The Effect of Social Norms on Organizational and Market Risk

Friday and Saturday, October 23 & 24, 2015

General Information

One of the major topics during the 2007 American Accounting Association annual meeting in Chicago was the emergence of social norms as a potential research topic in accounting. Since that time there has been an increase in experimental, archival, and theoretical research examining the effect of social norms in organizational control and financial reporting. The purpose of this conference is to bring together academic researchers at the frontier of such research. In particular, the program will include a keynote speaker and 8 research papers that use experimental, archival, or theoretical methods to advance our understanding of the effect of social norms on organizational and market risk. A small number of review papers may also be included in the program. The goal of the conference is to encourage the application of multiple perspectives to stimulate dialogue between researchers and policy makers. The keynote speaker for the conference is Shyam Sunder of Yale University.

Organizers

Organizers of this conference include Xiaohua Fang, Doug Stevens (Chair), Ivo Tafkov, and Flora Zhou of the School of Accountancy at Georgia State University.

Contact Douglas Stevens at dstevens11@gsu.edu with questions about the symposium’s program, and CEAR at cear@gsu.edu with questions regarding participation and logistics.

Sponsors and Funding

The conference is funded by the Center for the Economic Analysis of Risk (CEAR, cear.gsu.edu) and the School of Accountancy (accountancy.robinson.gsu.edu/), both located in the J. Mack Robinson College of Business at Georgia State University.

Dates & Times

Friday, 10/23 – 12:00pm to 6:00pm. Lunch and refreshments will be provided by CEAR, with a dinner to follow for invited guests.

Saturday, 10/24 – 9:00am to 3:15pm. Continental breakfast, lunch, and refreshments will be provided by CEAR.

Please list any special dietary needs while registering for the symposium or contact CEAR at cear@gsu.edu for special dietary needs.

Location

The symposium will be held at the Georgia State University Buckhead Center, in Room 1203 on the 12th floor of Tower Place 200, 3348 Peachtree Rd. NE, Atlanta, GA 30326. Detailed directions are below and can be found on the Buckhead Center’s page.
**Directions**

**MARTA Subway:**

Take the North Springs line (Red Line) to the Buckhead N7 Station; follow the first exit out of the station and turn right on Peachtree Road (away from Lenox Square Mall); turn right again immediately after the Capital City Plaza building (before Fresh 2 Order Restaurant); follow the sidewalk on the left – it will lead you around to the front entrance of Tower Place 200.

One-way Rail Rides cost $2.50. Tickets can be easily purchased from vending machines at all MARTA stations. This is by far the easiest method, and is on a direct line to Atlanta International Airport. Here is a map of the [MARTA rail system](#).

**Driving:**

**From SOUTH of Atlanta:** Follow I-85 North to GA 400. Exit at Lenox Road (first exit, before the toll plaza). Stay in the far left lane and turn left off the exit onto Lenox Road. At the next light, turn left onto Tower Place Drive NE. (On the Border Mexican Restaurant will be located on the left.) Remain in the left lane through both stop signs. Continue straight to the entrance of the Tower Place 200 parking garage.

**From NORTH of Atlanta on I-85:** Take I-85 South to the North Druid Hills exit. Turn right onto North Druid Hills Road. Go through two traffic lights. Stay in the left lane and continue straight onto E. Roxboro Road at the split. Turn left onto Peachtree Road. Turn right onto Lenox Road/Paul Coverdell Memorial Parkway. After you cross GA 400, turn left at the first light onto Tower Place Drive NE. (On the Border Mexican Restaurant will be located on the left.) Remain in the left lane through both stop signs. Continue straight to the entrance of the Tower Place 200 parking garage.

**From NORTH of Atlanta on I-75:** From I-75 South, take Exit 251 for I-85 North toward Greenville. Merge onto I-85. Take Exit 87 onto GA-400 N toward Buckhead. Take the Lenox Road exit and turn left. Turn left at the first light onto Tower Place Drive NE. (On the Border Mexican Restaurant will be located on the left.) Remain in the left lane through both stop signs. Continue straight to the entrance of the Tower Place 200 parking garage.

**From NORTH of Atlanta on GA-400:** Take 400 South. Follow Exit #2 GA 141 Connector to Buckhead. Make a right onto Lenox Road. At the next light, turn left onto Tower Place Drive NE. (On the Border Mexican Restaurant will be located on the left.) Remain in the left lane through both stop signs. Continue straight to the entrance of the Tower Place 200 parking garage.

**From Peachtree/Piedmont Roads:** From Peachtree, turn north on Piedmont Rd. (If coming south on Peachtree, turn right on Piedmont. If coming north on Peachtree, turn left on Piedmont.) From Piedmont Road, turn onto Lenox Road. At the first light, turn right onto Tower Place Drive NE. (You will see On The Border Mexican Restaurant as a landmark.) Remain in the left lane through both stop signs. Continue straight to the entrance of the Tower Place 200 parking garage.

**Parking (one option)**

The Tower Place 200 parking deck rate is $2 every 30 minutes, with a maximum daily rate of $12. Validation tickets will be arranged for presenters, discussants, and registered conference participants. An attendant is on duty until 8 pm on weekdays only. A payment machine is available after hours.

After you have parked, take the garage elevator down to the ground level – this will lead you directly into the lobby of Tower Place 200. Once in the lobby of the building, take the lobby elevator to the 12th floor, Room 1203.
**Lodging**

CEAR recommends lodging at the [DoubleTree by Hilton Hotel – Buckhead](https://www.doubletree.com/hotel/bucky/bucky/doubletree-2769) or the [Embassy Suites Atlanta - Buckhead](https://www.embassySuites.com/Hilton/EmbassySuites/Atlanta-Buckhead/); both are within walking distance to The Buckhead Center. All presenters and discussants must make lodging requests directly with Mark Schneider at [cear@gsu.edu](mailto:cear@gsu.edu). For all other attendees needing lodging, please make reservations directly on the hotel’s website.

**Confirmed Attendees**

Doug Stevens (chair)  
dsteven11@gsu.edu

**Keynote Speaker**  
Shyam Sunder (Yale University)  
shyam.sunder@yale.edu

**Presenters**  
Gilles Hilary (INSEAD)  
gilles.hilary@insead.edu
Hai Lu (University of Toronto & Singapore Management University)  
hai.lu@rotman.utoronto.ca
Hong Qu (Penn. State University)  
hxq2@psu.edu
Gordon Richardson (University of Toronto)  
gordon.richardson@rotman.utoronto.ca
Jan Schmitz (University of Lausanne)  
jan.schmitz@unil.ch
Huojun Sun (University of Bologna)  
sunhuo@gmail.com
Roger White (Emory University)  
roger.white@emory.edu
Donald Young (Georgia Institute of Technology)  
donald.young@scheller.gatech.edu

**Discussants**  
John Campbell (University of Georgia)  
johnc@uga.edu
Bryan Church (Georgia Institute of Technology)  
bryan.church@scheller.gatech.edu
Bryan Cloyd (Lehigh University)  
cbc215@lehigh.edu
Jeffrey Hales (Georgia Institute of Technology)  
jeffrey.hales@scheller.gatech.edu
Lian Fen Lee (Boston College)  
lianfen.lee@bc.edu
Don Moser (University of Pittsburgh)  
dmoser@katz.pitt.edu
Doug Stevens (Georgia State University)  
dsteven11@gsu.edu
Baohua Xin (University of Toronto)  
baohua.xin@rotman.utoronto.ca
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<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>12:00 – 12:45</td>
<td>Lunch (provided)</td>
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<td>12:45 – 13:00</td>
<td>Welcome and Administrative Announcements</td>
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<tr>
<td>13:00 – 14:00</td>
<td>“Rotten Apples and Sterling Examples: Moral Reasoning and Peer Influences on Honesty in Managerial Reporting”&lt;br&gt;Authors: <strong>Hong Qu (Penn. State University)</strong>&lt;br&gt;Discussant: <strong>Doug Stevens (Georgia State University)</strong></td>
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<td>14:00 – 14:15</td>
<td>Break</td>
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<td>14:15 – 15:15</td>
<td>“Trust and Contracting”&lt;br&gt;Authors: <strong>Gilles Hilary (INSEAD)</strong>&lt;br&gt;Discussant: <strong>Baohua Xin (University of Toronto)</strong></td>
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<td>15:15 – 15:30</td>
<td>Break</td>
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<td>15:30 – 16:30</td>
<td>“Anticipating Human Behavior: How Social Norms and Social Ties Influence Compliance with Financial Reporting Standards”&lt;br&gt;Authors: <strong>Donald Young (Georgia Institute of Technology)</strong>&lt;br&gt;Discussant: <strong>Bryan Church (Georgia Institute of Technology)</strong></td>
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<td>16:30 – 16:45</td>
<td>Break</td>
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<td>16:45 – 17:45</td>
<td>“Green Disclosure? Social Media and Prosocial Behavior”&lt;br&gt;Authors: <strong>Hai Lu (University of Toronto &amp; Singapore Management University)</strong>&lt;br&gt;Discussant: <strong>Lian Fen Lee (Boston College)</strong></td>
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<td>17:45 – 18:00</td>
<td>Walk to dinner location <em>(invited guests only)</em>&lt;br&gt;Location: TBA</td>
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<td>18:00 – 19:00</td>
<td>Introductions &amp; Reception <em>(invited guests only)</em>&lt;br&gt;Location: TBA</td>
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<td>Keynote by <strong>Shyam Sunder (invited guests only)</strong></td>
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<td>19:00 – 21:00</td>
<td>Dinner <em>(invited guests only)</em>&lt;br&gt;Location: TBA</td>
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<td>09:00 – 09:30</td>
<td>Continental breakfast (provided)</td>
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<td>09:30 – 10:30</td>
<td>“A Fine Rule from a Brutish World?”</td>
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<td>10:30 – 10:45</td>
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<td>10:45 – 11:45</td>
<td>“Voluntary External Assurance of Corporate Social Responsibility (CSR) Disclosure and DJSI Membership: International Evidence”</td>
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<td>11:45 – 12:45</td>
<td>Lunch (provided)</td>
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<td>12:45 – 13:45</td>
<td>“Social Norms and Strategic Default”</td>
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<td>13:45 – 14:00</td>
<td>Break</td>
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<td>14:00 – 15:00</td>
<td>“Who Gets Swindled in Ponzi Schemes?”</td>
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<td>15:00 – 15:15</td>
<td>Closing remarks – Conference adjourns</td>
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