

BEN W. LEWIS

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EMPLOYMENT

BRIGHAM YOUNG UNIVERSITY, Provo, UT

Marriott School of Business

Associate Professor of Strategy and Horace Pratt Beesley Fellow

2020-Present

Assistant Professor of Strategy

2013-2020

LONDON BUSINESS SCHOOL, London, United Kingdom

Strategy and Entrepreneurship

Visiting Associate Professor of Strategy and Entrepreneurship

2021-2022

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. 2023. "The risk of being ranked: Investor response to marginal inclusion on the 100 Best Corporate Citizens list. *Strategic Management Journal* 44\(1\): 117-140. Special Issue: Question Driven and Phenomenon-Based Empirical Strategy Research.](#)

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

[Lewis, Ben W., and W. Chad Carlos. 2022. "Avoiding the appearance of virtue: Reactivity to corporate social responsibility ratings in an era of shareholder primacy. *Administrative Science Quarterly* 67\(4\): 1093-1135.](#)

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

[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.](#)

- 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.](#)

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.](#)

WORK IN PROGRESS

Kofford, Steven, Myles Melancon, and Ben W. Lewis. 2023 "The Role of Materiality in the CSR-Investor Reaction Relationship: A Replication and Extension of Flammer (2013).

Apker, Katie, Michelle Checketts, Lisa Jones Christensen, Taeya M. Howell, Ben W. Lewis, and Gordon N. Scott. 2023. "Corporate responsibility ratings as drivers of diversity norms: An examination of board gender diversity."

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

Kofford, Steven, Ben W. Lewis, and W. Chad Carlos. 2023. "How socially and politically contentious issue become legitimate corporate activities: A temporal analysis of the Corporate Equality Index and Carbon Disclosure Project.

Lewis Ben W., W. Chad Carlos, Brian P. Reschke, Yasir Dewan, and S. Isaac StClair. 2023. "Ranker Reactivity: An Investigation of Ranking Spillover Effects across Multiple Intermediaries."

AWARDS

Horace Pratt Beesley Fellowship, Marriott School of Business, Brigham Young University, August 2021

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 Corporate Reputation Create Value? Evidence from a Regression Discontinuity Approach." Toronto, ON, Canada, October 2-3, 2023. [with W. Chad Carlos, Yasir Dewan, Brian Reschke, & Isaac StClair]

Strategic Management Society Annual Meeting. "Proud but Not Loud? Disclosure of Contentious Practices in Fortune 500 Firms, 2002-2021." Toronto, ON, Canada, October 2-3, 2023. [with Steven Kofford & W. Chad Carlos]

Interdisciplinary Committee on Organizational Studies. "Do ESG Ratings Do Any Good? Examining the Organizational and Social Consequences of Rating Corporate Virtue." University of Michigan, Ann Arbor, MI, September 8, 2023.

Academy of Management Meetings. "Ranker Reactivity: An Investigation of Ranking Spillover Effects across Multiple Intermediaries." Boston, MA, August 7, 2023. [with W. Chad Carlos, Yasir Dewan, Brian Reschke, & Isaac StClair]

Academy of Management Meetings. "When Do Firms Voice Support for Socially and Politically Contentious Issues?" Boston, MA, August 7, 2023. [with Steven Kofford & W. Chad Carlos]

Academy of Management Meetings. "Corporate Social Responsibility Ratings as Drivers of Diversity Norms: An Examination of Board Gender Diversity." Boston, MA, August 7, 2023. [with Katie Apker, Michelle Checketts, Lisa Jones Christensen, Taeya Howell, and Gordon Scott]

Junior Faculty Organizational Theory Conference. "The Liability of Ranking Revisited: How and When Marginal Inclusion in Prominent Firm Rankings Incurs Negative Evaluation." London Business School, July 10, 2023. [with W. Chad Carlos, Yasir Dewan, Brian Reschke, & Isaac StClair]

International Association for Business & Society. "When Do Socially and Politically Contentious Issue Become Legitimate Corporate Activities? A Temporal Analysis of the Corporate Equality Index and Carbon Disclosure Project." Bath, United Kingdom, June 9, 2023. [with Steven Kofford & W. Chad Carlos]

International Association for Business & Society. "Corporate Social Responsibility Ratings as Drivers of Diversity Norms: An Examination of Board Gender Diversity." Bath, United Kingdom, June 9, 2023. [with Katie Apker, Michelle Checketts, Lisa Jones Christensen, Taeya Howell, and Gordon Scott]

New Stakeholder Theory Conference. "Proud but Not Loud? Disclosure of Contentious Practices in Fortune 500 Firms, 2002-2021." Park City, UT, May 18, 2023. [with Steven Kofford & W. Chad Carlos]

BYU/Utah Winter Strategy Conference. "Corporate Social Responsibility Ratings as Drivers of Diversity Norms: An Examination of Board Gender Diversity." Park City, UT, March 4, 2023. [with Katie Apker, Michelle Checketts, Lisa Jones Christensen, Taeya Howell, and Gordon Scott]

Strategic Management Society Annual Meeting. "How much will firms pay for status? An examination of the Fortune 500 list." London, United Kingdom, September 19, 2022. [with W. Chad Carlos, Yasir Dewan, Brian Reschke, Isaac St. Clair]

Strategic Management Society Annual Meeting. "Corporate responsibility ratings as drivers of diversity norms: An examination of board gender diversity." London, United Kingdom, September 19, 2022. [with Katie Apker, Michelle Checketts, Lisa Jones Christensen, Taeya Howell, and Gordon Scott]

European Group for Organizational Studies. "Reactivity to social evaluations during eras of evolving institutional logics." Vienna, Austria, July 7, 2022. [with W. Chad Carlos]

"Organizational reactivity in the presence of incompatible logics: Evidence from corporate social responsibility ratings in the early 1990s." University of Oxford, Oxford, United Kingdom, December 9, 2021. [with W. Chad Carlos]

"Organizational reactivity in the presence of incompatible logics: Evidence from corporate social responsibility ratings in the early 1990s." University of Cambridge, Cambridge, United Kingdom, November 19, 2021. [with W. Chad Carlos]

"Ratings, reactivity, and the paradox of recognizing responsibility." Imperial College London, London, United Kingdom November 8, 2021. [with W. Chad Carlos]

"Ratings, reactivity, and the paradox of recognizing responsibility." HEC-Paris, Jouy-en-Josas, France, October 19, 2021.

"Ratings and reactivity: Anticipatory impression management as a response to incompatible logics." London Business School, London, United Kingdom, October 12, 2021. [with W. Chad Carlos]

"Ratings and reactivity: Anticipatory impression management as a response to incompatible logics." University of St. Gallen, St. Gallen, Switzerland, September 29, 2021. [with W. Chad Carlos]

Academy of Management Meetings. "Corporate responsibility ratings as drivers of diversity norms: An examination of board gender diversity. Online. July, 30, 2021. [with Taeya Howell, Gordon Scott, Michelle Checketts]

European Group for Organizational Studies. "Ratings and reactivity: How competing logics shape organizational responses to being rated." Amsterdam, Netherlands, July 9, 2021. [with W. Chad Carlos]

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

[The Notorious ESG: What is ‘ESG’ investing, and how did it advance to the front lines of the culture wars? *Deseret News Magazine*. October 28, 2023.](#)

[Companies Quiet Diversity and Sustainability Talk Amid Culture War Boycotts. *The Wall Street Journal*. June 12, 2023.](#)

[ESG is a popular political punching bag right now, even in biz-friendly Utah. *KUER 90.1*. March 27, 2023.](#)

[The unintended consequences of favorable ratings. *Work in Progress: Public Sociology Blog of the American Sociological Association*. January 19, 2023.](#)

[Do Favorable ESG Ratings Lead to More Socially Responsible Behavior? *The Columbia Law School Blue Sky Blog*. November 21, 2022.](#)

[BYU Marriott School study shows when good corporate ratings are a bad thing. *Brigham Young University*. October 18, 2022.](#)

[The Little CSR Trend That Could. *Marriott Alumni Magazine*. Summer 2022.](#)

[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-Present

- 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

- NBA 6030 – Sustainable Global Enterprise

PROFESSIONAL SERVICE AND MEMBERSHIPS

EDITORIAL BOARD

- Strategic Organization
- Organization Science

AD-HOC REVIEWER

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

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