

BEN W. LEWIS

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EMPLOYMENT

BRIGHAM YOUNG UNIVERSITY, Provo, UT

Marriott School of Business

Associate Professor of Strategy

2020-Present

Assistant Professor of Strategy

2013-2020

EDUCATION

CORNELL UNIVERSITY, Ithaca, NY

2008–2013

Samuel Curtis Johnson School of Business

PhD Management

BRIGHAM YOUNG UNIVERSITY, Provo, UT

2001–2008

Marriott School of Business

Master of Accountancy

BS Accounting

BS Economics

SCHOLARSHIP

RESEARCH INTERESTS

Corporate Social Responsibility, Corporate Sustainability, Non-market Strategy, Ratings, Rankings, Reputation

JOURNAL ARTICLES

Lewis, Ben W., and W. Chad Carlos. 2019. "The risk of being ranked: Investor response to marginal inclusion on the 100 Best Corporate Citizens list." *Strategic Management Journal*. <https://doi.org/10.1002/smj.3083>

- Best Paper Award Nominee, Academy of Management Annual Meeting, ONE Division, August, 2018.

Carlos, W. Chad, and Ben W. Lewis. 2018. "Strategic silence: The non-disclosure of certification status as a hypocrisy avoidance tactic." *Administrative Science Quarterly* 63(1): 130-169. <https://doi.org/10.1177/0001839217695089>

- Outstanding Paper Award, Alliance for Research on Corporate Sustainability Annual Conference, May, 2016
- Best Published Article Award in 2018, International Association for Business & Society, March, 2019

Lewis, Ben W., Judith L. Walls, and Glen WS Dowel. 2014. "Difference in degrees: CEO characteristics and firm environmental disclosure." *Strategic Management Journal* 35(5): 712-722. <https://doi.org/10.1002/smj.2127>

BOOK CHAPTERS

Godfrey, Paul C. and Ben W. Lewis, 2019. "Pragmatism and pluralism: A moral foundation for stakeholder theory in the 21st Century." In Jay B. Barney, R. Edward Freeman, Jeffrey S. Harrison, & Robert A. Phillips (eds.), *The Cambridge Handbook of Stakeholder Theory*.

Carlos, W. Chad and Ben W. Lewis. 2018. "Entrepreneurs and the strategic communication of socially responsible activities." In Joel Glassman, Masato Kimura, Ki Hyoung Sohn, & Shuming Zhao (eds.) *Entrepreneurship and Social Responsibility*.

Dowell, Glen and Ben Lewis. 2011. "The effect of technology type on the adoption and effectiveness of global environmental standards." In Subhash C. Jain and Ben L. Kedia (eds.), *Enhancing Global Competitiveness through Sustainable Environmental Stewardship*.

BOOK REVIEWS

Lewis, Ben. Bottom Billion. *ESR Review*. Provo, UT: Fall 2008. Vol 10, ISS. 2; p. 43.

CONFERENCE PROCEEDINGS

Lewis, Ben W. and W. Chad Carlos. 2019. Does marginal inclusion on a ranking enhance firm value? *Academy of Management Proceedings*, 2019(1), 18486. 10.5465/AMBPP.2019.18486abstract

Lewis, Ben W. and W. Chad Carlos. 2018. The financial returns to making the cut: An examination of the 100 Best Corporate Citizens list. *Academy of Management Proceedings*, 2018(1), 15607. 10.5465/ambpp.2018.17

Lewis, Ben W. 2017. The paradox of recognizing responsibility: Social ratings, philanthropy, and the market for virtue. *Academy of Management Proceedings*, 2017(1), 17443. 10.5465/AMBPP.2017.17443abstract

Carlos, W. Chad and Ben W. Lewis. 2015. The strategic publication of certification status. *Academy of Management Proceedings*, 2015(1), 17799. 10.5465/ambpp.2015.17799abstract

Lewis, Ben W. 2013. A satisficing response: How positive ratings lead to reduced performance. *Academy of Management Proceedings*, 2013(1), 14690. 10.5465/ambpp.2013.14690abstract

WORK IN PROGRESS

Lewis, Ben W and W. Chad Carlos. 2020. "The price of praise in the market for virtue: A paradox of rating and recognizing responsibility." Second Round Revise and Resubmit: *Administrative Science Quarterly*.

- William H. Newman Award for Best Paper Based on a Dissertation, Academy of Management Annual Meeting, August, 2017

Lewis, Ben W., Taeya Howell, Gordon Scott, and Michelle Checketts. 2020. "The Relative Efficacy of Positive and Negative Ratings as Drivers of Corporate Social Performance."

- SMS London Best Paper Prize Nominee, Strategic Management Society, May, 2020
- SMS London Research Methods Paper Prize Nominee, Strategic Management Society, May, 2020

Lewis, Ben W., Lisa-Jones Christensen, and Katie Apker. 2020. "Does board gender diversity lead to superior financial performance? A regression discontinuity approach."

- SMS London Research Methods Paper Prize Nominee, Strategic Management Society, May, 2020

Kofford, Steve, and Ben W. Lewis. 2020. "When should we take a stand? The short- and long-run consequences of supporting socially contentious practices."

Lewis Ben W., and W. Chad Carlos, and Brian P. Reschke. 2020. "Competition at the threshold. Firm competitive response to exogenous shifts in unearned status gain and undeserved status loss."

AWARDS

Emerging Scholar Award, Academy of Management Annual Meeting, ONE Division, August 2020

SMS London Research Methods Paper Prize Nominee, Strategic Management Society, May, 2020

SMS London Research Methods Paper Prize Nominee, Strategic Management Society, May, 2020

SMS London Best Paper Prize Nominee, Strategic Management Society, May, 2020

Best Published Article Award in 2018, International Association for Business & Society, March, 2019

Best Paper Award Nominee, Academy of Management Annual Meeting, ONE Division, August, 2018.

William H. Newman Award for Best Paper Based on a Dissertation, Academy of Management Annual Meeting, August, 2017

Outstanding Paper Award, Alliance for Research on Corporate Sustainability Annual Conference, May, 2016

GRANTS

Women Research Initiative (WRI) Grant Recipient 2021, Brigham Young University, \$5,000

Mentoring Environment Grant (MEG) Recipient 2016, Brigham Young University, \$20,000

Office of Research and Creative Activities (ORCA) Grant Recipient 2007, Brigham Young University, \$1,800

PRESENTATIONS & CONFERENCES

Strategic Management Society Annual Meeting. "Does board gender diversity lead to superior financial performance? An instrumental variables approach." London, United Kingdom, October 30, 2020. [with Katie Apker and Lisa Jones]

Strategic Management Society Annual Meeting. "The relative efficacy of positive and negative ratings as drivers of corporate social performance: An examination of board gender diversity." London, United Kingdom, October 27, 2020. [with Taeya Howell and Gordon Scott]

European Group for Organizational Studies. "Ratings, reactivity, and institutional complexity: A paradox of rating and recognizing responsibility." Berlin, Germany, July 2, 2020. [with W. Chad Carlos]

Group for Research on Organizations and the Natural Environment. "How firms respond to positive ratings: An examination of CSR ratings and the unintended consequences of recognizing responsibility." Lisbon, Portugal, June 18, 2020. [with W. Chad Carlos]

Academy of Management Meetings. "Does marginal inclusion on a ranking enhance firm value? Boston, MA, August 13, 2019. [with W. Chad Carlos]

European Group for Organizational Studies. "Does marginal inclusion on a ranking enhance firm value? Edinburgh, Scotland, July 6, 2019. [with W. Chad Carlos]

Strategy Science Conference. "Does marginal inclusion on a ranking enhance firm value? Evidence from the 100 Best Corporate Citizens list." Salt Lake City, Utah, May 10, 2019. [with W. Chad Carlos]

International Association for Business & Society. "When do marginally ranked firms experience negative effects? The generalizability of a liability of comparison." San Diego, California, March 23, 2019. [with W. Chad Carlos]

Strategic Management Society Annual Meeting. "Play to win or don't play at all: The financial returns to making the cut." Paris, France, September 24, 2018. [with W. Chad Carlos]

Academy of Management Meetings. "The financial returns to making the cut: An examination of the 100 Best Corporate Citizens list." Chicago, IL. August 14, 2018. [with W. Chad Carlos]

Alliance for Research on Corporate Sustainability. "Play to win or don't play at all: The financial returns to making the cut." Massachusetts Institute of Technology, Boston, MA, June, 13, 2016. [with W. Chad Carlos]

International Association for Business & Society. "Play to win or don't play at all: Investor response to CSR recognition." Hong Kong, China, June 8, 2018. [with W. Chad Carlos]

Department of Management Research Week. "The carrot or the stick: The relative efficacy of positive and negative diversity ratings." Brigham Young University, Provo, UT, May 11, 2018

BYU/Utah Fall Research Meeting. "The social and financial consequences of CSR recognition: A regression discontinuity approach." Brigham Young University, Provo, UT, November, 4, 2017.

Strategic Management Society Annual Meeting. "The social and financial consequences of CSR recognition: A regression discontinuity approach." Houston, Texas, October, 31, 2017.

Academy of Management Meetings. "The paradox of recognizing responsibility: Social ratings, philanthropy, and the market for virtue." Atlanta, GA, August 8, 2017.

International Association for Business & Society. "When do third-party rankings and ratings influence subsequent corporate social & environmental performance?" Amsterdam, Netherlands, June 30, 2017.

OLS Research Week. "The effect of institutional ownership on corporate social performance. A regression discontinuity approach" Brigham Young University, Provo, UT, May 11, 2017

BYU/Utah Fall Research Meeting. "The paradox of recognizing responsibility: Why positive social ratings can lead to reductions in corporate social performance." University of Utah, Salt Lake City, UT, October 28, 2016.

Strategic Management Society Annual Meeting. "The environmental consequences of voluntary disclosure." Berlin, Germany, September, 20, 2016. [with Glen W.S. Dowell and Judith L. Walls]

International Association for Business & Society. "The paradox of recognizing responsibility: Why positive social ratings can lead to reductions in corporate social performance." Park City, UT, June 18, 2016.

International Association for Business & Society. "Do legacy concerns influence managerial decisions about the environment?" Park City, UT, June 18, 2016. [with Jeff Bednar and Derek Kirchhoefer]

Alliance for Research on Corporate Sustainability. "Strategic silence: The non-disclosure of certification status as a hypocrisy avoidance tactic." University of Colorado-Boulder, Boulder, CO, May 19, 2016. [with W. Chad Carlos]

OLS Research Week. "Do legacy concerns influence managerial decisions about the environment?" Brigham Young University, Provo, UT, May 6, 2016. [with Jeff Bednar and Derek Kirchhoefer]

Academy of Management Meetings. "Substantive implementation with symbolic silence: The strategic publication of certification status." Vancouver, BC, Canada, August 11, 2015. [with W. Chad Carlos]

Sustainability, Ethics, & Entrepreneurship Conference. "Substantive implementation with symbolic silence: The strategic publication of certification status." Denver, CO, May 1, 2015. [with W. Chad Carlos]

OLS Research Week. "Substantive implementation with symbolic silence: The strategic publication of certification status." Brigham Young University, Provo, UT, April 27, 2015. [with W. Chad Carlos]

BYU/Utah Winter Strategy Conference. "Do organizations light a candle and hide it under a bushel? The strategic publication of certification status." Park City, UT, February 27, 2015. [with W. Chad Carlos]

BYU/Utah Fall Research Meeting. "Do organizations light a candle and hide it under a bushel? The strategic publication of certification status." University of Utah, Salt Lake City, UT, October 31, 2014. [with W. Chad Carlos]

Strategic Management Society Annual Meeting. "Do organizations light a candle and hide it under a bushel? The strategic publication of certification status." Madrid, Spain, September 22, 2014. [with W. Chad Carlos]

Academy of Management Meetings. "Do organizations light a candle and hide it under a bushel? The strategic publication of certification status." Philadelphia, PA, August 1, 2014. [with W. Chad Carlos]

OLS Research Week. “Do organizations light a candle and hide it under a bushel? The strategic publication of certification status.” Brigham Young University, Provo, UT, April 30, 2014. [with W. Chad Carlos]

Dissertation Defense. “A behavioral view on firm response to ratings: How positive recognition leads to reductions in charitable contributions.” Cornell University, Ithaca, NY, August, 19, 2013

Academy of Management Meetings. “A satisficing response: How positive ratings lead to reduced performance.” Orlando, FL, August 12, 2013.

“A satisficing response: How social ratings lead to reductions in charitable giving.” Brigham Young University, Provo, UT, January 31, 2013.

“A satisficing response: How social ratings lead to reductions in charitable giving.” University of North Carolina, Chapel Hill, NC, January 25, 2013.

“A satisficing response: Positive ratings, aspirations, and the decline of charitable contributions.” University of Georgia, Athens, GA, December 7, 2012.

Academy of Management Meetings. “The double-edged sword of superior ratings: How positive recognition licenses subsequent reductions in corporate philanthropic contributions.” Boston, MA, August 6, 2012.

Academy of Management Meetings. “The paradox of positive ratings.” Boston, MA, August 4, 2012.

Alliance for Research on Corporate Sustainability. “The double-edged sword of superior ratings: How positive recognition licenses subsequent reductions in corporate philanthropic contributions.” Yale University, New Haven, CT, May 17, 2012.

Cornell Sociology Mini-Conference. “The double-edged sword of superior ratings: How positive recognition licenses subsequent reductions in corporate philanthropic contributions.” Cornell University, Ithaca, NY, April 24, 2012.

PhD Sustainability Academy. “There’s no place like home: How community imprinting influences corporate social action.” University of Western Ontario, London, ON, Canada, November 19, 2011.

Academy of Management Meetings. “TMT educational background and firm environmental performance.” San Antonio, TX, August 15, 2011. [with Judith L. Walls and Glen W.S. Dowell]

Alliance for Research on Corporate Sustainability. “TMT educational background and firm environmental performance.” Wharton School, University of Pennsylvania, Philadelphia, PA, May 9-11, 2011. [with Judith L. Walls and Glen W.S. Dowell]

Academy of Management Meetings. “Contextual factors affecting perceptions of goal alignment in new ventures.” Montreal, QC, Canada, August, 9, 2010. [with Matthew Allen and James H. Davis]

Academy of Management Meetings. “The role of corporations in economic development.” Anaheim, CA, August, 11, 2008. [with Paul C. Godfrey]

Utah Academy of Sciences, Arts & Letters. “The corporate role in economic development.” University of Utah, Salt Lake City, UT, March 21, 2008. [with Paul C. Godfrey]

MEDIA COVERAGE

[Ben Lewis Receives Emerging Scholar Award from the Academy of Management. *Brigham Young University*. November 19, 2020](#)

[A BYU Legacy. *Brigham Young University*. April 13, 2020](#)

[Not Making a Top 100 Corporate Ranking is Better Than Just Making Cut. *Brigham Young University*. September 17, 2019.](#)

[Stakeholders, Ghost Restaurants, Health Clinics. *Top of Mind with Julie Rose on BYU Radio*. August 26, 2019.](#)

[Strategic silence: Why are some companies not publicising their environmental certifications? *London School of Economics Business Review*. September 24, 2018.](#)

[“Green hush: Campaigns against sustainable businesses cause them to go silent, study finds.” *Alliance for Research on Corporate Sustainability*. June 10, 2018.](#)

[Carlos & Lewis. \(2017\). Strategic silence: Withholding certification status as a hypocrisy avoidance tactic. *The ASQ Blog*. December 20, 2017.](#)

[“Professor Receives William H. Newman Award.” *BYU Marriott School of Business*. October 17, 2017.](#)

[“Strategic silence: Why aren’t companies talking about their environmental accomplishments?” *Huffington Post*, May 24, 2017.](#)

[Our Secret Environmentalism: We Don’t Say We are Sustainable. *Organizational Musings*. February 17, 2017.](#)

[“CEO Characteristics and Firm Responses to Pressures for Disclosure.” *Harvard Law School Forum on Corporate Governance and Financial Regulation*, July 11, 2012.](#)

[The hidden pitfalls of performance ranking: Can recognizing good performance in the present lead to worse performance in the future? *The Metric: Yale Center for Environmental Law & Policy*. June 14, 2012.](#)

TEACHING

Brigham Young University, Marriott School of Business	2013-2020
<ul style="list-style-type: none">▪ STRAT 560 – Strategy & Economics▪ STRAT 412 – Strategy Analytics 2▪ STRAT 391 – Strategy & Organization▪ BUS M 487 – Strategy & Economics▪ BUS M 387 – Economics of Strategy	
Cornell University, Johnson Graduate School of Management	2013
<ul style="list-style-type: none">▪ NBA 6030 – Sustainable Global Enterprise	

PROFESSIONAL SERVICE AND MEMBERSHIPS

AD-HOC REVIEWER

- Administrative Science Quarterly
- Business & Society
- Organization Science
- Journal of Business Venturing
- Journal of Management Studies
- Journal of Strategy and Management
- Management Science
- Strategic Management Journal
- Strategic Organization

ACADEMIC ASSOCIATION MEMBERSHIPS

- Academy of Management (AOM), Division Memberships: Organization & Management Theory (OMT), Organizations and the Natural Environment (ONE), Social Issues in Management (SIM), Strategic Management (STR)
- Alliance for Research on Corporate Sustainability (ARCS)

- International Association for Business & Society (IABS)
- Strategic Management Society (SMS)

INDUSTRY EXPERIENCE

KPMG, LLP, *Intern* -- San Francisco, CA Summer 2006

Yehu Microfinance, *Intern* -- Mombasa, Kenya Summer 2006

CERTIFICATIONS

Certified Public Accountant (CPA), Colorado January, 2010