

Business and Society Research Seminar 2021

“Business and society in times of crises: (Re)searching for new directions”

17th-18th June 2021 @ University of Namur

Conference website: <https://www.unamur.be/en/eco/bss2021>

CONFERENCE PROGRAMME

THURSDAY, JUNE 17

- 9:00 – 9:15** **Welcome address by Organizing Committee**
- 9:15 – 9:45** **Kick-off – Get to know each other**
Welcoming expert panel members and participants
- 9:45 – 10:45** **Keynote: Dr. Thomas ROULET (University of Cambridge)**
Negative Social Evaluations and their Positive Consequences: A Paradox to Approach New Phenomena at the intersection of Business and Society
- 10:45 – 11:00** **Break**

11:00 – 12:30 Academic sessions 1, 2, 3 & 4

Session 1: Social entrepreneurship (1)

Chair: Julie Hermans (UCLouvain)

- **Luc Glasbeek and Christopher Wickert (VU Amsterdam)**
Casting “unknown unknowns” in social enterprises as “organizational dark matter”
- **Coline Serres (ULB)**
The governance of commons in social ventures: from organization to impact
- **Soueda Abidi (University Mohamed V)**
Social networks adoption by female entrepreneurs: Chasing for solutions according to moroccan context

Session 2: Impact of the COVID

Chair: Christel Dumas (ICHEC)

- **Prem Sagar Menghwar (LUISS Guido Carli)**
Light in the Midst of Global Health Crises: Integrative model of crises management
- **Sanaz Kateb, Rebecca C. Ruehle, David Kroon and Elco Van Burg (VU Amsterdam)**
Innovation under pressure: introducing technology in humanitarian organisations during the covid-19 crisis
- **Stefanie Friedel and Frédéric Dufays (KULeuven)**
Social capital in hybrid organizations in times of crisis: Mechanisms of solidarity in agri-food cooperatives during Covid-19

Session 3: Organizational change

Chair: Flore Bridoux (Erasmus University Rotterdam)

- **Verena Timmer (Witten/Herdecke University)**
Organizational change in the food industry: a dynamic capabilities perspective
- **Marlon Alves (Federal Institute of Education, Science and Technology of São Paulo), Larissa Pacheco (Northeastern University), Nahyun Kim, Oana Branzei (Western University) and Adriana Caldana (University of São Paulo)**
Getting Ahead of Yourself: How to Close the Gap Between What Organizations Say and Do
- **Manuel Reppmann and Laura Marie Edinger-Schons (University of Mannheim)**
Symbolic Corporate Social Responsibility Actions as Antecedents of Organizational Change: An Empirical Test of the Virtuous Circle Hypothesis

Session 4: Social side of sustainability

Chair: Carsten Reuter (Aschaffenburg University of Applied Sciences)

- **Petchprakai Sirilertsuwan (UCLouvain)**
What Supports or Hinders Living Wages in Supply Chains as a Corporate Social Responsibility Action
- **Emma van den Terrell (University of Mannheim / Wittenberg Center for Global Ethics)**
Supplying Responsibility: Debating Human Rights Due Diligence Laws and National Corporate Responsibility in International Supply Chains – a German Case Study
- **Arlette Danielle Roman Almanzar (University of Mannheim / Wittenberg Center for Global Ethics)**
Exploring the roots of historical bias amplified by artificial intelligence: an interdisciplinary approach

12:30 - 13.30 Lunch Time

13:30 – 14:30 Workshop 1: Meet the editors

- Flore Bridoux, *Organization & Environment*
- Frank de Bakker, *Business & Society*
- Valérie Swaen, *Journal of Business Ethics*
- Christopher Wickert, *Journal of Management Studies*

14:30 – 16:00 Academic sessions 5, 6, 7 & 8

Session 5: Social impact**Chair: Marek Hudon (ULB)**

- **Marian Eabrasu (EM Normandie) and Arthur Gautier (ESSEC Business School)**
Past the Business Case: Reorienting Corporate Philanthropy Research Towards Outcomes and Impact
- **Marcelo Francisco de la Cruz Jara and Jelena Spanjol (Ludwig-Maximilians-Universität Munich)**
Social Value in Business: An Interdisciplinary Integrative Review, Typology, and Research Agenda
- **Coralie Helleputte, Anaïs Périlleux and Marthe Nyssens (UCLouvain)**
Beyond scientific robustness: using social bricolage to navigate the multiple considerations in social impact assessments

Session 6: Activism**Chair: François Maon (IESEG)**

- **Moritz Appels, Laura Marie Edinger-Schons (University of Mannheim) and Daniel Korschun (Drexel University)**
Courageous Role Model or Dangerous Threat: A Parallel Mediation of Corporate and Citizen Activism
- **Stefanie Remmer (Universität Hamburg)**
The social activism of German foreign aid workers in an inter-institutional collaboration with the private sector
- **Frits Kremer (Universiteit Utrecht)**
Regulating animal rights: maintaining private standard legitimacy in the Dutch supermarket sector

Session 7: Multi-stakeholder initiatives**Chair: Christopher Wickert (VU Amsterdam)**

- **Julia Grimm (University of Cambridge) and Naghmeh Nasiritousi (University of Stockholm)**
Governing towards decarbonization: the legitimacy of national orchestration in the case of the fossil free sweden initiative
- **Adrian Gombert (Martin-Luther-University Halle-Wittenberg) and Rebecca Ruehle (VU Amsterdam)**
Three Dimensions of Legitimacy and Their Meaning in the Context of Multi-Stakeholder Initiatives
- **Anna Mineeva and Marielle A. Payaud (Jean Moulin Lyon 3 University)**
Multi-Stakeholder Initiatives: Shifting the Focus to the Receiving End of Global Governance Arrangements

Session 8: CSR knowledge and practice**Chair: Valérie Swaen (UCLouvain)**

- **Sabrina Courtois and Valérie Swaen (UCLouvain)**
Organizational learning of CSR: Knowledge transfer, distribution and storage within and between Communities of Practice
- **Pauline de Montpellier d'Annevoie, Valérie Swaen and Mariane Frenay (UCLouvain)**
How do individuals perceive and develop knowledge about Corporate Social Responsibility? Role of conceptual change and socio-cognitive conflicts in the learning process of a contested concept
- **Michiel de Roo (VU Amsterdam)**
Challenges in corporate social responsibility adoption: A perspective from business departments in multinational corporations

16.00-16.30 Break**16:30 – 17:30 Workshop 2: Doing impactful research**
by Christopher Wickert (VU Amsterdam)

FRIDAY, JUNE 18

9:00 – 10:00 **Keynote: Prof. Jean-Pascal GOND (University of London)**
Performing the Corporate Social Responsibility Research Movement

10:00 – 11:00 **Academic sessions short papers 9, 10, 11 & 12**

Session 9: The environmental dimension of sustainability

Chair: Luc Van Liedekerke (UAntwerpen)

- **Joana Ramanauskaitė (Kaunas University of Technology)**
Incumbents in sustainability transitions in the context of transitioning economy: an onlook of incumbent actors' initiatives
- **Lucas Perry (Audencia)**
Urban Agricultures: 'ecological' organizations to reconnect urban dwellers with different living and non-living beings
- **Swantje Freund, Josua Oll and Joern Hoppmann (University of Oldenburg)**
Firms and the Growth-Sustainability Nexus: A Review and Research Agenda
- **Charlotte Ferrara, Cécile Delcourt and Nathalie Crutzen (University of Liège)**
Overview of consumers' barriers towards circular business models: The perspective of circular fashion businesses

Session 10: CSR and external stakeholders

Chair: Laura Marie Edinger-Schons (University of Mannheim)

- **Svenja Katharina Tobies (Alumna University of Mannheim)**
"It's Not Material!" - An Empirical Analysis of How Companies Can Prioritize Stakeholder Demands
- **Inken Küper, Laura Marie Edinger-Schons (University of Mannheim), and Jenni Sipilä (LUT University)**
Under Pressure or Trying to Impress? How Social Nudges Enhance Pro-Environmental Behavior
- **Lisa Welzenbach and Jelena Spanjol (Ludwig-Maximilians-Universität Munich)**
Involving Customers in Innovation: A Secret Weapon to Become a More Responsible Innovator?
- **Louise Dumont, Karine Charry and Valérie Swaen (UCLouvain)**
Selling products close to expiration date with a price reduction: is social labeling effective to trigger spillover effect?

Session 11: CSR and internal stakeholders

Chair: Manal El Abboubi (University Mohamed V)

- **Mohamed Elkoutour and Manal El Abboubi (University Mohamed V)**
Happiness at work: Examining the contribution of the antecedents of happiness at work for the employees of the Moroccan's insurance sector
- **Pius O. Ughakpoteni (Business School Lausanne)**
Leadership for corporate sustainability performance advancement in Nigeria: An upper echelons view
- **Michael Verbücheln, Laura Marie Edinger-Schons and Nina Keck (University of Mannheim)**
How Embedded Corporate Social Responsibility Can Increase Employees' Work Engagement – The Moderating Role of Involvement

Session 12: Business & Society

Chair: Koen van Bommel (VU Amsterdam)

- **Jan Beyne (Antwerp Management School)**
Sustainable Transformation: a bird's-eye view using organization and strategy theories
- **Björn Mestdagh (University of Antwerp)**
Why organizations use the SDGs? Formulating some general drivers of organizational SDG use.
- **Sana Larif, Wafa Belkahla (University of Tunis) and Frank Janssen (UCLouvain)**
Exploring the role of entrepreneurial meta-organizations in enhancing social innovation capabilities of social startups: the case of Open Startup Tunisia
- **Paulami Mitra (IESEG)**
Crowdfunding and helper networks and crowdfunding: An alternative fund mobilizing mechanism for social entrepreneurs

11:00 – 11:15 Break

11:15 – 12:45 Academic sessions 13, 14, 15 & 16

Session 13: Social entrepreneurship (2)

Chair: Frédéric Dufays (KULeuven)

- **Erno Tornikoski (University of Exeter Business School), Yosra Boughattas (Artois University) and Frederik Claeys (ICHEC)**
The road to entrepreneurship at the base of the pyramid: The emergence of subjective control beliefs in conditions of extreme poverty
- **Frédéric Bally, Thibault Daudigeos, Ludivine Calamel (Grenoble Ecole de Management) and Josselin Tallec (Université Grenoble Alpes)**
Social networks and local ecosystems: how social entrepreneurs access resources
- **Julie Solbreux, Sophie Pondeville (UNamur) and Julie Hermans (UClouvain)**
Social Entrepreneurship Education: a multi-level model for identity self-integration

Session 14: Collective actions in times of crisis

Chair: Arno Kourula (University of Amsterdam Business School)

- **Pieter de Wit, Elco van Burg and Christopher Wickert (VU Amsterdam)**
When bridging social division is contested: The growth of Israeli–Palestinian IT cooperation
- **Katharina Jarmai and Wolfgang Damoser (FH Wien)**
Management of business-driven collective action in times of crisis

Session 15: Employees' and consumers' reactions

Chair: Guido Berens (Erasmus University)

- **Corentin Hericher (UCLouvain) and Flore Bridoux (Erasmus University Rotterdam)**
The firm is irresponsible, so what?
- **Claudia Rossetti, Laura Marie Edinger-Schons (University of Mannheim) and Jenni Sipilä (LUT University)**
When Corporate Ethical Responses after Transgressions Fail to Alleviate Consumers' Anger
- **Christina Kannegiesser (University of Mannheim)**
Moral Role Models or Tainted Altruists? – A Consumer Perspective on Social Entrepreneurship

Session 16: Environmental management

Chair: Peter-Jan Engelen (UAntwerpen)

- **Ivan Miroshnychenko, Alfredo De Massis (Free University of Bozen-Bolzano), Danny Miller and Isabelle Le Breton-Miller (HEC Montréal)**
Environmental management practices of family and nonfamily firms
- **Josep Oriol Izquierdo Montfort, Petchprakai Sirilertsuwan and Yves De Rongé (UCLouvain)**
Learning from practices on circular business model strategies
- **Venkataraman Sankaranarayanan (Indian Institute of Management Kozhikode)**
National Culture Values and Orientations to Corporate Sustainability

12:45 – 14:00 Lunch Time

14:00 – 15:00 **Workshop 3: Have a seat in the PhD Library Reading Rooms**
by *Christel Dumas (ICHEC) and Céline Louche (Audencia)*

15:00 – 16:30 **Academic sessions 17, 18 & 19**

Session 17: Financial impact

Chair: Céline Louche (Audencia)

- **Kevin Chuah (London Business School)**
Salient yet Susceptible: Coalition Composition in Shareholder Engagements on ESG Issues
- **François-Xavier Ledru (UNamur – ULB)**
The Great Divide? Financial Performance and Dynamics of Impact and Socially Responsible Investing

Session 18: Hybrid mission

Chair: Benjamin Huybrechts (HEC Liège)

- **Rebecca Elliott (University of Geneva)**
Beyond the ideal type: Classifying hybrid organizations along the profit – purpose spectrum
- **Gonzalo Conti (Martin-Luther-University of Halle-Wittenberg)**
Mission and money? A review and counterview to the concept of mission drift
- **Mariia Syväri (Turku School of Economics)**
Shaping Markets Towards Sustainability – Market Work and Business Model Evolution of a Hybrid Start-up

Session 19: Social movement

Chair: Frank de Bakker (IESEG)

- **Stephanie Villadiego De La Hoz and Emmanuelle Reuter (University of Neuchatel)**
The role of countermovements' counterframing for inhibiting field-level change: The case of the Swiss Responsible Business Initiative
- **Kayleigh Bruijn, Panikos Georgallis and Arno Kourula (University of Amsterdam)**
A systematic review of civil society in international business research: current themes and future research directions
- **Charlotte Durieux, Anne Rousseau and Alain Ejzyn (ICHEC)**
Sustainability expectations of young (future) workers regarding management and organizations

16:30 – 17:00 **Closing drink and conclusions (altogether)**

Contact: If you are lost or need help, please contact secretariat-lourim@uclouvain.be