

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, Z Building**

AGENDA

9:00: Welcome address by **Eloïc Peyrache**, Dean of HEC Paris, **Rodolphe Durand**, Co-Founder and Academic Director of the S&O Institute and **Bénédictte 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 Guadalupe, 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

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 Guadalupe**, INSEAD, **Marieke Huysentruyt**, HEC Paris and **Benjamin Cavalli**, Director, Programme Malin

14.15-16:00: Action-research

Brainstorm in small groups around practical challenges, possible solutions and action-research

Break-out groups on:

- **How to improve the engagement of youth volunteers?** with **Axel Sengenescros**, Croix Rouge Française, a panel moderated by **David Crvelin**, HEC Paris
- **How to attract young people to technical trades, like electricians?** with **Gilles Vermot Desroches**, Schneider Electric, a panel moderated by **Marieke Huysentruyt**, HEC Paris
- **How social business can support the transition of informal enterprises towards formalization and sustainable growth?** with **David Menascé**, Archipel&Co, a panel moderated by **Yann Algan**, HEC Paris
- **How to strengthen the inclusion of people with disabilities (PwD) in the workplace?** 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 – 18:00: Wrap-up by Marieke Huysentruyt and Bénédicte Faivre-Tavignot

18:00 – 18:15: Spotlight on the new Impact Company Lab with Schneider Electric

18:15 – 19:15: Cocktail and networking

with the participation of :

Action
Tank
Entreprise
& Pauvreté

Archipel&Co.



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STAND UP

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

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