

EGA

Erich-Gutenberg-Arbeitsgemeinschaft Köln e. V.

Scientific Conference 2019
Wissenschaftstagung 2019

Transparency and Sustainability in Business

on June 27, 2019
am 27. Juni 2019

at Alanus University of Arts and Social Sciences, Alfter, Germany
an der Alanus Hochschule für Kunst und Gesellschaft, Alfter bei Bonn

Conference Programme
Tagungsprogramm



Conference Venue: Alanus University, Campus II, Villestraße 3, 53347 Alfter, Germany

Transparency and Sustainability in Business

Conference Programme for Thursday, June 27, 2019

Alanus University of Arts and Social Sciences, Campus II

11:00 Welcome and Introduction

Prof. Dr. Lars Petersen

**11:15 Towards a Comprehensive Framework for Communicating Sustainability
Performance: A Meta-Analytical Review**

Dr. Oluyomi Osobajo

12:00 Sustainability Nudges in the Context of Customer Co-Creation

Prof. Dr. Stephan Hankammer, Prof. Dr. Robin Kleer, Prof. Dr. Frank T. Piller

12:45 Lunch Break

**13:45 Changing the Narrative: From Measuring and Assessing Negative Impacts to
Positive Contributions to the Sustainable Development Goals**

Samanthi Luisa Silva

**14:30 It's the Diversity, Stupid! — The Influence of Gender Diversity on Environmental
Orientation of Entrepreneurial Ventures**

Isabell Wulfsberg, Prof. Dr. Jacob Hörisch

**15:15 Worse is Worse and Better Does Not Matter? — The Effects of Favorable and
Unfavorable Environmental Information on Consumers' Willingness to Pay**

Kathleen Jacobs, Prof. Dr. Jacob Hörisch, Prof. Dr. Lars Petersen

16:00 Closing Discussion and Farewell Coffee

Moderation

Prof. Dr. Stefan Kayser

Prof. Dr. Lars Petersen

Klaus-Dieter Pruss

Dr. Olaf Schween



Please check <https://ega.koeln/conference> for updated information.