



JÖNKÖPING UNIVERSITY

*Jönköping International  
Business School*

## PROGRAMME

# 2019 Global Gathering of PRME Community

## RMER - Responsible Management Education Research

Multistakeholder Engagement for Agenda 2030

30 September - 3 October 2019

Location: Jönköping International Business School (JIBS), Jönköping,  
Sweden

Sponsored by Jönköping International Business School and the  
Municipality of Jönköping

# PROGRAMME FOR THE RMER CONFERENCE 2019

## Sunday, 29th September 2019: Arrivals and Welcome

- 16:00 Informal meet-up & Tour of Jönköping  
Pick up: [Elite Stora Hotel](#)
- 18:00 Get-together & private dinner  
[Kafé Braheparken](#), Kyrkogatan 16, 553 16 Jönköping (Vegan restaurant)

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## Monday, 30th September 2019

### PRME Chapters & Working Groups

Location: Jönköping International Business School – Building B – **Room B3008**  
<https://ju.se/en/about-us/visit-ju.html#Campus%20Map>

8:30 – 9:00	Registration: Outside <b>Room B3008</b>
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<b>Room B3008</b>	
9:00 – 10:30	<b>A word of welcome, Guénola Nonet, Chair, 6<sup>th</sup> RMER Conference</b>  <b>PRME working groups, DACH, Nordic Benelux Chapters</b> (separate sessions) Rooms: B3053 Nordic B4043 Benelux B4065 Dach

**10:30 – 11:00 Coffee Break outside room B3008**

### Parallel Program options

<b>Room B3008</b>	
11:00 – 12:30	<b>PRME Cross Chapters and Cross Working Groups: Current and Emerging Activities</b> (Plenary session)  Facilitator: <b>Guénola Nonet</b>

**12:30 – 13:30 Networking lunch in room B3008**

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## Parallel Program options:

<b>Room B3008</b>	
13:30 – 15:30	<p>Roundtable: Shaping the future of RME</p> <p>Co-Chairs: <b>Milenko Gudić</b> and <b>Guénola Nonet</b></p> <p><b>Keynote Speakers:</b></p> <ul style="list-style-type: none"> <li>• <b>Susanne Merkler</b>, vice President, Students for Sustainable Action</li> <li>• <b>Kjel Hendriks</b>, President, Students for Sustainable Action</li> <li>• <b>Norman Arruda Filho</b>, Chair, PRME Regional Chapter Brazil &amp; LAC</li> <li>• <b>Anders Aspling</b>, Founding Secretary General, GRI Foundation</li> <li>• <b>Dan Leclair</b>, CEO, Global Business School Network</li> <li>• <b>Florencia Librizzi</b>, Head of Program and Partnerships, SDG Academy, UN Sustainable Solutions Development Network</li> <li>• <b>John North</b>, Executive Director, GRI</li> <li>• <b>Ivo Matser</b>, CEO, ABIS</li> <li>• <b>Carole Parkes</b>, Interim Chair, PRME Advisory Committee</li> <li>• <b>Jean-Christophe Carteron</b>, President of Sulitest, Senior Advisor HESI, and Director of CSR, Kedge Business School</li> </ul>

**15:30 – 16:00**

**Coffee break – outside room B3008**

<b>Room B7030</b>	
16:00 – 17:30	<p><b><u><a href="#">Carbon Literacy Training (with certificate of completion)</a></u></b></p> <p>Additionally, to this introductory session designed for all, you are invited to participate to the Conference Track Sessions 1.2, 2.5, 3.4 and 4.6 to complete the entire training with certification. Please be aware that the Carbon Literacy Training takes 7,5 hours in total.</p> <p>Host: <b>Petra Molthan-Hill</b>, Nottingham Business School and <b>Caroline Aggestam Pontopiddan</b> (Copenhagen Business School)</p>
16:00 – 17:30	<p><b>Yoga &amp; self-awareness session - Studio (2nd floor)</b></p> <p>Please bring a towel or a yoga mat if possible.</p> <p>Host: <b>Susanne Ten Doesschate</b></p>

**18:00**

**Welcoming Tour & Fusion Buffet at [Circular Centre](#) (Brahegatan 46, 553 34). Meeting up point: JIBS entrance B at 17:30. The walk takes about 15 minutes.**

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## Tuesday, 1 October 2019: RMER Conference Day 1

Location: Jönköping International Business School – Building B

<https://ju.se/en/about-us/visit-ju.html#Campus%20Map>

8:30 – 9:00	Registration opens outside <b>Room B1033</b>
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### Plenary session B1033

Room B1033	
9:00 – 9:15	<b>Welcome &amp; Opening of the 6th RMER conference</b>  Anna Blombäck, JIBS Associate Dean of Education Guénola Nonet, JIBS Champion for Responsibility in Action, Jönköping University Sustainability & Diversity Network Leader, Conference Chair  <a href="#">Milenko Gudić and Lutz E. Schlange</a> , RMER Conference Committee
9:15 – 9:30	<b>The Conference's Carbon footprint</b>  Speakers: <b>Guénola Nonet</b> and <b>Stef Van Dongen</b>
9:30 – 10:00	<b>Multistakeholder Engagement and the SDGs</b>  Plenary session with <a href="#">Rob Van Tulder</a> , Rotterdam School of Management - Erasmus University

**10:00 – 10:30 Networking Coffee Break & RMER Poster Session - outside B1033**

### Session 1: Parallel Tracks

Track 1.1 – Room B1033	
10:30 – 11:40	<b><a href="#">Relevant and Impact-Oriented Research to Support Multi-stakeholder Collaboration for Poverty Alleviation</a></b>  Co-Chairs: <a href="#">Carole Parkes</a> (University of Winchester), and <a href="#">Al Rosenbloom</a> (Dominican University)
	"Transformational skills for social inclusion with economic impacts UN SDG 4, 8, 17 - Quality of education, economic growth and partnership", by <b>Shirley Yeung</b> (Gratia Christian College, Hong Kong)

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	"Inclusive business and the case of the sustainable point - Consumption in favor of the SDGs" <b>Norman Neto</b> (ISAE Brasil) and <b>Rodrigo Titon</b> (Crasa Infraestrutura)
	"Mumpreneurs: Gender (in)equality and women entrepreneurship", <b>Lucia Naldi</b> (JIBS), <b>Magdalena Markowska</b> (JIBS) and <b>Helene Ahl</b> (HLK, Jönköping University)
	"The role of Agenda 2030 or Transformative Change of Business Societal Practice", <b>Samuel Petros Sebhatu</b> and <b>Bo Enquist</b> (Karlstad University).

### Track 1.2 Room B7030

10:30 – 11:30	<p><b><u><a href="#">Carbon Literacy Training (with certificate of completion)</a></u></b></p> <p>Please be aware that the Carbon Literacy Training takes 7,5 hours in total.</p> <p>Additionally, to this session and past session, you will have to participate in the Conference Track Sessions 2.5, 3.4 and 4.6 if you want to complete the entire training.</p> <p>Hosts: <b>Petra Molthan-Hill</b>, Nottingham Business School and <b>Caroline Aggestam Pontopiddan</b> (Copenhagen Business School)</p>
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### Track 1.3 Room B4065

10:30 – 12:00	<p><b><u><a href="#">Responsible Management of Digitization (Research session)</a></u></b></p> <p>Chair: <b>Dušan Kučera</b> (University of Economics, Prague)</p>
	"SDGs and Global Compact in Japan: Industry 4.0, ESG investment, Social Marketing and Organization Development", by <b>Mari Iizuka</b> (Doshisha University, Graduate School of Business, Japan)
	"Sustainable news media, organizational reconciliation of economic, democratic and environmental challenges in media firms", by <b>Mart Ots</b> (Jönköping International Business School), and <b>Peter Berglez</b> and <b>Ulrika Olausson</b> (School of Media & Communication, Jönköping University)
	"Information scarcity depresses the effectiveness of policy level climate change containment: A Malaysian case study", by <b>Ananda Samudhram</b> (Monash University Malaysia)
	"Transformational business models from a moral perspective", by <b>Alexander Herzner</b> (Ostbayerische Technische Hochschule)

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	"Ethical challenges of artificial intelligence in the frame of industry 4.0", by <b>Dušan Kučera</b> (University of Economics, Prague)
<b>Track 1.4 Room B4051</b>	
10:30 – 12:00	<a href="#">Revisiting the Value Chain to Embed Agenda 2030</a> (Research session)  <b>Chair: Ana Simaens</b>
	"The transformative power of the SDGs for small businesses in global value chain", by <b>Nicolás Gambetta</b> (Universidad ORT Uruguay) and <b>Robyn Eversole</b> (Swinburne University Australia)
	"Competencies and learning approaches for fashion design students to enable a sustainable change in the fashion supply chain", by <b>Caroline Ermer</b> and <b>Julia Schwarzkopf</b> (HTW Berlin University of Applied Sciences)
	"Managing responsibility issues in the international supply chain: A conceptual framework", by <b>Eleanor Shaw</b> and <b>Christian Hauser</b> (FHGR University of the Applied Science of the Grisons)
	"Integration of sustainability into corporate strategy: A case study of the textile and clothing industry", by <b>Juliane Peters</b> (BRU IUL) and <b>Ana Simaens</b> (ISCTE-IUL)

<b>Track 1.5 Room B3053</b>	
10:30 – 12:00	<a href="#">Sulitest</a> by <b>Jean-Christophe Carteron</b> , President of Sulitest, Senior Advisor HESI and CSR Director at Kedge Business School

<b>School of Education &amp; Communication (HLK) Building - Main Hall</b>	
11:40 – 12:00	<a href="#">JU Shaping our Future Festival</a> - Opening
12:00 – 12:30	JU Urban Farming Tour

**12:30 - 13:30**    **Networking Lunch, HLK Building - Orangerie**  
**Words of welcome - [Dean Jerker Moodysson](#) (JIBS)**

### Session 2 Parallel Tracks

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Track 2.1 Room B3008	
13:45 – 15:00	<p><a href="#">Creating a narrative that matters</a> (Workshop/Roundtable)</p> <p>In this creative workshop, <b>Umesh Mukhi</b> (Sao Paulo School of Business Administration) invites you to use storytelling to:</p> <ol style="list-style-type: none"> <li>1. Reflect and craft the stories of your RME initiatives</li> <li>2. Narrate these stories to fellow changemakers</li> <li>3. Engage in active listening and Appreciative inquiry</li> <li>4. Re-think future about Individual and collective initiatives (RME)</li> </ol>
Track 2.2 Room B1033	
13:45 – 15:00	<p><a href="#">Business Schools as force for Positive Change - Reports from the Inside</a> (Panel session)</p> <p>In this lively and interactive session, <b>Rob van Tulder</b> (International Business, Rotterdam School of Management) and <b>Eva Rood</b> (Director, Positive Change Initiative, RSM) will share learnings, insights and challenges that came with the implementation of RSM's mission, <i>we are a force for positive change in the world</i>, using the SDGs as a framework for what positive change in the world means. We look forward to your ideas, critical reflections and feedback!</p>
Track 2.3 Room B3053	
13:45 – 15:00	<p><a href="#">Struggles and Successes in the Creation of an Anti-Poverty Toolkit</a> by the UN PRME Anti-Poverty Toolkit Working Group</p> <p>Chair: <b>Tay Keong Tan</b></p>
Track 2.4 Room B4051	
13:45 – 15:00	<p><a href="#">Supporting collaboration &amp; cooperation for the SDGs</a></p> <p>Chair: <b>Mark Edwards</b> (Jönköping International Business School)</p>
	<p>"Factors constraining collaborative working across multi-stakeholder partnerships", by <b>Andy Brookes</b> (University of Lincoln, UK)</p>
	<p>"Business for peace as a research agenda for PRME Community: A case from Korea", by <b>Stephen Young-Seung Park</b> (Kyung Hee University Seoul Korea), and <b>Oliver F. Williams</b> (Mendoza School of Business, University of Notre Dame)</p>

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	"A new type of leader: impact on SDG", by <b>Ricardo H. Archbold</b> (Khalifa University of Science and Technology)
	"Encourage cooperation among internal stakeholders in the development of a university code of ethics. Case study of Budapest Business School", by <b>Kristina Szegedi, Sára Csillag, Zsuzsanna Géring</b> and <b>Zsuzsanna Györi</b> (Budapest Business School)

### Track 2.5 Room B6046

13:45 – 15:00	<p><a href="#"><u>Carbon Literacy Training (with certificate of completion)</u></a></p> <p>Please be aware that the Carbon Literacy Training takes 7,5 hours in total.</p> <p>Additionally, to this session and past sessions, you will have to participate in the Conference Track Sessions 3.4 and 4.6 if you want to complete the entire training.</p> <p>Host: <b>Petra Molthan-Hill</b>, Nottingham Business School and <b>Caroline Aggestam Pontopiddan</b> (Copenhagen Business School)</p>
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**15:00 – 15:30    Networking Coffee Break - Room B1033**

### Session 3 Parallel Tracks

<b>Track 3:1 Room B1033</b>	
15:30 – 17:00	<p><a href="#"><u>Teaching/Learning: Developing Multi-stakeholder Collaboration Mindsets and Capabilities for Poverty Alleviation and Advancement of the UN 2030 Agenda</u></a></p> <p>Co-chairs: <b>Carole Parkes</b> and <b>Al Rosenbloom</b></p>
	"Role playing as a tool to inculcate social responsibility from a multistakeholders perspective", by <b>Divya Singhal</b> (Goa Institute of Management)
	"Advancing UN SDGs in Higher Education: A case study - Brunswick European Law School (BELS)", by <b>Anna-Theresia Krein</b> (Brunswick European Law School)
	"Learning by Doing. Experiential learning through engaging with the third sector", by <b>Jana Filosof</b> and <b>Ekaterina Murzacheva</b> (University of Hertforshire)



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Track 3:2 Room B3053	
15:30 – 17:00	<p><b>Journal of Business Ethics Call for Special Issue</b></p> <p>Feedbacks, Q&amp;A, suggestions &amp; support</p> <p><b>Rob Van Tulder</b> and <b>Guénola Nonet</b></p>

Track 3:3 Room B3008	
15:30 – 17:00	<p><a href="#">Talking v Walking: Impact of RME</a></p> <p>Round table session on RME impact reporting and metrics</p> <p>Co-chairs: <b>Elisabeth Fröhlich</b> and <b>Lutz E. Schlange</b></p>
	<p>"A Model for Integrating Sustainability in Management Education at HEI", by <b>Caroline Aggestam Pontoppidan</b> (Copenhagen Business School) and <b>Anne-Karen Hueske</b> (Technische Universität Dresden)</p>
	<p>"An Impact-oriented Analysis of recent PRME SIP reports", by <b>Frank-Yves Möhler</b> (FHGR University of Applied Sciences of The Grisons)</p>
	<p>"SDGs Teaching Map", by <b>Elisabeth Fröhlich</b> (Cologne Business School)</p>

Track 3:4 Room B6046	
15:30 – 18:00	<p><a href="#">Carbon Literacy Training (with certificate of completion)</a></p> <p>Please be aware that the Carbon Literacy Training takes 7,5 hours in total.</p> <p>Additionally, to this session and past sessions, you will have to participate in the Conference Track Session 4.6 if you want to complete the entire training.</p> <p>Host: <b>Petra Molthan-Hill</b>, Nottingham Business School and <b>Caroline Aggestam Pontoppidan</b> (Copenhagen Business School)</p>

**18:30**                      **Free time**

**19:00**                      Conference Dinner at [Spira](#), Kulturgatan 3, 553 24 Jönköping

# PROGRAMME FOR THE RMER CONFERENCE 2019

Wednesday, 2 October 2019: RMER Conference Day 2

Location: Jönköping International Business School

**8:15 - 8.45**      **Yoga & self-awareness session with Susanne Ten Doesschate - B3008**

## Plenary session

Plenary session Room B1033	
9:00 - 10:30	<p><b>Plenary panel: What can business schools learn from youths and other stakeholders?</b></p> <p>Plenary panel with <b>Rob van Tulder</b>, <b>Mariana Morosanu</b> and <b>Stef Van Dongen</b>, facilitated by <b>Martina Leonelli</b> (JIBS Sustainability Alumni)</p>

**10:30 – 11:00**      **Networking Coffee Break and RMER Poster Session (cont'd) - outside room B1033**

## Session 4 Parallel Tracks

Track 4.1 Room B3008	
11:00 – 12:30	<p><b><u>Supporting learning with collaborative ecosystems</u></b> (Research session)</p> <p>Chair: <b>Guénola Abord-Hugon Nonet</b></p>
	<p>"The role of multi-stakeholder engagement in curriculum development for sustainability education", by <b>Audrey Beghon</b> (University Libre de Bruxelles) and <b>Estelle Cantillon</b> (Solvay Brussels School of Economics, Université Libre de Bruxelles)</p>
	<p>"Education for multi-stakeholder collaboration: Addressing wicked problems", by <b>Edgar Below</b> (NEOMA Business School)</p>
	<p>"Realizing the transformative vision: Accompanying organisational leaders on their sustainability journeys", by <b>Mark Edwards</b>, <b>Tomas Müllern</b> and <b>Darko Pantelic</b> (Jönköping International Business School)</p>

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Track 4.2 Room B1033	
11:00 – 12:30	<p><a href="#"><u>Social Innovation and Social Entrepreneurship to Support Achieving SDGs</u></a> (Research session)</p> <p>Chair: <b>Pamsy Hui</b> (The Hong Kong Polytechnic University)</p>
	"Multi-stakeholder collaboration and sustainable entrepreneurship in the Ethiopian tourism industry", by <b>Meskerem Mitiku Ferede</b> (Addis Ababa University) and <b>Olof Brunninge</b> (Jönköping International Business School)
	"Engaging 'sleepers' today to prepare for a projected future: Lessons from a social innovation course", by <b>Pamsy Hui</b> (Hong Kong Polytechnic University)
	"Social entrepreneurship and multi-stakeholder engagement: Coping with institutional logics in social ventures", by <b>Zanele Penny Lurafu</b> (Jönköping International Business School), <b>Asha Arthur</b> and <b>Jonas Gabrielsson</b> (Halmstad University)
	"Why don't endowments of unique natural resources lead to innovation? Aligning strategy, processes and resources to build innovation capabilities", by <b>Henry Lopez-Vegas</b> (Jönköping International Business School), and <b>Nicolette Lakemond</b> (Linköping University)

Track 4.3 Room B3053 <b>CANCELLED</b>	
11:00 – 12:30	<p><b>Growing and Sustaining an Anti-Poverty Toolkit by the UN PRME Anti-Poverty Toolkit Task Force</b> (Panel session)</p> <p>Chair: <b>Tay Keong Tan</b></p> <p>This interactive and consultative session will engage the participants in envisioning and strategizing the future of this Toolkit.</p>

Track 4.4 Room B4043	
11:00 – 12:30	<p><a href="#"><u>Students' Voices in Engaging with Multistakeholder Initiatives</u></a></p> <p>Chair: <b>Al Rosenbloom</b> (tbc)</p>
	"How assisting students in self-fulfilment for a collective human and ecological mission", by <b>Carole Simonnet</b> (PSB Paris School of Business)

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	"Student engagement with the SDGs and poverty: Measuring change in student views", by <b>Kathleen Odell, Elizabeth Collier, and Al Rosenbloom</b> (Dominican University River Forest)
	"Exploring Pedagogical Approaches for the Development of Students Key Competences for Sustainable Development: Sustainability as a Path to Students' Future Employability", by <b>Karin Alm and Maria Melén</b> (Faculty of Business, Kristianstad University)
	"Say "No" to Disposable Cups: A student project for the prevention of waste caused by disposable cup consumption" by <b>Valentina Vergallo and Marie-Christin Weber</b> , ZHAW School of Management and Law)

### Track 4.5 Room B4051

11:00 – 12:30	<p><b><u><a href="#">Touching Base! Embedding Sustainability in Ownership and Family Business Research</a></u></b></p> <p>Chair: <b>Marcela Ramirez-Pasillas</b> (Jönköping International Business School (JIBS) and Centre for Family Enterprises and Ownership CeFEO)</p> <p>(Keynote and Panel discussion)</p> <ul style="list-style-type: none"> <li>• “Advocating SDGs by Owning Sustainable Family Businesses”, <b>Marcela Ramírez-Pasillas</b> (CeFEO, JIBS)</li> <li>• “Raising sustainability awareness in family business through new research collaborations”, <b>Massimo Baú</b> (CeFEO, JIBS )</li> <li>• "Responsible Business Practices in family SMEs: Attitude and motivations", by <b>Jeanine Rainalter</b> (FHGR University of Applied Sciences of the Grisons)</li> <li>• “Empowering family business owners through collaborative research with co-creation of new knowledge for family business sustainability”, <b>Kajsa Haag</b> (CeFEO, JIBS)</li> <li>• “Launching CSR Småland as a corporate sustainability network to promote SDGs locally”, <b>Jenny Jakobsson</b> (Jönköping University, CSR Småland)</li> </ul>
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Track 4.6 Room B7030	
11:00 – 12:30	<p><b><u><a href="#">Carbon Literacy Training (with certificate of completion)</a></u></b></p> <p>Please be aware that the Carbon Literacy Training takes 7,5 hours in total.</p> <p>Additionally, to this session you should have participated in all past sessions to complete the entire training.</p> <p>Host: <b>Petra Molthan-Hill</b>, Nottingham Business School and <b>Caroline Aggestam Pontopiddan</b> (Copenhagen Business School)</p>

**12:30 – 13:45    Networking Lunch, Orangerie (HLK)**

### Plenary Sessions (Room B1033)

Room B1033	
14:00 – 15:30	<p><b>Identifying Ideas for Future Research Conventions on RME</b> (Plenary Session)</p> <p><b>Facilitators: Guénola Nonet &amp; Milenko Gudić</b></p> <p><b>Elisabeth Fröhlich</b>, Chair, PRME Chapter DACH</p> <p><b>Dan Leclair</b>, CEO of Global Business School Network (GBSN)</p> <p><b>Jerker Moodysson</b>, Dean, JIBS</p> <p><b>Carole Parkes</b>, Chair, PRME Advisory Committee</p>

**15:30 – 16:00    Networking Coffee Break and RMER Poster Session (cont'd) -  
outside room B1033**

16:00 – 16:30	<b>Closing remarks and Outlook: 7th RMER conference 2020</b>
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Your registration includes access to Thursday, 3rd October 2019:

Jönköping University + Science Park Sustainability & Diversity Day & Award Ceremony

Location: Jönköping University (separate program), click [here](#)

**Contact information at Jönköping International Business School**

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