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 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

<table>
<thead>
<tr>
<th>Session 1: Social entrepreneurship (1)</th>
<th>Session 2: Impact of the COVID</th>
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<tr>
<td>Chair: Julie Hermans (UCLouvain)</td>
<td>Chair: Christel Dumas (ICHEC)</td>
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<tr>
<td><strong>• Luc Glasbeek and Christopher Wickert (VU Amsterdam)</strong>&lt;br&gt;Casting “unknown unknowns” in social enterprises as “organizational dark matter”</td>
<td><strong>• Prem Sagar Menghwar (LUiss Guido Carli)</strong>&lt;br&gt;Light in the Midst of Global Health Crises: Integrative model of crises management</td>
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<td><strong>• Coline Serres (ULB)</strong>&lt;br&gt;The governance of commons in social ventures: from organization to impact</td>
<td><strong>• Sanaz Kateb, Rebecca C. Ruehle, David Kroon and Elco Van Burg (VU Amsterdam)</strong>&lt;br&gt;Innovation under pressure: introducing technology in humanitarian organisations during the covid-19 crisis</td>
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<td><strong>• Soueda Abidi (University Mohamed V)</strong>&lt;br&gt;Social networks adoption by female entrepreneurs: Chasing for solutions according to moroccan context</td>
<td><strong>• Stefanie Friedel and Frédéric Dufays (KULeuven)</strong>&lt;br&gt;Social capital in hybrid organizations in times of crisis: Mechanisms of solidarity in agri-food cooperatives during Covid-19</td>
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### Session 3: Organizational change

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<tr>
<th>Chair: Flore Bridoux (Erasmus University Rotterdam)</th>
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<tr>
<td><strong>• Verena Timmer (Witten/Herdecke University)</strong>&lt;br&gt;Organizational change in the food industry: a dynamic capabilities perspective</td>
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<td><strong>• 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)</strong>&lt;br&gt;Getting Ahead of Yourself: How to Close the Gap Between What Organizations Say and Do</td>
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<tr>
<td><strong>• Manuel Reppmann and Laura Marie Edinger-Schons (University of Mannheim)</strong>&lt;br&gt;Symbolic Corporate Social Responsibility Actions as Antecedents of Organizational Change: An Empirical Test of the Virtuous Circle Hypothesis</td>
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### 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, Anais 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**

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<th>Time</th>
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<tr>
<td>9:00 – 10:00</td>
<td><strong>Keynote:</strong> Prof. Jean-Pascal GOND (University of London) <em>Performing the Corporate Social Responsibility Research Movement</em></td>
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<td>10:00 – 11:00</td>
<td><strong>Academic sessions short papers 9, 10, 11 &amp; 12</strong></td>
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### 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 (ULouvain)  
  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**

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<tr>
<th>Session 13: Social entrepreneurship (2)</th>
<th>Session 14: Collective actions in times of crisis</th>
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<td>Chair: Frédéric Dufays (KULeuven)</td>
<td>Chair: Arno Kourula (University of Amsterdam Business School)</td>
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| • Erno Tornikoski (University of Exeter Business School), Yosra Boughattas (Artois University) and Frederik Claeye (ICHEC)  
  *The road to entrepreneurship at the base of the pyramid: The emergence of subjective control beliefs in conditions of extreme poverty* | • Pieter de Wit, Elco van Burg and Christopher Wickert (VU Amsterdam)  
  *When bridging social division is contested: The growth of Israeli–Palestinian IT cooperation* |
| • 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* | • Katharina Jarmai and Wolfgang Damoser (FH Wien)  
  *Management of business-driven collective action in times of crisis* |
| • Julie Solbreux, Sophie Pondeville (UNamur) and Julie Hermans (UClouvain)  
  *Social Entrepreneurship Education: a multi-level model for identity self-integration* | |

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<th>Session 15: Employees’ and consumers’ reactions</th>
<th>Session 16: Environmental management</th>
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<td>Chair: Guido Berens (Erasmus University)</td>
<td>Chair: Peter-Jan Engelen (UAntwerpen)</td>
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| • Corentin Hericher (UClouvain) and Flore Bridoux (Erasmus University Rotterdam)  
  *The firm is irresponsible, so what?* | • 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* |
| • 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* | • Josep Oriol Izquierdo Montfort, Petchprakai Sirilertsuwan and Yves De Rongé (UClouvain)  
  *Learning from practices on circular business model strategies* |
| • Christina Kannegiesser (University of Mannheim)  
  *Moral Role Models or Tainted Altruists? – A Consumer Perspective on Social Entrepreneurship* | • 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

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<th>Session 17: Financial impact</th>
<th>Session 18: Hybrid mission</th>
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<td><strong>Chair:</strong> Céline Louche (Audencia)</td>
<td><strong>Chair:</strong> Benjamin Huybrechts (HEC Liège)</td>
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| *Kevin Chuah (London Business School)*  
*Salient yet Susceptible: Coalition Composition in Shareholder Engagements on ESG Issues* | *Rebecca Elliott (University of Geneva)*  
*Beyond the ideal type: Classifying hybrid organizations along the profit – purpose spectrum* |
| *François-Xavier Ledru (UNamur – ULB)*  
*The Great Divide? Financial Performance and Dynamics of Impact and Socially Responsible Investing* | *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* |

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| *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