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business school
ARTEM



United Nations
Educational, Scientific and
Cultural Organization



UNESCO Chair in Life Sciences,
Life Sciences International
Postgraduate Educational Center,
Yerevan, Armenia

ARTEMOCC - 4th Edition

**Artem organizational creativity & sustainability
International conference**

Programme

31st March - 2nd April 2022

 **DUQUESNE
UNIVERSITY**


**TECHNISCHE UNIVERSITÄT
CHEMNITZ**


**UNIVERSITY OF
KWAZULU-NATAL**
INYUVESI
YAKWAZULU-NATALI

 **UNIVERSITÉ
DE LORRAINE**

 **CEREFIGE**
Centre Européen de Recherche en Économie Financière
et Gestion des Entreprises

With the support of


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ARTEMOCC

Artem organizational creativity & sustainability International conference



On behalf of the organising committee, we welcome you to the 4th edition of ARTEMOCC. Building on the success and interesting outcomes of the previous edition, which have been documented in books and academic journals, the topic of this year edition places emphasis on paths and actions related to how the interrelation between creativity and sustainability can move people, organizations and societies forward in various fields. The programme is rich with wide variety of contributions across many disciplines and we see in the event an excellent opportunity for networking and creating synergies. Of particular importance, this 4th edition coincides with the TransGeneratives-2030 event of the UNESCO Chair on arts and science for implementing sustainable development goals at the ICN Business School. All ARTEMOCC in person participants are welcome to attend all the sessions organised by TransGeneratives-2030 free of charge.

We wish you all joyful and inspiring conference and we look forward to welcome and e-welcome you in Nancy, France.

Klaus-Peter SCHULZ & Kamel MNISRI

Day 1 – Thursday 31st March 2022

- 10:00 - 12:00** **PhD Workshop** facilitated by Klaus-Peter SCHULZ & Kamel MNISRI
- 11:00 – 12:30 1st session of registration (all participants)
- 12:30 – 14:00** **Lunch**
- 14:00 – 15 :30** **PhD Workshop** (Meet with Editors)
- Katharina HÖLZLE**, University of Potsdam, Editor-in-Chief of **Creativity and Innovation Management**.
- David WASIELESKI**, Duquesne University, Editor-in-Chief of the **Business and Society Review**
- Stefan HÜSIG**, University of Chemnitz, **International Journal of Technology Management**
- Philip KITCHEN**, ICN Business School, **Journal of Marketing Communications**
- Silvester IVANAJ**, ICN Business School, Editor-in-Chief of **RIPCO** (Revue Internationale de Psychosociologie et de Gestion des Comportements Organisationnels)
- 14:30 – 16:00 2nd session of registration (all participants)
- 16:00 - 18:30** **Opening Session**
- Introduction by the conference chairs
- Foreword by **Prof. Paul SHRIVASTAVA**, Chief Sustainability Officer and Director of the Sustainability Institute at the Pennsylvania State University
- Round table discussion on Connecting creativity and sustainability from diverse perspectives
- Dr. Anne-Karen HUESKE**, Department of Management, Society and Communication - Copenhagen Business School
- Prof. Katharina HÖLZLE**, Professor for IT Entrepreneurship, Hasso Plattner Institute, Digital Engineering Faculty, University of Potsdam; Editor-in-Chief Creativity and Innovation Management
- Dr Jenna WARD**, Academic Dean of the Faculty of Business and Law at Coventry University and Director of the Art of Management & Organization
- Prof. Tawhid CHTIQUI**, Founding President and Dean of Aivancity
- Prof. Stephen MUTULA**, School of Management, IT and Governance-University of University of KwaZulu-Natal - Durban- South Africa
- Prof. Arvind SINGHAL**, Director of the Social Justice Initiative at The University of Texas at El Paso
- Moderator: Carine SONNTAG & Klaus-Peter SCHULZ*
- 18 :30 – 19 :30** **Artistic intervention:** Pizza Economy, by **OPHOVEN Martin**, acteur et créateur du théâtre carbonique.
- 19 :30 – 21 :00** **Welcome reception**

Day 2 – Friday 1st April 2022

8:15 – 9:00 Welcome coffee

9:00 – 10:30 Parallel session I – Zoom link

Thematic challenge: The utilisation of Sustainable Development Goals (SDGs) for academic resilience post-Covid

Anisha RAMSAROOP, Prashanti MAHARAJ

Mindsets and Skills to address Sustainability Challenges: A Review of Social Entrepreneurship Competences

Anne-Karen HUESKE, Kai HOCKERTS

Analyzing The SDGs and Their 169 Targets: A Matrix Comprising Sustainable Development Content and Innovation System Aspects,

Anja HERRMANN-FANKHANEL, Anne LANGE

Impacts of Climate Change on Business Operations: A Case Study of the Tourism Sector in an Emerging Economy

Simangaliso BAYABONGA ZULU, Maxwell PHIRI

Session chair: Kamel MNISRI

9:00 – 10:30 Parallel session II

The Issues of Digital Accessibility at the Heart of Social Innovation: The Obstacles Encountered by Professionals in the Digital Sector.

Agnès CECCARELLI, Sybille PERSSON, Mourad CHOUKI

A Collective Green Creativity and Eco-Innovation Framework to Drive Collaborative Problem-Solving Processes amongst University Students

Ziska FIELDS

Time for the Planet, New Influencers and Business Angels for the Planet?

Carine SONNTAG, Gabriela TORRES RAMOS

Transition Ecologique : Comment La Créativité Peut-elle Freiner L'artificialisation Dans le Cadre d'une Gestion Polycentrique des Sols?

Marie-Pierre PHILIPPE-DUSSINE

Session chair: Sybille PERSSON

9:00 – 10:30 Parallel session III

Impact of Covid-19 Pandemic on Tourism Entrepreneurship in South Africa:
A Sustainable Approach

Gloria MEMELA MBALI, Andrisha BEHARRY-RAMRAJ

Distributed Creativity and Expansive Learning in a Teacher Training School's
Change Laboratory

Sakari HYRKKÖ, Anu KAJAMAA

Students' Online Assessment Experiences during the COVID-19 Pandemic
in South Africa: A Case Study of University of KwaZulu Natal

**Thembinkosi Gelvas MKHIZE, Lerato Hlengiwe SOKHULU, Anna
BENGESAI**

Ambivalences and Paradoxes of Social and Environmental Sustainability in
Digital Teaching Contexts during Pandemics

Marlen Gabriele ARNOLD, Martin ULBER

Session chair: Marlen Gabriele ARNOLD

9:00 – 10:30 Parallel session IV

Developing a Framework for the Employment of the Centrality of Information
Technology (IT) as a Strategic Driver in a 21st Century Ethical, Innovative
and Compliant Corporate Organizational Culture

Naidoo KARUNAGARAN, Henry WISSINK

How and Why Digital Product Convergence Influences the Disruptive
Susceptibility of Value Networks and the Disruptive Potential?

Eva Maria BAUMANN, Ahuja GOVINDA, Stefan HÜSIG

Blockchains, Sci-Fi and Cyberpunk at the Intersection of Imagined and
Manifest Futures

Jan-Peter SCHMITTEN

Bridging the Knowledge Transfer Gap through True Multimedia Interactive
Documents, Assessing Solutions for Teachers,

Florin MUREȘANU, Monica MUREȘANU

Session chair: Florin MUREȘANU

10:30 – 11:00 Coffee Break

11:00 – 12:30 Parallel session I

University Incubator and Entrepreneurial University: Case Study of the Process of Setting up a University Incubator in a Developing Country
Ulvick HOUSSOU, Klaus-Peter SCHULZ, Biga MAHAMADOU, Serge ABIHONA

A Conceptual Analysis of Social Entrepreneurship (SE) in Emerging Countries
Sajida MUHAMMAD TAYYEB, Elisabeth PAULET

From Imagination to Innovation - Insights from Entrepreneurship, Sustainability, Creativity, and Problem Solving Research
Julien BUCHER, Stefan HÜSIG

Covid-19 as a Chance for Ideation? How Online Workshops Compare to Traditional Face-to-Face Idea Generation Workshops
Rebecca FRENZ

Session chair: Stefan HÜSIG

11:00 – 12:30 Parallel session II

Moving beyond Rhetoric: E-HRM and Strategic HR Lead to Innovation
Nyikiwa MAVUNDA, Isabelle MARTINS

Fostering Growth Mindset and Resilience to Support Talents and Leaders: “What’s going on in Messi’s Brain?”
Nikos LAMBRIDIS

Gender Diversity in Audit Committees, Internal Audit, and External Audit: A Review
Pascale BAAKLINI

Recruitment Methods used by Companies in the Saint-Louis Agglomeration due to their Proximity to Switzerland,
Axelle LUTZ

Session chair: Axelle LUTZ

11:00 – 12:30 Parallel session III

Financing Responsible Climate and Societal Action through Innovation Leaders for Transformation: Case study of Indian Bank
Sondes MBAREK, Nirjhar NIGAM

Smart Contracts in Corporate Finance - Framework Conditions for a more Sustainable Lending by Banks to Small and Medium-sized Enterprises
Jörg MÜLLER

A Relational Ontology to Sustainability Management Accounting - Mechanisms for Desirable Business Practices and Outcomes
Josefine RASMUSSEN, Andrea FRIED, Henrik NEHLER, Mikael OTTOSSON

Session chair: Nirjhar NIGAM

11:00 – 12:30 Parallel session IV

Contextualizing the Shift in the Marketing Paradigm
Devika PILLAY

Creativity, Adaptability, Transition: Advancing Sustainable Development in the Built Environment through Transdisciplinary Design
Rana GEITH, Sherif GOUBRAN

Investigating the Concept of Web Atmospherics in the Luxury Industry
Mariam KASKAS, Philip KITCHEN

Session chair: Ziska FIELDS

11:00 – 12:30 Parallel Session V, Developmental Workshop

Digital Transformation and Entrepreneurship

Antonino ARDILIO, Wolfram, BERGER; Jean-Pierre HENRY, Klaus-Peter SCHULZ, Kamel MNISRI, Hannes ROTHE (online)

12:30 - 14:00 Lunch

14:00 – 15:30 Parallel Session I

Which Factors Determine the Adoption of Smart Farming Technologies? A Literature Review and Directions for Future Research,
Lea DANIEL, Lars GROEGER, Katharina HÖLZLE

Sustainable Potential of RSS Liquid Soil for Future Urban Civil Engineering Projects
Wolf-Hagen STOLZENBURG

Trust relationships in a local agri-food supply chain: Evidence from Brazil
Michel TAVARES ASSIS, Maria Raquel LUCAS, Maria José RAINHOD

Using Computer Games to Foster Understanding and Acceptance of Novel Approaches for Sustainable Agricultural Systems
Helge WANTA, Kathrin; GRAHMANN, Jens KRZYWINSKI

Session chair: Lars GROEGER

14:00 – 15:30 Parallel Session II

Ideate Right- The Influence of Idea Generation Techniques on Idea Quality
Rebecca FRENZ

Co-Creating by Being There Apart But Together in Bodily-Digital Places,
Wendelin KUEPERS, Stephan SONNENBURG

Emerging Team Creativity: The Effect of Specific Knowledge Sharing on Shared Mental Models and Team Creativity,
Diana HEINBUCHER

The Role of Facilitators in Idea Development Workshops: Case Study of Innovation Workshops at an Automotive Producer,
Jonas TAREKEGNE, Marco ANSELMANN

The interplay between moral and creativity: examples from R&D institutions.
Stéphane GANGLOFF, Klaus-Peter SCHULZ, Kamel MNISRI

Session chair: Stephan SONNENBURG

14:00 – 15:30 Parallel Session III

Urban Sustainability and Mobility What Can We Learn from the Chemnitz Case – a City Struggling for Connectivity,
Sebastian LIEBOLD

Will Urban Futures be Dependent on Access to Major Transportation Hubs: An Evaluation of the Aerotropolis Concept to Promote Socio-Economic Development: The Case of the Durban Aerotropolis
Kenneth NGWENYA, Micheline NAUDE, Henry WISSINK

Looking at the Smart Cities through the Sustainability Lens for Women: Zero Tolerance for Violence Against Women,
Cristiane BENETTI, Nirjhar NIGAM, Sondes MBAREK

The Role of Smart Cities on Local Economic Development in South African Metropolitan Municipalities: Sustainable Development Perspective
Thembinkosi GELVAS MKHIZE, Reddy PURSHOTTAMA SIVANARAIN

Session chair: Cristiane BENETTI

14:00 – 15:30 Parallel Session IV

Perspectives on Humanistic Management and the institutional logic of sustainability

Nuno GUIMARAES DA COSTA, David WASIELESKI

What Does Business Ethics Education Do? Setting Pragmatic Goals

G. VENKAT RAMAN

On the way to Organizational Democracy? The Role of Employee Shareholder Associations in German Listed Companies

Thomas STEGER

From Disruption to Sustainability: Port Beirut Explosion and the Effects of CSR Initiatives on the Businesses Performance for the Long Terms,

Wassim HAMIEH

Session chair: Nuno GUIMARAES DA COSTA

14:00 – 15:30 Developmental Workshop

Collective Creativity toward Sustainable Development Goals Awareness

Krista FINSTAD MILION, Laetitia LHERMITE

15:30 – 16:00 Coffee Break

16:00 – 18:00 Developmental Workshop

Smart Cities and Urban Development

Henry WISSINK (UKZN Durban Aerotropolis)

Sebastien LIEBOLD (Chemnitz 2025 European Capital of Culture)

Carine SONNTAG (ICN, Elitis Building)

Christian WOELFEL (TU-Dresden, Gamification)

Petra JUNG-ERCEG, Lukas KURZMANN (TechnologieRegion Karlsruhe)

Presentation and discussion of the collectively designed model: future smart city / urban development by ICN students

Moderator: Klaus-Peter SCHULZ

19:30 - 22:30 Conference Gala dinner

Day 3 – Saturday 2nd April 2022

8 :15 – 9 :00 **Welcome coffee**

9:00 – 10:30 **Parallel session I**

Anxiety as Antecedent of Organizational Legitimacy

Alicia BLANCO-GONZÁLEZ, Gabriel CACHÓN-RODRÍGUEZ, Giorgia MIOTTO, Francisco DíEZ-MARTÍN

Exploring the dialectical effect of well-being on creativity and their impact on sustainability

Fahad Hussain SAEED, Kamel MNISRI

The health Effect of Theatre Games on Adolescents who are Institutionalized

Canady MOKOLOPENG

Including high-functioning autistic people in the organization: a question of legitimacy?

Coralie FIORI-KHAYAT

Session chair: Coralie FIORI-KHAYAT

9:00 – 10:30 **Parallel session II**

Sustainable Finance: Opportunities and Challenges for Development Banks

Cristiane BENETTI, Afef BOUGHANMI, Nirjhar NIGAM

The Banking Sustainable Gap: Greenwashing Creativity, Green Finance Potential and Actual Credit Policies in Major French Banks

Francesc RELANO, Elisabeth PAULET

Missing Dominant Business Model Emergence at Two-Sided Markets: The Case of Online Lending Platforms in Germany,

Sabine PUR, Stefan HÜSIG, Christoph SCHMIDHAMMER

Renewable Energy Development and Adoption in Emerging Markets: A Review and Identification of Alternative Investor Class

Prince BAAH-PEPRAH

The Change of a Production System and its Impact on Economic and Environmental Performance: The Report on the Transformation of a Cost-Unit into a Business-Unit in a French Abbey

Laurent LAVIGNE

Session chair: Francesc RELANO

9:00 – 10:30 Parallel session III

Connecting Creativity through Life Spans: A Systematic Literature Review of how Creative Competencies can be Sustained through Adolescence and into Adulthood,

Diana HEINBUCHER

'All too human': on hope and utopia in projects

Manuela NOCKER

Study of Health Evaluation Methods of Urban Ecosystem Based on the Improved Energy Analysis and the Fuzzy Clustering Integration Model

Yuijia SONG

A Contextualization of the Problem

Desmond WEE

Session chair: Manuela NOCKER

9:00 – 10:30 Parallel session IV

Towards a Plurality of Supply Chain Relational Models impacting Sustainable Logistics Innovations,

Thierry HOUE

Innovations, Creativity, and Sustainability Relationships: The Future of Resilient Supply Chains after Disruptions,

Benson RUZIVE, Maxwell PHIRI, Hesham MAGD

Analyzing the Relationship between Supply Chain Sustainability, Integration, and Resilience by Considering the Behavioral Characteristics of Managers,

Mir Danial MOUSAVI

Resource Efficiency Measures in Manufacturing Companies in Baden-Württemberg – Insights on Motivation, Opportunities and Abilities“

Marlene PREIß

Session chair: Klaus-Peter SCHULZ

10:30 – 11:00 Coffee Break

11:00 – 12:00 Parallel Session I

Interactive Digital Art as Didactic Agents in Space: The Art of Eco-Nudging,
Carmela CUCUZZELLA, Sherif GOUBRANB, Firdous NIZARC

Cultural and Creative Industries under Corona Circumstances in Chemnitz,
Anja HERRMANN-FANKHÄNEL, Diana HEINBUCHER

Temp-plates for Creative Imagination in Organizations: From Gothic
Construction to Experimental Composition
Clare HINDLEY, Stephan SONNENBURG

Session chair: Clare HINDLEY

11:00 – 12:00 Parallel Session II

Can Employee Share Ownership Protect Employment in the Age of
Robots? Evidence of ESOPs in China
Huifen PAN

Digital Decentralized Blockchain Governance and Transaction Costs
Jan-Peter SCHMITTEN

Disruptive Technologies and Sustainable Performance of SMEs in
Botswana
Tadios MUNODAWAFA

Session chair: Huifen PAN

10:30 – 12:00 Parallel Session III : Developmental Workshop

Virtual creativity and embodiment: *To what extent emerging technologies
such as AI, VR, AR and Robotics can support and enhance collective
creativity in practice-based learning methods towards sustainable
education?*

**Wendelin KUEPERS, Antonino ARDILIO, Anne PÄSSILA (Online), Ravi
KOSURU, Kanth DENNEHY (online), Denis (online); Sakari HYRKKÖ,
(online), Klaus Peter SCHULZ, Kamel MNISRI,**

12:15 – 13:00 Plenary session and conference closing with sum-up panel.

13:00 – 14:30 Lunch

SHORT PROGRAMME – ROOM NUMBERS

Day 1 – Thursday 31st March 2022

10:00 - 12:00	PhD Workshop	Station A- Room 206
11:00 – 12:30	1 st session of registration (all participants)	Main Building Hall
12:30 – 14:00	Lunch (Meeting Point: Main Building)	CROUS
14:00 – 15 :30	PhD Workshop (Meet with Editors)	Station A- Room 206
14:30 – 16:00	2 nd session of registration (all participants)	Main Building Hall
16:00 - 18:30	Opening Session	Main Building- Amphi C
18 :30 – 19 :30	Artistic intervention: Pizza Economy, by OPHOVEN Martin , acteur et créateur du théâtre carbonique.	Main Building- Amphi C
19 :30 – 21 :00	Welcome reception	Main Building-Terrasse

Day 2 – Thursday 1st April 2022

8:15 – 9 :00	Welcome coffee	Main Building- Room 135
9:00 – 10:30	Parallel session I	Main Building- Room 138
9:00 – 10:30	Parallel session II	Main Building- Room 139
9:00 – 10:30	Parallel session III	Main Building- Room 140
9:00 – 10:30	Parallel session IV	Main Building- Room 141
10:30- 11:00	Coffee Break	Main Building- Room 135
11:00 – 12:30	Parallel Session I	Main Building- Room 138
11:00 – 12:30	Parallel Session II	Main Building- Room 139
11:00 – 12:30	Parallel Session III	Main Building- Room 140
11:00 – 12:30	Parallel Session IV	Main Building- Room 141

11:00 – 12:30	Parallel Session V :Developmental Workshop – <i>Digital Transformation & Entrepreneurship</i>	Main Building- Room 137
12:30 – 14:00	Lunch (Meeting Point: Main Building)	CROUS
14:00 – 15:30	Parallel session I	Main Building- Room 138
14:00 – 15:30	Parallel session II	Main Building- Room 139
14:00 – 15:30	Parallel session III	Main Building- Room 140
14:00 – 15:30	Parallel session IV	Main Building- Room 141
14:00 – 15:30	Parallel session V : Developmental Workshop – <i>Collective creativity</i>	Main Building- Room 137
10:30- 11:00	Coffee Break	Main Building- Room 135
16:00 – 18: 0	Developmental Workshop – <i>Smart Cities & Urban Development</i>	Station A- Room 109
19:30 - 22:30	Conference Gala dinner	Grand Café le Foy – Place Stanislas

Day 3 – Thursday 2nd April 2022

8:15 – 9 :00	Welcome coffee	Main Building- Room 135
9:00 – 10:30	Parallel session I	Main Building- Room 138
9:00 – 10:30	Parallel session II	Main Building- Room 139
9:00 – 10:30	Parallel session III	Main Building- Room 140
9:00 – 10:30	Parallel session IV	Main Building- Room 141
10:30- 11:00	Coffee Break	Main Building- Room 135
11:00 – 12:30	Parallel Session I	Main Building- Room 138
11:00 – 12:30	Parallel Session II	Main Building- Room 139
10:30 – 12:00	Parallel Session III : Developmental Workshop – <i>Virtual Creativity</i>	Main Building- Room 137
12:15 – 13:00	Plenary session and conference closing with sum-up panel.	Main Building- Amphi C
13:00 – 14:30	Lunch	Main Building- Room 136

ACCÈS

ICN BUSINESS SCHOOL

86 rue du Sergent Blandan
Accès par la galerie Artem

STATION A

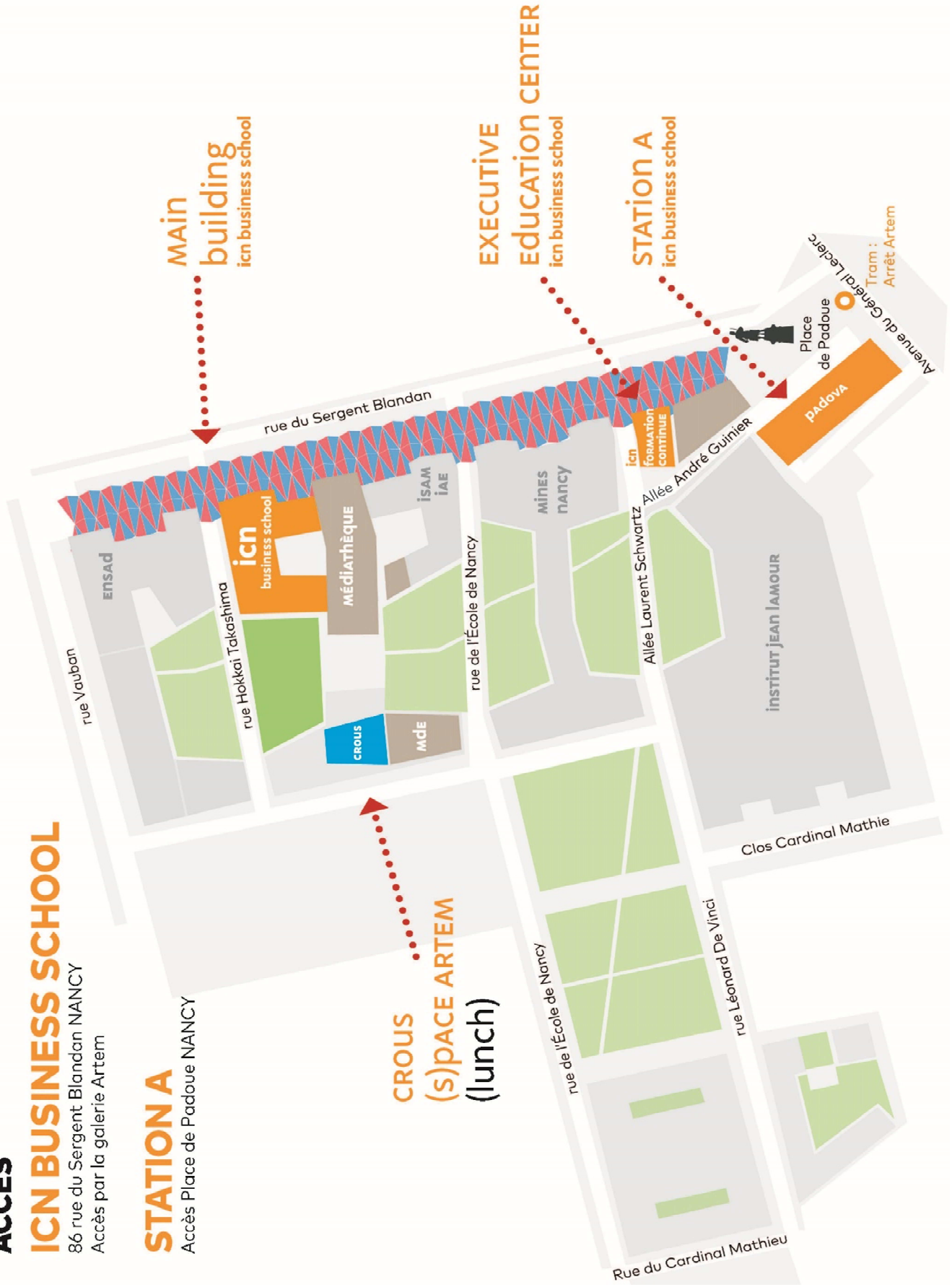
Accès Place de Padoue NANCY

CROUS
(s)PACE ARTEM
(lunch)

MAIN
building
icn business school

EXECUTIVE
EDUCATION CENTER
icn business school

STATION A
icn business school





ICN BUSINESS SCHOOL

TRIPLE ACCRÉDITÉE



**IF THE WORLD HAS ABSOLUTELY NO SENSE,
WHO'S STOPPING US FROM INVENTING ONE?**

LEWIS CARROLL

VENUE OF THE CONFERENCE

ICN BUSINESS SCHOOL - NANCY, FRANCE

Main building
86 rue du Sergent Blandan

Station A
2 place Padoue

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