

**Corporate Responsibility Research Conference CRRC 2026**  
**'Corporate Responsibility in an Age of Geopolitical Uncertainty'**

**CONFERENCE PROGRAMME**

**(Version 22/09/2026)**

**Wednesday 28 October 2026**

|               |                                     |
|---------------|-------------------------------------|
| 14:00 – 15:00 | Arrival & Registration<br>Room: TBD |
| 15:00 – 18:00 | <b>PhD Workshop</b><br>Room: TBD    |
| 18:00 –       | Dinner                              |

**Thursday 29 October 2026**

|                     |                                                                                                                                                                                     |                                                                                                                                                                                                 |                                                                                                                                         |
|---------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
| 08:00<br>–<br>08:45 | <b>Registration &amp; Coffee</b>                                                                                                                                                    |                                                                                                                                                                                                 |                                                                                                                                         |
| 08:45<br>–<br>09:30 | <b>Welcome &amp; Conference Aims</b>                                                                                                                                                |                                                                                                                                                                                                 |                                                                                                                                         |
| 09:30<br>–<br>10:30 | <b>Session 1A</b><br><b>Sustainable Workplace</b><br>Chair: Marc Ohana, KEDGE Business School<br>Room 01                                                                            | <b>Session 1B</b><br><b>International CSR</b><br>Chair: Ralf Barkemeyer, KEDGE Business School<br>Room 02                                                                                       | <b>Session 1C</b><br><b>Open Call CSR &amp; Sustainability (1/5)</b><br>Chair: Jenn Griffin, Loyola University Chicago<br>Room 03       |
|                     | Custodians for nature: how field guides balance the customer's psychological contract in Pilanesberg game reserve<br><i>(Johannes KRAAK, Peet VAN DER MERWE &amp; Neva BOJOVIC)</i> | Towards a Contextualised Understanding of ESG Performance in Morocco: A Documentary Study of Listed Companies on the Casablanca Stock Exchange (2020–2024)<br><i>(Imane HANINE)</i>             | The Role of the State in Determining Private Companies' Responsibilities towards Society<br><i>(Robert KUDLAK)</i>                      |
|                     | Green intellectual capital and sustainable performance<br><i>(Shuaib Ahmed SOOMRO &amp; Fazal MUHAMMAD)</i>                                                                         | Staying Open When All Close: Territorial Embeddedness and Corporate Responsibility in a Moroccan Family Business During the COVID-19 Crisis<br><i>(Hamza NIDAAZZI &amp; Hind HOURMAT-ALLAH)</i> | Populist reasons to deliberate? – Extinction Rebellion's support for climate assemblies<br><i>(Herman STAL &amp; Lydia Milly CERTA)</i> |
| 10:30<br>–<br>11:00 | <b>Coffee Break</b>                                                                                                                                                                 |                                                                                                                                                                                                 |                                                                                                                                         |

|                     |                                                                                                                                                                                                                        |                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                       |
|---------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 11:00<br>–<br>12:30 | <p>Session 2A</p> <p><b>Social Impact &amp; CSR</b></p> <p>Chair: Robert Kudlak, Adam Mickiewicz University Poznań</p> <p>Room 01</p>                                                                                  | <p>Session 2B</p> <p><b>Sustainable Entrepreneurship</b></p> <p>Chair: Sara Bentebbaa, KEDGE Business School</p> <p>Room 02</p>                                                                                                      | <p>Session 2C</p> <p><b>Open Call CSR &amp; Sustainability (2/5)</b></p> <p>Chair: Jenn Griffin, Loyola University Chicago</p> <p>Room 03</p>                                                                                         |
|                     | <p>Gatekeepers and Allocators: How Executive Political Ideology Shapes Who Benefits from Corporate Philanthropy</p> <p><i>(Muhammad Umar BOODOO, Irene HENRIQUES &amp; Bryan HUSTED)</i></p>                           | <p>Employer Image, Cooperative Identity and Multilevel Governance in Times of Demographic Crisis</p> <p><i>(Giacomo BUZZAO, Ludger VOIGT &amp; Richard LANG)</i></p>                                                                 | <p>Mandated Beyond-Compliance? Social Value Procurement, University Knowledge Transfer and the Limits of the Business Case in a UK Food-Wholesale SME</p> <p><i>(Santosh SALUNKHE, Roula MICHAELIDES &amp; Zenon MICHAELIDES)</i></p> |
|                     | <p>Shared impact: Changing perspectives towards assessing collaborative achievements</p> <p><i>(Sarah M. JASTRAM, Ronja KIRSCHNING, Zara BERBERYAN &amp; Johanna FORSTERLING)</i></p>                                  | <p>Social Enterprises as Intermediaries in Cross-Sector Interactions: Insights from Corporate Volunteering in Colombia and South Africa</p> <p><i>(Neva BOJOVIC, Nadine VELDSMAN, Sara VELEZ-ZAPATA &amp; Johannes M. KRAAK)</i></p> | <p>Cross-Sector Partnership and Green Hydrogen Energy Innovation: Qualitative Study on Pune Hydrogen Valley</p> <p><i>(Gauri NAVGIRE, Lutz PREUSS, Anne NORHEIM-HANSEN &amp; Tobias GOESSLING)</i></p>                                |
|                     | <p>Western and Chinese Mining Companies' Operationalisation of Human Rights Frameworks and Community Contestation for Corporate Accountability in the Democratic Republic of Congo</p> <p><i>(Amy Yanan ZHANG)</i></p> | <p>Sustainable Entrepreneurship as a Value Driver in Family Firms: Evidence from Listed Moroccan Companies</p> <p><i>(Rayan ELMALKI &amp; Hind HOURMAT-ALLAH)</i></p>                                                                | <p>Testing innovation diffusion model on intended adoption of wood-based clothing: Evidence from survey of Finnish consumers</p> <p><i>(Joona MYLLÄRNIEMI, Linnea RAASKA, Anni TUPPURA, Riva TOIVONEN &amp; Anne TOPPINEN)</i></p>    |
| 12:30<br>–<br>14:00 | Lunch                                                                                                                                                                                                                  |                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                       |

|                     |                                                                                                                                                                                                                 |                                                                                                                                                                                          |                                                                                                                                                                                 |
|---------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 14:00<br>–<br>15:30 | <p>Session 3A</p> <p><b>CSR &amp; Planetary Boundaries</b></p> <p>Chair: Pasi Heikkurinen, LUT University</p> <p>Room 01</p>                                                                                    | <p>Session 3B</p> <p><b>Circular Economy (1/2)</b></p> <p>Chair: Frank Figge, ESCP Business School</p> <p>Room 02</p>                                                                    | <p>Session 3C</p> <p><b>Open Call CSR &amp; Sustainability (3/5)</b></p> <p>Chair: Jenn Griffin, Loyola University Chicago</p> <p>Room 03</p>                                   |
|                     | <p>Geopolitical CSR and Starlink: Political cognizance in global affairs as a new social responsibility of business?</p> <p><i>(Pasi HEEIKKURINEN &amp; Eli HALL)</i></p>                                       | <p>Old but Loved: An Exploratory Study into the Role of Emotional Attachment in Extending the Lifespan of Products</p> <p><i>(Ana CALDAS LEMOS, Andrea THORPE &amp; Frank FIGGE)</i></p> | <p>Beyond CSR Language: Spiritual Values as Foundations of Stakeholder Relationships</p> <p><i>(Salwa HOSSINI &amp; Sara BENTEBBAA)</i></p>                                     |
|                     | <p>Political CSR, democracy and planetary boundaries – an interrogation and a research program</p> <p><i>(Herman STAL)</i></p>                                                                                  | <p>Circular Parenting: Developing a Multidimensional Scale of Attitudes and Intentions Toward Circular Economy in Baby-Mother Products Industry</p> <p><i>(Diren BULUT)</i></p>          | <p>Waves of Hope: Youth Environmental Stewardship, Creative Expression, and Corporate Sustainability in Mauritius</p> <p><i>(Neeveditah PARIAG-MARAYE &amp; Ali ABDOOL)</i></p> |
|                     | <p>Do Boards Matter for Climate Risk Awareness? Evidence from the Insurance Industry</p> <p><i>(Romulo Alves SOARES, Thayanne LIMA DUARTE, Silvia Maria DIAS PEDRO REBOUCAS &amp; Romario CASTRO NUNES)</i></p> | <p>Exploring Circular Economy Behaviours in Bulky Home Textiles: The Case of Rugs</p> <p><i>(Abbie STEVENS, Tulin DZHENGIZ, Asha K.S. NAIR &amp; Mohammad ROOHANIFAR)</i></p>            | <p>The Legacy of the Founder's Values: A Lever for Responsible Management in a Moroccan Family Business</p> <p><i>(Jihane BENMIRA &amp; Doha SAHRAOUI)</i></p>                  |

|                     |               |
|---------------------|---------------|
| 15:30<br>–<br>16:00 | <b>Coffee</b> |
|---------------------|---------------|

|                     |                                                                                                                                                      |                                                                                                                       |                                                                                                                                                                               |
|---------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 16:00<br>–<br>17:30 | <p>Session 4A</p> <p><b>Business, Peace &amp; ESG (1/2)</b></p> <p>Chairs: Jason Miklian &amp; Sarah Cechvala, University of Oslo</p> <p>Room 01</p> | <p>Session 4B</p> <p><b>Circular Economy (2/2)</b></p> <p>Chair: Frank Figge, ESCP Business School</p> <p>Room 02</p> | <p>Session 4C</p> <p><b>CSR &amp; Global Governance</b></p> <p>Chairs: Ralf Barkemeyer, KEDGE Business School &amp; Chafik Bentaleb, Cadi Ayyad University</p> <p>Room 03</p> |
|---------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|  |                                                                                                                                                                          |                                                                                                                                                                                                  |                                                                                                                                                                                                      |
|--|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <p>Legitimacy seeking in post-conflict areas: A focus on social enterprises in Colombia</p> <p><i>(Jennifer GRIFFIN, Abel DIAZ GONZALES &amp; Jolien HUYBRECHTS)</i></p> | <p>From compliance to collaboration: industrial symbiosis enablers and the role of intermediaries in an emerging eco-industrial park</p> <p><i>(Maria COSCIA &amp; Alessandra DE CHIARA)</i></p> | <p>Navigating Institutional Logics in Interorganizational Sensemaking: Evidence from ESRS Implementation</p> <p><i>(Kevin MASSMANN, Sarah M. JASTRAM, Giampiero PALAZZO &amp; Sophie HUTSCH)</i></p> |
|  | <p>Opening the Black Box of Agency: Subsidiaries and Headquarters in ESG Implementation in Colombia</p> <p><i>(Angelika RETTBERG &amp; Daniel MEDINA)</i></p>            | <p>A Framework for Circular Hospitality Transition</p> <p><i>(Arjan VAN RHEEDE)</i></p>                                                                                                          | <p>From Soil to Stitch: Rethinking Sustainability Governance at the Beginning of Garment Supply Chains</p> <p><i>(Dominika Alexa TEIGISEROVA &amp; Samia HOQUE)</i></p>                              |
|  | <p>Business, Peace &amp; ESG</p> <p><i>(Jason MIKLIAN)</i></p>                                                                                                           |                                                                                                                                                                                                  | <p>Twenty Years of Board Governance and Sustainability Research in Developing Economies: Patterns, Gaps and an Agenda</p> <p><i>(Hatam ABOUDRAREN &amp; Doha SAHRAOUI)</i></p>                       |

|                              |                     |
|------------------------------|---------------------|
| <p>17:30<br/>–<br/>20:00</p> | <p><b>Break</b></p> |
|------------------------------|---------------------|

|                    |                                 |
|--------------------|---------------------------------|
| <p>20:00<br/>–</p> | <p><b>Conference Dinner</b></p> |
|--------------------|---------------------------------|

Friday 30 October 2026

|                     |               |
|---------------------|---------------|
| 08:30<br>–<br>09:00 | <b>Coffee</b> |
|---------------------|---------------|

| 09:00<br>–<br>10:00 | Session 5A<br><b>Business, Peace &amp; ESG (2/2)</b><br>Chairs: Jason Miklian & Sarah Cechvala, University of Oslo<br>Room 01                     | Session 5B<br><b>Consumer Behaviour &amp; Sustainability (1/2)</b><br>Chair: William Young, University of Leeds<br>Room 02                                                  | Session 5C<br><b>Biodiversity &amp; Business</b><br>Chairs: Marileena Mäkelä & Tiina Onkila, University of Jyväskylä<br>Room 03                                                     |
|---------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                     | A License to Lose: Dual Legitimacy Under Tension in Fragile and Conflict-Affected Settings<br><i>(Sarah CECHVALA)</i>                             | When CSR Is Not Enough: Structural Privilege, Corporate Responsibility, and the Consumer Ethics Gap in Fashion and Beauty Retail<br><i>(François JABBOUR)</i>               | Private sector engagement with nature in the context of a rapidly changing climate: The case of the Scotch Whisky Sector<br><i>(Esther CARMEN, Rebecca GRAY &amp; Kerry WAYLEN)</i> |
|                     | Sustainable Consumption and ESG Resilience in an Age of Geopolitical Uncertainty: Evidence from the United Arab Emirates<br><i>(Jamal MALOUF)</i> | Perceived personal benefit and materialism in ethical fashion: Evidence from the US and Japan<br><i>(Zara BERBERYAN, Sarah JASTRAM, Stefan ROSE &amp; Ronja KIRSCHNING)</i> | Biodiversity reporting - very complex, rather abstract and difficult to fully understand<br><i>(Marileena MÄKELÄ, Panu HALME &amp; Tiina ONKILA)</i>                                |

|                     |                     |
|---------------------|---------------------|
| 10:00<br>–<br>10:30 | <b>Coffee Break</b> |
|---------------------|---------------------|

|                     |                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                         |                                                                                                                                                                                                       |
|---------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 10:30<br>–<br>12:00 | <p>Session 6A</p> <p><b>Stakeholder Engagement for Sustainability (1/3)</b></p> <p>Chairs: Anna Hannula, Tampere University &amp; Sara Velez-Zapata, KEDGE Business School</p> <p>Room 01</p>                                                                 | <p>Session 6B</p> <p><b>Consumer Behaviour &amp; Sustainability (2/2)</b></p> <p>Chair: William Young, University of Leeds</p> <p>Room 02</p>                                                                           | <p>Session 6C</p> <p><b>Open Call CSR &amp; Sustainability (4/5)</b></p> <p>Chair: Jenn Griffin, Loyola University Chicago</p> <p>Room 03</p>                                                         |
|                     | <p>Designing Meaningful Stakeholder Engagement – Indigenous People’s Participation in Corporate Project Design on Their Lands</p> <p><i>(Sade HAMMAMI)</i></p>                                                                                                | <p>Termites and magpies working towards sustainability impact: a study on research methods and distance to business applications</p> <p><i>(Amelia BROWNE, Ana Rita DOMINGUES, Alice OWEN &amp; William YOUNG)</i></p>  | <p>The politics of governing AI in sanctions screening: gradual change in Latvian banks</p> <p><i>(Jēkabs KARLIS RASNACS)</i></p>                                                                     |
|                     | <p>Benefit agreements between Indigenous peoples and mining companies as private solutions to the governance of natural resources in the Russian Arctic</p> <p><i>(Natalia YAKOVLEVA, Tuyara GAVRILYEVA, Klara SCHEURENBRAAND &amp; Marina STEPANOVA)</i></p> | <p>Bridging perceived effectiveness and ethical consumption: Insights into the role of risk aversion and social norms from the United States and Japan</p> <p><i>(Zara BERBERYAN)</i></p>                               | <p>Do ESG Controversies Crowd Out Corporate R&amp;D? The buffering Role of CSR Committees in French Listed Firms</p> <p><i>(Amira LAJMI, Bilel BZEQUICH, Nadia BEN FARHA &amp; Amal HAMROUNI)</i></p> |
|                     | <p>Who Speaks, Who Is Heard, Who Matters? Specifying Stakeholder Voice</p> <p><i>(Anna HANNULA, Lotta Sihvo MATIKAINEN, Harry VAN BUREN, Sybille SACHS &amp; Johanna KUJALA)</i></p>                                                                          | <p>When do social norms translate into ethical consumption? Psychographic boundary conditions across Japan and the United States</p> <p><i>(Zara BERBERYAN, Sarah JASTRAM, Oliver SCHNITTKA, Mark HEUER et al.)</i></p> | <p>Moral Ambition and the Intent-Output Gap in Impact Investing: A Systems and Paradox Perspective</p> <p><i>(Arthur DUMAS)</i></p>                                                                   |
| 12:00<br>–<br>13:30 | Lunch                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                         |                                                                                                                                                                                                       |

|                     |                                                                                                                                                                                                                               |                                                                                                                                                                                                   |                                                                                                                                                                                                         |
|---------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 13:30<br>–<br>15:00 | <p>Session 7A</p> <p><b>Stakeholder Engagement for Sustainability (2/3)</b></p> <p>Chairs: Anna Hannula, Tampere University &amp; Sara Velez-Zapata, KEDGE Business School</p> <p>Room 01</p>                                 | <p>Session 7B</p> <p><b>CSR Communication (1/2)</b></p> <p>Chair: Elise François, KEDGE Business School</p> <p>Room 02</p>                                                                        | <p>Session 7C</p> <p><b>CSR &amp; Diversity</b></p> <p>Chairs: Hugh Lee, KEDGE Business School &amp; Doha Sahraoui, Cadi Ayyad University</p> <p>Room 03</p>                                            |
|                     | <p>Social Entrepreneurial Ecosystem and Stakeholder Governance</p> <p><i>(Keysa Manuela MASCENA, José Milton DE SOUSA FILHO, Luiza Oliveira Costa MACIEL &amp; Jane COSTA DE MENEZES)</i></p>                                 | <p>Framing Green Transition: Metaphorical Framing and Discursive Legitimation of Electric Vehicles</p> <p><i>(Elise FRANCOIS &amp; Lisa THOMAS)</i></p>                                           | <p>Unknown Unknowns: The Vicious Paradox of Box-ticking in UK DEI Practice</p> <p><i>(Hugh LEE &amp; Rana TASSABEHJI)</i></p>                                                                           |
|                     | <p>The grey and dark shades of stakeholder engagement activities in a circular economy: Emerging tensions related to temporality</p> <p><i>(Heta LEINONEN &amp; Annika BLOMBERG)</i></p>                                      | <p>Navigating Paradox in Corporate Sustainability Assessment: Tensions in Framework Design</p> <p><i>(Julia PFANNENMÜLLER)</i></p>                                                                | <p>The Uneven Reach of CSR: Ownership Control and Women's Corporate Mobility</p> <p><i>(Thayanne Lima DUARTE PONTES, Keysa Manuela MASCENA, Romulo ALVES SOARES &amp; Felipe A. SOBRAL E SILVA)</i></p> |
|                     | <p>Recognising communities and nature as stakeholders: a qualitative case study to understand the process of stakeholder engagement</p> <p><i>(Sara VELEZ-ZAPATA, Lutz PREUSS, Neva BOJOVIC &amp; Lorenzo PELLEGRINI)</i></p> | <p>Tracking the social agenda of companies: a longitudinal study across three countries and three sectors (2001–2025)</p> <p><i>(Frederic BALLY, Thibault DAUDIGEOIS &amp; Meikle LAUREN)</i></p> | <p>Beyond Tokenism: How Female Leadership Shapes the Authenticity of CSR Engagement in Family Firms</p> <p><i>(Hind HOURMAT-ALLAH &amp; Maryame AZROURA)</i></p>                                        |
| 15:00<br>–<br>15:30 | Coffee                                                                                                                                                                                                                        |                                                                                                                                                                                                   |                                                                                                                                                                                                         |

|                     |                                                                                                                                                                                               |                                                                                                                                                                                  |                                                                                                                                                                                        |
|---------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 15:30<br>–<br>17:00 | <p>Session 8A</p> <p><b>Stakeholder Engagement for Sustainability (3/3)</b></p> <p>Chairs: Anna Hannula, Tampere University &amp; Sara Velez-Zapata, KEDGE Business School</p> <p>Room 01</p> | <p>Session 8B</p> <p><b>CSR Communication (2/2)</b></p> <p>Chair: Elise François, KEDGE Business School</p> <p>Room 02</p>                                                       | <p>Session 8C</p> <p><b>Open Call CSR &amp; Sustainability 5/5)</b></p> <p>Chair: Jenn Griffin, Loyola University Chicago</p> <p>Room 03</p>                                           |
|                     | <p>Responsible leadership and stakeholder governance: Towards a multi-level theory</p> <p><i>(Karina PAVLISA &amp; William S. HARVEY)</i></p>                                                 | <p>The Virtuous Cycle: How CSR Communication Raises Expectations in Brand-Consumer Interaction</p> <p><i>(Olena ROMANIUK)</i></p>                                                | <p>Exploitative or exploratory sustainability? Power asymmetries in the company's strategic CSR architecture</p> <p><i>(Laura VARJA, Paulina JUNNI, Gang WANG &amp; K.S. CHOI)</i></p> |
|                     | <p>When does socioemotional wealth foster corporate responsibility? Unpacking the microfoundations of stakeholder responsibility in family firms</p> <p><i>(Hiba EL MAJHED)</i></p>           | <p>Communicating the 'Net-Positive' approach: perspectives from advocates to adopter</p> <p><i>(Hannah BIRCH, Katy ROELICH &amp; Rory PADFIELD)</i></p>                          | <p>Firms' sustainability transitions, spillovers, and acceleration dynamics</p> <p><i>(Marco MENONI)</i></p>                                                                           |
|                     |                                                                                                                                                                                               | <p>Reconciling Sustainability and Performance: How CEOs Construct a Narrative of Harmony in ESG Discourse</p> <p><i>(Radouane ABDOUNE, Sara BENTEBBAA &amp; Ali DARDOUR)</i></p> | <p>Strategic Framing of Sustainable Innovation Technologies: The Internet of Things (IOT)</p> <p><i>(Mohamed CHELLI, Ralf BARKEMEYER &amp; Neva BOJOVIC)</i></p>                       |
| 17:00               | End of Conference                                                                                                                                                                             |                                                                                                                                                                                  |                                                                                                                                                                                        |