

# PRME France-Benelux Annual Chapter Meeting

## Speakers and Contributors

Date: 13 - 14 October 2022

Time: 8h30 - 17h30



**Therese Noorlander**  
**Keynote Speaker**  
Senior Director Sustainability,  
Lego



**dr. Mette Morsing**  
Head of PRME  
Series Editor, Cambridge  
University Press



**dr. Ansgar Richter**  
Dean of Rotterdam School of  
Management (RSM)



**dr. Michel Lander**  
Dean of Education, Rotterdam  
School of Management (RSM)



**dr. Krista Finstad-  
Milion**  
Director of Human Resources  
and Organisational Behaviour  
Department, ICN Business  
School



**Ewald Van den  
Auwelandt**  
Sustainability Expert,  
Antwerp Management School



**Nadine Burquel**  
Senior Policy Advisor  
Strategic Projects, Maastricht  
University School of Business  
and Economics



**dr. Rob van Tulder**  
Professor of International  
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**dr. Steve Kennedy**  
Associate Professor of  
Business Sustainability,  
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**dr. Emma Avetisyan**  
Professor of Corporate Social  
Responsibility at Audencia  
Business School



**dr. Filip Caeldries**  
Professor and Associate Dean  
Internationalisation / MBA,  
TIAS School for Business and  
Society



**Héloïse Nolet**  
Sustainability Impact  
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Management School



**dr. Kim Ceulemans**  
Associate Professor,  
Toulouse Business School



**Wilfred Mijnhardt**  
Policy Director, Rotterdam  
School of Management (RSM)

## Speakers and Contributors



**dr. Dirk Moosmayer**  
Professor, Kedge Business  
School



**dr. Céline Louche**  
Professor of Business and  
Society and Head of the CSR  
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Business School



**Maria Fedorova**  
Hoffmann Global Institute for  
Business and Society,  
INSEAD



**dr. Laurence Fort-  
Rioche**  
Associate Professor and CSR  
Referent for Faculty and  
Research, Rennes School of  
Business



**dr. Hans-Jörg  
Schlierer**  
Professor, EM Lyon Business  
School



**dr. Arno Kourula**  
Professor of Business &  
Sustainability, University of  
Amsterdam Business School



**dr. Helen Etchanchu**  
Associate Professor,  
Montpellier Business School



**dr. Talia Stough**  
Postdoctoral Researcher  
KU Leuven



**dr. Jaclyn  
Rosebrook-Collignon**  
Head of Sustainability and  
Global Responsibility &  
Affiliate Professor, Grenoble  
Ecole de Management



**dr. Maria Castillo**  
Professor of practice in  
Corporate Social Responsibility,  
Business Ethics, and Strategy,  
IESEG



**Mirjam Minderman**  
Policy Advisor / Lecturer  
Business and Society at TIAS  
School for Business and  
Society



**dr. Frank de Bakker**  
Co-Editor, Business &  
Society, Academic director,  
IÉSEG School of  
Management



**dr. Scott Taylor**  
Assoc. Prof., Birmingham  
Business School  
Developmental Editor, Journal  
of Business Ethics



**Carolyn O'Rourke**  
Senior Lecturer and Coach,  
Hogeschool van Amsterdam

## Speakers and Contributors



**dr. Tom Kuppens**

Assistant professor, Vrije  
Universiteit Brussel and  
Hasselt University



**dr. Adriana  
Seclaman**

Teaching Faculty, Maastricht  
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**Vincent van den  
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Lecturer and researcher,  
Hogeschool van Amsterdam



**dr. Flore Bridoux**

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**dr. Gazi Islam**

Professor, People Organizations  
and Society, Grenoble Ecole de  
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Journal of Business Ethics



**Jamie Holton**

Program Manager for  
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and Gender Equality at UN  
Global Compact Netherlands



**Levi Polderman**

MSc candidate Global  
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Rotterdam School of  
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**Tom Marshall**

Founder Extraordinary Life  
Motivational Speaker and  
Career Coach, Climate  
Activist



**Eva Rood**

Director, Positive Change  
Initiative, Rotterdam School of  
Management (RSM)



**Pascale Maas**

Researcher, KU Leuven

## RSM Event Team



**Eva Rood**  
Director, Positive Change  
Initiative, Rotterdam School of  
Management



**Joey Johannsen**  
Sustainability Coordinator,  
Positive Change Initiative,  
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**Fey Al Faidi**  
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**Liva Liepa**  
Student Assistant at Positive  
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## Steering group



**dr. Krista Finstad-Milion**

Director of Human Resources and Organisational Behaviour Department, ICN Business School



**Eva Rood**

Director at Positive Change Initiative, Rotterdam School of Management



**dr. Ingrid Molderez**

Professor, Sustainable Management and Economics, KU Leuven



**dr. Kim Ceulemans**

Associate Professor, Management Control Accounting and Auditing,, Toulouse Business School



**dr. Emma Avetisyan**

Professor of Corporate Social Responsibility at Audencia Business School



**Hermina kooyman**

Manager Enrollment and Career Services, and Deputy Director of Global Education Programs, Maastricht School of Management



**Dorian Simon-Meslet**

Transition & Impact Officer, KEDGE Business School



**dr. Frédéric Dufays**

Assistant Professor, Social and Sustainable Entrepreneurship, HEC Liège-ULiège and KU Leuven

## Thursday, 13 October 2022 Day 1

**8h30 - 9h30** Bayle Building Lobby

Welcome, registration, coffee/tea

**9h30 - 10h00** Room JB-49

- Welcome - **dr. Ansgar Richter**, Dean Rotterdam School of Management
- Opening by PRME France & Benelux chapter - **dr. Krista Finstad-Milion**
- Presentation of Day 1 -agenda **Eva Rood**, Director Positive Change Initiative (RSM)

**10h00 - 12h30** Room JB-49

Collective interactive **SDG2030 Game!**  
Hosted by **dr. Michel Lander**, Dean of Education at RSM

**The 2030 SDGs Game** is a multiplayer, in-person, card-based game that simulates taking the “real world” into the year 2030. Let’s see how you manage the world’s biggest challenges until 2030 – and how this game may be of use in your classroom!

**12h30 - 14h00** Maria's Cantina

Lunch break & networking

**14h00 - 14h45** Room JB-49

PRME Global update:

- **dr. Mette Morsing**, head of UN PRME
- **dr. Dirk Moosmayer**, head of Chapter i5 Pedagogy Expert group, Kedge Business School, France

Monitored by **dr. Krista Finstad-Milion**

**14h45 - 15h15**

Coffee break & networking

**15h15 - 16h45**

Breakout sessions with active participation

- Principles of Sustainable Business (Room JB-41)
- Sharing Experiences with Designing and Delivering Sustainability Programmes (Room JB-44)

**17h00 - 17h30** Room JB-49

Conclusions of the day

- Short presentation of program of day 2
- Practicalities of social event, tour

**18h45 / 19h15** Meet Bayle lobby

Watertaxi (two shifts: 19h15 & 19h45)

**20h00** Foodhallen Rotterdam

Social and Dinner

## Friday, 14 October 2022 Day 2

**8h15 - 9h00** Bayle Building Lobby

Welcome, registration, coffee/tea

**9h00 - 10h00** Room JB-49

- Presentation of program of Day 2
- Keynote speech by **Therese Noorlander**, Senior Director Sustainability, Lego

**How to Drive Positive Change**

**10h00 - 11h00**

Room JB-41

Youth advocacy for RME – provocative calls for intergenerational action

**11h00 - 11h20**

Networking break & **Group Photo** - Bayle Stairwell

**11h20 - 12h30**

Room JB-41

**Breakout sessions:**

- **The Decade of Action**

**PRME World Tour Research Paper Development Day**

Room JB-44

Meet the Editors Panel

Room JB-44

Parallel Paper Presentation Session 1

Room J1-44

Parallel Paper Presentation Session 2

**12h30 - 13h45**

Lunch

Mandeville Building- 4th floor cafeteria

**13h45 - 14h15**

PRME France & Benelux

Room JB-49

chapter update

**14h15 - 15h30**

**Breakout sessions:**

Room JB-41

- **Incorporating systems thinking in education**

Room J1-44

- **Positive impact & reporting**

Room JB-44

Parallel Paper Presentation Sessions 3

**15h30 - 15h45**

Collective wrap-up

Room JB-41

**16h00 ...**

Erasmus Paviljoen

Beer & Bitterballen/networking cocktail

The **PRME World Tour Research Paper Development Program** is a partnership between PRME and two of the world's leading international journals in the responsible management and business-in-society fields, *Business & Society* and *Journal of Business Ethics*.

## Breakout session Thursday, 13 October 2022 Day 1 Afternoon

### Sneak interactive peak of upcoming PRME book - Principles of Sustainable Business 15h15 - 16h45

This book provides a timely account of the systemic, strategic and operational challenges that need to be addressed to enhance the effectiveness of corporate involvement in society, by using the SDGs as leading principles-based framework for actionable, powerful and transformative change including interactive Q&A; by author **dr. Rob van Tulder**

### Sharing experiences with designing and delivering sustainability programs I

#### 15h15 - 16h45

- Transformative learning for sustainable development in higher education, **dr. Tom Kuppens** (Hasselt University & Vrije Universiteit Brussel, Belgium, for the COPERNICUS Alliance) 20 minutes
- MBA one week CSR seminar/course (Finalist United Nations PRME Faculty Recognition Award for Excellence in SDG Integration), **dr. Emma Avetisyan** (Audencia Business School, France) 20 minutes
- Training Sustainable Change Agents for Society, **Nadine Burquel** (Maastricht University School of Business & Economics, Netherlands), 20 minutes
- Certificate of Sustainable transformation management; **dr. Helen Etchanchu** (Montpellier Business School, France) 20 minutes
- Q&A moderated by **dr. Steve Kennedy** (Rotterdam School of Management, Netherlands) 10 minutes

## Breakout session Friday, 14 October 2022 Day 2 Morning

### Youth advocacy for Responsible Management Education (RME)

**10h00 - 11h00**

A provocative call for intergenerational action. The place of youth is central to PRME's mission. This interactive session give voice to youth leaders of different PRME signatory schools and PRME key partner, UN Global Compact.

- Moderated by **Hermína Kooyman**, Manager Enrollment and Career Services, University of Maastricht - Maastricht School of Management (MSM)

### Positive impact in the decade of action

**11h20 - 12h30**

- An induction event around SDGs and with local positive impact, **dr. Laurence Fort-Rioche** (Rennes School of Business, France) *15 min*
- SDGs Inside/Act for Climate, **dr. Hans-Jörg Schlierer** (EM Lyon Business School, France) *15 min*
- Honours Programme Sustainability, **dr. Arno Kourula** (University of Amsterdam Business School, Netherlands) *15 min*
- Participatory approach to building ICHEC's sustainable strategy, **Héloïse Nolet** (ICHEC Brussels Management school, Belgium) *15 min*
- Q&A moderated by **dr. Rob van Tulder** *10 min*

## Breakout session Friday, 14 October 2022 Day 2 Afternoon

### Sharing experiences with designing and delivering sustainability programs II

**14h15 – 15h30**

- Learning to Tackle the Climate Emergency through Role-Play, **dr. Steve Kennedy** (Rotterdam School of Management, Netherlands) 20 min
- Sustainability integration in programs **Ewald Van den Auwelant** (Antwerp Management School, Belgium) 20 min
- Multi-Stakeholder Partnerships as Vehicles to Integrate SDGs in Business Education (within PRME and with other networks, eg Global Compact & Copernicus Alliance), **Maria Fedorova** (Hoffmann Global Institute for Business and Society, INSEAD, France) 15 min
- Q&A moderated by **dr. Steve Kennedy** 15 min

### Positive impact & reporting

**14h15 – 15h30**

- SDG Barometer - **Mirjam Minderman, Filip Caeldries** (TIAS School for Business & Society, Netherlands), **Carolyn O'Rourke, Vincent van den Berg** (Hogeschool van Amsterdam, The Netherlands) and **dr. Adriana Seclaman** (Maastricht School of Management, Netherlands) 15 min
- TASK - The Assessment of Sustainability Knowledge, **dr. Talia Stough** (Open University, Netherlands in formal collaboration with Sulitest), **dr. Jaclyn Rosebrook-Collignon** (Grenoble Ecole de Management, France), and **dr. Maria Castillo** (IESEG, France) 25 min
- Rethinking PRME SIP reporting logic, **Wilfred Mijnhardt** (Rotterdam School of Management, Netherlands) 25 min
- Q&A moderated by **Wilfred Mijnhardt** (Rotterdam School of Management, Netherlands) & **dr. Kim Ceulemans** (Toulouse Business School, France) 10 min

# PRME World Tour Paper Development Workshop

## Friday, 14 October 2022

### Day 2 *Morning*

#### Meet the Editors Panel

**10h00 – 10h45**

An editors' panel discussing how to publish responsible management and sustainable business research in international, peer-reviewed management journals. The panel features current and former editors and associate editors from specialized responsible management journals such as Business Ethics Quarterly, Business & Society, and Journal of Business Ethics. Opportunity to directly ask questions to the panel.

Co-chairs: **dr. Emma Avetisyan** (Audencia Business School, France), **dr. Kim Ceulemans** (Toulouse Business School, France)

Panel: **dr. Frank de Bakker** (IESEG Lille, Business & Society), **dr. Flore Bridoux** (Rotterdam School of Management, Organization & Environment), **dr. Gazi Islam** (Grenoble Ecole de Management, Journal of Business Ethics), **dr. Arno Kourula** (University of Amsterdam, Journal of Business Ethics), **dr. Céline Louche** (Audencia Business School, Business & Society).

# PRME World Tour Paper Development Workshop

## Friday, 14 October 2022

### Day 2 MORNING

#### Parallel Paper Presentation Sessions

##### 11h20 – 12h35

Authors receive feedback on work in progress from mentors who are all experienced scholars (editors, associate editors, board members, authors, and reviewers for leading management journals).

#### Parallel session 1 - Chair Emma Avetisyan

| Paper title  | Author                            | Mentor              |
|--|-----------------------------------|---------------------|
| Bittersweet stories: A text-mining analysis of sustainability regimes in cocoa sector                      | Linh Thuy Nguyen                  | Gazi Islam (online) |
| Effective Responsible Management Education: Towards a Conceptual Landscape                                 | Talia Stough                      | Gazi Islam (online) |
| State-owned enterprises and labor unrest: evidence from China  | Haikun Zhu                        | Flore Bridoux       |
| The interplay between social Roles and COVID-19 among Moroccan employees: a longitudinal qualitative study | Aicha Oumessaoud & Nadia El Bijri | Flore Bridoux       |

# PRME World Tour Paper Development Workshop

Friday, 14 October 2022

Day 2 **MORNING**

**11h20 – 12h35**

**Parallel session 2 - Chair Kim Ceulemans**

| Paper title   | Author             | Mentor                          |
|---|--------------------|---------------------------------|
| Academic research integrity: How early-career and experienced researchers construe academic wrongdoings | Annick Van Rossem  | Céline Louche                   |
| Strengthening the first stage of food supply chains: A sustainability intervention model                | Rene Diaz Pichardo | Céline Louche / Frank de Bakker |
| Accountability Journalism and Corporate Illegality: An Application of Institutional Anomie Theory       | Tony J Choi        | Frank de Bakker                 |

**12h30 - 14h00 - Lunch in Mandeville Building - 4th Floor Cafeteria**

**13h45-14h15 - PRME France & Benelux chapter update - JB-49**

# PRME World Tour Paper Development Workshop

Friday, 14 October 2022

Day 2 AFTERNOON

**14h15 – 15h30**

**Parallel session 3 – Chair Ingrid Molderez**

| Paper title   | Author                  | Mentor         |
|---|-------------------------|----------------|
| The NGO Halo Effect: How Moral Goodness Can Explain Deviant Behavior  | Isabel de Bruin Cardoso | Arno Kourula   |
| Change, conservatism and romanticism: can diaspora avoid post-colonialism and white-saviorism in their philanthropy and volunteering? | Malika Ouacha (online)  | Arno Kourula   |
| Exploring a socio-ecological resilience perspective on Individual Sustainability Competencies   | Jessica Klaver          | Frank den Hond |
| Does Corporate Social Irresponsibility lead to counterproductive work behaviors amid the pandemic?                                    | Marc Ohana              | Frank den Hond |

## Practical information\*

### Bring your own water bottle!

Let's be low impact and bring our own water bottle. Free water refills available during the entire event.

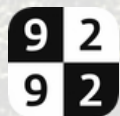


### Travel to the campus

Erasmus University Rotterdam (EUR) - Woudestein Campus is located at Burgemeester Oudlaan 50 in Rotterdam.



Tram 21 or 24 from Rotterdam Centraal or Blaak Train Stations - 8 min. walk to EUR - Bayle Building



Download 9292 App from App Store to see tram schedule to/from the Woudestein Tram Halte

Wear good walking shoes!

### Campus map and location of Bayle Building

Click [here](#) to find the map.



Entrance of Bayle Building

### Wifi

wifi network: eduroam  
username: atkay@edu.nl  
password: nlxda

\*Event web page has detailed travel information.