

# GRONEN 2020

Lisbon, June 17-19 (virtually)

## #PROGRAM INFO

### #Format

- ◆ GRONEN takes places on [ichair.org](https://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).

### #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 last 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*

2:30-3:45 pm **Opening GRONEN 2020**  
 René Bohnsack, Director Smart City Innovation Lab, Católica Lisbon  
 Christina Bidmon, Smart City Innovation Lab, Católica Lisbon

2:45-3:00 pm **Welcome Address**  
 Filipe Santos, Dean Católica Lisbon School of Business and Economics

3:00-4:30 pm **Interactive Opening Panel Debate: Brave new world?! Opportunities and challenges for sustainable development in the digital age**  
*Entry statements by:*  
 Raghu Garud, Smeal College of Business, Penn State  
 Amanda Porter, KIN Center for Digital Innovation, VU Amsterdam  
 Ali Aslan Gümüşay, Alexander von Humboldt Institute for Internet and Society

4:30-5:00 pm **Break**  
 Play the GRONEN Quiz as a short online refresher  
 Use the time to set up individual meetings and chats

*2 hours Block: 6:00-8:00pm CEST(Berlin); 12:00-2:00pm EDT(Boston)*

5:00-5:30 pm *Main Stage*  
**Best Paper Nominee**  
*Todd Schifeling and Sara Soderstrom | Discussant: Shon Hiatt*  
 Mobilizing an Organizational Field: Network Activism for Expanding Cross-Sectoral Climate Action

5:30-7:00 pm *Parallel Rooms*  
**Parallel Paper Sessions**  
**Session #01: Consumer Perspectives, Chair: Dante Leyva-de la Hiz**  
*Gaia Pretner, Nicole Darnall, Francesco Testa and Fabio Iraldo*  
 WTP for "circular" garments: an experimental approach THEME2020  
*Laura Therese Heint, Anna Baatz, Markus Beckmann and Peter Wehnert*  
 Consumer Perceptions of Environmental NPO-Co-Branding  
*Josua Oll, Martin Meißner and Alexander Bassen*  
 Experimental evidence on the attentional drivers of sustainable investing

**Session #02: Engaged Scholarship, Chair: Sanjay Sharma**

*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 Berrone, Andrea Giuliadori, Joan Enric Ricart and Horacio Rousseau*

How Can Management Scholarship Assist Organizations in the Achievement of Sustainable Development Goals?

**Session #03: Field Formation & Governance, Chair: Panikos Georgallis**

*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 [THEME2020](#)

*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, Chair: Mike Russo**

*Siri Boe-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**

 Meet the new GRONEN president: Valentina de Marchi invites you for a chat

 Join The Lisbon Tavern Procopio – 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 I Sign up: [here](#)**

### 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, Henning Breuer*

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. This session has a limit of 20 participants. Click [here](#) to learn more.

### 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 experience a Virtual Reality (3D) conference world built for GRONEN2020 prior to the session. The PDW session will be held in a closed room on the Altspace VR platform which you can access on a number of VR Headsets (3D goggles) as well as 2D mode on a PC (desktop or laptop not compatible with Mac or iPad). Email [c.meath@business.uq.edu.au](mailto:c.meath@business.uq.edu.au) for further information.

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, Chair: Natalie Slawinski

*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, Chair: J. Alberto Aragon-Correa**

*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, Chair: Frederik Dahlmann**

*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, Chair: Steve Kennedy**

*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

5:30-6:00 pm

**Break**

 Join a virtual sightseeing 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)

6:00-6:30 pm

*Main Stage*

**Best Paper Nominee**

*Florian Berg, Julian Koelbel and Roberto Rigobon | Discussant: Timo Busch*

Aggregate Confusion: The Divergence of ESG Ratings

6:30-8:00 pm

*Parallel Rooms*  
**Parallel Paper Sessions**

**Session #09: Digital technologies** THEME2020

**Chair: Jonatan Pinkse**

*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**

**Chair: Javier Martínez-del-Río**

*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\***

**Chair: Tobias Hahn**

*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*

1.5 hours Block: 9:00-10:30pm CEST (Berlin); 3:00-4:30pm 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 or roundtables.

**Confirmed:** Speed Dating GRONEN Edition; Impact of COVID-19 on our profession

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## Day 3 | Friday, June 19

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*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** THEME2020

**Chair: René Bohnsack**

*Clara Peiret, Liliانا 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, Chair: Ans Kolk**

*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 THEME2020

*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, Chair: Joern Hoppmann**

*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, Chair: Jonatan Pinkse**

*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, Chair: Ralf Barkemeyer**

*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**

**Chair: Valentina De Marchi**

*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

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

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 | Discussant: Frank Figge*

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

5:00-5:45 pm

**GRONEN Plenary**

GRONEN Best Paper & Best PhD Paper Award

Plenary Meeting & Outlook 2022

5:45-6:00 pm

**Closing the Conference**