



PROGRAMME

PhD Days and GRONEN 2024 Conference, 27-30 May 2024

Venue: SKEMA Business School
5 Quai Marcel Dassault
Suresnes

Local organizer: Prof. dr. Eva Niesten (gronenconference2024@gmail.com)

Conference Team: Albert Jolink, Barbara Ribeiro, Berill Blair, Carole Daniel, Corinne Poroli, Eliane Bacha and Jonatan Pinkse

Date: Monday, 27/May/2024	
9:00am - 10:00am	<u>PhD Days: PHD DAYS REGISTRATION</u>
10:00am - 10:30am	<u>Welcome: Welcome Note PhD Days</u> Location: Room 2.002/2.003 Session Chair: Barbara Ribeiro , SKEMA Business School Session Chair: Jonatan Pinkse , King's College London
Room 2.002/2.003	
10:30am - 12:00pm	<u>1: Navigating PhD Journey</u> Location: Room 2.002/2.003 Session Chair: Katrin Heucher , University of Groningen Session Chair: Johannes Meuer , KLU Hamburg Session Chair: Julien Penin , University of Strasbourg
Room 2.002/2.003	
12:00pm - 1:30pm	<u>Break A: Lunch break</u> Location: Sky Room /Roof Top
Sky Room /Roof Top	
1:30pm - 3:00pm	<u>2: Publishing and Writing</u> Location: Room 2.002/2.003 Session Chair: Magali Delmas , UCLA Session Chair: Mike Russo , University of Oregon Session Chair: Nancy Bocken , Maastricht University
Room 2.002/2.003	
3:00pm - 3:30pm	<u>Break B: Coffee Break</u> Location: Ko-working Space
Ko-working Space	
3:30pm - 5:00pm	<u>3a: Research Feedback Circles 1 (Groups 1 and 2)</u> Location: Room 2.000 Session Chair: Dan Matisoff , Georgia Tech Session Chair: Anne-Lorène Vernay , Grenoble Ecole de Management
Room 2.000	
3:30pm - 5:00pm	<u>3b: Research Feedback Circles 2 (Groups 3 and 4)</u> Location: Room 2.001 Session Chair: Domenico Dentoni , Montpellier Business School Session Chair: Effie Kesidou , University of Leeds
Room 2.001	
3:30pm - 5:00pm	<u>3c: Research Feedback Circles 3 (Groups 5 and 6)</u> Location: Room 2.002 Session Chair: Jonatan Pinkse , King's College London Session Chair: Kenneth de Roeck , SKEMA Business School
Room 2.002	
3:30pm - 5:00pm	<u>3d: Research Feedback Circles 4 (Groups 7 and 8)</u> Location: Room 2.003 Session Chair: Minna Halme , Aalto University School of Business Session Chair: Kostas Iatridis , University of Bath
Room 2.003	

3:30pm - 5:00pm	<u>3e: Research Feedback Circles 5 (Groups 9 and 10)</u> Location: Room 2.005 Session Chair: Nancy Bocken , Maastricht University Session Chair: Samuli Patala , Aalto University
Room 2.005	
5:00pm - 6:00pm	<u>Job: Job Market</u> Location: Room 2.002/2.003 Session Chair: Nicole Darnall , Arizona State University Session Chair: Kenneth de Roeck , SKEMA Business School Session Chair: Barbara Ribeiro , SKEMA Business School
Room 2.002/2.003	
6:30pm - 9:00pm	<u>Dinner A: Drinks and Tapas</u> Location: Le QG
Le QG	
Date: Tuesday, 28/May/2024	
9:30am - 11:00am	<u>WS1: Workshop: Mental Health and Life-Work Balance</u> Location: Room 2.000 Session Chair: Johannes Meuer , KLU Hamburg Session Chair: Julien Penin , University of Strasbourg
Room 2.000	
9:30am - 11:00am	<u>WS2: Workshop: Research Impact</u> Location: Room 2.001 Session Chair: Katrin Heucher , University of Groningen Session Chair: Minna Halme , Aalto University School of Business
Room 2.001	
9:30am - 11:00am	<u>WS3: Workshop: Academic Presentations</u> Location: Room 2.005 Session Chair: Mike Russo , University of Oregon Session Chair: Nicole Darnall , Arizona State University
Room 2.005	
11:00am - 11:45am	<u>Dating: Academic Speed Dating</u> Location: Room 2.002/2.003
Room 2.002/2.003	
11:45am - 12:00pm	<u>Closing: Closing Remarks</u> Location: Room 2.002/2.003 Session Chair: Barbara Ribeiro , SKEMA Business School Session Chair: Jonatan Pinkse , King's College London
Room 2.002/2.003	
12:00pm - 1:00pm	<u>Break C: Lunch break</u> Location: Sky Room /Roof Top
Sky Room /Roof Top	
12:30pm - 1:30pm	<u>START: START OF GRONEN 2024 CONFERENCE REGISTRATION</u>
1:30pm - 3:00pm	<u>Opening 1: Opening Session: Breaking Away From the Mainstream? New Directions For Research Into Business Sustainability</u> Location: Ko-working Space Session Chair: Tobias Hahn , Esade Business School Session Chair: Eliane Bacha , SKEMA Business School Session Chair: Berill Blair , SKEMA Business School
Ko-working Space	
1:30pm - 3:00pm	<u>Opening 2: Opening Session: Mainstreaming Sustainability? How Current Developments in Policy, Politics, and Practice Should Inform Our Research</u> Location: Room 2.002/2.003 Session Chair: Jonatan Pinkse , King's College London Session Chair: Dror Etzion , University of Vermont
Room 2.002/2.003	
3:00pm - 3:30pm	<u>Break 1: Coffee Break</u> Location: Ko-working Space
Ko-working Space	
3:30pm - 5:00pm	<u>1.1: Paradoxes and Framing for Sustainability</u> Location: Room 2.000 Session Chair: Timo Busch , University of Hamburg
Room 2.000	
3:30pm - 5:00pm	<u>1.2: Sustainable Enterprises</u> Location: Room 2.001 Session Chair: Anna Rebmann , King's College London
Room 2.001	
3:30pm - 5:00pm	<u>1.3: Investments for Sustainability</u> Location: Room 2.002 Session Chair: Anne Kellers , University of Groningen
Room 2.002	
3:30pm - 5:00pm	<u>1.4: Sustainable Change Agents and Knowledge Creation</u> Location: Room 2.003 Session Chair: Lucrezia Nava , Baruch College
Room 2.003	
3:30pm - 5:00pm	<u>1.5: Organizational and System Resilience</u> Location: Room 2.005 Session Chair: Elena Mellado-Garcia , University of Granada
Room 2.005	

5:15pm - 6:30pm	Keynote: Keynote by Prof. Nancy Bocken: From Imagining to Implementing Circular Service Business Models - Findings from Circular X / Welcome by SKEMA Dean Alice Guilhon
Amphi 1	Location: Amphi 1 Session Chair: Eva Niesten , SKEMA Business School
6:30pm - 8:00pm	Reception: Welcome reception
Sky Room /Roof Top	Location: Sky Room /Roof Top
Date: Wednesday, 29/May/2024	
9:00am - 10:15am	2.1: Sustainable Innovation Ecosystems
Room 2.000	Location: Room 2.000 Session Chair: Frederik Dahlmann , University of Warwick
9:00am - 10:15am	2.2: Mainstreaming and Systems Change
Room 2.001	Location: Room 2.001 Session Chair: Shova Thapa Karki , University of Sussex
9:00am - 10:15am	2.3: Stakeholder Relations
Room 2.002	Location: Room 2.002 Session Chair: Samentha Goethals , SKEMA Business School
9:00am - 10:15am	2.4: Materiality Analysis
Room 2.003	Location: Room 2.003 Session Chair: Charles Cho , Schulich School of Business, York University
9:00am - 10:15am	2.5: Circular Economy and Institutions
Room 2.005	Location: Room 2.005 Session Chair: Samuli Patala , Aalto University
9:00am - 10:15am	2.6: Documentary on Exploring Inclusive Sustainable Development in a Canadian University
Room 3.204	Location: Room 3.204 Session Chair: Kent Williams , Dalhousie University
10:15am - 10:45am	Break 2: Coffee break
Ko-working Space	Location: Ko-working Space
10:45am - 12:15pm	PDW1: Sustainable Innovation: Navigating Intellectual Property for a Greener Future
Room 2.003	Location: Room 2.003 Session Chair: Ludmila Striukova , SKEMA Business School Guest speakers: Julien Pénin , University of Strasbourg Charles De Grazia , EMLV Business School Paris
10:45am - 12:15pm	PDW2: Mid-Career Academics: Purpose, Balance, and Mental Health
Room 2.001	Location: Room 2.001 Session Chair: Valentina De Marchi , ESADE Session Chair: Rene Bohnsack , Católica-Lisbon
10:45am - 12:15pm	PDW3: Special Issue of Organization & Environment – Mainstreaming Sustainability?
Room 2.002	Location: Room 2.002 Session Chair: Eva Niesten , SKEMA Business School Session Chair: Frank de Bakker , IESEG School of Management Session Chair: Frederik Dahlmann , University of Warwick Session Chair: Mike Russo , University of Oregon
10:45am - 12:15pm	PDW4: Sustainable Business Horizons: Educating and Inspiring Managers for Positive Impact
Room 2.000	Location: Room 2.000 Session Chair: Ambra Galeazzo , University of Padua Session Chair: Javier Delgado Ceballos , University of Granada Guest Speakers: Alice Mascena Barbosa , Innovation North, Ivey Business School Stefano Pogutz , Bocconi School of Management Pascual Berrone , IESE J. Alberto Aragón Correa , University of Granada
10:45am - 12:15pm	PDW5: Virtual Reality to Support Research on Sustainable Behavior: Designing Experiences
Room 3.204	Location: Room 3.204 Session Chair: Albert Jolink , SKEMA Business School Note: Max. 16 participants
12:15pm - 1:15pm	Lunch 1: Lunch Break
Sky Room /Roof Top	Location: Sky Room /Roof Top
1:15pm - 2:30pm	3.1: Sustainability Metrics and Impact
Room 2.000	Location: Room 2.000 Session Chair: Magali Delmas , UCLA

1:15pm - 2:30pm	3.2: Sustainable Business Models
Room 2.001	Location: Room 2.001 Session Chair: Thierry Rayna , École Polytechnique
1:15pm - 2:30pm	3.3: Greenwashing
Room 2.003	Location: Room 2.003 Session Chair: Domenico Dentoni , Montpellier Business School
1:15pm - 2:30pm	3.4: Environmental Disclosures and Performance
Room 2.002	Location: Room 2.002 Session Chair: Roberto Ponce , Universidad del Desarrollo
1:15pm - 2:30pm	3.5: Sensemaking for Sustainability
Room 2.005	Location: Room 2.005 Session Chair: Steve Kennedy , Rotterdam School of Management, Erasmus University
2:30pm - 3:30pm	Award Contenders: Presentations by Best Paper Award Contenders
Amphi 1	Location: Amphi 1 Session Chair: Eva Niesten , SKEMA Business School Session Chair: Jonatan Pinkse , King's College London
3:30pm - 4:00pm	Break 3: Short Coffee Break
Ko-working Space	Location: Ko-working Space
4:00pm - 5:30pm	Panel: Plenary Panel on Mainstreaming Sustainability
Amphi 1	Location: Amphi 1 Session Chair: Carole Daniel , SKEMA Business School Session Chair: Berill Blair , SKEMA Business School Session Chair: Barbara Ribeiro , SKEMA Business School Panelists: Juliane Reinecke , University of Oxford Yves Bogaert , Convention des Entreprises pour le Climat Charles Christory , Le Fourgon Hubert Motte , La Vie est Belt Benjamin Michaud , Bonduelle
7:00pm - 10:00pm	Dinner: Conference Dinner at Quai Ouest
Quai Ouest	Location: Quai Ouest
Date: Thursday, 30/May/2024	
9:00am - 10:15am	4.1: Sustainable Partnerships
Room 2.000	Location: Room 2.000 Session Chair: Ozgur Isil , University of Scranton
9:00am - 10:15am	4.2: Circular Economy and Waste
Room 2.001	Location: Room 2.001 Session Chair: Bhavesh Sarna , University of Jyväskylä
9:00am - 10:15am	4.3: Climate Change Risk
Room 2.002	Location: Room 2.002 Session Chair: Judith L. Walls , University of St.Gallen
9:00am - 10:15am	4.4: Emotion, Mental Models, and Values for Sustainability
Room 2.003	Location: Room 2.003 Session Chair: Anne-Lorène Vernay , Grenoble Ecole de Management
9:00am - 10:15am	4.5: Consumer Perception of Sustainable Products
Room 2.005	Location: Room 2.005 Session Chair: Rieke Sophie Kohn , Norwegian School of Economics (NHH)
10:15am - 10:45am	Break 4: Short Coffee Break
Ko-working Space	Location: Ko-working Space
10:45am - 12:15pm	PDW6: Addressing Societal Challenges through Moral(ized) Markets.
Room 2.000	Location: Room 2.000 Session Chair: Panikos Georgallis , University of Amsterdam Session Chair: Benjamin Huybrechts , IESEG School of Management Guest panelists: Rodolphe Durand , Professor of Strategy, HEC Paris Juliane Reinecke , Professor of Management Studies, University of Oxford
10:45am - 12:15pm	PDW7: Integrating AI into Sustainability Research.
Room 2.001	Location: Room 2.001 Session Chair: Rene Bohnsack , Católica-Lisbon Session Chair: Mickie de Wet , Católica Lisbon School of Business & Economics
10:45am - 12:15pm	PDW8: Engendering Sustainability, the Legacy of Ecofeminism and Beyond
Room 2.002	Location: Room 2.002 Session Chair: Stephanie Chasserio , SKEMA Business School Session Chair: Corinne Poroli , SKEMA Business School Session Chair: Eliane Bacha , SKEMA Business School Guest Speaker: Renaud Redien-Collot , Doyen du corps professoral, ESCE International Business School

10:45am - 12:15pm	PDW9: Frugal Sustainable Entrepreneurship Education Location: Room 2.003 Session Chair: Valentina De Marchi , ESADE Session Chair: Rob Lubberink , Amsterdam University of Applied Sciences
Room 2.003	
12:15pm - 1:15pm	Lunch 2: Lunch break Location: Sky Room /Roof Top
Sky Room /Roof Top	
1:15pm - 2:45pm	5.1: Paradoxes and Tensions Location: Room 2.000 Session Chair: Katrin Heucher , University of Groningen
Room 2.000	
1:15pm - 2:45pm	5.2: Corporate Environmental Responsiveness Location: Room 2.001 Session Chair: Sanjay Sharma , Grossman School of Business, Univ of Vermont
Room 2.001	
1:15pm - 2:45pm	5.3: Digitalization and Sustainability Location: Room 2.002 Session Chair: Nicole Darnall , Arizona State University
Room 2.002	
1:15pm - 2:45pm	5.4: Biodiversity and Ecosystem Services Location: Room 2.005 Session Chair: Rob Lubberink , Amsterdam University of Applied Sciences
Room 2.005	
1:15pm - 2:45pm	5.5: Corporate Environmental Performance Location: Room 2.003 Session Chair: Ioannis Bournakis , SKEMA Business School
Room 2.003	
2:45pm - 3:15pm	Break 5: Short Coffee Break Location: Ko-working Space
Ko-working Space	
3:15pm - 4:00pm	Plenary: GRONEN Plenary Location: Amphi 1 Session Chair: Johannes Meuer , KLU Hamburg Session Chair: Nicole Darnall , Arizona State University Session Chair: Arno Kourula , University of Amsterdam
Amphi 1	
4:00pm - 4:30pm	Awards: GRONEN Awards Location: Amphi 1 Session Chair: Isabelle Jauny , SKEMA Business School
Amphi 1	
5:00pm - 7:00pm	Social Event: Social Event: La Vigne de Suresnes Location: La Vigne de Suresnes
La Vigne de Suresnes	

Presentations

1.1: Paradoxes and Framing for Sustainability

Time: Tuesday, 28/May/2024: 3:30pm - 5:00pm · *Location:* Room 2.000

Session Chair: Timo Busch, University of Hamburg

Beyond Paradoxical Frames? Managerial Frames and Framing Toward Regenerative Organizations

Leonie Paul^{1,2}, **Juha Väättä**¹, **Anne-Laure Mention**², **Hardik Bhimani**²

¹LUT University, Finland; ²RMIT University, Australia

Contradictions Incorporated: The Antecedents of Paradoxical Frame Adoption during Complex Organizational Change

Aoife Brophy¹, **Fanny Frei**², **Viktor Salenius**¹, **Joern Hoppmann**³

¹University of Oxford, United Kingdom; ²ETH Zurich; ³University of Oldenburg

Beyond the Great Divide: Aligning Public and Private Sector Perspectives in Sustainability Transitions

Andres Rey Ladino, **Gordon Wilmsmeier**, **Johannes Meuer**

KLU Hamburg, Germany

Sustainability Transformation or Utopia? The Role of Top-down and Bottom-up Practices for Resolving and Evolving of Tensions

Timo Busch, **Carolin Weber**, **Theresa Sophie Rötzel**

Universität Hamburg, Germany

1.2: Sustainable Enterprises

Time: Tuesday, 28/May/2024: 3:30pm - 5:00pm · *Location:* Room 2.001
Session Chair: Anna Rebmann, King's College London

Profit & Purpose – An Unlikely Friendship? A Differentiated Perspective on the Tainted Altruism Hypothesis

Christina Lara Kannegiesser^{1,2}, **Laura Marie Edinger-Schons**¹

¹University of Hamburg, Germany; ²University of Mannheim, Germany

Understanding the Drivers of Eco-innovation Intensity in SMEs

Effie Kesidou¹, **Anastasia Ri**², **Stephen Roper**³, **Jun Du**⁴

¹University of Leeds, United Kingdom; ²Aston University, United Kingdom; ³University of Warwick, United Kingdom; ⁴Aston University, United Kingdom

Sustainability-Oriented Strategic Alliances between Corporates and Startups: Drivers, Barriers and Shared Resources

Tomas Santa-Maria, **Nicole Dougnac**

Business Sustainability Center, Faculty of Economics and Business, Universidad del Desarrollo, Av. Plaza 680, Las Condes, Chile

Co-Creative Social Entrepreneurship: Insights on Stakeholders' Participation in Innovation

Anna Rebmann¹, **Emma Folmer**²

¹King's College London, United Kingdom; ²University of Groningen

1.3: Investments for Sustainability

Time: Tuesday, 28/May/2024: 3:30pm - 5:00pm · *Location:* Room 2.002
Session Chair: Anne Kellers, University of Groningen

Offenders by Conviction: How a Dual Mission Shapes Power Dynamics in Investor-Investee Relationships

Lena Schätzlein, **Niko Gerlach**

Heinrich Heine University Düsseldorf, Germany

Institutional Investors and Low Carbon Transition: A Multilevel Analysis of Lead Firm Reorientation 2012 - 2021

Niklas Valter Kreander¹, **Kenneth McPhail**², **Frank Geels**³

¹University of South Eastern Norway; ²University of Manchester; ³University of Manchester

Market Valuation of Biodiversity-Sensitive Sectors: Evidence from the 15th United Nations Biodiversity Conference (COP15)

Sophie Constance Bornhöft

Leuphana University Lüneburg, Germany

Do Sustainable Investors Get What They Ask For?

Julia Eckert¹, **Thomas Cauthorn**¹, **Anne Kellers**², **Bernhard Zwergel**¹

¹University of Kassel; ²University of Groningen

1.4: Sustainable Change Agents and Knowledge Creation

Time: Tuesday, 28/May/2024: 3:30pm - 5:00pm · *Location:* Room 2.003
Session Chair: Lucrezia Nava, Baruch College

How Social Change Agents Craft Expertise in Sustainability

Laure Lelasseux¹, **Frank de Bakker**¹, **Grace Augustine**²

¹IESEG School of Management, France; ²University of Bath School of Management, UK

Sustainability Managers' Moral Role Identity – How Moral (Dis)Engagement Shapes Corporate Climate (In)Action

Carina Keller, **Diane Owin**, **Karin Kreutzer**, **Myriam Bechtoldt**

EBS Universität für Wirtschaft und Recht, Germany

Objects as Means of Sustainability Knowledge Co-Creation Across the Research-Practice Boundary

Karelia Dagnaud¹, Linda Turunen¹, **Minna Halme**¹, Jarkko Levänen²

¹Aalto University School of Business, Finland; ²LUT University

Rediscovering the Bucolic Tale: The Role of Place Embeddedness in Fostering Sustainable Practices

Lucrezia Nava¹, Maja Tampe², Jorge Chiapetti³, Rui Barbosa da Rocha³

¹Baruch College, City University of New York; ²Esade Business School; ³Universidade Estadual de Santa Cruz

1.5: Organizational and System Resilience

Time: Tuesday, 28/May/2024: 3:30pm - 5:00pm · *Location:* Room 2.005

Session Chair: Elena Mellado-Garcia, University of Granada

Redefining Water Management: Bridging Theory and Practice in Business Strategy

Mahmoud Radwan¹, Mette Præst Knudsen^{1,2}, Pilar Acosta¹

¹i3-CRG, École polytechnique, CNRS, Institut polytechnique de Paris, Palaiseau, France; ²Centre for Integrative Innovation Management, University of Southern Denmark, Denmark

Organising in a World Approaching 50 Degree Celsius: A Baradian Perspective

Domenico Dentoni

Montpellier Business School, France

Sustainable Innovation for Urban Transformation: An Interdisciplinary Perspective on Upscaling

Daniel Van Den Buuse, **Willem Van Winden**

Amsterdam University of Applied Sciences, Netherlands, The

Structural Design Among Hierarchical Systems: A Path Towards Higher-Level Resiliency

Elena Mellado-Garcia¹, Natalia Ortiz-de-Mandojana¹, Pratima (Tima) Bansal²

¹University of Granada, Spain; ²Ivey Business School, Western University

2.1: Sustainable Innovation Ecosystems

Time: Wednesday, 29/May/2024: 9:00am - 10:15am · *Location:* Room 2.000

Session Chair: Frederik Dahlmann, University of Warwick

An Ecosystem for Green Innovation: Analysing the Dynamics of the Actors Involved

Charlotte Chappert¹, Anne-Sophie Fernandez¹, **Dante I. Leyva-de la Hiz**²

¹University of Montpellier, France; ²CUNEF Universidad, Spain

Greening Pastures, Ecosystems for Sustainable Entrepreneurship

Jip Leendertse, Frank van Rijnsvoever

Delft University of Technology, Netherlands, The

MNE Crowdsourcing Sustainability Innovations

Simone Carmine¹, **Haitao Yu**²

¹IESEG School of Management, Paris, France; ²University of Macau, Macau S.A.R., China

Purpose-Driven Innovation Ecosystems and Sustainability Transformations

Frederik Dahlmann

University of Warwick, United Kingdom

2.2: Mainstreaming and Systems Change

Time: Wednesday, 29/May/2024: 9:00am - 10:15am · *Location:* Room 2.001

Session Chair: Shova Thapa Karki, University of Sussex

Circular Economy as Systems Change for Sustainability – From the Perspective of Finnish Business

Milla Sarja

University of Jyväskylä, Finland

Integrating Sustainability: Introducing a New Systems Perspective on Green Change

Ingeborg Flagstad, Svein Åge K. Johnsen

Inland Norway University of Applied Sciences, Norway

System-Level Planning for Mainstreaming Sustainability Increases the Effectiveness of Development Finance: A Many-Objective Optimisation Considering 7 Sustainable Development Goals Simultaneously of a Rural Energy, Transport and Food System in Uganda

Philipp Trotter^{1,2}, Tristan Becker³, Grit Walther⁴

¹University of Wuppertal, Germany; ²University of Oxford; ³TU Dresden; ⁴RWTH Aachen

"Until it becomes widely enforced or implemented, we are just fighting a losing battle" : Mainstreaming circular economy through collaboration to obtain system level solutions

Shova Thapa Karki

University of Sussex, United Kingdom

2.3: Stakeholder Relations

Time: Wednesday, 29/May/2024: 9:00am - 10:15am · *Location:* Room 2.002

Session Chair: Samentha Goethals, SKEMA Business School

Multi-Stakeholder Partnership (MSP) Dynamics for Evolving Partnership Goals: The Case of The Ebony Project

Soumyo Das

Emlyon Business School, France

Who's In, Who's Out, and How Do Values Come into Play There? Exploring Partner Selection Dynamics in Multistakeholder Collaborations for Tackling Grand Challenges

Rhea Louise Riemke

University of St.Gallen, Switzerland

Mainstreaming Sustainability by Co-Constructing Social Approval in High-Hazard

Ivana Milosevic¹, A. Erin Bass²

¹College of Charleston, United States of America; ²University of Nebraska Omaha

Business Responsibility in Sustainability Transition: A Conceptual Model to Address Structural Injustice

Christian Linder, Samentha Goethals

SKEMA Business School, France

2.4: Materiality Analysis

Time: Wednesday, 29/May/2024: 9:00am - 10:15am · *Location:* Room 2.003

Session Chair: Charles Cho, Schulich School of Business, York University

"And Nothing Else Matters." Exploring Materiality Analysis in Sustainability Reporting Through an Issue Selling Lens

Svenja Katharina Tobies^{1,2}, Manuel Reppmann², Laura Marie Edinger-Schons²

¹University of Mannheim, Germany; ²University of Hamburg, Germany

The New Reality of Double Materiality - Towards an Integrated Perspective on Financial and Societal Value Creation in Firms

Friedemann Polzin, Ima Sammani, Timo van Balen, Sophie Klein, Joost Scheffer

Utrecht University, Utrecht School of Economics (U.S.E.), the Netherlands

Shared Imaginaries of Sustainable Development: The SDGs, their Interconnectedness, and Materiality Assessment

Charles H. Cho¹, Dorota Dobija², Joanna Krasodomska³, Chaoyuan She⁴, Ewelina Zarzycka⁵

¹Schulich School of Business, York University, Canada; ²Kozminski University; ³Krakow University of Economics; ⁴University of Essex; ⁵University of Lodz

2.5: Circular Economy and Institutions

Time: Wednesday, 29/May/2024: 9:00am - 10:15am · *Location:* Room 2.005

Session Chair: Samuli Patala, Aalto University

Roads More Travelled: A Comparative Study of the Institutionalization of Circular Aggregates Management through Two Collaborative Platforms

Olav Soldal

BI Norwegian Business School, Norway

The Circular Economy After Adoption: The Role of Behavioral and Contextual Factors in Addressing Imperfect Substitution.

Jozef Cossey^{1,2}, **Anaïs Périlleux**²

¹KU Leuven, Belgium; ²UCLouvain, Belgium

Mainstreaming Green Products from Industrial Symbiosis: Results from a Survey of Italian Consumers on a Sofa Made with Textile Waste

Rosa Maria Dangelico¹, **Luca Fraccascia**²

¹Politecnico di Bari, Italy; ²Sapienza University of Rome, Italy

When Global Formal Meets Local Informal: An Exploration of Institutional Interfaces at a Recycling Cluster

Tulin Dzhengiz¹, **Samuli Patala**², **Minna Halme**²

¹Manchester Metropolitan University; ²Aalto University, Finland

2.6: Documentary on Exploring Inclusive Sustainable Development in a Canadian University

Time: Wednesday, 29/May/2024: 9:00am - 10:15am · *Location:* Room 3.204

Session Chair: Kent Williams, Dalhousie University

Exploring Inclusive Sustainable Development in a Canadian University

Kent Williams, **Loretta Baidoo**, **Alexander Davis**, **Tony Walker**, **Joyline Makani**, **Binod Sundararajan**

Dalhousie University, Canada

3.1: Sustainability Metrics and Impact

Time: Wednesday, 29/May/2024: 1:15pm - 2:30pm · *Location:* Room 2.000

Session Chair: Magali Delmas, UCLA

Assessing Company Impact: Status Quo and Way Ahead

Timo Busch, **Brigitte Bernard-Rau**, **Hendrik Brosche**

University of Hamburg, Germany

Organizational Social Impact Measurement and Valuation. A Literature Review and Critical Reflection

Felizia von Schweinitz¹, **Amy Vogel**²

¹University of Hamburg, Germany; ²LMU Munich, Germany

Valuing Impact: A Comparative Analysis of Social Impact and Traditional Venture Capital Investments in Europe

Stefano Romito¹, **Anita Quas**², **Valentina Masseretti**³, **Clodia Vurro**⁴

¹University of Milan, Italy; ²University of Milan, Italy; ³University of Milan, Italy; ⁴University of Milan, Italy

The Uncertainty of Corporate Sustainability Metrics

Kelly Clark, **Magali Delmas**, **Dylan Minor**, **Tyson Timmer**

UCLA, United States of America

3.2: Sustainable Business Models

Time: Wednesday, 29/May/2024: 1:15pm - 2:30pm · *Location:* Room 2.001

Session Chair: Thierry Rayna, École Polytechnique

Architecture and Innovation of Business Models in Low-Income Countries: The Case of the Last Mile

Maria Schmidt¹, **Philipp Trotter**^{2,3}, **Aoife Marie Brophy**^{3,4}, **David Antons**¹

¹RWTH Aachen University, Germany; ²Schumpeter School of Business and Economics, University of Wuppertal, Germany; ³Smith School of Enterprise and the Environment, University of Oxford, UK; ⁴Saïd Business School, University of Oxford, UK

A Case Study About the Business Model Change: From Traditional to Sustainable

Júlia Mitsue Vieira Cruz Kumasaka, **Flávio Hourneaux Junior**, **Patrícia Taeko Kaetsu**

Sao Paulo University, Brazil

Revealing the Antecedents for Designing a Business Model for Social Acceptance from the Renewable Energy Sector

Eduardo Méndez León, **Anne-Lorene Vernay**, **Carine Sebi**

Grenoble Ecole de Management, France

Making Sustainability Mainstream through Business Model Innovation: Building Toolkits to Combine Corporate Performance and Impact through Design Science

Valentine Georget², **Thierry Rayna**¹

¹École Polytechnique, France; ²Université Côte d'Azur, France

3.3: Greenwashing

Time: Wednesday, 29/May/2024: 1:15pm - 2:30pm · *Location:* Room 2.003

Session Chair: Domenico Dentoni, Montpellier Business School

Explaining the Missing Link between Corporate Environmental Commitments and Outcomes: A Loose Coupling Perspective on Greenwashing

Robert Kudlak

Adam Mickiewicz University, Poland

Type I and II Greenwashing: Extending the Critique of CSR Communication via Means-Ends Decoupling

Aurélien Feix¹, **Moritz Gruban**², **Ariel de Fauconberg**²

¹TBS Education; ²Cambridge Judge Business School

Systems Washing and Systems Dreaming under Trespassed Planetary Boundaries

Domenico Dentoni

Montpellier Business School, France

3.4: Environmental Disclosures and Performance

Time: Wednesday, 29/May/2024: 1:15pm - 2:30pm · *Location:* Room 2.002

Session Chair: Roberto Ponce, Universidad del Desarrollo

Environmental Disclosures and Firm Productivity: The Role of Market Competition

Himanshu Shekhar, **Gaurav GB**

Indian Institute of Management Bangalore, India

The Strategic Tone of Non-Financial Disclosure: Linguistic Attributes and Financial Implications of CSR Reports

Bianca Minuth¹, **Paul Pronobis**²

¹ESCP Business School, France; ²EBS Business School, Germany

Environmental Commitment: Do Firms Walk the Talk? Empirical Insights from Italy

Sara Ratti, **Marika Arena**, **Giovanni Azzone**, **Laura Dell'Agostino**

Politecnico di Milano (Italy), Department of Management, Economics and Industrial Engineering

Is Policy Disclosure a Good Predictor of Environmental Behavior? Evidence from the Retail Sector

Roberto Ponce¹, **Maria Jose Ibañez**², **Felipe Vasquez-Lavín**¹

¹Universidad del Desarrollo, Chile; ²CENTRUM Católica Graduate Business School, Peru

3.5: Sensemaking for Sustainability

Time: Wednesday, 29/May/2024: 1:15pm - 2:30pm · *Location:* Room 2.005
Session Chair: Steve Kennedy, Rotterdam School of Management, Erasmus University

Making Sense of Regenerative Business throughout the Value Network

Veronica Devenin¹, Valentina De Marchi², Tobias Hahn³, Maja Tampe⁴

¹EADA Business School, Spain; ²ESADE Business School, Spain; ³ESADE Business School, Spain; ⁴ESADE Business School, Spain

Learning within Project Boundaries: How Project Design and the Affordance of Sense Shapes the Process and Outcomes of Multi-Stakeholder Innovation

Chantal van den Ouweland^{1,2}, Siri Boe-Lillegraven¹

¹University of Amsterdam Business School, Netherlands, The; ²Amsterdam University of Applied Sciences, Netherlands, The

Ecological Sensemaking in Natural Resource Based Industries: What Farmers Know by What They Do

Daniel Tisch¹, Steve Kennedy², Gail Whiteman³

¹The University of Auckland; ²Rotterdam School of Management; ³The University of Exeter

Award Contenders: Presentations by Best Paper Award Contenders

Time: Wednesday, 29/May/2024: 2:30pm - 3:30pm · *Location:* Amphi 1
Session Chair: Eva Niesten, SKEMA Business School
Session Chair: Jonatan Pinkse, King's College London

Social Innovation in the Sandbox - Investigating the Paradox of Embedded Agency in Organizing for Divergent Change

Christina Lara Kannegiesser^{1,2}, Laura Marie Edinger-Schons¹

¹University of Hamburg, Germany; ²University of Mannheim, Germany

From Pledges to Practice: Instrumental Framing and Environmental Sustainability Commitment Implementations

Wei Wang, Klaus Weber

Kellogg School of Management, Northwestern University, United States of America

The Walls Have Ears: The Effect of Selective Disclosure on Employee Evaluations of Organisational Culture and Values

Navya Pandit¹, Anne Jacqueminet², Christiane Bode³

¹University of Cologne, Germany; ²Booconi University, Italy; ³Imperial College London, UK

Incumbents Under Pressure - Frame Inversion as Legitimacy Balancing Act during Issue Salience

Hannah Schupfer¹, Birthe Soppe^{2,3}

¹King's College London, United Kingdom; ²University of Oslo, Norway; ³University of Innsbruck, Austria

4.1: Sustainable Partnerships

Time: Thursday, 30/May/2024: 9:00am - 10:15am · *Location:* Room 2.000
Session Chair: Ozgur Isil, University of Scranton

The Influence of ESG Performance on Governance Structures of Strategic Alliances in the Renewable Energy Sector

Jenny Carita Twyford¹, Eva Niesten², Silvia Massini¹

¹University of Manchester, United Kingdom; ²SKEMA, France

Of Friends and Foes: Dynamics of Managing Tensions in Interorganizational Collaborations

Maria Schmidt¹, Philipp Trotter^{2,3}, Aoife Marie Brophy^{3,4}, David Antons¹

¹RWTH Aachen University, Germany; ²Schumpeter School of Business and Economics, University of Wuppertal, Germany; ³Smith School of Enterprise and the Environment, University of Oxford, UK; ⁴Saïd Business School, University of Oxford, UK

Decarbonizing, Together, Faster: How Configurations of (Open) Innovation and Governance Advance Corporate Decarbonization

Ann-Kristin Zobel¹, Lukas Andreas Falcke^{2,3}, Lukas Sebastian Rickling¹, Qinli Lu³, Rhea Riemke¹

¹University of St. Gallen, Institute of Management & Strategy (IfB); ²Vrije Universiteit Amsterdam, KIN Center for Digital Innovation; ³Imperial College London

Strategies for Net-Zero Pledges in the Face of Global and Dispersed Emissions across Global Value Chains

Pilar Acosta¹, Mette Praest Knudsen^{1,2}

¹Ecole Polytechnique; ²University of Southern Denmark

4.2: Circular Economy and Waste

Time: Thursday, 30/May/2024: 9:00am - 10:15am · *Location:* Room 2.001

Session Chair: Bhavesh Sarna, University of Jyväskylä

Firm-Level Processes for Valorizing Food Waste: An Empirical Model

Giulia Valentini, Paola Garrone

Politecnico di Milano, Italy

Analysis of a New Municipal Solid Waste (MSW) Charging Scheme in Hong Kong: A Field Experiment Approach

Dao Sun Lee, Yingqing Jiang, Mengyuan Liao, Robin Zheng Lu

SKEMA Business School

Circular Economy in Research and Innovation Projects: A Social Network Analysis on Inter-Organizational Collaboration Networks

Anja Grüll¹, André Martinuzzi¹, Rafiazka Hilman²

¹Vienna University of Economics and Business, Austria; ²University of Amsterdam

Navigating the Circular Economy: Challenges and Opportunities for Corporate Boards in Applying Agency Theory

Bhavesh Sarna¹, Rahul Singh²

¹University of Jyväskylä, Finland; ²Birla Institute of Management Technology

4.3: Climate Change Risk

Time: Thursday, 30/May/2024: 9:00am - 10:15am · *Location:* Room 2.002

Session Chair: Judith L. Walls, University of St.Gallen

Why Do Companies Tackle Climate Change? An Ecological Resilience-Based View

FEDERICA GASBARRO, ANTONIO TENCATI

University of Brescia, Italy

Business Adaptation to the Physical Impacts of Climate Change: A Socio-Ecological Framework Assessment.

Roberto D. Ponce Oliva¹, Maria Jose Ibañez², Felipe Vasquez-Lavin¹

¹Universidad del Desarrollo, Chile; ²CENTRUM Católica Graduate Business School, Peru

Green Walks, Money Talks - Corporate Sustainability Transition Plans of Incumbent Firms

Sophie Klein, Friedemann Polzin

Utrecht University, Netherlands, The

The Link between Climate Change Risk Perception, Strategy, and Performance: A Risk-Based Approach to Corporate Climate Change

Martin Nerlinger¹, Sarah Stephen^{1,2}, Sebastian Utz³, Judith Walls¹

¹University of St Gallen; ²University of Liverpool; ³University of Augsburg

4.4: Emotion, Mental Models, and Values for Sustainability

Time: Thursday, 30/May/2024: 9:00am - 10:15am · *Location:* Room 2.003
Session Chair: Anne-Lorène Vernay, Grenoble Ecole de Management

From Environmental Values to Actions: The Influence of Psychological Distance on OCBs

David V. Boivin¹, Olivier Boiral¹, Alexander Yuriev²

¹Laval University, Canada; ²HEC Montreal, Canada

Not a Joke: An Experimental Exploration of the Impact of Humor on Pro-Environmental Behavior.

Janet Lake³, Fabian Mändli¹, Yasmin Schwegler²

¹University of Bern, Switzerland; ²School of Engineering and Management Yverdon, Switzerland; ³University of Lausanne, Switzerland

How Addressing Mental Models in Product Design Affects the Success of Sustainable Innovations

Lauren Anne Mackintosh¹, Hannah Altenburg¹, Christian Baccarella², Franziska Seehausen³, Kai-Ingo Voigt¹

¹Friedrich-Alexander-Universität Erlangen-Nürnberg; ²Universität der Bundeswehr München; ³Adidas AG

Orange is the New Green: Emotion, Competition, and Energy Transition in Dutch Retail Electricity Market (2001-2021)

Tao Wang¹, Karine Revet², Neva Bojovic³, Anne-Lorène Vernay⁴

¹EM Lyon, France; ²ICN Business School, France; ³Kedge, France; ⁴Grenoble Ecole de Management, France

4.5: Consumer Perception of Sustainable Products

Time: Thursday, 30/May/2024: 9:00am - 10:15am · *Location:* Room 2.005
Session Chair: Rieke Sophie Kohn, Norwegian School of Economics (NHH)

How Eco-Score and Organic Labels Differentially Affect Food Perception

Sumayya Shaikh, Amanda Pruski Yamim, Carolina O.C. Werle

Grenoble Ecole de Management, France

The Resonance of Sustainability: Positioning Hybrid Product-Categories

Cristian Arlex Trejos Taborda

Emlyon Business School, France

Veggie=Less Filling! Protein Type Impact on Food Consumption

Sumayya Shaikh, Amanda Pruski Yamim, Carolina O.C. Werle

Grenoble Ecole de Management, France

Message in a Bottle: Experiments on Sustainability Labeling of Wine

Rieke Sophie Kohn, Sveinung Jørgensen, Lars Jacob Pedersen

Norwegian School of Economics (NHH), Norway

5.1: Paradoxes and Tensions

Time: Thursday, 30/May/2024: 1:15pm - 2:45pm · *Location:* Room 2.000
Session Chair: Katrin Heucher, University of Groningen

Both/But Responses to Paradox: Working through Presenting Dilemmas in the Face of Bio-Physical Constraints

Teresa Moana Mannebach¹, Tobias Hahn²

¹Nova School of Business and Economics, Portugal; ²Esade Ramon Llull University, Spain

Management of Paradoxical Tensions in Industrial Symbiosis Relationships: An Exploration at the Inter-Organisational Level

Alice Alosi¹, Katrin Katana², Eleonora Annunziata¹, Murat Mirata², Francesco Rizzi³, Marco Frey¹

¹scuola superiore sant'anna, Italy; ²Linköping University; ³University of Perugia

Firms' Resilience as a Function of a Paradoxical Approach to Sustainability Tensions in a Global Crisis

Vinicio Di Iorio¹, Francesco Testa¹, Daniel Korschun², Guia Bianchi³

¹Sant'Anna School of Advanced Studies, Pisa - Italy; ²LeBow college of Business, Drexel University, Philadelphia - PA, USA; ³Joint Research Centre, European Commission, Seville - Spain

Easier Said Than Done: Issue Selling and Sustainability in Light of Paradox

Katrin Heucher¹, **Sara Soderstrom**², **Alex Wilson**³, **Ibrahim Abosag**⁴, **Thorsten Gruber**⁵

¹University of Groningen; ²University of Michigan; ³Queen's University Belfast; ⁴SOAS, University of London; ⁵Loughborough University

5.2: Corporate Environmental Responsiveness

Time: Thursday, 30/May/2024: 1:15pm - 2:45pm · *Location:* Room 2.001

Session Chair: Sanjay Sharma, Grossman School of Business, Univ of Vermont

Symbolic or Substantive Climate Action: Intent, Effort, and Results

Xinyi Gu, **Daniel Matisoff**

Georgia Institute of Technology, United States of America

The Role of Organizational Implementation Capacities and Constraints in Firms' Sequential Responses to Stakeholder Issues

Nikolas Rathert¹, **Georg Wernicke**², **Brayden King**³

¹Tilburg University; ²HEC Paris, France; ³Kellogg School of Management, Northwestern University

Navigating Unanticipated Outcomes: Understanding Firms' Responses to ESG Shareholder Activism through a Socio-Cognitive Stakeholder Lens

Maria Ruiz Castillo¹, **Ruth Aguilera**², **Juan Alberto Aragón-Correa**¹, **Nuria Esther Hurtado-Torres**¹

¹University of Granada, Spain; ²D'Amore-McKim School of Business, Northeastern University, Boston, USA; ESADE Business School, Universitat Ramon Llull, Barcelona

When the Times Get Rough, the Tough Get Going. How Family Firms Pursue their Environmental Strategies in Times of Crisis.

Andrea Gerlitz¹, **Sanjay Sharma**², **Marcel Hülsbeck**³, **PramoDita Sharma**²

¹Witten/Herdecke University, Germany; ²University of Vermont, USA; ³Hochschule München University of Applied Science, Germany

5.3: Digitalization and Sustainability

Time: Thursday, 30/May/2024: 1:15pm - 2:45pm · *Location:* Room 2.002

Session Chair: Nicole Darnall, Arizona State University

An Evaluation of the Environmental Impacts of Corporate AI

Nathan Dixon Sorin, **Margherita Pagani**

SKEMA Business School, France

Sustainable Horizons: Extending Temporal Attention to Unintended Consequences of Digital Sustainability

Angela Greco^{1,2}, **Andrea Kerstens**^{1,2}

¹Delft University of Technology, The Netherlands,; ²TNO

Is the Family Firm a Driver in the Transition towards Sustainable Development? The Importance of a Long-Term Orientation, Innovation and Digitization in the Toolbox

Ignacio Abardía Tosat, **Concepción Garcés Ayerbe**, **María Pilar Rivera Torres**

University of Zaragoza, Spain

Advancing Sustainable Public Procurement Through Digital Technologies

Nicole Darnall¹, **Justin M. Stitch**², **Ankita Singh**³, **Shirley-Ann Behravesh**⁴

¹Arizona State University, United States of America; ²Arizona State University, United States of America; ³Arizona State University, United States of America; ⁴Arizona State University, United States of America

5.4: Biodiversity and Ecosystem Services

Time: Thursday, 30/May/2024: 1:15pm - 2:45pm · *Location:* Room 2.005
Session Chair: Rob Lubberink, Amsterdam University of Applied Sciences

Business and Biodiversity: Measurement of an Ambiguous Goal

Kerrigan Unter, Leo Luca Vogel, Judith Louise Walls
University of St.Gallen, Switzerland

Business Ecosystems for Sustainability: Why and How Private Firms and Public Organisations Share Ecosystem Leadership?

Anne-Lorène Vernay¹, Carine Sebi¹, Nuria Moratal²
¹Grenoble Ecole de Management, France; ²Université de Nantes

Sustaining the Brand and Branding Sustainability: Landscape as Homeland in Visual Tourism Advertising

Berill Blair¹, Randy Bruin², Elizabeth Cooper³, Machiel Lamers²
¹SKEMA Business School, France; ²Wageningen University, Netherlands; ³Copenhagen Business School

Urban Resource Ecosystem Development: a Typology of Urban Resource Ecosystems and their Drivers and Barriers

Rob Lubberink
Amsterdam University of Applied Sciences, Netherlands, The

5.5: Corporate Environmental Performance

Time: Thursday, 30/May/2024: 1:15pm - 2:45pm · *Location:* Room 2.003
Session Chair: Ioannis Bournakis, SKEMA Business School

Greens from Peers: The Differential Impact of Technology Spillovers on Environmental Performance

Horacio Rousseau¹, Daniel Ferres², Francisco Marcet³, Pascual Berrone⁴
¹Florida State University; ²Universidad de Montevideo; ³FEN - Universidad de Chile; ⁴IESE Business School, Spain

Do Environmental Regulations Induce Environmentally Reactive Firms to Act? Evidence from the Indian Context

Padmanav Adhikari, Kirankumar S. Momaya
Shailesh J. Mehta School of Management, Indian Institute of Technology Bombay, India

The SheEO Effect: Female CEO Overconfidence and Corporate Environmental Performance

Kostas Iatridis¹, Stelios Asimakopoulos², Steve Brammer¹
¹University of Bath, United Kingdom; ²Brunel University, United Kingdom

Does Environmental Training Pay Off? The Moderating Effect of Corporate Environmental Culture

Vera Ferron Vilchez, Jose Manuel De la Torre Ruiz, Rocio Llamas Sanchez, Eulogio Cordon Pozo
University of Granada, Spain

Corporate Social Responsibility (CSR) in the UK: Who Pays the Price?

Ioannis Bournakis¹, Mike Tsionas², Marwan Izzeldin³
¹SKEMA Business School, France; ²Lancaster University, UK; ³Lancaster University, UK