

# Business & Society Research Seminar 2024

<h1 style="font-size: 48px; margin: 0;">18</h1> <p style="font-size: 24px; margin: 0;">JUNE</p>	<p>9.00 9.30</p>	<p><b>WELCOME COFFEE: IESEG Lille Building A - 3 Rue de la Digue, 59000 Lille</b> (<a href="https://www.ieseg.fr/pdf/Plan-Campus-Lille-IESEG.pdf">https://www.ieseg.fr/pdf/Plan-Campus-Lille-IESEG.pdf</a>)</p>		
	<p>9.30 10.45</p>	<p><b>WELCOME DAY 1 (Room A201)</b> (François Maon, IESEG)</p> <p><b>KEYNOTE 1 (Room A201)</b> John Katsos (American University of Sharjah) and Jay Joseph (American University of Beirut) <i>“Roles of business in peacebuilding”</i></p>		
	<p>10.45 11.15</p>	<p><b>COFFEE BREAK (EMF Building B)</b></p>		
	<p>11.15 12.45</p>	<p><b>SESSION 1.A.: THE CIRCULAR ECONOMY (Room A202)</b></p> <p><i>Chair: Frank Boons (University of Maastricht) &amp; Lucas Lauriano (IESEG)</i></p> <ul style="list-style-type: none"> <li>- <b>ONLINE</b> - Sharma Vinayak, “The broken promise of triple bottom line approach in circular economy”</li> <li>- Léa Pontonnier &amp; Marion Dupire, “What is the reality of circular economy for SMEs?”</li> <li>- Riccardo Losa, Marek Hudon &amp; Shneur Rotem, “More about the environment than the money: Investigation on the adoption of circular economy practices in the battery market”</li> </ul>	<p><b>SESSION 1.B.: STAKEHOLDER ENGAGEMENT (Room A225)</b></p> <p><i>Chair: Sophie Pondeville (UNamur) &amp; Farah Kodeih (IESEG)</i></p> <ul style="list-style-type: none"> <li>- Kayleigh Bruijn &amp; Arno Kourula, “Cut all ties? Tensions in a university fossil fuel industry stakeholder dialogue”</li> <li>- Simon Meert &amp; Frédéric Dufays, “Silent or silenced? The role of intermediaries in silencing the conformity of social enterprises to the SDGs”</li> <li>- Yukika Awazu, “Making an impact through stakeholder engagements: An Example from the Fitness Sector”</li> </ul>	<p><b>SESSION 1.C.: MOVEMENTS AND PARTNERSHIPS (Room A203)</b></p> <p><i>Chair: Eva Niesten (Skema) &amp; Frank de Bakker (IESEG)</i></p> <ul style="list-style-type: none"> <li>- <b>ONLINE</b> - Toloue Miandar, Leila Ahmad Pour &amp; Zarrin Mahdizadeh, “Interplay between collective identity and social movement: the Woman-Life-Freedom movement”</li> <li>- Elise Lobbedez, “The Rear Base: How resistance movements foster communal care through and after repressive episodes in environmental conflicts”</li> <li>- Yu Mu, Rian Drogendijk &amp; Rieneke Slager, “Navigating tensions: a practice perspective on MNE subsidiary NGOs partnerships”</li> </ul>

12.45 14.00	(VEGETARIAN) <b>LUNCH BREAK</b> at LE MEUREIN - 125 Rue Meurein, 59800 Lille, France		
14.00 16.00	<p style="text-align: center;"><b>SESSION 2.A.: EMPLOYERS, EMPLOYEES AND CSR (Room A225)</b></p> <p style="text-align: center;"><i>Chair: Kenneth De Roeck (Skema) &amp; Corentin Hericher (UCLouvain)</i></p> <ul style="list-style-type: none"> <li>- <b>Huong Nguyen Thi Thu &amp; Saskia Crucke</b>, “Employee CSR Engagement: The role of charismatic leadership and symbolic CSR attribution”</li> <li>- <b>Ana-Marija Mustafai</b>, “The impact of telework on organizational identification, commitment, and employee well-being”</li> <li>- <b>Irmela Koch-Bayram</b>, “Mind the gap: The relationships between employers' actual initiatives and employees' perceptions of community-oriented corporate social responsibility”</li> <li>- <b>Marie Servaes, Saskia Crucke &amp; Lara Van De Sande</b>, “How can supervisors influence the effect of CSR communication on employees' CSR engagement? A two-wave multi-level study”</li> </ul>	<p style="text-align: center;"><b>SESSION 2.B.: BUSINESS, CONFLICT AND PEACE (Room A202)</b></p> <p style="text-align: center;"><i>Chair: John Katsos (AU of Sharjah) &amp; Jay Joseph (AU of Beirut)</i></p> <ul style="list-style-type: none"> <li>- <b>Ambreen Ben-Shmuel</b>, “A tale of two gendered Grand Challenges: Navigating gender in environmental and peacebuilding work in the Israel-Palestine context”</li> <li>- <b>Pieter De Wit, Elco van Burg &amp; Christopher Wickert</b>, “Intergroup business cooperation: A longitudinal study of the Israeli-Palestinian IT industry”</li> <li>- <b>Rodrigue Lahouri Kouassi &amp; Gustavo Birolo</b>, “The impact of armed conflict on humanitarian projects: a review of the literature”</li> <li>- <b>Catherine Archambault</b>, “Path-breaking for strategic renewal: Managing self-reinforcement for long-term survival and prosperity”</li> </ul>	<p style="text-align: center;"><b>SESSION 2.C.: CONSTRUCTING SUSTAINABLE CHANGE (Room A203)</b></p> <p style="text-align: center;"><i>Chair: Koen van Bommel (VUA) &amp; Christel Dumas (ICHEC)</i></p> <ul style="list-style-type: none"> <li>- <b>ONLINE - André Bezerra &amp; Emmanuel Raufflet</b>, “The social construction of ESG: Changing the meaning of financial risk and the management of stocks and bonds”</li> <li>- <b>ONLINE - Syed Yaqzan, Aleena Shahmeer, Syed Qaseed UI Hassan &amp; Zubair Khan Shahmeer</b>, “From campuses to carbon neutrality: unleashing universities' potential to drive climate change awareness among students”</li> <li>- <b>Pauline de Montpellier, Dennis Rivera, Valérie Swaen &amp; Mariane Frenay</b>, “Pedagogical design of MOOC forums to facilitate learning about CSR”</li> <li>- <b>Patrick Oko Quaye &amp; Whiteman Gail</b>, “Insights from biodiversity decision-making in business contexts: An exploration of the effects of human-nature relationships on managerial sensemaking outcomes and decisions”</li> </ul>
16.00 16.30	<b>COFFEE BREAK (EMF Building B)</b>		
16.30 17.30	<p><b>ROUNDTABLE (Room A201)</b></p> <p><i>How to make peace with your dissertation?</i></p> <p>(Susana Esper, IESEG)</p>		
19.00 22.00	<b>WALKING DINNER/PARTY</b> for all participants at YAYA LILLE – 92 Rue de Gand, 59800 Lille		

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JUNE

<p>9.00 10.00</p>	<p><b>WELCOME DAY 2 (Room A201)</b> (Valérie Swaen, UCLouvain &amp; IESEG)</p> <p><b>KEYNOTE 2 (Room A201)</b> Farah Kodeih (IESEG) and Rashedur Chowdhury (Essex Business School) <i>“Studying marginalized stakeholders: Learnings from doing research in ‘extreme’ contexts”</i></p>		
<p>10.00 10.30</p>	<p><b>COFFEE BREAK (EMF Building B)</b></p>		
<p>10.30 12.30</p>	<p><b>SESSION 3.A.: STRATEGY, INSTITUTIONS &amp; SUSTAINABILITY (Room A203)</b></p> <p><i>Chair: Arno Kourula (UvA) &amp; Flore Bridoux (Erasmus University)</i></p> <ul style="list-style-type: none"> <li>- <b>ONLINE</b> - Imtiaz Sifat, “Artificial intelligence and the rise of algorithmic institutions”</li> <li>- <b>Gabriella Guinle, Ans Kolk &amp; Drielli Peyerl</b>, “Geopolitics of ‘Sustainable hydrogen’: An exploration of an emerging ecosystem focused on the energy transition”</li> <li>- <b>David Montens</b>, “Nature on the board: Rethinking inclusion and diversity in strategic management: The case of ‘Faith in Nature’</li> <li>- <b>Divya Dharshini Ambalavanan, Lies Bouten &amp; Frank de Bakker</b>, “Role of consultants in staging corporate sustainability risks and framing expectations for the role of Chief Financial Officers</li> </ul>	<p><b>SESSION 3.B.: COMMUNICATION, REPUTATION &amp; PERCEPTION (Room A202)</b></p> <p><i>Chair: Catherine Janssens (ULB) &amp; Valérie Swaen (UCLouvain &amp; IESEG)</i></p> <ul style="list-style-type: none"> <li>- <b>ONLINE</b> - Lisa Pfeiffer, “Unraveling the dynamics of social identity and social information interventions in addressing grand challenges: A longitudinal field-experiment”</li> <li>- <b>Hieu Nguyen, Mohammad Taghi Ramezan Zadeh &amp; Henk Volberda</b>, “Rethinking sequentiality in organizational communication: A case of responsible Fintech investment”</li> <li>- <b>Beril Kimilli, Corentin Hericher &amp; Flore Bridoux</b>, “When and how is CSR a reputation insurance mechanism?”</li> <li>- <b>Natacha Kahan, Virginie Bruneau &amp; Catherine Janssen</b>, “Visual presentation of green products: Contrast effect on the perception of conventional products”</li> </ul>	<p><b>SESSION 3.C.: ORGANIZATIONAL RESILIENCE (Room A225)</b></p> <p><i>Chair: Ingrid Molderez (KU Leuven) &amp; Tapiwa Seremani (IESEG)</i></p> <ul style="list-style-type: none"> <li>- <b>Zoé Debroeyer</b>, “Organizational resilience in social economy sector: A review of the literature”</li> <li>- <b>Saud Albusaidi</b>, “Strategizing for resilience during uncertainties of sustainability transition: Exploring the plastic industry of the Netherlands”</li> <li>- <b>Polaki Habofano, Farah Kodeih, Wim van Lent &amp; Lee Jarvis</b>, “Safe places: Negotiating for pockets of hope as institutional work”</li> </ul>
<p>12.30 13.30</p>	<p>(VEGETARIAN) <b>LUNCH BREAK</b> at LE MEUREIN - 125 Rue Meurein, 59800 Lille, France</p>		

	13.30 15.00	<b>WORKSHOP (ROOM A201)</b> <b>“Ask the Experts”</b> (Benjamin Huybrechts & Frank de Bakker, IESEG)		
	15.00 15.30	<b>COFFEE BREAK (EMF Building B)</b>		
	15.30 17.00	<p><b>SESSION 4.A.: SOCIAL INCLUSION (Room A202)</b></p> <p><i>Chair: Frederik Claeeyé (ICHEC) &amp; Benjamin Huybrechts (IESEG)</i></p> <ul style="list-style-type: none"> <li>- <b>Floriane Goosse &amp; Wafa Hammedi</b>, “Empowering the visually Impaired: A strength-based approach to voice assistants for agency and resilience”</li> <li>- <b>Cherry Cheung</b>, “Autism and entrepreneurship: Potential barriers and challenges in the development of sustainable livelihood and eudaimonic wellbeing”</li> <li>- <b>Coralie Muylaert, Cécile Godfroid &amp; Marc Labie</b>, “Product service systems for favoring social inclusion”</li> </ul>	<p><b>SESSION 4.B.: TRANSITIONING TOWARDS SUSTAINABILITY (Room A203)</b></p> <p><i>Chair: Jennifer Goodman (Audencia) &amp; Marek Hudon (ULB)</i></p> <ul style="list-style-type: none"> <li>- <b>Sabrina Courtois &amp; Valérie Swaen</b>, “Navigating degrowth oppositions through discourse and practice”,</li> <li>- <b>Coline Serres, Marek Hudon &amp; Patrick Reichert</b>, “Toward a just transition? Incorporating social dimensions in companies' environmental transitions”</li> <li>- <b>Romain David</b>, “Information-based governance initiatives and transition pathways: Insights From the Towards Sustainability”</li> </ul>	
	17.00 18.30	<b>FAREWELL DRINKS (EMF Building B)</b>		