# PROGRAM INFO

## Format
- GRONEN takes places on ichair.org, a virtual platform to navigate the conference program.
- Registered participants will receive log-in data in a separate email shortly before the event.
- Video conferencing rooms allow for up to 50 participants (of which 12 will be shown with videos and the rest joins using audio).
- There will be video tutorials and the option to sign-up for a demo session in early June.

## Session Guidelines
- Per session, we will discuss up to 3 papers. There will be a session chair and a technical session chair, meaning someone from the organizing team is there to help you with any technical matters.
- To ensure a good discussion, we will assign you to discuss one other paper in your session.
- This is the general structure of a virtual session:
  - 10 min. intro + netiquette
  - 3 x 20 min. paper presentations
    - 15 min. presentation (max. 10 slides, close with 3 questions that would help you to develop the paper)
    - 5 min. feedback discussant (a prepared discussion; no PPT needed)
  - 10-15 min. group discussion
  - 5-10 min. closure/go-to-next-session
- Papers will be made available on the platform. Should you not want that, you can opt out. We expect, however, that you allow us to share your paper with the other authors in your session.

## Engage
GRONEN has always supported a bottom-up approach to engage in the network. In the program, you will find several time slots where you can co-design the program:
- Is there a specific topic you would like to discuss in an online roundtable?
- Do you want to host a social for an interest group?
- Are you willing to offer an open office hour for mentoring younger scholars?
- Would you like to record a short video statement on a specific initiative or topic?

Please feel free to reach out! We will help to set it up on the platform and promote it among participants.
PROGRAM *(subject to changes)*

NOTE: All times refer to Western European Summer Time (UTC+1, Lisbon)

Pre-Conference Day | Tuesday, June 16

1:30-7:30 pm  GRONEN Doctoral Consortium 2020

Day 1 | Wednesday, June 17

2 hours Block: 3:30-5:30pm CEST(Berlin); 9:30-11:30am EDT(Boston)

Location: Main Stage

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>2:30-3:45 pm</td>
<td>Opening GRONEN 2020&lt;br&gt;René Bohnsack, Director Smart City Innovation Lab, Católica Lisbon&lt;br&gt;Christina Bidmon, Smart City Innovation Lab, Católica Lisbon</td>
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<tr>
<td>2:45-3:00 pm</td>
<td>Welcome Address&lt;br&gt;Filipe Santos, Dean Católica Lisbon School of Business and Economics</td>
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<td>3:00-4:30 pm</td>
<td>Interactive Opening Panel Debate: Brave new world?! Opportunities and challenges for sustainable development in the digital age&lt;br&gt;<em>Entry statements by:</em>&lt;br&gt;Raghu Garud, Smeal College of Business, Penn State&lt;br&gt;Amanda Porter, KIN Center for Digital Innovation, VU Amsterdam&lt;br&gt;Ali Aslan Gümüsay, Alexander von Humboldt Institute for Internet and Society</td>
</tr>
<tr>
<td>4:30-5:00 pm</td>
<td>Break&lt;br&gt;Play the GRONEN Quiz as a short online refresher&lt;br&gt;Use the time to set up individual meetings and chats</td>
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2 hours Block: 6:00-8:00pm CEST(Berlin); 12:00-2:00pm EDT(Boston)

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<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>5:00-5:30 pm</td>
<td>Main Stage&lt;br&gt;<em>Best Paper Nominee</em>&lt;br&gt;<em>Todd Schifeling and Sara Soderstrom</em>&lt;br&gt;Mobilizing an Organizational Field: Network Activism for Expanding Cross-Sectoral Climate</td>
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<tr>
<td>5:30-7:00 pm</td>
<td>Parallel Rooms&lt;br&gt;<em>Parallel Paper Sessions</em>&lt;br&gt;<em>Session #01: Consumer Perspectives</em>&lt;br&gt;<em>Gaia Pretner, Nicole Darnall, Francesco Testa and Fabio Iraldo</em>&lt;br&gt;WTP for “circular” garments: an experimental approach&lt;br&gt;<em>Laura Therese Heinl, Anna Baatz, Markus Beckmann and Peter Wehnert</em>&lt;br&gt;Consumer Perceptions of Environmental NPO-Co-Branding</td>
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Josua Oll, Martin Meißner and Alexander Bassen
Experimental evidence on the attentional drivers of sustainable investing

Session #02: Engaged Scholarship
Patricia Kanashiro, Gordon Rands and Mark Starik
Walking the Sustainability Talk Outside and Inside the Classroom

Ivan Montiel, Raquel Antolin-Lopez, Junghoon Park and Bryan Husted
Rethinking International Business Research to make it more actionable and instrumental on Grand Sustainability Challenges

Pascual Barron, Andrea Giuliodori, Joan Enric Ricart and Horacio Rousseau
How Can Management Scholarship Assist Organizations in the Achievement of Sustainable Development Goals?

Session #03: Field Formation & Governance
Mallory Flowers and Evan Mistur
Sustainable Contest? Conflicting Values and Field Paralysis in the Sugarcane Industry

Daniel Arenas, Joan Rodon and Mireia Yter
‘Health, love and network’: Creating and governing a telecommunications community network

Isabel-María García-Sánchez, Sana Khan, Nazim Hussain and Jennifer Martínez-Ferrero
Corporate Governance and Corporate Social Responsibility: Analysis of Complementarities and Substitutions among Internal and External Governance Mechanisms

Session #04: Adaptation / Crisis Response
Siri Bøe-Lillegraven, Panikos Georgallis and Ans Kolk
Fight, flee or freeze? How firms’ sensemaking following a sudden disaster may shape the future of cities grappling with climate change

Ozgur Isil
What Drives Organizations’ Climate Change Responsiveness? Examining the Role of Physical and Regulation Risks

Georg Wernicke, Vanya Rusinova and Tima Bansal
Enemy at the gates: Managers’ responses to an increase in the threat of their firms becoming the target of short sellers

1.5 hours Block: 8:00-9:30pm CEST (Berlin); 2:00-3:30pm EDT (Boston)

7:00-7:15 pm Main Stage
Closing the Conference Day

7:15-8:30 pm GRONEN Virtual Bar

▽ Join Procopio – A Lisbon-landmark to share anecdotes of academic life

(mapping)
Join The Lisbon Tavern – A fun pub to quiz and compete

👥 Use the time to set up individual meetings and chats
Day 2 | Thursday, June 18

2 hours Block: 2:30-4:30 CEST (Berlin); 8:30-10:30 EDT (Boston)

1:30-2:00 pm  Main Stage
Opening the Day & Impressions from Yesterday

2:00-3:30 pm  Parallel Rooms
Workshops

**Faculty Sustainability Behavior Incorporation into Teaching**
Gordon Rands, Sally Russell, Ralf Barkemeyer, Patricia Kanashiro
The goal of the proposed workshop is to help quickly develop and implement a stream of research in order to determine whether incorporating personal sustainability experiences of faculty (and students) into sustainability courses will increase course effectiveness and impact.

**Sustainable Business Design with Business Model Patterns**
Florian Lüdeke-Freund
In this interactive session we will explore a new toolbox consisting of 45 sustainability-oriented business model patterns. These patterns address ecological, social, and economic problems and help business designers in developing business models with the potential to contribute to sustainable development. In a short exercise, participants will use the patterns to ideate business model solutions to a pressing sustainability issue.

**Embracing emerging technology for reimagined work and identity: THEME2020**
Cristyn Meath
The goal of this workshop is to reflect on the experience of virtual conferencing and virtual reality to vision and strategize the potential for the technology to reimagine academic work and identity (what we do and how we do it). Participants will have the opportunity to attend a digital 3D conference world built for GRONEN2020 prior to the session. The session itself will be held in the virtual reality conference world. This will be accessible through 3D goggles and in 2D from a desktop or laptop.

3:30-4:00 pm  Break
Join a 10 min. desk yoga session as a short online refresher
Use the time to set up individual meetings and chats

1.5 hours block: 5:00-6:30pm CEST (Berlin); 11:00-12:30pm EDT (Boston)

4:00-5:30 pm  Parallel Rooms
Parallel Paper Sessions

**Session #05: Employees**
Tobias Hahn, Garima Sharma and Ante Glavas
Being One’s Own Master? Employees’ Experience of and Response to Tensions in CSR
Joern Hoppmann, Fanny Frei and Aoife Brophy Haney  
Capable of mastering the new world? Individuals’ perception of organizational capabilities in times of environmental change

Chantal van den Ouweland and Siri Boe-Lillegraven  
Communicating CSR ethically: Identity tensions and the role of employees

**Session #06: Business Case & Profitability**  
**Benedikt Holzner and Marcus Wagner**  
Green Innovation and Profitability: The Moderating Effect of Environmental Uncertainty

**Dante I. Leyva-De La Hiz and María Teresa Bolívar Ramos**  
Environmental Innovations and firm performance. Testing linear and non-linear effects of sustainability efforts and firm age. A longitudinal analysis

**Eduardo Duque, Javier Aguilera Caracuel, Jaime Guerrero-Villegas, Encarnación García-Sánchez**  
Examining Green Innovation’s Effects on Financial Performance: The Moderating Role of EMS and R&D Investments on Multilatinas

**Session #07: Supply Chain**  
**Nicholas Poggioli**  
Corporate Ecochains

**Maria J. Montes-Sancho, Tachizawa Elcio M. and Constantin Blome**  
Sustainability Assymetries and Performance through the Lens of Legitimacy Theory: Looking at Structural Embeddedness in the Supply Chain

**Alejandro Ortiz Pérez, Natalia Ortiz-De-Mandojana and Jury Gualandris**  
Organizational Resilience and Business Relationships: The Importance of Sustainability Commitment of the Suppliers

**Session #08: Innovation**  
**Leopoldo Gutierrez-Gutierrez, Ivan Montiel, Josep A Tribo and Ruth V Aguilera**  
Open Innovation as an Enabler for Responsible Innovation

**Aoife Brophy Haney and Philipp Trotter**  
Supporting Business Model Innovation for Sustainable Development

**Ana Labella-Fernández, Javier Martínez-del-Río, Diego Vazquez-Brust and Jose Joaquin Céspedes-Lorente**  
Environmental Entrepreneurship Orientation as an Useful Construct in Environmental Strategy Research: Scale Development and Validity

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**5:30-6:00 pm**  
**Break** ⚡ Join a virtual street art tour through Lisbon as a short online refresher  🗞️ Use the time to set up individual meetings and chats

**2 hours block: 7:00-9:00pm CEST (Berlin); 1:00-3:00pm EDT (Boston)**

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**6:00-6:30 pm**  
**Main Stage**

**Best Paper Nominee**  
**Florian Berg, Julian Koelbel and Roberto Rigobon**  
Aggregate Confusion: The Divergence of ESG Ratings
6:30-8:00 pm  Parallel Rooms
Parallel Paper Sessions

**Session #09: Digital technologies**
Valentina De Marchi and Eleonora Di Maria
Closing the Loop: Can Industry 4.0 Technologies Support the Circular Economy?
Daniel Matisoff, Christopher Blackburn, Juan Moreno-Cruz and Mallory Flowers
Catalyzing Market Transformation through Pilot Projects: Impacts of a Green Building Pilot Project Program
Hannes Kurtz, René Bohnsack, Andre Hanelt
Re-examining Path Dependency in the Digital Age: A Longitudinal Case Study in the Car Industry

**Session #10: Learning & Capabilities / Antecedents to Sustainable Firm Behavior**
Giacomo Buzzao and Francesco Rizzi
On the conceptualization and measurement of Dynamic Capabilities for Sustainability: a systematic literature review
Guia Bianchi, Francesco Testa, Olivier Boiral and Fabio Iraldo
Internalizing Environmental Sustainability through Lifecycle Management
Belen Payán-Sánchez, Miguel Pérez-Valls and José Antonio Plaza-Ubeda
The Impact of Airlines Alliances Portfolio on their Environmental Performance

**Session #11: Hybrid- and Stakeholder-Driven Organizations**
Sanjay Sharma, Tatiana Bouzdine Chameeva and Joerg Hofstetter
Core Family Values as Accelerators of Institutional Change - The Case of Sustainable Viticulture in the Bordeaux Wine Region
Michael Russo and M. Hassan Awad
Local Values and the Emergence of Clusters of Hybrid Companies: A Process Model
James Cordeiro, Giorgia Profumo and Ilaria Tutore
Family Ownership and Stockholder Reaction to Environmental Performance Disclosure: A Test of Secondary Agency Relationships
Ben W. Lewis and W. Chad Carlos
How Firms Respond to Positive Ratings: An Examination of CSR Ratings and the Unintended Consequences of Recognizing Responsibility

*This session is scheduled with +20 min presenting time due to four papers in the session*

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1.5 hours Block: 9:00-10:30pm CEST (Berlin); 1:00-2:30pm EDT (Boston)

8:00-8:15 pm  Main Stage
Closing the Conference Day

8:15-9:30 pm  🎉GRONEN Socials
Bring-your-own drink or lunch. Dedicated slot for GRONEN members to host a virtual social for interest groups ➤ get in touch and we help set it up!
Day 3 | Friday, June 19

2 hours Block: 1:30-3:30pm CEST (Berlin); 7:30am-9.30am EDT (Boston)

12:30-1:00 am
Main Stage
Opening the Day & Impressions from Yesterday

1:00-2:30 pm
Parallel Rooms
Parallel Paper Sessions

Session #12: Smart Cities / Citizen Behavior
Clara Peiret, Liliana Gelabert, Pascual Berrone and Joan E. Ricart
Urban environmental misperceptions: Understanding the perception-reality gap in European cities

Ken Dooley
Passive participation, data-driven design and the smart city: it may be inevitable but can we trust it?

Francesco Rizzi and Eleonora Annunziata
Product innovation and market shaping: insights from a study on the promotion of energy conservation behaviours among householders

Session #13: Internationalization
J. Alberto Aragon-Correa, Natalia Ortiz-De-Mandojana and Alfred Marcus
The Effects of Information Technologies (IT) on the Effectiveness of Home Country Institutional Pressures in the Digital Age

Efrén Gómez-Bolaños, Pia Ellimäki, Nuria Hurtado-Torres and Blanca Delgado-Márquez
Internationalization, Home Country Institutions and Environmental Innovation: Understanding the Differences between Emerging and Developed Country MNEs

Gozal Ahmadova, Manuel Bueno García and Blanca Delgado-Márquez
When Home-Country Matters: Toward a Better Understanding of MNEs’ Environmental Performance in the International Diversification Process

Session #14: Cognition and Individual Determinants
Eleni Christodoulou, Mercedes Bleda and Jonatan Pinkse
The Role of Affective Forms of Cognition in Corporate Adaptation to Climate Change

Marcel Richert, Matthew Johnson, Timo Busch and Sven Lundie
Individual determinants of climate inaction: Managerial sensemaking for renewable energy

Pushpika Vishwanathan and Siri Boe-Lillegraven
Unpacking the Balancing of Stakeholder Demands: Learning from Executives in Dual Objective Organizations
1.5 hours Block: 3:30-5:00 pm CEST (Berlin); 9:30-11:00am EDT (Boston)

2:30-4:00 pm

*Parallel Rooms*

**Parallel Paper Sessions**

**Session #15: Paradox**

*Joern Hoppmann, David Lechner and Sarah Fiedler*

Paradoxical framing: How executives publicly frame competing technologies in times of organizational ambidexterity

*Jana S. Loew and Marcus Wagner*

Paradox theory and sustainable organizing: a multi-level and multi-method study

*Natalie Slawinski and Wendy K. Smith*

Inviting Engagement with Paradox: How Leaders of Social Enterprises Communicate Complexity

**Session #16: New Ways of Seeing**

*Sylvia Grewatsch and Steve Kennedy*

Unlocking Systems Change: Rejuvenating Systems Thinking in Organizational Studies

*Frederik Dahlmann*

Towards a new form of bioethics in the Anthropocene: Earth system governance and the pursuit of life

*Frank Figge, Andrea Thorpe and Jason Good*

Problems of linearity in the circular economy: An evolutionary perspective

**Session #17: Communication, Organizational Mindset and Values**

*Hanne Knight, Mohamed Yacine Haddoud and Phil Megicks*

What makes corporate sustainability marketing communications go viral on social media? [THEME2020]

*Klaus Motoki: Moving From CSR to CDR*

Narratives of CDR Communication in the Light of Change Processes, Mindsets and Organizational Culture

*Anjali Chawla, Benson Honig, Brent McKnight and Kevin Veenstra*

Bringing Values into Retail Investments: The Role of Work Identification in Responsible Investing

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4:00-4:30 pm

**Break**

🏠 Check out the virtual gallery as a short online refresher

👥 Use the time to set up individual meetings and chats

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1.5 hours Block: 5:30pm-7:00pm CEST (Berlin); 11:30-1:00pm EDT (Boston) // Location: Main Stage

4:30-5:00 pm

**Best Paper Nominee**

*Georg Wernicke, Miha Sajko and Christophe Boone*

Just Old, or from Another Era? The Multifaceted Effect of CEO Age on Firm Social and Environmental Practices

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5:00-5:45 pm

**GRONEN Plenary**

GRONEN Best Paper & Best PhD Paper Award

Plenary Meeting & Outlook 2022

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5:45-6:00 pm

**Closing the Conference**