

# VASTUULLISEN LIIKETOIMINNAN TUTKIMUSPÄIVÄT RESPONSIBLE BUSINESS RESEARCH SEMINAR

16.-17.3.2022

Tampere University, Faculty of Management and Business  
Zoom links will be provided before the seminar to the registered participants.  
Twitter #RBRS2022

## PROGRAMME

*All times are Finnish times (GMT+2)*

### 16.3.2022

- 10:00–10:30 Registration, coffee  
Pinni A, Room Paavo Koli
- 10:30–10:45 Welcome, Anna-Kaisa Ikonen, Mayor of Tampere  
Pinni A, Room Paavo Koli / Zoom
- 10:45–12:00 Keynote: Frank de Bakker  
“Impact in Business and Society Research”  
Pinni A, Room Paavo Koli / Zoom
- 12:00–13:00 Lunch  
Main building
- 13:00–15:00 Workshop 1  
Pinni A, Room Paavo Koli / Zoom
- 15:00–15:30 Coffee  
Pinni A, Room Paavo Koli
- 15:30–17:30 Workshop 2  
Pinni A, Room Paavo Koli / Zoom
- 18:30–  
Conference dinner  
Muusa, Satakunnankatu 10



#### **Frank de Bakker**

Frank de Bakker is a full professor of corporate social responsibility at the Department of Management & Society at IÉSEG School of Management in Lille, France. He is interested in business and society interactions, especially in how activist groups operate vis-à-vis firms, what strategies and tactics they use over time to evoke institutional change on issues of corporate social responsibility and in how firms respond to these challenges. In Lille, he is co-ordinating ICOR, the IÉSEG Centre for Organizational Responsibility and a member of the LEM-CNRS (9221) research laboratory. In addition, he is one of the co-editors of *Business & Society*.

**17.3.2022**

- 8:30–10:00 Workshop 3  
Main building, room A1 / Zoom
- 10:00–10:30 Coffee  
Main building, Portrait Gallery
- 10:30–12:30 Workshop 4  
Main building, room A1 / Zoom
- 12:30–13:30 Lunch  
Main building
- 13:30–14:00 Parhaan yritysetiikkaa käsittelevän opinnäytetyön palkitseminen yhteistyössä EBEN Suomi ry:n kanssa (In Finnish)  
Main building, room A1 / Zoom
- 14:00–15:30 Keynote: Erika Heiskanen  
“We are all good - or are we? – Approach to business ethics and reactions to the EU whistleblower protection directive”  
Main building, room A1 / Zoom
- 15:30–16:00 Closing  
Main building, Portrait Gallery



### **Erika Heiskanen**

Erika Heiskanen speaks about ethics at work, ethical leadership and also wrongdoing in the work context on a positive note, looking for solutions and ways forward. She is a founding partner of Juuriharja Consulting Group and has worked broadly with different organisations in different sectors, supporting their growth and ethical development for the past 20+ years, so there are plenty of real life examples to share. Her seminal book on ethical leadership was published in 2007.

Erika Heiskanen invites you to participate in the **“Compliance and ethics 2022 Europe survey”**

How do ethics and compliance interact with well-being at work across countries, industries and people? Help us find out!

This study has been initiated by EBEN Finland. Summary of results will be shared and your privacy will be protected.

The European Union has increased its control over organisations, for example through rules on data protection and money laundering. In July 2019, another step was taken with the introduction of the long-awaited Whistleblowing Directive (EU) 2019/1318. How do these actions as well as compliance activities by organisations support (or not) the wellbeing at work?

By answering this questionnaire you are making a valuable contribution. And by responding, you can also take the opportunity to assess both your organisation and your personal wellbeing.

Responding takes approximately 7-10 minutes.

Thank you in advance!

<https://www.surveymonkey.com/r/RespBusiness2022>



**16.3.2022**
**13:00–15:00 Workshop 1**

<b>Track 1 – Pinni A, Paavo Koli</b>	<b>Track 2 – Zoom</b>	<b>Track 3 – Zoom</b>
<b>Responsible business</b> Chair Johanna Kujala	<b>Environmental responsibility</b> Chair Sarah Williams	<b>Responsibility in organizations I</b> Chair Merja Lähdesmäki
García-Rosell, J-C., Moisander, J. & Mäkinen, J. A virtue ethics perspective on responsible tourism business	Williams, S. Climate action: Local to global business-led solutions	Lähdesmäki, M. & Suutari Community responsibility and business performance in the small rural business context
Pecoraro, M., Grénman, M., Räikkönen J., & Uusitalo, O. Biodiversity and consumption: A literature review	Alakerttula, J. & Ahokas, M. Corporate carbon responsibility: Case waste transport	Kafle, J. Sustainability in business: Balanced between physical and digital world
Setälä, K. Stakeholder perceptions in the social media regarding airline emission reduction efforts	Suikkanen, J. Drivers and barriers of ecolabel adoption in Finnish textile sector companies	Leppämäki, P. Servant leadership flourishing in humane oriented organisational work cultures
Penttilä, V. Communicative practices of business ethics – A case study of self-writing in strategy texts	Tkaczyk, M. Green business model portfolio: A case of black carbon footprint in Finland	Basu, S., Vitanza, J., Wang, W. & Zhu, X. Walking the walk? Bank ESG disclosures and home mortgage lending

**15:30–17:30 Workshop 2**

<b>Track 1 – Pinni A, Paavo Koli</b>	<b>Track 2 – Zoom</b>	<b>Track 3 – Zoom</b>
<b>Cross-sector collaboration</b> Chair Anna Heikkinen	<b>Sustainable value</b> Chair Majja Lähteenkorva	<b>Responsibility in organizations II</b> Chair Martin Fougère
Nylén, E-J. & Anttiroiko, A-V. How are the different urban production and consumption functions integrated in the making of a circular city?	Paloniemi, P. & Rahikainen, K. Responsibility and value creation in the sharing economy	Fougère, M. & Solitander, N. The advent of homo responsabilis in business schools – and its discontents
Albareda, L. Polycentric organizing and natural commons in the Anthropocene; Social-symbolic work perspective	Frig, M-M., Olkkonen, L. & Polska, P. Brand activism and social marketing: Similarities, differences, and possibilities for a shared research agenda	Päläs, J., García-Rosell, J-C. & Rahikainen, K. Exploring the legal and juridical aspects of corporate social responsibility in the platform economy
Blomberg, A., Heikkinen, A. & Kujala, J. Problematizing stakeholder engagement: A case study of a multi-sector collaboration	Lähteenkorva, M. NGO-business collaboration and corporate social responsibility: Bibliometric literature review	Zahran, M. & Hazlett, S-A. Impact-centred meaning and practice of sustainability in higher education institutions (HEIs)
	Kojo, M., Kiviluoma, N., Litmanen, T., Husu, H-M., Kari, M. & Lehtonen, M. Public participation in planning small modular reactor projects: Residents' views in the Helsinki metropolitan area in Finland	Shaikh, S. Barriers to collaborative leadership in a non-western context

17.3.2022

**8:30–10:00 Workshop 3**

Track 1 – Main building, A1	Track 2 – Zoom
<b>Sustainability change</b> Chair Anna Heikkinen	<b>Vastuullisuus organisaatioissa I</b> Chair Laura Bordi
Aaltonen, V. Enabling and coercive drivers and barriers of sustainability integration in management education	Frig, M-M. & Penttilä, V. Toimittajien rooli vastuullisuuden merkityksellistäjänä - tiedonvälittäjiä vai mielipidevaikuttajia?
Alkki, L., Pohls, E., Uusikartano, J. & Rusthollkarhu, S. Material experience approach to sustainability agency: Multiple-case study in a Finnish context	Kukkonen, K. Ajan vastuullinen johtaminen organisaation resurssina tekoölyn aikakaudella
Kangas, E. Responsibility work in small business	Bordi, L., Nuutinen, S. & Heikkilä-Tammi, K. Työhyvinvoinnin johtamisen haasteet opetuslalla korona-aikana – peruskoulun opettajien kokemuksia pandemia-ajan työskentelystä

**10:30–12:30 Workshop 4**

Track 1 – Main building, A1	Track 2 – Zoom 10:30–12:15
<b>Vastuullisuus organisaatioissa II</b> Chair Johanna Kujala	<b>Circular economy</b> Chair Annika Blomberg
Riivari, E. & Lemmetty, S. Merkityksellisyys ja työhyvinvoinnin tulevaisuustarinat	Harala, L., Alkki, L., Aarikka-Stenroos, L., Al-Najjar, A. & Malmqvist Stigell, T. Ecosystems for reuse: Comparing two construction sector cases
Herttalampi, M., Mauno, S. & Feldt, T. Eettinen stressi organisaatiomuutoksessa	Nyffenegger, R., Hofmann, E., Leuschner, R., Quarshie, A. & Zehendner, A. Breaking up the cognitions: Managerial sensemaking of the circular supply chain transition and its barriers
Saarinen, S. & Laaksonen, J. Tilivelvollisuuden kielellinen rakentuminen ja suunnat mielenterveysjärjestön raportoinnissa	Kaipainen, J., Aarikka-Stenroos, L., Chiaroni, D. & Urbinati, A. Companies innovating for circularity: Linking business model and supply chain design
Viljanen, S. & Lämsä, A-M. Mikä on arjen innovaatio yhteiskunnallisessa yrityksessä?	