



RESEARCH SEMINAR

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**Firm Downward Adjustments in Corporate Philanthropy Practice Under Earnings Pressure:
The Influence of Institutional Logics and Organizational Learning**



By

Heli Wang

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Singapore Management University*

22 March 2016 (Tuesday)

6:00pm to 08:00pm

NIDA Business School
Boonchana-Authakorn Bldg. (Room 812)

Abstract / Synopsis

This study examines the downward adjustments in corporate philanthropy (CP) after it has been adopted by Chinese firms. Due to the dominance of the market logic and relative lack of full acceptance of a social logic in China, perceptions on CP are quite mixed and sometimes ambiguous in the China context. Thus while some Chinese firms adopted CP practices under the influence of social logic, we expect they will revert back to the more dominant market logic by making a downward adjustment in CP when facing analysts' pressure for higher earnings. Further, building on a learning perspective, we argue that Chinese firms may resist making a downward adjustment in CP, to the extent they are able to obtain a deeper understanding of the social logic and the value of CP, either by experiential learning or by vicarious learning through foreign exposure. Our findings, based on an analysis of manufacturing firms listed in China during the period of 2005– 2013, demonstrate that persistent adopters of CP practices, adopters with more sales and subsidiaries in countries with developed institutions, and adopters with more TMT members that have a foreign background, are less likely to make downward adjustments in CP when facing earnings pressure.

About the Speaker

Heli Wang is a Professor of Strategic Management at Singapore Management University. Prior to joining SMU, she was at Hong Kong University of Science and Technology. Her research focuses on motivation issues in the resource-based view of the firm, human capital theory, stakeholders, corporate governance, and corporate social responsibility. She has published in journals including Strategic Management Journal, Academy of Management Journal, Academy of Management Review, and Organization Science, among others. She is currently serving as the associate editor of Academy of Management Journal. She previously served as the consulting editor of Management Organization Review, and editorial review board members of Strategic Management journal, Strategic Organization, and Journal of Business Research. She received her Ph.D. in Strategic Management from the Ohio State University in 2002.

Registration

Kindly make your reservation by 21 March 2016 by sending an email to Ms. Intira Jedsadapitak at ijedsadapitak@gmail.com or at 02-727-3937. We look forward to seeing you at this event!

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