^{2*} Merrimack College, ¹ University of Manitoba ²	The Lingering Effects of Virtual Reality Gaming on Rumination
	David J. Hardisty, ^{1*} Yoonji Shim, ¹ Daniel Sun, ² Dale Griffin ¹ Sauder School of Business, University of British Columbia ¹ University of Calgary ²	Encouraging Energy Efficiency: Product Labels Facilitate Temporal Tradeoffs
	Katharine Howie, ^{1*} Rhiannon MacDonnell Mesler, ¹ Brent McFerran ² Dhillon School of Business, University of Lethbridge (Calgary Campus) ¹ Beedie School of Business, Simon Fraser University ²	It Works If You Work It! Beliefs About Hard Work Shape Consumer Preferences for Self-Improvement Products
	Ekin Ok, [*] Rishad Habib, and Karl Aquino Sauder School of Business, University of British Columbia	Don't Take My Warm Glow: Unasked Prosocial Gifts Reduce Subsequent Donations
	Chuck Howard, [*] Marcel Lukas, David Hardisty, and Dale Griffin Sauder School of Business, University of British Columbia	Improving Household Budgets and Financial Forecasts
	Cluny South [*] and Katherine White Beedie School of Business, Simon Fraser University	The Kindness of Strangers: Why Do We Donate to Animal-Based Causes?
2.45pm-3.15pm	Working Paper Discussion and Coffee Break	
3.15pm-5.00pm	Co-Author Working Session	

Check Out Our Behavioural Insights Partners:



Decision Insights for Business and Society (DIBS; <http://dibs.sauder.ubc.ca/>) is a behavioural research and policy solutions initiative at the UBC Sauder School of Business. Our mission is to use Behavioural Insights to improve outcomes across major social challenges by improving our understanding of decision-making and helping people make better choices—choices that are better for the individual and better for the world.

- **Partner with us:** Together with our government and industry partners, we conduct cutting-edge decision science research and use Behavioural Insights (BI) to tackle challenges—from increasing savings rates to reducing energy usage to increasing compliance with regulations and beyond.
- **Join our network:** Together with the BC Behavioural Insights Group (BC BIG), we are connecting BI researchers, practitioners, and stakeholders in government, industry, academia, and the community.
- **Learn more:** We develop and deliver training about the theory and practice of behavioural insights, evaluation and research methods, and more.



A BIG Difference for BC

Notes from Using Behavioural Insights in Practice

BIG Difference BC (<https://www.bicanada18.com/big-difference-bc>) is a one-day conference that brings together Behavioural Insights (BI) experts from academia and the non-profit sector and policy experts from all levels of government, Crown corporations, and industry to create a strong collaborative network that can work across boundaries to use Behavioural Insights to solve policy challenges.

- **Date & time:** Friday, November 29, 2019 - 9:00am to 5:00pm PST
- **Location:** UBC Robson Square, C300 Theatre, 800 Robson St, Vancouver, BC V6Z 3B7
- **Register by October 4 to take advantage of the early bird discount!**

Thanks

Thanks to These Partners for Support, Speakers, and Swag



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INSIGHTS GROUP



Susgrainable is a local company started by UBC MBA graduates focused on upcycling byproducts from various food & beverage industries to create premium sustainable flours and baked goods. Susgrainable is fighting food waste and improving nutrition balance with a mission to feed a healthier future. Visit www.susgrainable.ca to learn more.

We are Thankful for Funding Support From:

- The Peter P. Dhillon Centre for Business Ethics
 - The UBC Sauder School of Business
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 - The Centre for Business Law, Allard School of Law, UBC
- The Marketing and Behavioural Science Division, UBC Sauder School
 - The Sustainability and Ethics Group, UBC Sauder School
- W. Maurice Young Centre for Applied Ethics



We worked with [Offsetters](http://www.offsetters.ca), Canada's leading carbon management solutions provider, to offset travel and consumption costs associated with the conference by contributing to projects that remove the equivalent amount of emissions from the atmosphere. For more information on the projects that we support, visit:
<http://www.offsetters.ca/project-services/offset-projects/by-portfolio/synergy-portfolio>

