

# GRONEN Research Conference 2012: Detailed Programme

## Tuesday 26 June 2012

From 18h00 on: Welcome reception and buffet (Monastery garden)

## Wednesday 27 June 2012

9h00-9h30: Opening plenary (Room: Bibliothèque)

9h30-10h30: Theory development workshop with Prof David Whetten (Room: Bibliothèque)

10h30-11h00: Break

11h00-12h30: Theory development workshop (continued)

12h30-14h00: Lunch

14h00-15h00:

Room: Bibliothèque

Paper session 1: Environmental Management

*Raymond L Paquin, Timo Busch & Suzanne G Tilleman:*  
Industrial Symbiosis: Paths towards Eco-efficiency and Eco-development

*Luca Berchicci & Andrew A. King:*  
Do Managers Systematically Underestimate The Potential For Waste Reduction?

*Jörg H. Grimm, Joerg S. Hofstetter & Joseph Sarkis:*  
Multi-Tier Supplier Sustainability Compliance Management

15h10-16h10:

Room: Bibliothèque

Research development session 1 (Discussant: Nicole Darnall)

*Jodi Short & Michael W. Toffel:*  
Private Enforcement of Labor and Environmental Standards in Global Supply Chains

*Omar Asensio & Magali Delmas:*  
Conservation Messaging: A Behavioral Science Approach

*James J. Cordeiro, Joseph Sarkis & Tara Shankar Shaw:*  
Lean is not always Green: Evidence from US Manufacturing Supply Chains

Room: St. Thomas

Paper session 2: Sustainability and CSR

*Lorenzo Massa:*  
Sustainable Development, Corporate Sustainability and Corporate Social Responsibility

*Michael Wood & Pratima Bansal:*  
Do You See What We See? The Role of Spatial Scale in Perceiving Environmental Issues

*Ralf Barkemeyer & Frank Figge:*  
The False Promise of the Transnational CSR Strategy

Room: St. Thomas

Research development session 2 (Discussant: Sanjay Sharma)

*Panikos Georgallis:*  
The impact of practice-breaking and practice-building tactics on firms' resource commitment in the solar photovoltaic industry

*Martin Lehmann & Anna Zinenko:*  
Making Sense of CSR in Danish Frontrunners

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16h10-16h40: Break

16h40-18h00: Paper session 3: Climate change (Room: Bibliothèque)

*Nicola Misani, Stefano Pogutz & Angelo Russo:*

Investigating the Relationship Between Firm Carbon Intensity and Financial Performance: The Role of Organizational Responsiveness

*Natalie Slawinski & Pratima Bansal:*

Managing the Time Paradox in Business Sustainability: Responding to Climate Change in the Oil and Gas Industry

*Naeem Ashraf & Emmanuelle Reynaud:*

Institutional and Strategic Motivations of Reducing Carbon Emissions under CDM

*Chonnikarn (Fern) Jira & Michael W. Toffel:*

Engaging Supply Chains in Climate Change

20h00: Dinner

### Thursday 28 June 2012

8h30-9h30:

Room: Bibliothèque

Paper session 4: Performance

*Olivier Boiral & Jean-François Henri:*

Can Sustainability Performance Be Measured? A Content Analysis of GRI Reports

*Magali Delmas, Dror Etzion & Nicholas Nairn-Birch:*

Triangulating Environmental Performance: What Do Environmental Ratings Really Capture?

*Haiying Lin:*

Determinants of Environmental Performance in Emerging Economies: Theoretical Perspectives and Strategy Implications

Room: St. Thomas

Paper session 5: Innovation

*Brodie Boland & Jorge Rivera:*

Not Only Laggards: Small Firms as a Vanguard for Green Technology Innovation

*Natalia Ortiz-de-Mandojana, Javier Aguilera-Caracuel, José M. de la Torre-Ruiz & Vera Ferrón-Vílchez:*

Is environmental regulatory uncertainty hindering or encouraging environmental performance? The role on a national level of innovation promotion

*Dante-Ignacio Leyva-de la Hiz, J Alberto Aragón-Correa & Eulogio Cordon-Pozo:*

The dilemma of exploitation versus exploration and relation with firm performance: Applicability to the development of environmental innovations

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9h40-10h40:

Room: Bibliothèque

Research development session 3 (Discussant: Frances Bowen)

*Julia Wolf:*

Nested Structures and Corporate Sustainability: An Empirical Investigation into the Firm-Society-Nature Relationship

*Moritz Loock & Diane Phillips:*

Semiotics and Firm Reputation: The First Mover Advantage in Perceptions of the Sustainable Organization

*Elmar Friedrich:*

Grieving Organizations: Evidence from the German energy industry

Room: St. Thomas

Research development session 4 (Discussant: George Kassinis)

*Giorgos Papagiannakis & Irimi Voudouris:*

Environmental management practices and environmental innovations: Examining the role of "green" absorptive capacity and stakeholder integration capabilities

*Friederike Neugebauer:*

Can corporate sustainability strategies emerge from innovation projects? Exploring emerging patterns with the help of Action Research

*Ambra Galeazzo & Andrea Furlan:*

Unpacking the Black Box of Proactive Environmental Strategy: A Conceptual Model

10h40-11h10: Break

11h10-12h30: Paper sessions 6: Markets and entrepreneurship (Room: Bibliothèque)

*Magali Delmas & Neil Lessem:*

Eco-Premium or Eco-Penalty? Eco-labels and quality in the organic wine market

*Liudmila Nazarkina:*

How to Grow Your Organic Business: Multiple Organizational Identities of Sustainable Enterprises and Their Growth Strategies

*Jonatan Pinkse & Koen Groot:*

Sustainable Entrepreneurship and Corporate Political Strategy: Overcoming Market Barriers in the Clean Energy Sector

*Alfred Marcus, Joel Malen & Shmuel Ellis:*

Conferring Legitimacy: Clean Energy Venture Capital (VC) 2002-2009

12h30-14h00: Lunch

14h00-15h30: Special topic workshop on sufficiency with Prof John Lastovicka and Dr Thomas Princen (Room: Bibliothèque)

*John Lastovicka:*

Homo Consumerus: Consumers' Biological-Evolutionary Roots & Sustainable Consumption

*Thomas Princen:*

Sufficiency: In Principle, In Practice

15h30-16h00: Break

16h00-17h00: GRONEN plenary (Room: Bibliothèque)

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18h00: oikos-excursion: Wine degustation & picnic at organic winery Château Duvivier

### Friday 29 June 2012

9h00-9h15: oikos Faculty Symposium Introduction (Room: Bibliothèque)

9h20-11h00: oikos Faculty Symposium PDWs

Room: Bibliothèque

PDW1: Re-designing Management Education:  
Curricula Development Laboratory  
(Conveners: Andrew Hoffman & Jost  
Hamschmidt)

*John M Jermier & Linda Forbes:*  
The Politics of Sustainability in MBA  
Education in a College of Business in the  
United States

*Kevin Laverty:*  
The Fundamental Questions: Establishing an  
Agenda for Sustainable Business Education

Room: St Thomas

PDW2: Methods in Teaching Corporate  
Sustainability: Impact Assessment Laboratory  
(Conveners: Renato Orsato & Luca Berchicci)

*Adele Santana:*  
Business Strategy and Policy for Sustainable  
Development: Accessing Students' Ideal  
Worlds

*Rebecca Luce:*  
A Major in Economic Sustainability (ECOS)

Room: Lagrange

PDW3: Beyond Teaching Cases: Using  
Simulations and Games to Teach Business  
Sustainability  
(Conveners: Magali Delmas & Liudmila  
Nazarkina)

*Elmar Friedrich:*  
The CEMS Model UNFCCC

*Charles Corbett:*  
Offshore Wind Farm. Negotiation game

11h00-11h30: Break

11h30-13h00: Paper session 7: Proactive environmental practices and Best paper award (Room: Bibliothèque)

*Sanjay Sharma & Pramodita Sharma:*  
Family Involvement in Dominant Coalitions as a Driver of Capability Building for a Proactive Environmental Strategy

*José Céspedes-Lorente & Miguel Pérez Valls:*  
Green practices and organizational design as sources of strategic flexibility and performance

*Vera Ferrón-Vílchez, Nicole Darnall & J Alberto Aragón-Correa:*  
Stakeholders' Influences on the Comprehensiveness and Visibility of Facilities' Proactive Environmental Practices

Best paper award

13h00-14h30: Lunch and end of conference