Corporate Responsibility Research Conference CRRC 2026

'Corporate Responsibility in an Age of Geopolitical Uncertainty'

CONFERENCE PROGRAMME

(Version 29/10/2026)

******WIFI: CC-UCA (no password required)******

Wednesday 28 October 2026

14:00 – 15:00	Arrival & Registration Room: TBD
15:00 – 18:00	**PhD Workshop** Room: 01
18:00 –	Dinner Les Terrasses des Arts 5 Derb L'Hôtel, Bab Doukkala Marrakech Medina 40000, Morocco

Thursday 29 October 2026

08:00 – 08:45	**Registration & Coffee**
08:45 – 09:30	**Welcome & Conference Aims**

09:30 – 10:30	Session 1A **Sustainable Workplace** Chair: Marc Ohana, KEDGE Business School Room 04	Session 1B **International CSR** Chair: Ralf Barkemeyer, KEDGE Business School Room 05	Session 1C **Open Call CSR & Sustainability (1/5)** Chair: Jenn Griffin, Loyola University Chicago Room 06
	Custodians for nature: how field guides balance the customer's psychological contract in Pilanesberg game reserve *(Johannes KRAAK, Peet VAN DER MERWE & Neva BOJOVIC)*	Towards a Contextualised Understanding of ESG Performance in Morocco: A Documentary Study of Listed Companies on the Casablanca Stock Exchange (2020–2024) *(Imane HANINE)*	The Role of the State in Determining Private Companies' Responsibilities towards Society *(Robert KUDLAK)*
	Green intellectual capital and sustainable performance *(Shuaib Ahmed SOOMRO & Fazal MUHAMMAD)*	Staying Open When All Close: Territorial Embeddedness and Corporate Responsibility in a Moroccan Family Business During the COVID-19 Crisis *(Hamza NIDAAZZI & Hind HOURMAT-ALLAH)*	Externalizing antagonism - Climate assemblies and counter-hegemonic practice *(Herman STAL & Lydia Milly CERTA)*

10:30 – 11:00	**Coffee Break**

11:00 – 12:30	Session 2A **CSR & Planetary Boundaries** Chair: Pasi Heikkurinen, LUT University Room 04	Session 2B **Sustainable Entrepreneurship** Chair: Sara Bentebbaa, KEDGE Business School Room 05	Session 2C **Open Call CSR & Sustainability (2/5)** Chair: William Young, University of Leeds Room 06
	Geopolitical CSR and Starlink: Political cognizance in global affairs as a new social responsibility of business? *(Pasi HEIKKURINEN & Eli HALL)*	Employer Image, Cooperative Identity and Multilevel Governance in Times of Demographic Crisis *(Ludger VOIGT, Giacomo BUZZAO & Richard LANG)*	Mandated Beyond-Compliance? Social Value Procurement, University Knowledge Transfer and the Limits of the Business Case in a UK Food-Wholesale SME *(Santosh SALUNKHE, Roula MICHAELIDES & Zenon MICHAELIDES)*
	Political CSR, democracy and planetary boundaries – an interrogation and a research program *(Herman STAL)*	Social Enterprises as Intermediaries in Cross-Sector Interactions: Insights from Corporate Volunteering in Colombia and South Africa *(Neva BOJOVIC, Nadine VELDSMAN, Sara VELEZ-ZAPATA & Johannes M. KRAAK)*	Cross-Sector Partnership and Green Hydrogen Energy Innovation: Qualitative Study on Pune Hydrogen Valley *(Gauri NAVGIRE, Lutz PREUSS, Anne NORHEIM-HANSEN & Tobias GOESSLING)*
	Do Boards Matter for Climate Risk Awareness? Evidence from the Insurance Industry *(Romulo Alves SOARES, Thayanne LIMA DUARTE, Silvia Maria DIAS PEDRO REBOUCAS & Romario CASTRO NUNES)*	Sustainable Entrepreneurship as a Value Driver in Family Firms: Evidence from Listed Moroccan Companies *(Rajaa ELMALKI & Hind HOURMAT-ALLAH)*	Testing innovation diffusion model on intended adoption of wood-based clothing: Evidence from survey of Finnish consumers *(Joona MYLLÄRNIEMI, Linnea RAASKA, Anni TUPPURA, Riva TOIVONEN & Anne TOPPINEN)*

12:30 – 14:00	**Lunch**

14:00 – 15:30	Session 3A **Social Impact & CSR** Chair: Robert Kudlak, Adam Mickiewicz University Poznań Room 04	Session 3B **Circular Economy (1/2)** Chair: Herman Stål, Umeå University Room 05	Session 3C **Open Call CSR & Sustainability (3/5)** Chair: Jenn Griffin, Loyola University Chicago Room 06
	Gatekeepers and Allocators: How Executive Political Ideology Shapes Who Benefits from Corporate Philanthropy *(Muhammad Umar BOODOO, Irene HENRIQUES & Bryan HUSTED)*	From compliance to collaboration: industrial symbiosis enablers and the role of intermediaries in an emerging eco-industrial park *(Maria COSCIA, Alessandra DE CHIARA & Adriana BASELICE)*	Beyond CSR Language: Spiritual Values as Foundations of Stakeholder Relationships *(Salwa HOSSINI & Sara BENTEBBAA)*
	Shared impact: Changing perspectives towards assessing collaborative achievements *(Sarah M. JASTRAM, Ronja KIRSCHNING, Zara BERBERYAN & Johanna FORSTERLING)*	Integrating consumption values and planned behaviour to explain consumers' intentions towards circular rug practices *(Abbie STEVENS, Tulin DZHENGIZ, Asha K.S. NAIR & Mohammad ROOHANIFAR)*	Projectified Hope in Distressing Times and Places: How sustainable development projects organize hope in Mahdia, Tunisia *(Senda FATTOUM & Gazi ISLAM)*
	Western and Chinese Mining Companies' Operationalisation of Human Rights Frameworks and Community Contestation for Corporate Accountability in the Democratic Republic of Congo *(Amy Yanan ZHANG)*		The Legacy of the Founder's Values: A Lever for Responsible Management in a Moroccan Family Business *(Jihane BENMIRA & Doha SAHRAOUI)*

15:30 – 16:00	**Coffee**

16:00 – 17:30	Session 4A **Business, Peace & ESG (1/2)** Chairs: Jason Miklian & Sarah Cechvala, University of Oslo Room 04	Session 4B **Consumer Behaviour & Sustainability (1/2)** Chair: William Young, University of Leeds Room 05	Session 4C **CSR & Global Governance** Chairs: Ralf Barkemeyer, KEDGE Business School & Chafik Bentaleb, Cadi Ayyad University Room 06
	Legitimacy seeking in post-conflict areas: A focus on social enterprises in Colombia *(Jennifer GRIFFIN, Abel DIAZ GONZALES & Jolien HUYBRECHTS)*	Termites and magpies working towards sustainability impact: a study on research methods and distance to business applications *(Amelia BROWNE, Ana Rita DOMINGUES, Alice OWEN & William YOUNG)*	Navigating Institutional Logics in Interorganizational Sensemaking: Evidence from ESRS Implementation *(Kevin MASSMANN, Sarah M. JASTRAM, Giampiero PALAZZO & Sophie HUTSCH)*
	Opening the Black Box of Agency: Subsidiaries and Headquarters in ESG Implementation in Colombia *(Angelika RETTBERG & Daniel MEDINA)*	Perceived personal benefit and materialism in ethical fashion: Evidence from the US and Japan *(Zara BERBERYAN, Sarah JASTRAM, Stefan ROSE, Ronja KIRSCHNING, Lucas KRASSAU, Mark HEUER, Kanji TANIMOTO & Stefan SCHALTEGGER)*	From Soil to Stitch: Rethinking Sustainability Governance at the Beginning of Garment Supply Chains *(Dominika Alexa TEIGISEROVA & Samia HOQUE)*
	Walking and Chewing Gum: Multinational responses to geopolitical disruptions and climate pressures after Russia's invasion of Ukraine *(Jason MIKLIAN)*	Wearing Thin: The Cultural Work of Belief in Weight-Loss Bracelets *(Hela ZOUAOUI)*	Twenty Years of Board Governance and Sustainability Research in Developing Economies: Patterns, Gaps and an Agenda *(Haitam ABOUDRAREN & Doha SAHRAOUI)*

17:30 – 20:00	**Break**

20:00 –	**Conference Dinner** *Cafe Árabe, 184 Rue Mouassine, Marrakech 40000*

Friday 30 October 2026

08:30 – 09:00	**Coffee**

09:00 – 10:00	Session 5A **Business, Peace & ESG (2/2)** Chairs: Jason Miklian & Sarah Cechvala, University of Oslo Room 04	Session 5B **Circular Economy (2/2)** Chair: Ralf Barkemeyer, KEDGE Business School Room 05	Session 5C **Biodiversity & Business** Chairs: Marileena Mäkelä & Tiina Onkila, University of Jyväskylä Room 06
	The Legitimacy Squeeze: How Firms Navigate Competing Political and Social Licenses in Fragile Environments *(Sarah CECHVALA)*	A Framework for Circular Hospitality Transition *(Arjan VAN RHEEDE, Martijn RIETBERGEN & Willy LEGRAND)*	Private sector engagement with nature in the context of a rapidly changing climate: The case of the Scotch Whisky Sector *(Esther CARMEN, Rebecca GRAY & Kerry WAYLEN)*
	Sustainable Consumption and ESG Resilience in an Age of Geopolitical Uncertainty: Evidence from the United Arab Emirates *(Jamal MALOUF)*	Circular Parenting: Developing a Multidimensional Scale of Attitudes and Intentions Toward Circular Economy in Baby-Mother Products Industry *(Diren BULUT)*	Biodiversity reporting - very complex, rather abstract and difficult to fully understand *(Marileena MÄKELÄ, Panu HALME & Tiina ONKILA)*

10:00 – 10:30	**Coffee Break**

10:30 – 12:00	Session 6A **Stakeholder Engagement for Sustainability (1/3)** Chairs: Anna Hannula, Tampere University & Sara Velez-Zapata, KEDGE Business School Room 04	Session 6B **Consumer Behaviour & Sustainability (2/2)** Chair: William Young, University of Leeds Room 05	Session 6C **Open Call CSR & Sustainability (4/5)** Chair: Shuaib Soomro, KEDGE Business School Room 06
	Designing Meaningful Stakeholder Engagement – Indigenous People's Participation in Corporate Project Design on Their Lands *(Sade HAMMAMI)*	When CSR Is Not Enough: Structural Privilege, Corporate Responsibility, and the Consumer Ethics Gap in Fashion and Beauty Retail *(François JABBOUR)*	The politics of governing AI in sanctions screening: gradual change in Latvian banks *(Jēkabs KARLIS RASNACS)*
	Benefit agreements between Indigenous peoples and mining companies as private solutions to the governance of natural resources in the Russian Arctic *(Natalia YAKOVLEVA, Tuyara GAVRILYEVA, Klara SCHEURENBRAAND & Marina STEPANOVA)*	Bridging perceived effectiveness and ethical consumption: Insights into the role of risk aversion and social norms from the United States and Japan *(Zara BERBERYAN)*	Do ESG Controversies Crowd Out Corporate R&D? The buffering Role of CSR Committees in French Listed Firms *(Amira LAJMI, Bilel BZEOUICH, Nadia BEN FARHA & Amal HAMROUNI)*
	Who Speaks, Who Is Heard, Who Matters? Specifying Stakeholder Voice *(Anna HANNULA, Lotta Sihvo MATIKAINEN, Harry VAN BUREN, Sybille SACHS & Johanna KUJALA)*	When do social norms translate into ethical consumption? Psychographic boundary conditions across Japan and the United States *(Zara BERBERYAN, Sarah JASTRAM, Oliver SCHNITTKA, Mark HEUER, Kanji TANIMOTO & Stefan SCHALTEGGER)*	Moral Ambition and the Intent-Output Gap in Impact Investing: A Systems and Paradox Perspective *(Arthur DUMAS)*

12:00 – 13:30	**Lunch**

13:30 – 15:00	Session 7A **Stakeholder Engagement for Sustainability (2/3)** Chairs: Anna Hannula, Tampere University & Sara Velez-Zapata, KEDGE Business School Room 04	Session 7B **CSR Communication (1/2)** Chair: Elise François, KEDGE Business School Room 05	Session 7C **CSR & Diversity** Chairs: Hugh Lee, KEDGE Business School & Doha Sahraoui, Cadi Ayyad University Room 06
	Social Entrepreneurial Ecosystem and Stakeholder Governance *(Keysa Manuela MASCENA, José Milton DE SOUSA FILHO, Luiza Oliveira Costa MACIEL & Jane COSTA DE MENEZES)*	Framing Green Transition: Metaphorical Framing and Discursive Legitimation of Electric Vehicles *(Elise FRANCOIS & Lisa THOMAS)*	Unknown Unknowns: The Vicious Paradox of Box-ticking in UK DEI Practice *(Hugh LEE & Rana TASSABEHJI)*
	The grey and dark shades of stakeholder engagement activities in a circular economy: Emerging tensions related to temporality *(Heta LEINONEN, Annika BLOMBERG & Jenni KAIPAIINEN)*	Navigating Paradox in Corporate Sustainability Assessment: Tensions in Framework Design *(Julia PFANNENMÜLLER)*	The Uneven Reach of CSR: Ownership Control and Women's Corporate Mobility *(Thayanne Lima DUARTE PONTES, Keysa Manuela MASCENA, Romulo ALVES SOARES & Felipe A. SOBRAL E SILVA)*
	Recognising communities and nature as stakeholders: a qualitative case study to understand the process of stakeholder engagement *(Sara VELEZ-ZAPATA, Lutz PREUSS, Neva BOJOVIC & Lorenzo PELLEGRINI)*	Tracking the social agenda of companies: a longitudinal study across three countries and three sectors (2001–2025) *(Frederic BALLY, Thibault DAUDIGEOIS & Meikle LAUREN)*	Beyond Tokenism: How Female Leadership Shapes the Authenticity of CSR Engagement in Family Firms *(Hind HOURMAT-ALLAH & Maryame AZROURA)*

15:00 – 15:30	**Coffee**

15:30 – 17:00	Session 8A **Stakeholder Engagement for Sustainability (3/3)** Chairs: Anna Hannula, Tampere University & Sara Velez-Zapata, KEDGE Business School Room 04	Session 8B **CSR Communication (2/2)** Chair: Elise François, KEDGE Business School Room 05	Session 8C **Open Call CSR & Sustainability 5/5)** Chair: Shuaib Soomro, KEDGE Business School Room 06
	Responsible leadership and stakeholder governance: Towards a multi-level theory *(Karina PAVLISA & William S. HARVEY)*	The Virtuous Cycle: How CSR Communication Raises Expectations in Brand-Consumer Interaction *(Olena ROMANIUK)*	Exploitative or exploratory sustainability? Power asymmetries in the company's strategic CSR architecture *(Laura VARJA, K. S. CHOI, Paulina JUNNI & Gang WANG)*
	When does socioemotional wealth foster corporate responsibility? Unpacking the microfoundations of stakeholder responsibility in family firms *(Hiba EL MAJHED)*	Communicating the 'Net-Positive' approach: perspectives from advocates to adopter *(Hannah BIRCH, Katy ROELICH & Rory PADFIELD)*	Firms' sustainability transitions, spillovers, and acceleration dynamics *(Marco MENONI)*
		Reconciling Sustainability and Performance: How CEOs Construct a Narrative of Harmony in ESG Discourse *(Radouane ABDOUNE, Sara BENTEBBAA & Ali DARDOUR)*	On the Nature of Management and Organization Theory: Examining Self-Referentialism in the Field *(Pasi HEIKKURINEN, Herman STAL, Padmaja ARGADE & Ralf BARKEMEYER)*

17:00	**End of Conference**