

Finance & Accounting	Marketing & Consumer Behaviour	Information Systems & Operations Management	Entrepreneurship & Small Business
Session 1. ESG impact measurement May 28, 2026 9:30 to 11:00 Room 204	Session 1. Green products May 28, 2026 9:30 to 11:00 Room 205	May 28, 2026 9:30 to 11:00 Room 208	Session 1. Social & Sustainable Entrepreneurship May 28, 2026 9:30 to 11:00 Room 209
Session Chair: Michelle van Weeren (NEOMA Business School) <i>The challenge of social impact measurement in impact investing: consolidating and comparing a multiplicity of specific indicators</i> by Axelle Guers (i3-CRG, Ecole polytechnique); Florence Charue-Duboc (i3-CRG, Ecole polytechnique, CNRS, Institut Polytechnique de Paris – Palaiseau); Nicolas Mottis (i3-CRG, Ecole polytechnique, CNRS, Institut Polytechnique de Paris – Palaiseau) Presented by Axelle Guers Discussant: Danish Bhutto	Session Chair: Michael Polonsky (Deakin Business School) <i>A Semiotic Analysis of Storytelling Advertising to Promote Climate Neutrality Practices</i> by Laura Laurynaityte (Vytautas Magnus University) Presented by: Laura Laurynaityte Discussant: Kafia Ayadi		Session Chair: Dhara Shah (Deakin Business School) Social Entrepreneurship in Conflict-Affected Settings: Exploring the Purposes and Motivations by Javad Ghaffari Feyzabadi (Grenoble ecole de management); Steven A. Brieger (NEOMA Business School); Salwa Hanin (Toulouse Business School); Arielle Newman (Whitman School of Management, Syracuse University) Presented by: Javad Ghaffari Feyzabadi Discussant: Justine Buriller
<i>When Good Firms Go Bad: Exploring the Dynamics Between ESG Performance and Controversies</i> by Danish Bhutto (Department of Economics and Law, University of Macerata, Italy), Andrea Bucci (Department of Economics and Law, University of Macerata, Italy), Emanuela Giacomini (Department of Economics and Law, University of Macerata, Italy), H�el�ene Mathurin (NEOMA Business School), and Laura Trinchera (NEOMA Business School) Presented by Danish Bhutto Discussant: Axelle Guers	<i>Green Attitudes and Sustainable Consumption: The Role of Traditional Long-Term Orientation</i> by Abdul Chaudhary (Deakin College) Presented by: Abdul Chaudhary Discussant: Laura Laurynaityte		<i>Less But Better? A Sensemaking Approach to Firm Growth in Sustainable Entrepreneurship</i> by Justine Buriller (ESCP Business School) Presented by: Justine Buriller Discussant: Javad Ghaffari Feyzabadi
	<i>The moral legitimacy of dupes: Reconciling price fairness with environmental responsibility</i> by Kafia Ayadi (NEOMA Business School); Mourad Touzani (NEOMA Business School) Presented by: Kafia Ayadi Discussant: Abdul Chaudhary		



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Session 2. Institutional Mechanisms of Environmental Accountability May 29, 2026 13:00 to 15:00 Room 204	Session 2. Consumption and brands May 29, 2026 13:00 to 15:00 Room 205	May 29, 2026 13:00 to 15:00 Room 208	Session 2. Sustainable Transformation and transition May 29, 2026 13:00 to 15:00 Room 209
Session Chair: H�el�ene Mathurin <i>Internal Markets for Liability: Evidence from Medical Monitoring Claims</i> by Xiaoyang Li (Deakin University) Presented by Xiaoyang Li Discussant: Ammar Ali Gull	Session Chair: Stefan Markovic (NEOMA Business School) <i>Wastefulness Neglect</i> by Elena Bocchi (NEOMA Business School) Presented by: Elena Bocchi Discussant: Hanife Armut		Session Chair: Bisrat Misganaw (NEOMA Business School) Digital Technologies and Sustainability Transformation in a Mature Textile Cluster by Ana Colovic (NEOMA Business School); Annalisa Caloffi (University of Florence); Federica Rossi (University of Modena and Reggio Emilia); Leonardo Borsacchi (University of Florence) Presented by: Ana Colovic Discussant: Nicolas BEFORT
<i>Third-party Assurance of Sustainability Reports and GHG Emissions: Do Institutional Characteristics and Industry Sensitivity Matter?</i> by Ammar Ali Gull (EMLV Business School); Rizwan Mushtaq (EDC Paris Business School) Presented by Ammar Ali Gull Discussant: Xiaoyang Li	<i>Reimagining Consumption: Street Market Practices as Pathways to Sustainability</i> by Anna Dubiel (King's Business School); Carolin Decker-Lange (Brunel Business School) Presented by Anna Dubiel Discussant: Elena Bocchi		The role of dynamic capabilities in the sustainability transition of the wine sector: a cross comparison of New-Zealand wines and Champagne by Nicolas BEFORT (NEOMA Business School); Paul Woodfield (Auckland University of Technology); Kenneth Husted (Auckland University of Technology) Presented by: Nicolas BEFORT Discussant: Ana Colovic
	<i>From Non-Usable to Desirable: Consumers Prefer Upcycled Products Made From Non-Usable Items</i> by Hanife Armut (Bilkent University); Gunes Biliciler (Koc University) Presented by Hanife Armut Discussant: Nicholas Ind		
	<i>Beyond Sustainability: the potential of regenerative branding</i> by Nicholas Ind (Kristiania University of Applied Sciences) Presented by Nicholas Ind Discussant: Anna Dubiel		

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Session 3: Governance Networks and Market Resilience May 29, 2026 15:30- 17:30 Room 204	Session 3. Supporting greening May 29, 2026 15:30- 17:30 Room 205	May 29, 2026 15:30- 17:30 Room 208	Session 3. Sustainable Business May 29, 2026 15:30- 17:30 Room 209
Session Chair: Marianna Russo ? <i>Do Green Ties Matter? Environmental Performance, Legitimacy, and the Formation of Board Interlocks</i> by Slobodan Kacanski (Roskilde University) Presented by Slobodan Kacanski Discussant: Vassilios Papavassiliou	Session Chair: Abdul Chaudhary <i>How Products' Sustainability Features Shape Consumer Perceptions and Choices</i> by Bernardo Andretti (NEOMA Business School); Yufei Qiu (Imperial Business School); Eduardo B. Andrade (Imperial Business School) Presented by: Bernardo Andretti Discussant: Michael Polonsky	Session Chair: Kristijan Mirkovski Impact of Blockchain on Sustainable Supplier Selection and Order Allocation Presented by: Kristijan Mirkovski Discussant: Abimbola Joseph	Session Chair: Steven Brieger <i>Practising the Commons: From Common Property Regimes to Commons-based Enterprises</i> by Ivan Lobo (Universidad de los Andes, School of Management) and Maria Alejandra V�el�ez (Universidad de los Andes, School of Economics) Presented by: Ivan Lobo Discussant: Steven Brieger
<i>Hedge and Safe-Haven Properties of Green Bonds: Industry-Level Evidence from China</i> by Vassilios Papavassiliou (University College Dublin); Fangyan Wang (University College Dublin) Presented by Vassilios Papavassiliou Discussant: Slobodan Kacanski	<i>Encouraging More Environmentally Responsible AI-Usage - Knowledge May Not Be the Solution</i> by Michael Polonsky (Deakin University); Rita Vo (Deakin University); Jeff Rotman (Deakin University) Presented by: Michael Polonsky Discussant: Bernardo Andretti	Regenerating Value: A Classification of Processes Used by Refurbishers in the Electronics Reuse Supply Chains Presented by: Abimbola Joseph Discussant: Kristijan Mirkovski	<i>Sustainable Societies: How Social Mobility Institutions Shape Environmental Attitudes and Corporate Practices</i> by Steven A. Brieger (NEOMA Business School); Marcelo Gonzalez (Grenoble Ecole de Management) Presented by: Steven Brieger Discussant: Ivan Lobo
	<i>Digital Platforms as Enablers of the Circular Economy: An Extended Theory of Planned Behaviour Perspective</i> by S�onnich S�onnichsen (Nottingham Trent University) Presented by: S�onnich S�onnichsen Discussant: Anna Petersen		
	<i>Embedding Sustainability in Value-based Practices: A Dyadic Perspective</i> by Anna Petersen (Copenhagen Business School) Presented by: Anna Petersen Discussant: S�onnich S�onnichsen		