

Business & Society Research Seminar 2025

19 JUNE	8.30 9.00	Registration: SKEMA Building Main Entrance			
	9.00 10.30	<p>WELCOME DAY 1 (Amphi 300) 9.00 – 9.30 Professor Kenneth De Roeck, SKEMA Business School Professor Eva Niesten, SKEMA Business School</p> <p>KEYNOTE 1 (Amphi 300) 9.30 – 10.30 Professor Flore Bridoux Business-Society Management Department at the Rotterdam School of Management, Erasmus University <i>"A multi-stakeholder approach to value creation: What do we know and where do we go from here"</i></p>			
	10.30 11.00	COFFEE BREAK			
	11.00 12.30	<p>SESSION 1.A.: Employees Social Responsibility (Room 106)</p> <p>Chair: Ante Glavas & Nicolas Raineri</p> <p>- <u>Arthur Gauthier-Penhirin</u>, "Meaning at the Margins: Pursuing Meaningful Work through Environmental Employee Activism"</p>	<p>SESSION 1.B.: Stakeholder Collaboration (Room 131)</p> <p>Chair: François Maon & Koen van Bommel</p> <p>- <u>Clara Emefa Asempapa</u>, <u>Andjela Pavlovic</u>, <u>Francesco Rosati</u>, <u>Francesco Rullani</u>, "Navigating Heterogeneity in Multi-Stakeholder Partnerships"</p>	<p>SESSION 1.C.: Entrepreneurship & Social Impact (Room 132)</p> <p>Chair: Corinne Poroli & Frederik Claeys</p> <p>- <u>Federica Fusaro</u>, <u>Nevena Radoynovska</u>, <u>Benjamin Huybrechts</u>, "Everyone can Become an Entrepreneur: How Entrepreneurship Myths Affect Emancipatory Trajectories at a French Incubator for Marginalized Individuals"</p>	<p>SESSION 1.D.: Sustainable Finance & Governance (Room 109)</p> <p>Chair: Emma Avetisyan & Christel Dumas</p> <p>- <u>Helen Micheaux</u>, <u>Rémi Beulque</u>, <u>Marcus Bergmann</u>, "Critical Assessment of a Financial Policy Instrument to Promote Repair: The Case of the French Repair Fund"</p>

		<ul style="list-style-type: none"> - <u>Isabel Van Obergen</u>, <u>Saskia Crucke</u>, <u>Frédéric Dufays</u>, “Enhancing Social Impact through Employee Volunteering: The Emotional Effects of Direct Beneficiary Interaction in Social Business-Nonprofit Partnerships” - <u>Marie Servaes</u>, <u>Saskia Crucke</u>, <u>Kenneth De Roeck</u>, “The Role of CSR Advocates in Employee CSR Engagement: Examining the Influence of Supervisors, Peers, and Organizational Context” 	<ul style="list-style-type: none"> - <u>Ana Pizzutti</u>, “Antecedents of Effective Multistakeholder Collaboration” - <u>María José Ruiz-Rivera</u>, <u>Nathalie Crutzen</u>, “From Engagement to Disengagement: Unveiling Multi-stakeholder Collaboration for a Just Transition. Evidence from the Hainaut, Belgium” 	<ul style="list-style-type: none"> - <u>Felizia Von Schweinitz</u>, <u>Amyr Vogel</u>, <u>Laura Marie Edinger-Schons</u>, “From Outputs to Outcomes: Impact Measurement Practices in Social Enterprises” - <u>Guilekun Cyrille Kousse</u>, <u>Catherine Dal Fior</u>, <u>Florent Song-Naba</u>, <u>Virginie Xhaufclair</u>, “Sustainable Business Model and Value Creation in a Sub-Saharan Context: Case of Compressed Earth Block Production and Dissemination Companies in Burkina Faso” 	<ul style="list-style-type: none"> - <u>Syrine Ayachi</u>, <u>Oscar Bernal</u>, <u>Jean-Yves Gnabo</u>, “Green Bonds and Competitive Markets: Exploring Incentives for Sustainable Financing” - <u>Issam El Idrissi</u>, <u>Youssef Alami</u>, “The Governance-Performance Nexus in Family Firms: Why ESG Matters Now”
	12.30 13.45	LUNCH BREAK			
	14.00 15.30	<p>SESSION 2.A.: HRM, Leadership & Sustainability (Room 106)</p> <p><i>Chair: Corinne Poroli & Saskia Crucke</i></p> <ul style="list-style-type: none"> - <u>Kyung eun (Trixie) Park</u>, <u>Giuliana Manganaro</u>, <u>Melania Riefolo</u>, <u>Sina Grosskopf</u>, <u>Jan-Philipp Ahrens</u>, “Managers, the Midlife Crisis, & Sustainability” 	<p>SESSION 2.B.: Business & Society: Political Activities, Activism and Sensemaking (Room 131)</p> <p><i>Chair: Jennifer Goodman & Frank de Bakker</i></p> <ul style="list-style-type: none"> - <u>Patrick Oko Quaye</u>, “Ecological Light Bulb Moment in Sensemaking: How Corporate Sustainability Actors Shift from Social to Social-Ecological Cognitive Frames” 	<p>SESSION 2.C.: Fairness and Managerial Theories in Sustainability (Room 132)</p> <p><i>Chair: Flore Bridoux & David Jones</i></p> <ul style="list-style-type: none"> - <u>Liva Liepp</u>, <u>Flore Bridoux</u>, <u>Marius Van Dijke</u>, “Stakeholders' Perception of Fairness: The Role of Corporate Purpose in Firms' Trade-offs” 	<p>SESSION 2.D.: Product, Brand and Communication in Environmental Sustainability (Room 109)</p> <p><i>Chair: Valérie Swaen & Catherine Janssen</i></p> <ul style="list-style-type: none"> - <u>Riccardo Losa</u>, <u>Stina Torjesen</u>, “The quest for a more circular battery value chain: Implementing the Digital Product Passport and remaining challenges”

		<ul style="list-style-type: none"> - <u>Pius Ughakpoteni, Jan Erik Meidel</u>, “From Mindset to Impact: How Executive Sustainability Cognition Drives Corporate Sustainability Performance in Nigeria's Challenging Context” - <u>Sarah Courchesne, Dave Stynen, Maryse Chappin, Judith Semeijn, Marjolein Caniëls</u>, “Organizational Benefits of Network Membership: Combinations and Strength of Conditions for Personnel Flow and Employability from an HR Perspective” 	<ul style="list-style-type: none"> - <u>Corentin Gariel, Thomas Reverdy, Anne Bartel-Radic</u>, “Meta-Organizations led by MNCs at the Crossroads of CSR and Political Activities: The Case of Plastic Pollution in Emerging Countries” - <u>Sofia Villo</u>, “How Social Movements Make their Issues Resonating for the State: Fighting for the Fate of Prisoners in the Whale Jail” 	<ul style="list-style-type: none"> - <u>Beril Kimilli, Flore Bridoux, Kenneth De Roeck, Corentin Hericher, Nicolas Rainer</u>, “The Role of Surprise in Attributing the Blame to an Organization: When CSR Creates the Problems it Fixes” - <u>Jozef Cossey, Aurelien Acquier</u>, “Climate Change is a Problem of Stock: Prospects for Ecologically Rigorous Theorizing within Management Studies” 	<ul style="list-style-type: none"> - <u>Natacha Kahan, Virginie Bruneau, Catherine Janssen</u>, “How Green Brand Extensions Facilitate Adoption of Usage-Changing Products Among Less Environmentally Conscious Consumers” - <u>Andrea Rizzuni, Daniel Lundgaard, Maria Alejandra Torres Cuello, Steen Vallentin</u>, “Communication of Business-Nonprofit Collaborations and Environmental Legitimacy”
	15.30 16.00	COFFEE BREAK			
	16.00 17.00	PARALLEL ROUNDTABLE <ul style="list-style-type: none"> o Ante Glavas & François Maon (Room 106): <i>Publishing impactful research and sustaining a healthy research pipeline</i> o Kenneth De Roeck & David Jones (Room 131): <i>Life after the Ph.D.: How to prepare for the job market</i> o Eva Niesten & Albert Jolink (Room 132): <i>The use of Virtual Reality in management research</i> 			
	19.30 21.30	Evening Apéritif Reception (Drinks & Finger Food) for all participants at Villa Djunah 1 Boulevard Charles Guillaumont, 06160 Antibes Juan-les-Pins			

20 JUNE	8.45 9.00	WELCOME DAY 2 - Amphi 300			
	9.00 10.00	KEYNOTE 2 (Amphi 300) Professor David A. Jones John L. Beckley Professor of Management at the Grossman School of Business (GSB), University of Vermont <i>"CSR research and shared value creation: A micro-level perspective"</i>			
	10.00 10.30	COFFEE BREAK			
	10.30 11.30	SESSION 3.A.: Sustainability & the Role of Education (Room 106) <i>Chair: Sophie Pondeville & Ingrid Molderez</i> - <u>Régis Falque, Sophie Pondeville</u> , "Education for Sustainable Development and Critical Thinking: A Toxic Relationship or a True Love Story?" - <u>Sabrina Courtois, Pauline de Montpellier, Sophie Pondeville, Valérie Swaen</u> , "Towards Meaningful and Impactful CSR Education: Acknowledging and Influencing Students' Social Representations"	SESSION 3.B.: CSR Perceptions, Meaning and Engagement at Work (Room 131) <i>Chair: David Jones & Nicolas Raineri</i> - <u>Alicia Sanchez Gamonal</u> , "Employees' Perceptions on CSR Practices: To what Extent do Observers Value Efforts Made by Companies in Implementing Integrated CSR?" - <u>Lara Van de Sande, Saskia Crucke</u> , "Employee Attitudes toward Skills-Based Volunteering: The Influence of Program Framing and Volunteering Motives"	SESSION 3.C.: Circular Economy & Responsible Supply Chains (Room 132) <i>Chair: Koen van Bommel & Frederik Claeys</i> - <u>Bertha Darkowaa Osei</u> , "Doing Business the Regenerative Way: Effective Strategies towards Biodiversity Conservation and Societal Wellbeing" - <u>Lisa Antonissen, Katrien Verleye, Kaat De Pourcq</u> , "Shaping Service Ecosystems in which Products Circulate: A Multiple Case Study" - <u>Marcus Bergmann, Rémi Beulque, Nonthapat Pulsiri</u> , "Understanding Repair in the Circular Economy: A Comprehensive Literature Review"	SESSION 3.D.: Engaging with Stakeholders (Room 109) <i>Chair: Frank de Bakker & François Maon</i> - <u>Rhea Riemke</u> , "Partner Engagement Beyond Mere Participation: Collective (In)Action in Multistakeholder Partnerships" - <u>Antoine Gavroye, Virginie Xhaufclair</u> , "Multi-Stakeholder Initiatives as and within Governance Spheres: A Synthesis Review" - <u>Leonie Pethö-Schramm, Thomas Van Waeyenberg, Dave Stynen, Judith H. Semeijn</u> , "From Strategy to Practice: Exploring Organisational Stakeholder Perspectives on Sustainable HRM"

		<ul style="list-style-type: none"> - <u>Pauline de Montpellier</u>, <u>Benoît Galand</u>, <u>Laurent Lahaye</u>, <u>Charlotte Mikolajczak</u>, <u>Coline Ruwet</u>, <u>Valérie Swaen</u>, “Enhancing Education for Sustainability in Higher Education: The role of Thematic Fresks” - <u>Lorie D’Onofrio</u>, “From Eco-Emotion to Action: Empowering Youth for Sustainable Careers through Education” 	<ul style="list-style-type: none"> - <u>Diane Owin</u>, “Corporate Volunteering Under Scrutiny: The Influence of Dichotomous Social Evaluations on Employee Engagement” 	<ul style="list-style-type: none"> - <u>Xu Kang</u>, “Transnational Brokerage: How Chinese Stakeholders Engage in Supply Chain Human Rights Due Diligence in the Global South” 	<ul style="list-style-type: none"> - <u>Silvie Rohr</u>, “Corporate Purpose: What is and is not a Purpose Company?”
	11.30 12.30	<p style="text-align: center;">PARALLEL ROUNDTABLE</p> <ul style="list-style-type: none"> o Ante Glavas & François Maon (Room 106): <i>Publishing impactful research and sustaining a healthy research pipeline</i> o Kenneth De Roeck & David Jones (Room 131): <i>Life after the Ph.D.: How to prepare for the job market</i> o Eva Niesten & Albert Jolink (Room 132): <i>The use of Virtual Reality in management research</i> 			
	12.30 13.45	<p style="text-align: center;">LUNCH BREAK</p>			
	14.00 15.00	<p style="text-align: center;">KEYNOTE 3 (Online - Amphi 300)</p> <p style="text-align: center;">Professor Stuart L. Hart</p> <p style="text-align: center;">Professor in Residence, Erb Institute for Global Sustainable Enterprise, University of Michigan; Distinguished Fellow, Grossman School of Business, University of Vermont; S.C. Johnson Professor Emeritus, Johnson School of Management, Cornell University</p> <p style="text-align: center;"><i>“Beyond shareholder primacy: Remaking capitalism for a sustainable future”</i></p>			
	15.00 15.30	<p style="text-align: center;">COFFEE BREAK</p>			

	15.30 16.30	SESSION 4.A.: HRM Issues and Social Value (Room 106) <i>Chair: Kenneth De Roeck & Eva Niesten</i> <ul style="list-style-type: none"> - <u>Izabela Przygocka</u>, “Organisational Determinants of Shaping Responsible Employee Behaviours through CSR Tools” - <u>Zoé Marlier</u>, “Women in cooperatives: Power and participation in democratic spaces” 	SESSION 4.B.: Transitioning towards Sustainability (Room 131) <i>Chair: Emmanuelle Reynaud & Albert Jolink</i> <ul style="list-style-type: none"> - <u>Simon Dupont</u>, “Promoting Sustainable Alternatives Through True Price Tags: Exploring the Role of Price Psychology” - <u>Asma Atef Mohamed Othman</u>, “Collaboration over Competition: A Synergistic Approach to Integrate Artificial Intelligence and Sustainable Business Transition” 	SESSION 4.C.: Finance & Social Economy (Room 132) <i>Chair: Christel Dumas & Sophie Pondeville</i> <ul style="list-style-type: none"> - <u>Annah Friob, Nathalie Crutzen</u>, “Sustainability, strategy and management controls: Exploring the case of Belgian and French companies” - <u>Lara Schröder, Timo Busch</u>, “Sustainable Finance 3.0: Analysis of impact measurement methodologies and climate impact capture” - <u>Zoé Debroeyer</u>, “Survival in the Social Economy: The Role of Organizational Density and Network Embeddedness” 	
	16.30 17.00	FAREWELL			