



**1st Edinburgh Responsible Investment Workshop (ERIW) and  
2nd European Responsible Investment and Institutions Conference (ERIIC)  
“Advancing Responsible Investment: New Insights, Methods and Practices”**

**PROVISIONAL PROGRAMME**

**Place:** Conference Room, University of Edinburgh Business School  
29 Buccleuch Place, Edinburgh, EH8 9JS

**Day 1: Monday 11 May 2015**

Time	Event
9:00 - 9:25	Registration (coffee/tea available)
9:25 - 9:30	Welcome
9:30 - 11:00	<b>Academic Papers – Block1</b> <ul style="list-style-type: none"><li>• “The Price of Sin Aversion: Ivory Tower Illusion or Real Investable Alpha?” by <b>Dr Andreas Hoepner</b></li><li>• “Doing Well by Doing Good?” by <b>Catalina Martínez</b></li><li>• “The Effects of Corporate Social Responsibility on M&amp;A Deal Completion Likelihood” by <b>Xue Li</b></li></ul>
11:00 - 11:30	Tea and coffee break
11:30 - 12:30	<b>Keynote Speaker: Professor Michael Barnett</b> “Toward a Better Understanding of How It Pays to Be Good”
12:30 - 13:30	Networking Lunch
13:30 - 15:30	<b>Academic Papers – Block 2</b> <ul style="list-style-type: none"><li>• “Carbon Disclosure and the Cost of Debt: Evidence from the Carbon Disclosure Project, 2007-2013” by <b>Michael Viehs</b></li><li>• “The European Union Emissions Trading Scheme and its effect on Share Prices” by <b>Pei Shan Yu</b></li><li>• “Sustainable Development and Financial Markets: Old Paths and New Avenues” by <b>Timo Busch</b></li><li>• “Stakeholder Views on Interactions between Low-carbon Policies and Carbon Market in China” by <b>Mengfei Jiang</b></li></ul>
15:30 – 16:00	Tea and coffee break
16:00 -17:00	Emerging Scholars’ Roundtable
19:00	<b>Networking Dinner: Vittoria Restaurant</b> , 19 George IV Bridge, Edinburgh’s Old Town EH1 1EN We will leave at 18:45 from the entrance in George Square (Ground Floor)



**Day 2: Tuesday 12 May 2015**

Time	Event
9:00 - 9:30	Registration
9:30 - 10:30	<b>Academic Papers – Block 3</b> <ul style="list-style-type: none"><li>“Politics and Pension Funds: Does the Political Colour of U.S. States Impact the Investment Behaviour of Their Public Pension Funds?” by <b>Lisa Schopohl</b></li><li>“Integrating CSR Reports into Financial Statements: An Experimental Study” by <b>Alexander Bassen</b></li></ul>
10:30 - 11:00	Tea and coffee break
11:00 - 12:00	<b>Keynote Speaker: Dr Tessa Hebb</b> “Measuring the Impact of Engagement”
12:00 - 13:00	Networking Lunch
13:00 - 14:30	<b>Academic Papers – Block 4</b> <ul style="list-style-type: none"><li>“Shareholder and External Activism: A Model of Corporate Response to Shareholder Engagement” by <b>Irene Beccarini</b></li><li>“Private ESG Shareholder Engagement and Risk: Clinical Study of the Extractive Industry” by <b>Xiao Yan Zhou</b></li><li>“ESG Expertise &amp; Fixed Income” by <b>Marcus Nilsson</b></li></ul>
14:30 - 15:00	Tea and coffee break
15:00 - 16:00	<b>Keynote Speaker: Professor Michael Schroeder</b> “How to Measure the “ESG Content” of Mutual Funds?”
16:00 - 17:00	<b>Practitioner Panel</b> <b>Martina Macpherson</b> - Managing Partner, Okeom Research, Representation UK, SI Partners <b>Dave Gorman</b> - Director of Social Responsibility and Sustainability, UoE <b>Craig MacKenzie</b> - Senior Investment Strategist, Investment Solutions Aberdeen Asset Management PLC <b>Marc Brammer</b> - Independent Sustainability Investment Consultant
17:00	Finish (coffee/tea for departure)