

PROGRAMME

NEOMA/Deakin Sustainability Conference 2026

NEOMA
BUSINESS SCHOOL
REIMS · ROUEN · PARIS



NEOMA Business School
6 Rue Vandrezanne, 75013 Paris, France

Paris, 28–29 May 2026

DAY 1 | THURSDAY, 28 MAY 2026

08:30 – 09:15 Registration
09:15 – 09:30 Welcome address + Introduction to Parallel workshop
Amphi A&B

09:30 – 11:00 Parallel Sessions I

11:00 – 11:30 Coffee break

11:30 – 12:30 KEYNOTE ADDRESS
Josef Zechner
WU Vienna University of Economics and Business
*Do Managers Listen when Shareholders Speak?
Evidence from Environmental Concerns*
Amphi A&B

12:30 – 13:30 Lunch

13:30 – 14:30 PANEL DISCUSSION
New Frontiers for Sustainability Research
Panellists:
• **Josef Zechner** (WU Vienna University of Economics and Business)
• **Stéphane Dees** (Head of the Climate Economics Unit at the Banque de France)
• **Punit Arora** (Associate Professor of Strategy, Sustainability and Entrepreneurship at the City College of New York, and Co-Editor-in-Chief of Business & Society)
• **Ana Colovic** (Professor of Strategy and Entrepreneurship at NEOMA Business School)
Moderator: **Sami Attoui** (Professor of Finance and Academic Director of the Global Executive MBA, NEOMA Business School)
Amphi A&B

14:30 – 18:00 Parallel Workshops

16:00 – 16:15 Coffee break

18:00 Cocktail

DAY 2 | FRIDAY, 29 MAY 2026

09:30 – 10:30 KEYNOTE ADDRESS
Rajeev Peshawaria
CEO Stewardship Asia Centre and Leadership Energy Consulting
Profitable Sustainability
Amphi A&B

10:30 – 11:00 Coffee break

11:00 – 12:00 PANEL DISCUSSION
Rethinking Corporate Responsibility in an Era of Uncertainty and Scrutiny
Panellists:
• **Remy Lecat** (Deputy Director, Research and Risk Analysis Directorate, Banque de France)
• **Elodie Bernadi-Menu** (Chief Sustainability Officer of L'Oréal's Consumer Products Division)
• **Daria Golębiowska-Tataj** (Entrepreneur Motivational Speaker; Founder & CEO of Tataj Innovation)
• **Domenico Dentoni** (Professor in Business, Resilience and Transformation, Montpellier Business School)
• **Michael Polonsky** (Alfred Deakin Professor of Marketing, Deakin Business School)
• **Rajeev Peshawaria** (CEO Stewardship Asia Centre and Leadership Energy Consulting)

Moderator: **Teemu Kautonen** (Professor of Entrepreneurship, NEOMA Business School)
Amphi A&B

12:00 – 13:00 Lunch

13:00 – 15:00 Parallel Sessions II

15:00 – 15:15 Coffee break

15:15 – 17:15 Parallel Sessions III

17:15 – 17:30 Closing address

Parallel Sessions Programme

📍 Room | 🎤 Session Chair | 👤 Presented by | 💬 Discussant

📅 28 May 2026

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📅 Wednesday,
28 May 2026

🕒 9:30 – 11:00

ROOM 204

Finance & Accounting

Session 1. ESG impact measurement

🎤 Chair: Michelle van Weeren
(NEOMA Business School)

1. The challenge of social impact measurement in impact investing: consolidating and comparing a multiplicity of specific indicators 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

2. When Good Firms Go Bad: Exploring the Dynamics Between ESG Performance and Controversies 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), Hélène Mathurin (NEOMA Business School), and Laura Trinchera (NEOMA Business School)

🎤 Presented by: Danish Bhutto

💬 Discussant: Axelle Guers

ROOM 205

Marketing & Consumer Behaviour

Session 1. Green products

🎤 Chair: Michael Polonsky
(Deakin Business School)

1. A Semiotic Analysis of Storytelling Advertising to Promote Climate Neutrality Practices by Laura Laurynaityte (Vytautas Magnus University)

🎤 Presented by: Laura Laurynaityte

💬 Discussant: Kafia Ayadi

2. Green Attitudes and Sustainable Consumption: The Role of Traditional Long-Term Orientation by Abdul Chaudhary (Deakin College)

🎤 Presented by: Abdul Chaudhary

💬 Discussant: Laura Laurynaityte

3. The moral legitimacy of dupes: Reconciling price fairness with environmental responsibility by Kafia Ayadi (NEOMA Business School); Mourad Touzani (NEOMA Business School)

🎤 Presented by: Kafia Ayadi

💬 Discussant: Abdul Chaudhary

ROOM 208

Entrepreneurship & Small Business

Session 1. Social & Sustainable Entrepreneurship

🎤 Chair: Dhara Shah
(Deakin Business School)

1. 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

2. Less But Better? A Sensemaking Approach to Firm Growth in Sustainable Entrepreneurship by Justine Buriller (ESCP Business School)

🎤 Presented by: Justine Buriller

💬 Discussant: Javad Ghaffari Feyzabadi



Times include Q&A. Please refer to the main conference programme for breaks and other activities.



Parallel Sessions Programme

📍 Room | 🎤 Session Chair | 👤 Presented by | 🗨️ Discussant

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📅 Friday,
29 May 2026

🕒 13:00 – 15:00

ROOM 204 Finance & Accounting

Session 2. Institutional Mechanisms of Environmental Accountability

🎤 Chair: Hélène Mathurin
(NEOMA Business School)

1. Internal Markets for Liability: Evidence from Medical Monitoring Claims by Xiaoyang Li (Deakin University)

🎤 Presented by: Xiaoyang Li

🗨️ Discussant: Ammar Ali Gull

2. Third-party Assurance of Sustainability Reports and GHG Emissions: Do Institutional Characteristics and Industry Sensitivity Matter? by Ammar Ali Gull (EMLV Business School); Rizwan Mushtaq (EDC Paris Business School)

🎤 Presented by: Ammar Ali Gull

🗨️ Discussant: Xiaoyang Li

ROOM 205 Marketing & Consumer Behaviour

Session 2. Consumption and Brands

🎤 Chair: Stefan Markovic
(NEOMA Business School)

1. Wastefulness Neglect by Elena Bocchi (NEOMA Business School)

🎤 Presented by: Elena Bocchi

🗨️ Discussant: Hanife Armut

2. Reimagining Consumption: Street Market Practices as Pathways to Sustainability by Anna Dubiel (King's Business School); Carolin Decker-Lange (Brunel Business School)

🎤 Presented by: Anna Dubiel

🗨️ Discussant: Elena Bocchi

3. From Non-Usable to Desirable: Consumers Prefer Upcycled Products Made From Non-Usable Items by Hanife Armut (Bilkent University); Gunes Biliciler (Koc University)

🎤 Presented by: Hanife Armut

🗨️ Discussant: Nicholas Ind

4. Beyond Sustainability: the potential of regenerative branding by Nicholas Ind (Kristiania University of Applied Sciences)

🎤 Presented by: Nicholas Ind

🗨️ Discussant: Anna Dubiel

ROOM 208 Entrepreneurship & Small Business

Session 2. Sustainable Transformation and Transition

🎤 Chair: Bisrat Misganaw
(NEOMA Business School)

1. 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)

🎤 Presented by: Ana Colovic

🗨️ Discussant: Nicolas Befort

2. 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



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Parallel Sessions Programme

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**PARALLEL
SESSIONS III**

📅 Friday,
29 May 2026

🕒 15:30 – 17:30

ROOM 204 Finance & Accounting

Session 3: Governance Networks and Market Resilience

🗣️ Chair: Marianna Russo (NEOMA Business School)

1. Do Green Ties Matter? Environmental Performance, Legitimacy, and the Formation of Board Interlocks by Slobodan Kacanski (Roskilde University)

🗣️ Presented by: Slobodan Kacanski
💬 Discussant: Vassilios Papavassiliou

2. Hedge and Safe-Haven Properties of Green Bonds: Industry-Level Evidence from China by Vassilios Papavassiliou (University College Dublin); Fangyan Wang (University College Dublin)

🗣️ Presented by: Vassilios Papavassiliou
💬 Discussant: Slobodan Kacanski

ROOM 205 Marketing & Consumer Behaviour

Session 3. Supporting Greening

🗣️ Chair: Abdul Chaudhary (Deakin College)

1. How Products' Sustainability Features Shape Consumer Perceptions and Choices by Bernardo Andretti (NEOMA Business School); Yufei Qiu (Imperial Business School); Eduardo B. Andrade (Imperial Business School)

🗣️ Presented by: Bernardo Andretti
💬 Discussant: Michael Polonsky

2. Encouraging More Environmentally Responsible AI-Usage – Knowledge May Not Be the Solution by Michael Polonsky (Deakin University); Rita Vo (Deakin University); Jeff Rotman (Deakin University)

🗣️ Presented by: Michael Polonsky
💬 Discussant: Bernardo Andretti

3. Digital Platforms as Enablers of the Circular Economy: An Extended Theory of Planned Behaviour Perspective by Sönnich Sönnichsen (Nottingham Trent University)

🗣️ Presented by: Sönnich Sönnichsen
💬 Discussant: Anna Petersen

4. Embedding Sustainability in Value-based Practices: A Dyadic Perspective by Anna Petersen (Copenhagen Business School)

🗣️ Presented by: Anna Petersen
💬 Discussant: Sönnich Sönnichsen

ROOM 208 Entrepreneurship & Small Business

Session 3. Sustainable Business

🗣️ Chair: Steven Brieger (NEOMA Business School)

1. Practising the Commons: From Common Property Regimes to Commons-based Enterprises by Ivan Lobo (Universidad de los Andes, School of Management) and Maria Alejandra Vélez (Universidad de los Andes, School of Economics)

🗣️ Presented by: Ivan Lobo
💬 Discussant: Steven Brieger

2. Sustainable Societies: How Social Mobility Institutions Shape Environmental Attitudes and Corporate Practices by Steven A. Brieger (NEOMA Business School); Marcelo Gonzalez (Grenoble Ecole de Management)

🗣️ Presented by: Steven Brieger
💬 Discussant: Ivan Lobo

ROOM 209 Information Systems & Operations Management

Session 3. Circular Supply Chains and Sustainable Operations

🗣️ Chair: Kristijan Mirkovski (Deakin Business School)

1. The Impact of Blockchain on Sustainable Supplier Selection and Order Allocation by Abimbola Joseph (NEOMA Business School)

🗣️ Presented by: Kristijan Mirkovski
💬 Discussant: Abimbola Joseph

2. Regenerating Value: A Classification of Processes Used by Refurbishers in the Electronics Reuse Supply Chains by Bahman Paknafs (Deakin University); Kristijan Mirkovski (Deakin University); Zahra Hosseinifard (University of Melbourne); Reza Kachouie (Deakin University)

🗣️ Presented by: Abimbola Joseph
💬 Discussant: Kristijan Mirkovski

🌿 Times include Q&A. Please refer to the main conference programme for breaks and other activities. 🌿

Bioeconomy Workshop Programme



📅 Thursday, 28 May 2026 | ⌚ Workshops held in parallel | 📍 Room 207

ROOM 207

SESSION I



The Futures of the Bioeconomy

🕒 09:30 – 11:00

👤 **Chair:** Stéphane Lhuillery (NEOMA Business School)

PROGRAMME

- 09:30 – 10:00 ● **Synthetic Biology in Focus: A Forward-Look**
Douglas Robinson
OECD · LISIS
- 10:00 – 10:30 ● **Varieties of Transition Paths in the Bioeconomy**
Matthias Müller · Andreas Pyka · Diogo Ferraz
University of Hohenheim ·
Universidade Federal de Ouro Preto
- 10:30 – 11:00 ● **The Rise of the Circular Bioeconomy: Transformation of Innovation Trajectories or Rearticulation of Technological Knowledge?**
Nicolas Befort · Francesco Quatraro ·
Stéphane Lhuillery · Massimiliano Coda Zabetta
NEOMA Business School · University of Torino ·
Collegio Carlo Alberto



Exploring the drivers, pathways and innovations shaping the bioeconomy.

ROOM 207

SESSION II



The Futures of the Bioeconomy

🕒 14:30 – 16:30

👤 **Chair:** Nicolas Befort (NEOMA Business School)

PROGRAMME

- 14:30 – 15:00 ● **Green and Sustainable Financial Regime Transitions: A Comparative Multi-Level Pressure Analysis Across Global North and Global South**
Piergiuseppe Morone · Gülsah Yilan · Eleonora Staffieri
Unitelma Sapienza University of Rome ·
Corvinus University of Budapest
- 15:00 – 15:30 ● **Addressing Resource Scarcity Through Policy Integration: The Case of French Biomass Policies (2016–2026)**
Adrien Ludot
Humboldt Universität zu Berlin
- 15:30 – 16:30 ● **Reconfiguring the Development of Legume Production Towards a Circular Bioeconomy**
Francisco Garrido-Garzia · Allison Loconto · Nicolas Befort
LISIS · INRAE · NEOMA Business School



Advancing knowledge and collaboration for a circular and sustainable bioeconomy.



Bringing together researchers to exchange ideas, build collaborations, and advance sustainability research.



Parallel Workshops Programme



Thursday, 28 May 2026

14:30 – 18:00

Workshops held in parallel

ROOM 204



PhD Workshop

Designed for PhD students at all stages. It provides an opportunity to receive feedback on ongoing research and to participate in panel discussions covering key aspects of the PhD journey, the academic job market, and future career steps.

PROGRAMME

- 14:30 – 14:45 ● **Welcome and Introduction**
Overview of the workshop and objectives
- 14:45 – 15:15 ● **Panel 1**
Getting Ready for the Review Process and Responding to Reviewers
Panelists: Punit Arora (City College of New York), Nishani Bourmault (NEOMA Business School), Steven A. Brieger (NEOMA Business School), Jean-Baptiste Suquet (NEOMA Business School)
Moderated by Amy Greiner Fehl (NEOMA Business School)
- 15:15 – 15:30 **Coffee Break**
- 15:30 – 17:30 ● **Friendly Review Session**
PhD students exchange papers and provide constructive feedback on the parts they need it the most.
- 17:30 – 18:00 ● **Wrap-up and Key Takeaways**
Reflections and next steps



Open to PhD students at all stages

ROOM 205



Women and Inclusive Entrepreneurship Research Alliance (WIERA) Workshop

Brings together faculty members interested in inclusive entrepreneurship. It offers a space to discuss recent developments in the field, explore emerging research directions, and identify opportunities for future collaboration.

PROGRAMME

- 14:30 – 14:45 ● **Welcome and Introduction**
Setting the scene and workshop objectives
- 14:45 – 16:00 ● **Research Sharing**
Short presentations on current research in inclusive entrepreneurship
- 16:00 – 16:15 **Coffee Break**
- 16:15 – 17:15 ● **Roundtable Discussion**
Emerging Topics, Research Gaps, and Future Directions
- 17:15 – 18:00 ● **Collaboration Opportunities**
Exploring joint projects, networks, and initiatives



For faculty members and researchers

ROOM 208



2 Tons Convergence Workshop for Sustainability Transition

An interactive simulation exercise that explores climate change as a polycrisis. It invites participants to reflect on and engage with both individual and collective pathways for action. It is particularly relevant for researchers and also serves as a valuable teaching tool for sustainability-related courses.

PROGRAMME

- 14:30 – 14:45 ● **Welcome and Introduction**
Overview of the 2 Tons Convergence approach
- 14:45 – 16:15 ● **Simulation – Part I**
Exploring the climate polycrisis in teams
- 16:15 – 16:30 **Coffee Break**
- 16:30 – 17:30 ● **Simulation – Part II**
Exploring solutions and pathways for convergence
- 17:30 – 18:00 ● **Debrief and Reflection**
Key insights, discussion, and takeaways



For researchers and educators – ideal for use in teaching sustainability courses



Times include Q&A and interactive discussions.

