

9. VASTUULLISEN LIIKETOIMINNAN TUTKIMUSPÄIVÄT 9TH RESPONSIBLE BUSINESS RESEARCH SEMINAR

17.-18.3.2021

Tampere University, Faculty of Management and Business

Links to the virtual seminar in Zoom will be provided before the seminar to the registered participants.

All presentations will be captured live by Tussitaikurit visual note takers. The audience can follow the visual notes during the seminar and the pictures will be sent to the presenters.

Twitter #RBRS2021

PROGRAMME

All times are Finnish times (GMT+2)

17.3.2021

10:00–10:30	Virtual morning coffee
10:30–10:45	Welcome Mari Walls, President of Tampere University
10:45–12:15	Keynote <i>The changing roles of business, government and civil society in sustainability</i> Assoc. Prof. Arno Kourula, University of Amsterdam Business School
12:15–13:00	Lunch break
13:00–15:00	Workshop 1
15:00–15:15	Coffee break
15:15–17:15	Workshop 2
17:15–17:30	Break
17:30–	Virtual cocktails, including a local music and dance performance by Minä ja Nieminen and Dance Studio Razzmatazz



The band, Minä ja Nieminen

18.3.2021

09:30–11:00

Workshop 3

11:00–11:15

Coffee break

11:15–12.45

Workshop 4

12:45–13:30

Lunch break

13:30–15:00

Panel discussion

Facing the biodiversity crisis: Scope and possibilities of business involvement

Panelists:

Anne Quarshie, Postdoctoral Researcher, LUT, School of Business and Management

Hanna Lampinen, Environmental Specialist, Finnish Mining Association

Nina Nygren, University Lecturer, Tampere University, Faculty of Management and Business

Sami El Geneidy, Doctoral Researcher, University of Jyväskylä, School of Resource Wisdom (JYU.Wisdom), School of Business and Economics (JSBE)

15:00–16:00

Virtual coffee and networking

We thank the Foundation for Economic Education for financial support!

17.3.2021

13:00–15:00 Workshop 1

Track 1 Chair: Anna Heikkinen	Track 2 Chair: Nina Mesiranta
CSR, ethics and sustainability in practice I	Circular economy I
Williams, S. The changing nature of CSR in practice - Learning from each other: How UK-based MNEs are engaging with the SDGs and what SMEs can learn from this?	Albareda, L. & Kimpimäki, J-P. Performativity of circular economy: Changing the fabric of industrial organizing
Hernandez-Cuadra, E. An inquiry on corporate ethics and compliance programs: Delving into the role of ethics and compliance officers as internal legitimacy seekers	Vikstedt, E. & Rajala, T. Value systems in hybrid organisations: Case study of sustainability-oriented public-private partnerships
Leppämäki, P. Servant leadership as a resource for the well-being of employees	Blackburn, O., Ritala, P. & Keränen, J. Platforms creating non-economic value
Snellman, K. Towards a new research agenda: Aligning emotions with responsible creativity in firms	Re, B. Value co-creation processes in circular entrepreneurship: An exploratory study on born circular SMEs

15:15–17:15 Workshop 2*

Track 1 Chair: Elina Riivari	Track 2 Chair: Johanna Kujala
CSR, ethics and sustainability in practice II	Circular economy II
Luomaranta, T. Responsible research and innovation: Experiences from IAMRRI project	Marjamaa, M. & Mäkelä, M. Alternative futures of sustainable circular economy
Aho, K-R. Intersektionaalinen liikuntapedagogiikka liikunta-alan vastuullisessa palvelumuotoilussa	Kaivonen, I., Mesiranta, N. & Närvänen, E. Sustainable fashion influencers as institutional entrepreneurs in the circular economy
Viljanen, S. Yhteiskunnallisen yrityksen innovaatioprosessi relationaalisen etiikan näkökulmasta	Turunen, T. Uusi normaali? – Kiertotalouden liiketoiminta ja sääntely
Ceder, I. Tarkoituksen valta – Kriittinen näkökulma organisaatioiden purpose- viestinnän valtarakenteisiin	Maunula, M. Kiertotalouspuistot systeemisen muutoksen edistäjinä

*Presentations with a Finnish title are presented in Finnish

18.3.2021

9:30–11:00 Workshop 3

Track 1 Chair: Johanna Kujala	Track 2 Chair: Hannele Mäkelä	Track 3 Chair: Laura Olkkonen
Stakeholder theory, engagement and communication I	Social and environmental accounting and performance I	Sustainability in higher education
García-Rosell, J-C., Jutila, S., Hakkarainen, M., Paloniemi, P., Päläs, J. & Rahikainen, K. Responsibility and value creation in the sharing economy	Robles-Elorza, D.; San-Jose, L & Urionabarrenetxea, S. Financial leverage from stakeholder theory: A social approach for responsible business	Aaltonen, V. & Siltaoja, M. From elective ethics to contextually embedded sustainability. Assessing the Finnish business schools' sustainability education
Gonzalez Porras, L. Stakeholder (dis)engagement in forest industry megaprojects: A stakeholder approach	Vehka-Aho, O. The dilemma of social impact measurement in social enterprises	Aaltonen, V. Bureaucracy: The double-edged sword for integration of sustainability in business school education.
Parkkinen, I. Innovation as expectancy in an issue-based stakeholder network	Lazkano, L. Determinant variables of the success of social accounting	Zahran, A. & Hazlett, S-A. Understanding the role of sustainability in higher education institutions (HEIs)

11:15–12:45 Workshop 4

Track 1 Chair: Marjo Siltaoja	Track 2 Chair: Hannele Mäkelä	Track 3 Chair: Oana Apostol
Stakeholder theory, engagement and communication II	Social and environmental accounting and performance II	Corporate political activity and activism
Kujala, J., Leinonen, H., Sachs, S. & Heikkinen, A. Reviewing the stakeholder engagement literature: Towards a research agenda	San-Jose, L. Social accounting on Basque museums: How they create social value for stakeholders?	Olkkonen, L., Goreansky, M. & Laaksonen, S-M. Corporate activism on Twitter: An analysis of the 400 largest Nordic companies
Blomberg, A., Heikkinen, A. & Kujala, J. Stakeholder relations and activities among circular economy actors in Finland	Saukkonen, N., Kuperstein Blasco, D. & Laine, T. Problem framing as part of market creation work - Introducing new emission measurement standard to inspection stations	García-Rosell, J-C. Husky kennels as animal welfare activists pursuing institutional change towards responsible tourism
Sipiläinen, A. Strategic destigmatisation in market entry – Case analysis of online communication in the pelvic health market	Park, J. Spring cleaning: The relationship between environmental performance and divestitures	Dermawan, A. Turning threats into opportunities: An analysis of the response of palm oil companies implementing NDPE commitment to NGO complaints