

ETH PhD-Academy on Sustainability and Technology 2013

Addressing ecological sustainability: A matter of stakeholder management and competitiveness

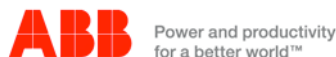
June 2nd – 7th, 2013

Swiss Federal Institute of Technology (ETH)
Zurich (Switzerland)

Program

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Sunday, June 2, 2013

- Afternoon Individual arrival of participants at the conference hotel Kaubad (<http://www.kaubad.ch>)
- Train ticket: please buy a one-way. The return to Zurich is organized!
- At 5 pm: catch shuttle service at Appenzell main station to Hotel Kaubad
- 19:00 *Welcome Dinner*

Monday, June 3, 2013

- 08:00 *Breakfast*

I. Introduction

- 09:00-9:30 **Introduction to the ETH PhD-Academy on Sustainability and Technology**
Timo Busch
Professor at University of Hamburg, Germany
- 9:30-10:15 **A Stakeholder Theory Perspective on Organizations**
R. Edward Freeman
Professor at Darden School of Business, University of Virginia, US
- 10:15-11:00 **Reflections on Research, Careers, and Corporate Responsibility**
Sandra Waddock
Professor at Carroll School of Management, Boston College, US
- 11:00 *Coffee Break*
- 11:30-12:15 **Research on Energy and Climate Change at the Intersection of Management, Technology, and Policy**
Volker H. Hoffmann
Professor at Dept. of Management, Technology, and Economics; ETH Zurich
- 12:30 *Lunch*

Monday, June 3, 2013 (continued)

II. Drivers of Sustainability

14:00-15:00 **Paper 1: How CEO Strategy Frames Influence the Intent to Pursue Sustainable Strategy**
Yoojung Ahn, University of Massachusetts
Comment: Aoife Brophy Haney

15:00-16:00 **Paper 2: Drivers of Carbon Proactivity: Moderating Effects of Organizational Beliefs**
Christian Boettcher, University of Ulm
Comment: Patrik Eisenhauer

16:00 *Coffee Break*

III. Sustainability and Financial Markets

17:00 **Paper 3: Corporate Social Responsibility, Public Pressure and Credit Risk: The US and Europe are not the Same**
Julian Kölbel, ETH Zurich
Comment: Ingrid Mignon

19:00 *Dinner*

Tuesday, June 4, 2013

08:00

Breakfast

9:00-10:00

Paper 4: Investigating the Impact of ESG on Firm Performance: Australian Evidence

Renard Siew, University of New South Wales

Comment: Juan Felipe Reyes-Rodríguez

10:00-11:00

Paper 5: Barriers to Sustainable Investing: The Case of Private Investors and the Wealthy

Falko Pätzold, University of Zurich

Comment: Sebastian Nagel

11:15-17:00

Mountain hike

Lunch at mountain hut Scheidegg

18:00

Dinner

19:30-21:00

Roundtable Discussion: What is a Successful Academic and What is the Key for Getting There?

Wednesday, June 5, 2013

08:00 *Breakfast*

IV. Innovation Management

09:00-10:00 **Paper 6: A Business Ecosystem Approach to Business Model Innovation – a Strategy for Systems Change?**
Geraldine Brennan, Imperial College London
Comment: Julian Kölbl

10:00-11:00 **Paper 7: Strategic Response to the "pro-patent" Era: the Choice of Diverging from the Sector Technological Trend. A Longitudinal Analysis of Environmental Patented Innovations.**
Dante Leyva-de la Hiz, University of Granada
Comment: Julian Meyer

11:00 *Coffee Break*

V. Stakeholder Engagement

11:30-12:30 **Paper 8: The Effect of Perceived CSR Authenticity on Employees' Organizational Identification and Organizational Citizenship Behaviour**
Patrik Eisenhauer, European Business School
Comment: Christian Boettcher

12:30 *Lunch*

Time for bilateral talks ...

16:00-17:00 **Paper 9: Shareholder Activism for Sustainability: Organizational Responses to Investors' Demands**
Sebastian Nagel, University of Jena
Comment: Falko Pätzold

17:00-18:00 **Paper 10: Communication and Stakeholder Management for Sustainability Change: Theoretical Essay on Strategy**
Vivian Smith, University of Sao Paulo
Comment Renard Siew

19:00 *Dinner*

Thursday, June 6, 2013

08:00 *Breakfast*

VI. Firm Capabilities

09:00-10:00 **Paper 11: Environmental Management in Settings of Advanced Awareness: Is there Room for Competitive Advantages derived from Complementarities?**
Juan Felipe Reyes-Rodríguez, Aarhus University
Comment: Dante Leyva-de la Hiz

10:00-11:00 **Paper 12: Multinationals' Climate Change Capabilities: Threat or Opportunity as the Driving Force?**
Aoife Brophy Haney, Judge Business School, Cambridge
Comment: Yoojung Ahn

11:00 *Coffee Break*

VII. Corporate Strategies in Light of Global Challenges

11:30-12:30 **Paper 13: How Companies think the Future - Application of an Integrative Scenario Process at a Public Transport Provider**
Julian Meyr, TU Dresden
Comment: Vivian Smith

12:30 *Lunch*

14:00-15:00 **Paper 14: Killing two Birds with one Stone - Can Private Intermediaries contribute to reaching both Quantity and Quality in the Implementation of Environmental Innovations?**
Ingrid Mignon, Linköping University
Comment: Geraldine Brennan

15:00 *Time for bilateral talks (or hikes)...*

19:00 *Dinner*

Friday, June 7, 2013

08:00 *Breakfast*

VIII. Corporate Day (@ ETH Main Building, Zurich)

10:00 Transfer to Zurich

12:00 Lunch at ETH Zurich

13.30 **Introduction to Corporate Day**
Volker Hoffmann, ETH Zurich

13:45-14:15 **The Sustainability Strategy of ABB**
Adrienne Williams, Head of Environmental Affairs, ABB

14:15-14:30 **Discussion**

14:30 *Coffee Break*

15:00-15.30 **Good food is not good enough: Feeding 9bn people in a climate-
friendly way**
Christine Gould, Manager Global Public Policy & Partnerships, Syngenta

15:30-15.45 **Discussion**

15.45 **Concluding Remarks, Feedback, and ETH Certificates**
Timo Busch

Apero (drinks and food)