

THE HONG KONG POLYTECHNIC UNIVERSITY DEPARTMENT OF MANAGEMENT AND MARKETING

Departmental Research Seminar



Do natural disasters
influence firms' environmental performance?
By

Prof. Rodolphe Durand
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Date : 27 Jan 2021 (WED)

Time : 4 pm – 5:30 pm

Venue : Online via Zoom

Abstract

Is the environmental performance of a firm dependent on ecological disasters? We reflect that the occurrence of a natural disaster in their vicinity will lead firms to improve on their environmental performance only when decision-makers believe in their agency and when the firm possesses available resources to mobilize. Using natural disasters data from the U.S. Federal Emergency Management Agency (FEMA) and environmental performance data for 3,507 public firms, we find evidence consistent with this prediction. A firm's environmental performance after the occurrence of a disaster depends on both decision-makers' perception of environmental disasters as manageable and on organizational resources they can mobilize. These effects are of high magnitude and last about two years after the event. This paper contributes to the literature on CSR engagement and CSP antecedents.

Prof. Rodolphe Durand is the Joly Family Professor of Purposeful Leadership at HEC-Paris and the founder and academic director of the Society and Organizations Institute (S&O) which he launched in 2009. His primary research interests concern the normative and cognitive dimensions of firms' performance, and especially the consequences for firms of coping with the current major environmental and social challenges. For his work on these questions that integrate research streams from sociology, philosophy, and management, he received the American Sociological Association's R. Scott Award in 2005, the European Academy of Management/Imagination Lab Award for Innovative Scholarship in 2010, was inducted Fellow of the Strategic Management Society in 2014, and granted a Doctor Honoris Causa in 2019 from UC Louvain. As an advisor, senior advisor, and non-executive board member, he works with multiple organizations on assessing competitive advantage, and developing and implementing new impact strategies.

All interested are welcome.



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