

**Universität
Augsburg**



**Herbsttagung der Kommission Nachhaltigkeitsmanagement
des Verbandes der Hochschullehrer für Betriebswirtschaft e.V.**



**Nachhaltigkeit
in internationalen Wertschöpfungsketten
(Sustainability in Global Value Chains)**

04. – 05. Oktober 2018

Programmübersicht

Universität Augsburg

Donnerstag, 04. Oktober 2018

Ab 11:30 Uhr	Empfang und Registrierung (Foyer, 1. OG, Geb. H)		
12:30–12:45 Uhr	Begrüßung der Teilnehmer (Raum: 2001, 1. OG, Geb. H)		
12:45–14:15 Uhr	Parallele Sessions		
	Sustainability & Digitalization Raum: 2001 (1. OG, Geb. H) <i>Chair: M. Arnold</i>	Sustainability Reporting Raum: 2002a (1. OG, Geb. H) <i>Chair: D. Greiling</i>	Sustainable Supply Chains Raum: 2003 (1. OG, Geb. H) <i>Chair: A. Tuma</i>
12:45–13:15 Uhr	1.1 The social and economic benefits of digitalization: Insights from a field experiment in the blue collar world <i>Lin-Hi, N. / Hollands, L. / Straatmann, T.</i>	1.2 Sustainability Reporting and Management Control – A Systematic Literature Review <i>Schrack, D. / Traxler, A. / Greiling, D.</i>	1.3 The effect of collaborative supplier evaluation and collaborative supplier development on supply chain sustainability <i>Elking, P. / Müller, M.</i>
13:15–13:45 Uhr	2.1 The Significance of Social Media in Stakeholder Engagement and Sustainability Reporting – A Systematic Literature Review and Conceptual Framework <i>Heinemann, K. / Gold, S.</i>	2.2 The impact of cultural and gender diversity in top management teams on financial, social and environmental performance <i>Kluge, J. / Wagner, M.</i>	2.3 Exploiting sustainable reputation: A longitudinal analysis of its performance effects within buyer-supplier relationships <i>Busse, C. / Reinerth, D. / Wagner, S.</i>
13:45–14:15 Uhr	3.1 SWOTs and dilemmas in the context of sustainability and digitisation <i>Arnold, M. / Fischer, A.</i>	3.2 Sustainability Reporting as consequence of Environmental Orientation: A comparison of the Sustainability Reporting of German Ecopreneurs and Followers <i>Hummel, P.</i>	3.3 The usefulness of third party sustainability standards for mineral resources from a multi-tier sustainable supply chain management perspective <i>Sauer, P.</i>
14:15–14:45 Uhr	Kaffeepause		
	Keynote-Session , Raum: 2001 (1. OG, Geb. H), <i>Chair: M. Wagner</i>		
14:45–15:15 Uhr	From the 'Eroom' Effect (Moore's Law Backwards) to Borlaug's Paradox: Emerging Challenges and Unintended Consequences of Sustainable Development Innovation <i>Prof. Jeremy Hall, D.Phil., Centre for Social Innovation Management, Surrey Business School</i>		
15:15–15:45 Uhr	Criticality of Functional Materials for Emerging Technologies <i>Prof. Dr. Armin Reller, Resource Lab, University of Augsburg</i>		
15:45–16:15 Uhr	Podiumsdiskussion		
16:15–17:45 Uhr	Parallele Sessions		
	Sustainability & Performance Raum: 2001 (1. OG, Geb. H) <i>Chair: M. Johnson</i>	Sustainability & Climate Change Raum: 2002a (1. OG, Geb. H) <i>Chair: T. Gaugler</i>	Akad. Karriereperspektiven Raum: 2003 (1. OG, Geb. H) <i>Chair: A. Tuma</i>
16:15–16:45 Uhr	4.1 Dynamic corporate sustainability performance: How we measure matters <i>Johnson, M. / Busch, T. / Schnippering, M.</i>	4.2 Negative Externalities of Agriculture: A Meta-Analysis on the External Effects of Food Production focusing on Global Climate Impacts <i>Gaugler, T. / Stoeckl, S. / Rathgeber, A.</i>	Interaktive Panelsession zu akademischen Karriereperspektiven für den wissenschaftlichen Nachwuchs im Bereich des Nachhaltigkeitsmanagements <i>Hahn, R. / Spraul, K. / Tuma, A. / Wagner, M.</i>
16:45–17:15 Uhr	5.1 Conceptual economic and ecological evaluation for a Closed-Loop Supply Chain in the Automotive Industry <i>Rosenberg, S. / Maier, M. / Schultmann, F.</i>	5.2 Economic Aspirations of Innovations in Carbon Dioxide Capture and Utilization Value Chains <i>Naims, H.</i>	
17:15–17:45 Uhr	6.1 Environmental CSR and Firm Performance: An International Comparison of the Moderating Role of Knowledge <i>Hoffmann, A. / Doluca, H. / Taulicar, T. / Wagner, M.</i>	6.2 Carbon Risk <i>Jacob, A. / Görgen, M. / Nerlinger, M. / Riordan, R.</i>	
Ab 19:00 Uhr	Abendessen (Fischerstuben, Holzbachstraße 12½, 86152 Augsburg)		

Freitag, 05. Oktober 2018

08:30–09:15 Uhr	Kommissionssitzung Raum: Resource Lab (Geb. I 2)		
09:15–10:45 Uhr	Parallele Sessions		
	Sustainable Marketing Raum: 2001 (1. OG, Geb. H) <i>Chair: C. Bierwirth</i>	Sustainable Finance & Energy Raum: 2002a (1. OG, Geb. H) <i>Chair: A. Rathgeber</i>	Sustainability & Innovation Raum: Resource Lab (Geb. I 2) <i>Chair: H. Doluca</i>
09:15–09:45 Uhr	7.1 Worse is worse and better doesn't matter? The Effects of Favorable and Unfavorable Environmental Information on Consumers' Willingness to Pay <i>Hörisch, J. / Jacobs, K. / Petersen, L.</i>	7.2 A Dual-Process Perspective on Socially Responsible Investing: Insights from an Eye-Tracking Experiment <i>Oll, J. / Bassen, A., / Meißner, M.</i>	7.3 Non-pecuniary and pecuniary motives in entrepreneurial decision making: An empirical analysis <i>Doluc, H. / Kunday, Ö. / Johnson, M.</i>
09:45–10:15 Uhr	8.1 Carsharing attractiveness in the eye of the beholder: Quantitative studies on consumer preferences <i>Hahn, R. / Büttgen, M. / Lehr, A. / Ostertag, F.</i>	8.2 How banks respond to contestation – a configurational approach <i>Zimmermann, S.</i>	8.3 Green Innovation and Profitability: The Moderating Effect of Environmental Uncertainty <i>Holzner, B. / Wagner, M.</i>
10:15–10:45 Uhr	9.1 Eco-efficiency labels as instruments for emission reduction in freight transportation <i>Kirschstein, T. / Bierwirth, C.</i>	9.2 Operational Volatility and Synergistic Value in Vertically Integrated Energy Systems <i>Glenk, G. / Reichelstein, S.</i>	9.3 Innovation Types in the Bioeconomy – A framework to assess and structure innovations and their commercialization challenges <i>Wustmans, M. / Bröring, S. / Laibach, N.</i>
10:45–11:15 Uhr	Kaffeepause		
11:15–12:45 Uhr	Parallele Sessions		
	Social Sustainability & Base-of-Pyramid Raum: 2001 (1. OG, Geb. H) <i>Chair: B. Wagner</i>	Sustainable Universities & Industrial Ecology Raum: 2002a (1. OG, Geb. H) <i>Chair: A. Tuma</i>	Sustainable HRM & Tensions Raum: Resource Lab (Geb. I 2) <i>Chair: M. Müller-Camen</i>
11:15–11:45 Uhr	10.1 Challenges and conditions of social sustainability in the apparel industry <i>Arnold, M. / Schneider, K.</i>	10.2 Conflicts and synergies in the sustainability transition of universities - Towards a framework for systemizing mental models of science and the university and understanding the negotiation process of defining a sustainable university model <i>Bien, C.</i>	10.3 Comparative Green HRM: An Analysis of International Differences <i>Müller-Camen, M. / Obereder, L. / Thiele, R.</i>
11:45–12:15 Uhr	11.1 Social Sustainability in Supply Chains: A Longitudinal Exploratory Study of Management Performance <i>Damert, M. / Koep, L. / Guenther, E.</i>	11.2 What are motivations and barriers of US universities to disclose voluntary sustainability information by STARS reports? <i>Azizi, L. / Sassen R. / Mertins, L.</i>	11.3 "I really had the intention to do it, but somehow i didn't": Mindfulness and the intention-behavior gap in environmental workplace behavior <i>Hufnagel, J. / Spraul, K.</i>
12:15–12:45 Uhr	12.1 Can supplier development bridge institutional voids in BoP supply chains? <i>Brix-Asala, C.</i>	12.2 Metalle im Spannungsfeld technoökonomischen Handelns: Eine Analyse der Versorgungsrisiken und dissipativer Verluste mit Methoden der Industrial Ecology <i>Helbig, C. / Thorenz, A. / Tuma, A.</i>	12.3 Assessing Tensions in Corporate Transitions towards Sustainability – A Systematic Literature Review <i>Wannags, L. / Gold, S.</i>
12:45–13:45 Uhr	Mittagessen (Foyer, 1. OG, Geb. H)		
Ab 13:45 Uhr	Verabschiedung, anschl. Führung (optional, Papierfabrik Augsburg UPM GmbH): bis ca. 16:00 Uhr, Rücktransfer mit Bus zum Hbf (ca. 16:30 Uhr) und Universität (ca. 16:45 Uhr)		