

## Conference Call for Papers

**Conference theme: Sustainability in Our Times**

**Conference Dates:** May 28–29, 2026

**Location:** NEOMA Business School, Paris Campus

**Conference website:** [Sustainability Conference](#)

The World We Want Area of Excellence of NEOMA Business School, in collaboration with Deakin Business School, Melbourne Australia is pleased to announce the 2026 sustainability conference entitled “**Sustainability in Our Times.**” This two-day event brings together scholars, industry professionals, and policymakers to explore the latest research and practices in sustainable business across multiple disciplines. The conference will provide a platform for rigorous academic exchange, industry insights, and collaborative discussions on strategies and innovations to advance sustainability in business and society. The conference aims to:

- Foster interdisciplinary discussions on sustainability challenges and solutions.
- Promote high-quality research in sustainable business practices.
- Connect academia, industry, and policymakers to share insights and best practices.
- Encourage collaborations that advance sustainability research and education.

The core activities for the 2 days include:

Day 1	Day 2
<ul style="list-style-type: none"><li>▪ Keynote speaker: <b>Josef Zechner</b> (WU Vienna University of Economics and Business)</li></ul>	<ul style="list-style-type: none"><li>▪ Keynote speaker: <b>Rajeev Peshawaria</b> (Stewardship Asia Centre)</li></ul>
<ul style="list-style-type: none"><li>▪ Academic Panel Discussion including <b>Josef Zechner</b> (WU Vienna University of Economics and Business) and <b>Punit Arora</b> (City College of New York -CUNY),</li></ul>	<ul style="list-style-type: none"><li>▪ Academic -Industry Panel Discussion including <b>Domenico Dentoni</b> (Montpellier Business School France), <b>Elodie Bernadi-Menu</b> (l’Oréal France), <b>Rajeev Peshawaria</b> (Stewardship Asia Centre)</li></ul>
<ul style="list-style-type: none"><li>▪ Parallel Workshops</li></ul>	<ul style="list-style-type: none"><li>▪ Parallel Paper presentation sessions</li></ul>
<ul style="list-style-type: none"><li>▪ Social Event</li></ul>	<ul style="list-style-type: none"><li>▪ Closing ceremony</li></ul>

**Conference Tracks and Workshops** (see [Sustainability Conference](#) website for more details on tracks and workshops):

**Sustainable Finance.** Track chairs: Helene Mathurin ([helene.mathurin@neoma-bs.fr](mailto:helene.mathurin@neoma-bs.fr)) and Emma Li ([emma.li@deakin.edu.au](mailto:emma.li@deakin.edu.au))

**Track description:** Over the past two decades, sustainable finance has shifted from a niche to a mainstream component of global capital markets, propelled by the growth of ESG-labelled assets and rising regulatory and societal expectations. Yet this rapid expansion has also exposed major challenges. As the field matures, its credibility increasingly depends on stronger analytical foundations, more reliable disclosures, and clearer evidence of genuine environmental and social outcomes. This track invites research that responds to the rapidly

shifting expectations surrounding sustainable finance. We welcome studies focusing on both micro and macro levels as well as theoretical, empirical, and methodological contributions.

**Sustainable Accounting.** Track chair: Michelle van Weeren ([michelle.van-weeren@neoma-bs.fr](mailto:michelle.van-weeren@neoma-bs.fr))

**Track description:** Sustainability accounting and reporting initiatives have been developed fast in the past decades: new systems have been invented to value nature and society, standards have been set to report on sustainability risks and impacts, and new professions have emerged in the realm of sustainability accounting and audit. The expansion of traditional accounting practices to include sustainability topics also creates tensions with extant beliefs, norms and practices. This track invites work that explores how sustainability accounting is being developed, implemented, and contested, both at the micro and the macro level.

**Sustainable Marketing.** Track chairs: Stefan Markovic ([stefan.markovic@neoma-bs.fr](mailto:stefan.markovic@neoma-bs.fr)) and Michael Polonsky ([michael.polonsky@deakin.edu.au](mailto:michael.polonsky@deakin.edu.au))

**Track description:** Our track on Marketing and Consuming Differently! invites scholars to explore how marketing can facilitate transitions toward more sustainable lifestyles, business models, and markets. We encourage submissions that challenge dominant consumption logics, propose new pathways for reducing environmental harm, and provide fresh theoretical, methodological or managerial insights. We aim to stimulate rich scholarly discussion around these transitions and the role of marketing in enabling them.

**Sustainable Information Systems / Operations Management** Track chairs: Bingqing Xiong ([b.xiong@deakin.edu.au](mailto:b.xiong@deakin.edu.au)) and Indranil Biswas ([indranil.biswas@neoma-bs.fr](mailto:indranil.biswas@neoma-bs.fr))

**Track Description:** This track explores emerging research and leading practices at the intersection of sustainability, operations management, and information systems. We invite contributions that advance understanding of how digital technologies enhance the environmental, social, and economic sustainability of operations and information systems. Of particular interest are digital-enabled decarbonization strategies, such as advanced carbon accounting systems, automated footprint measurement, comparative climate policy analytics and strengthened ESG compliance powered by digital and analytical tools.

**Sustainable Entrepreneurship / Small Business.** Dhara Shah ([d.shah@deakin.edu.au](mailto:d.shah@deakin.edu.au)) and Bisrat Misganaw ([bisrat.misganaw@neoma-bs.fr](mailto:bisrat.misganaw@neoma-bs.fr))

**Track Description:** The literature on sustainable entrepreneurship has been growing over the last couple of decades. Sustainable entrepreneurship requires entrepreneurs and their ventures to operate at the nexus of ecological stewardship, social value creation, and economic viability. While it is shaped by external environment and context, it is also related to internal values, practices and beliefs. This track invites scholarly contributions that advance theoretical, empirical, and methodological understanding of sustainable entrepreneurship by examining how different factors (both internal and external) shape and are shaped by it. We welcome studies focusing on both micro and macro levels.

**PhD workshop** moderated by Emmanouela Mandalaki ([emmanouela.mandalaki@neoma-bs.fr](mailto:emmanouela.mandalaki@neoma-bs.fr))

**Description:** Join us for a collaborative PhD workshop on the first afternoon of the conference! Designed to foster learning, feedback, and networking, the workshop features a poster session, roundtable discussions with faculty input, and panels on publishing strategies and academic career preparation. The program concludes with a social event to connect with peers and faculty in an informal setting. We welcome PhD students from all research stages to participate and engage in a vibrant community of emerging scholars.

**Paper development Workshop on Bio economy and sustainability** moderated by Nicolas Bafort ([nicolas.bafort@neoma-bs.fr](mailto:nicolas.bafort@neoma-bs.fr))

**Description:** Bioeconomy research has grown rapidly in recent years, building a strong foundation for understanding both the sustainability potential and the risks of reinforcing global inequalities. This first wave of work has offered essential insights into emerging innovations, practices, and socio-economic implications across the bioeconomy. A new phase of research is now gaining momentum — one that investigates transition pathways, institutional dynamics, and the material conditions shaping bio-based futures. With this in mind, we invite contributions that advance critical and forward-looking perspectives on the bioeconomy.

**2 Tons workshop for sustainability transition** moderated by Rose Bote ([rose.bote@neoma-bs.fr](mailto:rose.bote@neoma-bs.fr))

**Description:** The 2tons workshop is a three-hour, interactive simulation that helps participants understand climate change and explore pathways to reducing carbon emissions in line with the Paris Agreement. Through a collaborative game format, individuals calculate their carbon footprint, learn key climate concepts, and collectively make decisions projecting to 2050 to see how lifestyle and systemic changes impact emissions and society. The objective is to identify concrete actions that can bring average emissions down to 2 tons of CO<sub>2</sub> equivalent per person per year..

### ***Submission Requirements and Process***

Interested participants must submit a Full paper or an Extended Abstract by **February 28, 2026** using the Microsoft CMT Portal [SUBMISSION LINK](#)

Authors will be notified of acceptance or otherwise by **March 20 2026**. (*submitted papers must not have been published, or accepted for publication*).

### ***Conference Fees***

- Faculty: €150
- PhD Students: €100

### ***Important Dates***

- Feb 28, 2026: Submission Deadline
- Mar 20, 2026: Notification of Acceptance & Registration Opens
- May 1, 2026: Conference Registration Deadline
- May 28–29, 2026: Conference Days

For questions regarding submissions, contact the track chairs and workshop moderators directly

For all other questions contact the organizers: Rose Bote ([rose.bote@neoma-bs.fr](mailto:rose.bote@neoma-bs.fr)), Kristijan Mirkovski ([k.mirkovski@deakin.edu.au](mailto:k.mirkovski@deakin.edu.au)) or Marianna Russo ([marianna.russo@neoma-bs.fr](mailto:marianna.russo@neoma-bs.fr))