

FOM Research Seminar Series – January 27, 2023

Time: January 27 (Friday, 11:30-1:00pm)

[Microsoft Teams Meeting](#)

Talk #1

Corporate Environmental Footprint and Product Market Competition

Presented by Dr. Yelena Larkin

Associate Professor of Finance, Schulich School of Business, York University

Abstract: Product market competition has been long considered an important driver of sustainability, motivating firms to cater to environmentally conscious consumers. However, in the most polluting industries consumers cannot differentiate between products, reducing the effectiveness of the consumer channel. Can competition improve the environmental footprint of corporations in the absence of consumer differentiation? We show that cost-cutting measures available to the firm are the key determinants of whether competition will reduce environmental impact. Only when cost-cutting measures have a positive impact on the environment is the overall effect of competition also positive.

Dr. Larkin is an Associate Professor of Finance at the Schulich School of Business, York University. Her primary interests are in the area of empirical corporate finance, with particular focus on financial and investment decisions. Yelena has published her research at the top finance journals, including the *Journal of Financial Economics*, *Management Science*, and *Review of Finance*, and has received academic awards for her work. Yelena joined York University in 2015. She had previously worked at Pennsylvania State University and at the World Bank in Washington, DC. She completed her PhD in finance at Cornell.

Talk #2

Negotiations or Auctions for B2B Transactions? A Review of Comparative Studies

Dr. Bo Yu

Associate Professor, Rowe School of Business, Dalhousie University

Abstract: Negotiations and auctions are frequently used in commercial trade and transactions. Their processes are dynamic when producing a deal between buyers and sellers. However, their appropriate use for various types of transactions still needs further investigation in business-to-business exchange because firms are concerned not only with economic but also relational consequences when trading with other firms. This paper reviews the studies comparing negotiations and auctions over the last three decades. The development of this research stream shows that inclusion of both substantive and subjective outcomes in the assessment of the mechanisms is helpful in understanding their applicability and effectiveness. Drawing on the findings of this research stream, the paper presents thoughts and evidence showing that the concept of fairness helps explain how the mechanisms induce mixed motives for competition and equity driving negotiations and auctions.

Dr. Yu is an associate professor of Information Systems in the Faculty of Management, Dalhousie University. His research interests include decision making & support, e-negotiation, e-markets and technological agency. His research has been published in journals such as *Information & Management*, *Electronic Markets* and *Information Systems Frontiers*.