INCLUSIVE ECONOMY DAY

April 13th, 2023
All day long, starts at 9 a.m.
on HEC Campus!

How experimental research could help real-world organizations address concrete social challenges?
The Inclusive Economy Center at the S&O Institute of HEC Paris is very pleased to invite you to the first edition of the Inclusive Economy Day on April 13, 2023 on HEC campus

AGENDA

9:00: Welcome address by Eloïc Peyrache, Dean of HEC Paris and Bénédicte Faivre-Tavignot, Co-Founder of the S&O Institute and Executive Director of the Inclusive Economy Center at HEC Paris

9:15 – 10:15: Research session 1
Inclusive workplaces and mission-driven corporations

Nathan Wilmers, MIT Sloan
The End of Inequality? Effects of Work Reorganization Amid Resurgent Worker Power
Maria Guadelupe, INSEAD
Fostering Psychological Safety in Teams: Evidence from an RCT
Hyunjin Kim, INSEAD
The Impact of Communicating Multiple Goals: Evidence from a Field Experiment in an Energy Corporation

➢ with the practitioner's perspective of Gilles Vermot Desroches, Director of Corporate Citizenship and Institutional Relations, Schneider Electric

Coffee Break

10:30 – 11:15: Research session 2
Inclusion and Entrepreneurship

Rem Koning, Harvard Business School
When do ideas attract talent?
Denisa Mindruta, HEC Paris
From unemployed to business owner: Exploring entrepreneurial opportunities

➢ with the practitioner's perspective of Nathalie Riond, Executive Director, StandUp

Lunch Break
11:30 – 12:30: Research session 3
Zoom on Migrants and Refugees

SM Musa, Rotterdam School of Management
Social Inclusion through Necessity Entrepreneurship: An Ethnographic Account from Kutupalong

Sandra Portocarrero, Columbia Business School
Entrepreneurship and Immigration Status: A Glimpse on The Experiences of Undocumented Entrepreneurs in the U.S.

Marieke Huysentruyt, HEC Paris
Corporate Social Responsibility, Financial Materiality, and the Challenges of Forced Migration: Evidence from Tragic Refugee Incidents in Europe

➢ with the practitioner's perspective of Maureen Sigliano, Founder & Chief Igniter, Cascine PAL and Chief Impact Officer, Each One

Buffet Lunch

13.30 – 14.15: Action-research
Panel discussion on the power of experimentation with corporation and their ecosystem partners

with Maria Guadelupe, INSEAD, Marieke Huysentruyt, HEC Paris and Benjamin Cavalli, Director, Programme Malin

14.15-16:00: Action-research
Brainstorm in small groups on how action-research could help organizations better address practical challenges

Break-out groups on:

- How to improve the engagement of youth volunteers, with Axel Sengenes-Cros, Croix Rouge Française, a panel moderated by David Crvelin, HEC Paris
- How to leverage information about Schneider Electric’s social and environmental impacts to improve employee engagement and sales, with Gilles Vermot Desroches, Schneider Electric, a panel moderated by Marieke Huysentruyt, HEC Paris
- How to encourage animators to participate in soft skills’ training with David Menascé, Archipel&Co, a panel moderated by Yann Algan, HEC Paris
- How to strengthen the inclusion of people with disabilities at work, with Laurence Moret, Crédit Coopératif, a panel moderated by Leandro Nardi, HEC Paris
Coffee Break

16:15 – 17:45: Research session 4
Fostering inclusion of disenfranchised beneficiaries

Sarah Wolfolds, Cornell SC Johnson College of Business
Nudging into Mission? An Examination of the Low-Income Designation for Credit Unions
Dan Wang, Columbia Business School
Community Connectedness, Small Business Advising, and Venture Growth
Leandro Nardi, HEC Paris
Supporting Platform Complementors From Disadvantaged Communities in Times of Crisis

➢ with the practitioner's perspective of Jacques Berger, Director, Action Tank Social & Business

17:45 – 18:15: Spotlight on the new Impact Company Lab with Schneider Electric

18:15 – 19:15: Cocktail

with the participation of:

In partnership with the Founding Corporate Partner of the Impact Company Lab together with HEC Paris:
#HECinclusiveEcoDay

@HECParisSnO  S&O Institute  Inclusive Economy Center

Contacts

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