



BI NORWEGIAN
BUSINESS SCHOOL

USN University of
South-Eastern Norway
USN School of Business



Conference Programme

Transparency and Opaqueness: Nordic and Chinese Perspectives on the Ethics of Managing Innovative Organisations, Sustainability & Responsible Research

Venue: Royal Antibes, 16 Boulevard Maréchal Leclerc, 06600 Antibes, France

Wednesday, 05 October 2022

18:30 Social dinner at Restaurant Albert 1er

Thursday, 06 October 2022

09:00 – 09:15 Welcome and introduction

09:15 – 09:40 The Value of Design for Implementing Responsible Digital Innovation: Case Study of Digital Technologies for Remote Postoperative Care in China
Hong Li Postdoc, University of Oslo
Yangyang Zhao Associate Professor, University of South-Eastern Norway

09:40 – 10:05 Numbers at Work: Transparency, Opacity and Agency in Sustainability Measurements
Jon Hovland Honerud Associate Professor, University of South-Eastern Norway

10:05 – 10:30 Socially Responsible Innovation Between CSR and Social Entrepreneurship. The Case of the Sustainable Development Goals (SDGs)
Jacob Dahl Rendtorff Professor, Roskilde University

10:30 – 10:45 Coffee break

10:45 – 11:10 The Corporate Legitimacy Matrix – A Framework to Analyze Complex Business-Society Relations
Siri Granum Carson Professor, NTNU

11:10 – 11:35 Lost in Translation? Multiple Discursive Strategies and the Interpretation of Sustainability in the Norwegian Salmon Farming Industry (Bernt Aarset, et al.)
Heidi Wiig Professor, BI Norwegian Business School
Siri Granum Carson Professor, NTNU

11:35 – 12:00 Doing Good And/or Avoiding Bad: The Ambidextrous View of Managing Corporate Social Activities
Lu Xu Assistant Professor, Clermont Business School

12:00 – 12:15 Coffee break

12:15 – 12:40 The Dark Side of Gamification: How Gamification Affects Digital Platform Workers' Work Stress and Anxiety
Shubin Yu Assistant Professor, BI Norwegian Business School

12:40 – 13:05 Enabling Brands to Mitigate Negative Effects of Service Robot Failures: the Role of Power
Lucy Zhou PhD Candidate, University of South-Eastern Norway

13:05 – 13:30	Photography as Violence. On Experience and Manipulation Hilde Honerud	Associate Professor, University of South-Eastern Norway
13:30 – 14:30	Lunch	Le Sapori d'Italia (TBC)
15:30	Taxi from hotel	
16:00 – 18:00	Museum visit to La Fondation Maeght	
18:15	Dinner near museum	

Friday, 07 October 2022

09:00 – 09:25	The "Cute Politics" as Practice: The Controversy of Companion Animals and the Change of Social Interaction Norms in the Post-Epidemic Connection in China Shishi Fang	Associate Professor, Shanghai Academy of Social Sciences [online]
09:25 – 09:50	TBD Fang Wu	Professor, Shanghai Jiaotong University [online]
09:50 – 10:15	TBD Vincent Wen	Lecturer, Sichuan University of Media and Communications [online]
10:15 – 10:30	Coffee break	
10:30 – 12:00	Discussion session: Future research and funding collaboration opportunities [hybrid]	
12:00 – 13:00	Lunch	La Brasserie l'ilette (TBC)
13:00 – 13:25	Entrepreneurial Development in the Business Models for Marginalised People in the Tourism Industry Jan Velvin David Guttormsen	Associate Professor, University of South-Eastern Norway Professor, University of South-Eastern Norway
13:25 – 13:50	A Future Research Agenda for Responsible Multinationals and International Business Research: Towards an Ecosystem of Partnerships? David Guttormsen	Professor, University of South-Eastern Norway
13:50 – 14:15	Foucault on Transparency Heidi Karlsen	Senior Academic Librarian and Researcher, BI Norwegian Business School
14:15–14:30	Coffee break	
14:30 – 14:55	A Global, Annotated, Bibliography on Whistleblowing Research. Preliminary Interpretations of the First National Drafts of an Encyclopedia Kristian Alm	Associate Professor, BI Norwegian Business School
14:55 – 15:20	The Emergence of the Concept of Whistleblowing in Norway. 1970-2000 Kristian Alm Heidi Karlsen	Associate Professor, BI Norwegian Business School Senior Academic Librarian and Researcher, BI Norwegian Business School
15:20 – 15:45	TBD	