

# Behavioural Insights into Business for Social Good Conference



**June 14<sup>th</sup>-15<sup>th</sup>, 2024**  
**Terminal City Club, Vancouver**  
**Peter P. Dhillon Centre for Business Ethics**  
**UBC Sauder School of Business**

# 2024 Summit on Business for Social Good: Balancing Purpose and Profit

Businesses are increasingly responding to the multiple crises we face, like climate change, social and economic inequities, and global health issues. Some businesses are integrating social responsibility, sustainability, equity and inclusion, and reconciliation into their strategy and operations. Other businesses are providing options for individuals to choose healthy, prosocial, and sustainable behaviours that have a collective positive impact. We call this *business for social good*—business actions that benefit the planet and the people that live on it. As the demands on business grow and evolve, a pressing question arises: How can businesses find the balance between purpose and profit?

Our Friday morning summit brings together the business expertise of industry leaders and the research insights of academic leaders to explore this question. Our featured speakers will present in pairs to share their unique perspectives. After each pair, attendees will have time to reflect, discuss, and formulate questions to feed into a moderated discussion.

After the morning summit, academic researchers will convene for 1.5 days of research talks highlighting research at the intersection of behavioural science, business, and the social good. At the end of the summit and conference, we aim to generate an evidence-based, research-driven agenda for how business can lead with purpose; a business-informed and responsive agenda for new cross-disciplinary academic research about how business can be a vehicle for social good; and a plan for further increasing awareness and demand for business for social good among employees, customers, and the wider community.

Thank you for attending. We look forward to learning from one another and working together for social good!



*Kirstin Appelt, Darren Dahl, Jon Evans, David Hardisty, Carol Liao, Rebecca Paluch,  
Jen Park, Christie Stephenson, Katherine White*

## Schedule at a Glance

Terminal City Club  
837 West Hastings Street, Vancouver BC V6C 1B6

### Summit on Business for Social Good: Balancing Purpose & Profit

Friday, June 14 Morning  
Metropolitan Ballroom

8:00am – 8:30am	Registration & Breakfast sponsored by RBC
8:30am – 8:50am	Welcome
8:50am – 10:10am	“Defining Business for Social Good” sponsored by KPMG Tabatha Bull & Jiamei Bai
10:10am – 10:30am	Break
10:30am – 11:50am	“Debating Business for Social Good” sponsored by Deloitte Glen Clark & Ronnie Chatterji
11:50am – 12:00pm	Closing



Participate and share questions via <https://www.slido.com> using code #socialgood.



Where possible, we have reduced the emissions associated with this event. We worked with Ostrom Climate, one of North America’s leading carbon management solutions providers, to offset emissions by contributing to [projects](#) that remove the equivalent amount of emissions from the atmosphere.

## Research in Focus: Behavioural Insights into Business for Social Good

Friday, June 14 Afternoon

Terrace Ballroom

12:00pm – 1:30pm	Lunch
1:30pm – 2:40pm	Research Presentations (Hardisty, Nobel, Chen, Mormann)
2:40pm – 3:00pm	Break
3:00pm – 4:00pm	Research Presentations (Trudel, Praxmarer-Carus, Güntürkün)
4:00pm – 4:45pm	Lightning Talks (Kajzer Mitchell, Zurbrügg, Brand, Choi, Silverstein)
4:45pm – 6:30pm	Free Time
6:30pm – 9:00pm	Dinner at Boulevard Kitchen & Oyster Bar 845 Burrard Street, Vancouver, BC V6Z 2K6

Saturday, June 15

Terrace Ballroom

8:30am – 9:00am	Breakfast
9:00am – 10:25am	Research Presentations (Robitaille, Willness, Vo, Wan)
10:25am – 10:55am	Break
10:55am – 12:00pm	Research Presentations (Milne, Jurewicz, Huang)
12:00pm – 1:30pm	Lunch
1:30pm – 2:45pm	Lightning Talks (Choe, Maier, Bryan, Held, Law, Syropoulos, Langlois, Maier)
2:45pm – 3:15pm	Break & Working Paper Discussion
3:15pm – 5:00pm	Co-Author Working Session

## Program | Summit on Business for Social Good

### Summit on Business for Social Good: Balancing Purpose & Profit

Friday, June 14 Morning  
Metropolitan Ballroom

8:00 – 8:30 am      **Registration and Breakfast** sponsored by RBC

8:30 – 8:50 am      **Welcome**



Participate via <https://www.slido.com> using code #socialgood.

#### **Land Acknowledgement by Dennis Thomas-Whonoak**

*Executive Director of Indigenous Business Initiatives & Engagements, UBC Sauder School of Business*

#### **Opening Remarks by Darren Dahl**

*Dean and Innovate BC Professor, UBC Sauder School of Business*

8:50 – 10:10 am      **“Defining Business for Social Good”** sponsored by KPMG



After each set of speakers, attendees will have time at their tables to discuss and brainstorm questions for the moderated discussion. Share questions via [slido.com](https://www.slido.com) using code #socialgood.

#### **Empowering Indigenous Economies: A Journey of Leadership and Resilience**

##### **Tabatha Bull**

*President and CEO of the Canadian Council for Indigenous Business*

How can you make a meaningful contribution to further economic reconciliation with Indigenous Peoples and Communities? Tabatha Bull will share what she has learned as the leader of a highly respected organization promoting Indigenous business interests, through making unprecedented headway in being present and heard at some of the highest levels of government and in corporate Canada. Additionally, Tabatha will reflect on her journey from working as a professional engineer in a male-dominated industry to becoming a CEO, all while balancing personal responsibilities and commitments as a fully engaged mother, daughter, wife, and friend.

*Tabatha Bull is Anishinaabe, a proud member of Nipissing First Nation. As President and CEO of the Canadian Council for Indigenous Business (CCIB), she is dedicated to rebuilding and strengthening the path towards reconciliation and fostering a prosperous Indigenous economy for the benefit of all Canadians. Tabatha frequently provides input to the Senate and House of the Parliament of Canada and serves on many boards and committees, including the Dexterra Group, Wigwamen Inc., Ontario Chamber of Commerce, and Catalyst CEO Advisory Board in Canada. Tabatha was named 2022 CEO of the Year by the Ontario Chamber of Commerce.*

## Leading with Purpose to Build Values and Value

### Jiamei Bai

*Partner at McKinsey and Senior Vice President of Member Engagement at lululemon (on secondment)*

What are the building blocks of a company? A customer, a product, a group of employees, woven together through a culture, and connected through a shared mission and purpose. To create an enduring business for good, all of these elements must work together, but the distinctive companies are intentional in knowing where to lead. Jiamei Bai will talk about a few examples of these choices businesses make, big or small, and how profits and social good could be synergetic.

*Jiamei Bai is a Consumer and Retail Partner at McKinsey & Company, where she combines a passion for design and deep analytical background to serve global brands and investors on topics of strategy, consumer insights, loyalty, and omnichannel growth. Jiamei is currently on secondment to lululemon as the Senior Vice President of Member Engagement. She previously spent 10 years leading transformation programs across sectors including financial services, resources, and manufacturing. Jiamei holds an MBA and an MS in Biomedical Engineering from UBC and a Bachelor's degree in Mechanical Engineering from the University of Waterloo.*

### Moderator: Carol Liao

*Distinguished Fellow at the Peter P. Dhillon Centre for Business Ethics, UBC Sauder School of Business, and Associate Professor of Law, UBC Peter A. Allard School of Law*

10:10 – 10:30 am **Break**

10:30 – 11:50 am **“Debating Business for Social Good”** sponsored by Deloitte



*After each set of speakers, attendees will have time at their tables to discuss and brainstorm questions for the moderated discussion. Share questions via [slido.com](https://www.slido.com) using code #socialgood.*

## The Limits of Business for Social Good: Glen Clark in Conversation with Elicia Salzberg

### Glen Clark

*Senior Advisor to Rogers Communications and Tiny Ltd. and former Premier of British Columbia*

### Elicia Salzberg

*Senior Associate Dean and Lecturer in Law and Business Communications, UBC Sauder School of Business*

What is the role of business in society? In this open conversation, Glen Clark will share his experiences as Premier of British Columbia with the NDP party and as a senior executive with the Pattison Group. Glen's unique journey has shaped his views on the ways in which business can contribute to society.

*Glen Clark is a senior advisor to Rogers Communications and Tiny Ltd. Prior to that he was the President and COO of The Jim Pattison Group. He is also a member of the Board of Directors of Westshore Terminals Investment Corporation, an export terminal company and TERSA Earth, a small biotechnology startup. Prior to his corporate roles, Glen served as Premier of British Columbia, Minister of Finance and Corporate Relations, and Minister of Employment and Investment. He holds a Bachelor of Arts degree from Simon Fraser University, and a Master's degree in Community and Regional Planning from the University of British Columbia.*

## **The Evolving Shape of Business for Social Good**

### **Ronnie Chatterji**

*Mark Burgess & Lisa Benson-Burgess Distinguished Professor of Business and Public Policy, Duke University, and co-author of "Can Business Save the Earth?"*

How is the relationship between business and society changing around the world? Ronnie Chatterji will leverage his insights as a leading researcher on corporate social responsibility and former economic adviser to two U.S. Presidents to discuss the renewed debate over the wisdom of managing and measuring the environmental, social, and governance (ESG) indicators of firm performance. At the same time, there is increasing skepticism of the ability of business to make a positive impact on society. Rising polarization and economic nationalism are also challenging the capabilities of business to make impact across national borders. Where do business practitioners who want to improve society go from here? Ronnie will provide an explanation for why the consensus on ESG is changing, what it means for business leaders and how to craft strategies for doing good and doing well over the long term.

*Aaron "Ronnie" Chatterji, Ph.D. is the Mark Burgess & Lisa Benson-Burgess Distinguished Professor of Business and Public Policy at Duke University. Ronnie works at the intersection of academia, public policy and business, investigating the most important forces shaping our economy and society. He is the co-author of two books, "Can Business Save the Earth?" and "The Role of Innovation and Entrepreneurship in Economic Growth". Ronnie has worked in both the Biden and Obama Administrations in senior economic policy positions, including mostly recently leading the implementation of the \$52 billion CHIPS and Science Act.*

### **Moderator: Kate White**

*Senior Associate Dean and Watkinson Professorship in Sustainability, UBC Sauder School of Business*

11:50 am – 12:00 pm

**Closing**

### **Closing Remarks by Susannah Pierce**

*President and Country Chair, Shell Canada, and Advisory Board Member, Peter P. Dhillon Centre for Business Ethics, UBC Sauder School of Business*



## Research in Focus: Behavioural Insights into Business for Social Good

Friday, June 14 Afternoon

Terrace Ballroom

12:00 – 1:30 pm     **Lunch**

1:30 – 2:40 pm     **Research Presentations**

1) **Twice as Nice? A Longitudinal Field Study of Separate vs. Combined Nudges for Household Laundry Behaviours**

*David Hardisty\* (University of British Columbia), Kirstin Appelt (University of British Columbia), Siddhanth Mookerjee (McGill University), Yanwen Wang (University of British Columbia), Jiaying Zhao (University of British Columbia), & Arien Korteland (BC Hydro)*

In a year-long field study of laundry behaviors and energy conservation, we asked whether energy conservation nudges more effective if they focus on benefits for the self, benefits for the planet, or both? And is it better to target one behaviour at a time, or many different behaviours simultaneously?

2) **Pro-social or Pro-self? A Field Experiment Testing Message Framing to Help Homeowners Reduce Energy Costs and Carbon Emissions**

*Nurit Nobel\* (Harvard University), Michael Hiscox (Harvard University)*

This project investigates the effectiveness of different messaging strategies to promote financing options for the adoption of energy-saving technologies in home renovations, specifically focusing on a low-interest bank loan for installing rooftop solar panels. The study compares pro-social and pro-self messages in a large-scale field experiment with over 40,000 homeowners, revealing that while financial messages attract more initial attention, messages emphasizing social norms lead to higher follow-through in environmentally friendly actions.

3) **Reasonably Green: The Effect of Giving Reasons on Green Consumption**

*Xinghui Chen\* (SUNY Buffalo), Indranil Goswami (SUNY Buffalo)*

Asking consumers to provide reasons before their consumption decisions makes them more inclined to choose green products over conventional products.

4) **How Retail Price Promotions Lead to Household Food Waste and What We Can Do About It**

*Mili Mormann\* (SMU Cox School of Business), Christina Gravert (University of Copenhagen)*

Food waste is a serious problem affecting both global food security and climate change. We show how retailers can play a role in creating, but also in reducing, over-purchasing and household food waste.

2:40 – 3:00 pm     *Break*



- 1) **More or Less Sustainable? The Opposing Effects of Material Quantity on Sustainable Choice**  
*Andde Indaburu (Boston University), Remi Trudel\* (Boston University), Daniella Kupor (Boston University)*

The current research finds that consumers often rely on a frequently salient cue when making a sustainable purchase: the number of material inputs used to make the product. We further find that the number of material inputs can have opposing effects on consumers' purchase intentions depending on whether or not those materials are recycled.

- 2) **Ethical Choices Over Cheap Choices: The Effectiveness of Self-Benefit vs. Other-Benefit Marketing Appeals to Promote Meat Produced with High Animal Welfare Standards**

*Sandra Praxmarer-Carus\* (Universität der Bundeswehr München), Emma Beisser (Universität der Bundeswehr München)*

This research aims to explore how consumers can be motivated to choose meat products with higher animal welfare standards. Our experimental studies use an animal welfare label introduced in Germany in 2019 to test how an additional "better animal life" appeal, compared to a "better taste" appeal, added to the packaging of Level 4 products (the highest standard) motivates consumers to buy Level 4 products instead of cheaper Level 1 products (the lowest standard, with no animal welfare). We find that gender, impression management concerns, and public/private consumption play a role in how consumers respond to such appeals.

- 3) **Negative Spillover Effects Undermine the Effectiveness of Opt-Out Defaults**

*Pascal Güntürkün\* (Vienna University of Economics and Business), Sinika Studte (University of Hamburg), Eva-Maria Merz (Vrije Universiteit Amsterdam, Sanquin Research), Michel Clement (University of Hamburg), Daniel Winkler (Vienna University of Economics and Business), Jonathan H. W. Tan (Nanyang Technological University), Elisabeth Huis in't Veld (Tilburg University), Eamonn Ferguson (University of Nottingham, University of Cambridge)*

While opt-out defaults have been proven to be highly effective in improving a targeted behavioral outcome, this research shows that these interventions can have negative spillover effects on related behaviors that undermine their total effectiveness. We provide a mechanistic explanation for why such negative spillover effects can occur and discuss how this mechanism relates to public beliefs in the effectiveness of the original intervention itself.

- 1) **Pathways Towards Sustainability: A Deep Dive into the Identity Work of Marketing Professionals Leading with Purpose**

*Ingrid Kajzer Mitchell\* (Royal Roads University), Karly Nygaard-Petersen\* (Royal Roads University)*

This working paper focuses on an exploratory study of marketing professionals in Canada and Europe who identify as motivated by purpose and social impact. Identity theory is employed to better understand how these marketers navigate identity-provoking situations related to sustainability, revealing diverse pathways to embrace prosocial values and behaviours; ultimately contributing to an under-researched area in understanding identity work among marketing professionals.

2) **The Smart Meter Rollout as an Experimental Setting: Promoting Energy-Saving Behaviors with Tailored Interventions**

*Cédric Zurbrügg\* (University of Bern), Michael Schulte-Mecklenbeck (University of Bern), Bettina Rebekka Höchli (University of Bern), Sabrina Stöckli (University of Bern), Gilles Chatelain (University of Bern)*

In collaboration with a Swiss energy service provider, we use the roll-out of intelligent electric meters (i.e., smart meters) in Switzerland for a large-scale field experiment (70k+ households) to segment consumers and test tailored interventions. We investigate behavioral interventions that 1) encourage consumers' engagement with their energy consumption on a web-based platform and 2) foster more sustainable energy consumption.

3) **Downstream Consequences of Product Repair**

*Marie Brand\* (Vienna University of Economics and Business), Ulrike Kaiser (Vienna University of Economics and Business), Martin Schreier (Vienna University of Economics and Business)*

Repairing products has become popular again as an important way shift towards more sustainable consumption practices. In two studies we demonstrate, that repair not only uniquely restores product value, mitigating disposal intention and thereby reducing waste, but it can also serve as an important tool to reduce purchase intention for new products even beyond the replacement of the initially broken product.

4) **Will Consumers Rent What They Buy? How Deciding to Rent is Different from Deciding to Buy**

*Suwon Choi\* (University of Miami), Claudia Townsend (University of Miami)*

This research identifies how the decision process of whether to rent differs from that of whether to buy and also how these differences influence product preference. We demonstrate that when considering renting (vs. buying), consumers elaborate more on product usage and less on product attributes, which in turn, increases preferences for products with fewer features.

5) **'Secondbrand' Resale: When Traditional Retail Brands Resell Used Products**

*Peter Silverstein\*, Catherine Armstrong Soule (Western Washington University), Sara Hanson (University of Richmond)*

This conceptual paper explores consumer perceptions of branded resale, a burgeoning phenomenon wherein traditional retail brands resell used products alongside new ones. We include a detailed overview of the phenomenon and apply relevant theory from the brand extension and secondhand literatures to understand how this retail strategy affects consumers' perceptions of new items, used items, and the brands themselves.

4:45 – 6:30 pm **Free Time**

6:30 – 9:00 pm **Conference Dinner**  
6:30-6:50pm Cocktails  
6:50-9:00pm Dinner

**Boulevard Kitchen & Oyster Bar**  
845 Burrard Street, Vancouver, BC V6Z 2K6

## Research in Focus: Behavioural Insights into Business for Social Good

Saturday, June 15

Terrace Ballroom

8:30 – 9:00 am      **Breakfast**

9:00 – 10:25 am      **Research Presentations**

1) **Motivating Sustainable Energy Consumption Within Organizations: The Role of Artificial Intelligence and Behavioral Insights**

*Nicole Robitaille\* (Queen's University), Christopher Amaral (University of Bath), Ceren Kolsarici (Queen's University), Iina Ikonen (University of Bath)*

Using a multi-phase longitudinal randomized field experiment, we provide novel evidence for the effectiveness of a multidisciplinary approach combining artificial intelligence (i.e., improved forecasting) and behavioral insights (i.e., planning prompts) for reducing organizations energy consumption during provincial demand peaks.

2) **A Field Study of How Environmental Organizations Frame Climate Change Communication**

*Chelsea Willness\* (University of Calgary), Madelyn Rawlyk (University of Waterloo)*

Our field-based interview study draws upon frame theory to examine how climate change is framed by non-profit environmental organizations to understand how they, in their own voice, encourage action across three regions characterized by reliance on extractive industries and conservatism.

Respondents emphasized building stronger networks of allies, relying on those networks to drive change, personalizing information about climate change, and—interestingly—not mentioning climate change.

3) **How Can Feelings of Nostalgia Facilitate Sustainable Product Adoption?**

*Ngan Vo\* (University of Exeter), Rajesh V. Manchanda (University of Manitoba)*

Triggering nostalgic feelings can help foster sustainable consumption behavior, especially among consumers with a low level of environmental consciousness.

4) **Bridging the Green Gap: Increasing the Purchase of Ethical Products Through Transparent Quantity Reduction**

*Jing Wan\* (University of Guelph), Mehak Bharti (Toronto Metropolitan University)*

While consumers proclaim that ethical consumption is important to them, the expensiveness of ethical products is often cited as a barrier to adoption. In our research, we examine how transparently reducing the quantity of ethical products can increase perceived affordability and increase the likelihood of consumers choosing ethical products.

10:25 – 10:55 am      *Break*

**1) Retributive Philanthropy**

*Ethan Milne\* (Western University), Kirk Kristofferson (Western University), Miranda Goode (Western University)*

We propose a novel mode of charitable giving that is motivated by a desire for retribution as a result of witnessing or experiencing intentional wrongdoing, which we define as “Retributive Philanthropy”. With qualitative interviews, large observational datasets, and lab experiments, we show that retributive philanthropy is emotionally, motivationally, and behaviourally distinct from extant accounts of prosocial behaviour.

**2) Chosen: Examining the Effect of Victim Empowerment on Donors’ Support**

*Zuzanna Jurewicz\* (Western University), Kirk Kristofferson (Western University)*

We investigate the effects of empowering victims through choice (i.e., allowing victims to choose donors) on donors' program support. Across three different charitable contexts, we show that being chosen by (vs. choosing) a victim has both positive and negative consequences on donors’ willingness to support a charitable program.

**3) The Surprising Bright and Dark Sides of Performative Allyship: How Superficial Support for Diversity Begets Substantive Support and Turnover Decision from Minority Employees**

*Hsuan-Che (Brad) Huang\* (University of British Columbia)*

Performative allyship is ubiquitous in organizations, characterized by superficial support for EDI (Equity, Diversity, and Inclusion) issues, including mass emails, article sharing, social media hashtags, and profile filters. This research shows that such allyship behavior by leaders can eventually lead to minority employee turnover, but also, optimistically and remarkably, motivate minorities to engage in collective action to advocate for their social groups.

12:00 – 1:30 pm **Lunch**

1:30 – 2:45 pm **Lightning Talks**

**1) Investigating Identity Shifting Behaviours Among Black Employees**

*Alice Choe\* (University of Toronto), Camellia Bryan (University of Toronto), Sonia Kang (University of Toronto), David Zweig (University of Toronto)*

In response to growing calls to name, examine, and counter anti-Black racism in the workplace (King et al., 2023), this project examines situational and relational factors that pressure Black employees to engage in cognitively and emotionally taxing behaviors to fit in at work. Our findings inform ways to create psychologically-safe and anti-racist working environments where diversity across a number of dimensions (i.e., appearance, dress, and communication) is truly accepted, and where Black employees can focus on their performance and not on how they are being perceived by others.

2) **Disclosing Disability: Consumer Reactions to Disability-Owned Businesses**

*Lukas Maier\* (WU Vienna), Rishad Habib (Toronto Metropolitan University)*

How do consumers react to disability-owned businesses? Through a series of studies, we provide answers to this question and demonstrate a consistent positive disability effect (i.e., disclosing that a business is disability owned leads to more positive consumer reactions). We provide insights into the underlying mechanism and highlight important moderators. This work contributes to the literatures on stereotyping, diversity, and disclosing stigma in the marketplace.

3) **Unraveling the Path to Redemption: Deradicalization Journeys Among Former White Nationalists**

*Camellia Bryan\* (University of Toronto), Kam Phung (Simon Fraser University), Sonia Kang (University of Toronto)*

This research investigates the journey of deradicalization among former white nationalists, tracing their progression from departing the movement to achieving redemption, and examines how intersectional identities influence this process. Through a thorough understanding of these individuals' experiences in deradicalization, the study aims to inform more efficient approaches and measures to combat extremism and enhance societal harmony, which has key implications for organizations.

4) **From Trees to Vaccines: The Influence of Nonmonetary Donations on Consumer Response**

*Christina Schamp (Vienna University of Economics and Business), Luca Held\* (Vienna University of Economics and Business), Lukas Maier (Vienna University of Economics and Business), Yuri Peers (Vrije Universiteit Amsterdam), Peeter Verlegh (Vrije Universiteit Amsterdam)*

This study investigates the effectiveness of nonmonetary donations (e.g., donating one tree) compared to traditional monetary approaches (e.g., one dollar) that is widely used in practice nowadays. Leveraging a field dataset of 63 cause-related marketing campaigns across 20 consumer good categories and conducting two experiments, the research reveals that nonmonetary framing significantly outperforms monetary framing in driving sales, particularly in hedonic product categories and those with a higher relative price position. These findings suggest that nonmonetary donations may be perceived as providing emotional benefits, while monetary donations may be perceived as additional costs.

5) **Working for a Better Tomorrow: The Interplay of Long-Term Vision, Philanthropy, Effort and Vocational Choice**

*Kyle Fiore Law\* (University at Albany, State University of New York), Stylianos Syropoulos (Boston College), Paige Amormino (Georgetown University), Aris Antoniadis (Boston College), Liane Young (Boston College)*

This talk examines recent insights into how individuals' long-term vision, philanthropic inclinations, effort allocation, and vocational choices collectively influence their contributions toward creating a better future.

6) **Longtermism Beliefs, Legacy Concerns, and Finding Meaning from One's Job**

*Stylianos Syropoulos\* (Boston College), Kyle Fiore Law (University at Albany, State University of New York), Zhaoquan Wang (Boston College), Liane Young (Boston College)*

Values that prioritize protecting future generations (longtermism, legacy), predict greater meaning from one's job, which in turn is a strong predictor of job satisfaction.

7) **Addictive Ad Aversion: The Backfiring Effects of Marketing Foods as Addictive Substances**

*Maria Langlois\* (Southern Methodist University), Alixandra Barasch (University of Colorado at Boulder)*

Six pre-registered studies reveal that promoting foods as addictive substances, a commonly used approach, curtails choice, as determined by an incentive-compatible choice task, and results in diminished brand liking and reduced purchase likelihood. The effect is mediated by perceptions of brand ethicality, moderated via individual differences in perceptions of addiction, and is specific to food as a result of the stigma associated with food addiction.

8) **Open Source Products: The Moralization of Innovation**

*Lukas Maier\* (WU Vienna), Martin Schreier (WU Vienna), Darren Dahl (University of British Columbia)*

More and more firms are joining the open source movement, as such they freely reveal innovation-related knowledge to the wider public instead of protecting their intellectual property via patents or trade secrets. In this research, we show that following an open source innovation philosophy might have benefits not only for society but for the underlying firm as well, in the form of more positive consumer reactions. In particular, our findings demonstrate that a firm's innovation approach can be more (vs. less) moral and, thus, provide a novel perspective to the literatures on brand morality (Choi and Winterich 2013) and corporate social responsibility (Chernev and Blair 2015).

2:45 – 3:15 pm      **Break & Working Paper Discussion**

3:15 – 5:00 pm      **Co-Author Working Session**

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## Grant Winners

### Peter P. Dhillon Centre for Business Ethics: Business for Social Good Research Grant

The Business for Social Good Research Grant supports innovative, early-stage graduate student research that examines how business can be a force for social good.

Congratulations to our 2023-2024 grant awardees!



**First Place:** Xuhui Chen, Finance PhD student, and advisors Dr. Lorenzo Garlappi and Dr. Ali Lazrak

**Second Place:** Shangwen Yi, Marketing and Behavioural Science PhD student, and advisor Dr. David Hardisty

**Honourable Mentions:**

1. Xixi Hu, Marketing and Behavioural Science PhD student, and advisor Dr. Yi Qian
2. Sepide Sadeghi, Management Information Systems PhD student, and advisor Dr. Ning Nan
3. Natalie Chu, Management Information Systems MSc student, and advisor Dr. Ron Cenfetelli

The call for grant proposals for 2024-2025 is open until July 15. Learn more at <https://www.sauder.ubc.ca/thought-leadership/research-outreach-centres/peter-p-dhillon-centre-business-ethics/grants>.

## About the Peter P. Dhillon Centre for Business Ethics

The Peter P. Dhillon Centre for Business Ethics was established in 2015 to promote business ethics at the UBC Sauder School of Business and within the business community and public at large. The Dhillon Centre views business ethics as encompassing how individuals and companies can operate in ways that promote integrity, compassion, inclusion, responsibility, and societal good. We consider business ethics to be a spectrum with ethical leadership and decision making by individuals on one end, and organizational values, strategies, and practices that foster responsible business on the other end of the continuum.

Our vision of responsible business for social good is a just, sustainable, and prosperous society enabled by business embracing ethics, sustainability, and social responsibility. The Centre's mission is to serve as the heart of UBC Sauder's diverse approach to advancing ethics and responsible business through the facilitation, creation, and dissemination of values-based research and by educating current and future business leaders on ethics, sustainability, and social responsibility. Learn more at <https://sauder.ubc.ca/DhillonCentre>.

## Our Behavioural Insights Partners

**Decision Insights for Business & Society** (UBC-DIBS; <http://sauder.ubc.ca/dibs>) is a behavioural research and policy solutions initiative at UBC Sauder School of Business tackling major societal and planetary challenges by improving our understanding of decision-making, encouraging long-term behaviour change, and working together toward an environmentally, economically, and socially sustainable future.

1. **Partner with us** to apply behavioural science research to challenges your organization faces.
2. **Learn with us** to develop the applied behavioural science knowledge and skills to tackle sticky problems and create positive change.
3. **Join us** by attending our seminar series or annual conference (see below), listening to our podcast, or checking out our BI wiki (<https://blogs.ubc.ca/biwiki/>).



**2024 BIG Difference BC**  
Applying Behavioural Insights to Urgent Challenges

Online • Friday, November 1, 2024 • <https://BIGdifferenceBC.ca>



## Notes

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Thank You!