



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, Jonatan Pinkse

Date: Monday, 27/May/2024	
9:00am - 10:00am	<u>PHD DAYS REGISTRATION</u>
10:00am - 10:30am	<u>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
Room 2.002/2.003	
12:00pm - 1:30pm	<u>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
Room 2.002/2.003	
3:00pm - 3:30pm	<u>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: Samuli Patala , Aalto University
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: Kenneth de Roeck , SKEMA Business School
Room 2.005	

5:00pm - 6:00pm	4: Job Market 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	Drinks and Tapas Location: Le QG
Le QG	
Date: Tuesday, 28/May/2024	
10:00am - 11:00am	5a: Workshop Mental Health and Life-Work Balance Location: Room 2.000 Session Chair: Johannes Meuer , KLU Hamburg Session Chair: Nicole Darnall , Arizona State University
Room 2.000	
10:00am - 11:00am	5b: Workshop Research Impact Location: Room 2.001 Session Chair: Katrin Heucher , University of Groningen Session Chair: Minna Halme , Aalto University School of Business
Room 2.001	
10:00am - 11:00am	5c: Workshop Academic Presentations Location: Room 2.005 Session Chair: Mike Russo , University of Oregon Session Chair: Jonatan Pinkse , King's College London
Room 2.005	
11:00am - 11:45am	6: Academic Speed Dating Location: Room 2.002/2.003
Room 2.002/2.003	
11:45am - 12:00pm	Closing Remarks 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	Lunch break Location: Sky Room /Roof Top
Sky Room /Roof Top	
12:30pm - 1:30pm	START OF GRONEN 2024 CONFERENCE REGISTRATION
1:30pm - 3:00pm	Opening 1: Opening Session: Breaking Away From the Mainstream? New Directions For Research Into Business Sustainability 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	Opening 2: Opening Session: Mainstreaming Sustainability? How Current Developments in Policy, Politics, and Practice Should Inform Our Research 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	Coffee Break Location: Ko-working Space
Ko-working Space	
3:30pm - 5:00pm	1.1: Paradoxes and Framing for Sustainability Location: Room 2.000 Session Chair: Timo Busch , University of Hamburg
Room 2.000	
3:30pm - 5:00pm	1.2: Sustainable Enterprises Location: Room 2.001 Session Chair: Anna Rebmann , King's College London
Room 2.001	
3:30pm - 5:00pm	1.3: Investments for Sustainability Location: Room 2.002 Session Chair: Anne Kellers , University of Groningen
Room 2.002	
3:30pm - 5:00pm	1.4: Sustainable Change Agents and Knowledge Creation Location: Room 2.003 Session Chair: Lucrezia Nava , Baruch College
Room 2.003	
3:30pm - 5:00pm	1.5: Organizational and System Resilience Location: Room 2.005 Session Chair: Elena Mellado-Garcia , University of Granada
Room 2.005	

5:15pm - 6:30pm	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	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: Samantha 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: Sustainable Futures: 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	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 Session Chair: Thierry Rayna , École Polytechnique Guest speakers: 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 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 Location: Room 2.001 Session Chair: Thierry Rayna , École Polytechnique
Room 2.001	
1:15pm - 2:30pm	3.3: Greenwashing Location: Room 2.003 Session Chair: Domenico Dentoni , Montpellier Business School
Room 2.003	
1:15pm - 2:30pm	3.4: Environmental Disclosures and Performance Location: Room 2.002 Session Chair: Roberto Ponce , Universidad del Desarrollo
Room 2.002	
1:15pm - 2:30pm	3.5: Sensemaking for Sustainability Location: Room 2.005 Session Chair: Steve Kennedy , Rotterdam School of Management, Erasmus University
Room 2.005	
2:30pm - 3:30pm	Presentations by Best Paper Award Contenders Location: Amphi 1 Session Chair: Eva Niesten , SKEMA Business School Session Chair: Jonatan Pinkse , King's College London
Amphi 1	
3:30pm - 4:00pm	Short Coffee Break Location: Ko-working Space
Ko-working Space	
4:00pm - 5:30pm	Panel on Mainstreaming Sustainability 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 Benjamin Michaud , Bonduelle Hubert Motte , La Vie est Belt
Amphi 1	
5:45pm - 6:00pm	Group Photo Location: Entrance of the Building
Entrance of the Building	
7:00pm - 10:00pm	Conference Dinner at Quai Ouest Location: Quai Ouest
Quai Ouest	

Date: Thursday, 30/May/2024

9:00am - 10:15am	4.1: Sustainable Partnerships Location: Room 2.000 Session Chair: Ozgur Isil , University of Scranton
Room 2.000	
9:00am - 10:15am	4.2: Circular Economy and Waste Location: Room 2.001 Session Chair: Bhavesh Sarna , University of Jyväskylä
Room 2.001	
9:00am - 10:15am	4.3: Climate Change Risk Location: Room 2.002 Session Chair: Judith L. Walls , University of St.Gallen
Room 2.002	
9:00am - 10:15am	4.4: Emotion, Mental Models, and Values for Sustainability Location: Room 2.003 Session Chair: Anne-Lorène Vernay , Grenoble Ecole de Management
Room 2.003	
9:00am - 10:15am	4.5: Consumer Perception of Sustainable Products Location: Room 2.005 Session Chair: Rieke Sophie Kohn , Norwegian School of Economics (NHH)
Room 2.005	
10:15am - 10:45am	Short Coffee Break Location: Ko-working Space
Ko-working Space	
10:45am - 12:15pm	PDW6: Addressing Societal Challenges through Moral(ized) Markets. 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
Room 2.000	
10:45am - 12:15pm	PDW7: Integrating AI into Sustainability Research. Location: Room 2.001 Session Chair: Rene Bohnsack , Católica-Lisbon Session Chair: Mickie de Wet , Católica Lisbon School of Business and Economics NIF 501082522
Room 2.001	

10:45am - 12:15pm	PDW8: Engendering Sustainability, the Legacy of Ecofeminism and Beyond 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: Teaching sustainability 'frugally': experience teaching strategies to change the world Location: Room 2.003 Session Chair: Valentina De Marchi , ESADE Session Chair: Minna Halme , Aalto University School of Business Session Chair: Rob Lubberink , Amsterdam University of Applied Sciences
12:15pm - 1:15pm	Lunch break Location: Sky Room /Roof Top
1:15pm - 2:45pm	5.1: Paradoxes and Tensions Location: Room 2.000 Session Chair: Katrin Heucher , University of Groningen
1:15pm - 2:45pm	5.2: Corporate Environmental Responsiveness Location: Room 2.001 Session Chair: Sanjay Sharma , Grossman School of Business, Univ of Vermont
1:15pm - 2:45pm	5.3: Digitalization and Sustainability Location: Room 2.002 Session Chair: Nicole Darnall , Arizona State University
1:15pm - 2:45pm	5.4: Biodiversity and Ecosystem Services Location: Room 2.005 Session Chair: Rob Lubberink , Amsterdam University of Applied Sciences
1:15pm - 2:45pm	5.5: Corporate Environmental Performance Location: Room 2.003 Session Chair: Ioannis Bournakis , SKEMA Business School
2:45pm - 3:15pm	Short Coffee Break Location: Ko-working Space
3:15pm - 4:00pm	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
4:00pm - 4:30pm	GRONEN Awards Location: Amphi 1 Session Chair: Isabelle Jauny , SKEMA Business School
5:00pm - 7:00pm	Social Event: La Vigne de Suresnes Location: 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 Väättänen](#)**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 Brophy](#)¹, **[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-Schons¹

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

Understanding the Drivers of Eco-innovation Intensity in SMEs

Effie Kesidou¹, Anastasia Ri², Stephen Roper³, Jun Du⁴

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 Dognac

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 Folmer²

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 McPhail², Frank Geels³

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 Cauthorn¹, Anne Kellers², Bernhard Zwergel¹

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 Bakker¹, Grace Augustine²

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 Halme¹, 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
¹3-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. Levya-de la Hiz²
¹University of Montpellier, France; ²CUNEF Universidad, Spain

Greening Pastures, Ecosystems for Sustainable Entrepreneurship

Jip Leendertse, Frank van Rijnsoever
Delft University of Technology, Netherlands, The

MNE Crowdsourcing Sustainability Innovations

Simone Carmine¹, Haitao Yu²
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 Becker**³, **Grit Walther**⁴

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 Bass**²

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 Reppmann**², **Laura Marie Edinger-Schons**²

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 Dobija**², **Joanna Krasodomska**³, **Chaoyuan She**⁴, **Ewelina Zarzycka**⁵

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: Sustainable Futures: 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 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

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 Rayna¹

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 Gruban², Ariel de Fauconberg²

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 Pronobis²

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-Lavín¹

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 Marchi**², **Tobias Hahn**³, **Maja Tampe**⁴

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-Lillegraven**¹

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 Kennedy**², **Gail Whiteman**³

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

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-Schons**¹

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 Jacqueminet**², **Christiane Bode**³

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 Niesten**², **Silvia Massini**¹

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 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

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

Ann-Kristin Zobel¹, **Lukas Andreas Falcke**^{2,3}, **Lukas Sebastian Rickling**¹, **Qinli Lu**³, **Rhea Riemke**¹

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 Martinuzzi**¹, **Rafiazka Hilman**²

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 Singh**²

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 Ibañez**², **Felipe Vasquez-Lavin**¹

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 Soderstrom², Alex Wilson³, Ibrahim Abosag⁴, Thorsten Gruber⁵

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 Wernicke², Brayden King³

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 Aguilera², Juan Alberto Aragón-Correa¹, Nuria Esther Hurtado-Torres¹

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 Sharma², Marcel Hülsbeck³, PramoDita Sharma²

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 Abarδιά Tosat, Concepción Garcés Ayerbe, María Pilar Rivera Torres

University of Zaragoza, Spain

Advancing Sustainable Public Procurement Through Digital Technologies

Nicole Darnall¹, Justin M. Stitch², Ankita Singh³, Shirley-Ann Behraves⁴

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 Sebi**¹, **Nuria Moratal**²
¹Grenoble Ecole de Management, France; ²Université de Nantes

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

Berill Blair¹, **Randy Bruin**², **Elizabeth Cooper**³, **Machiel Lamers**²
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 Ferres**², **Francisco Marcet**³, **Pascual Berrone**⁴
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 Asimakopoulos**², **Steve Brammer**¹
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 Tsionas**², **Marwan Izzeldin**³
¹SKEMA Business School, France; ²Lancaster University, UK; ³Lancaster University, UK