

 Bordeaux, 24 April 2026



CALL FOR PAPERS

Theory and Practice of Sustainability: Convergences and Challenges in Europe



<https://ammari1986.github.io/sustainability-bordeaux-2026/> 

The workshop “*Theory and Practice of Sustainability: Convergences and Challenges in Europe*” is organized by **INSEEC Grande École Bordeaux**, in partnership with **IRGO Research Laboratory (University of Bordeaux)**, **Bordeaux School of Economics (BSE)**, **APESA – Centre technologique des transitions**, and **Bordeaux Sciences Agro**, and benefits from the academic endorsement of the **International Network for Economic Research (INFER)** and **Time to Act – OMNES Education**.

The event brings together researchers, policymakers, and practitioners to examine work at the interface between theory and practice in sustainability. The program will open with a round table bringing together academics and professionals, aimed at discussing the gaps between sustainability concepts and their implementation in organizational and territorial contexts. In the afternoon, the workshop will host parallel academic sessions, during which papers accepted on the basis of extended abstracts will be presented and discussed. The workshop seeks to foster interdisciplinary dialogue on investment decisions, market responses, governance mechanisms, and sustainability transitions, with particular attention to territorial and regional dynamics in Europe, including the Nouvelle-Aquitaine region. Awards will be granted to selected outstanding papers.

Researchers are invited to submit full papers related to the following non-exhaustive list of topics:

Sectoral perspectives and applied contexts, including but not limited to:

- Industrial sectors and manufacturing activities
- Agriculture and agri-food systems
- Wine and viticulture industries, particularly in relation to sustainability reporting, governance, territorial embeddedness, and value creation

Institutions, regulation, and sustainable investment:

- Climate and environmental regulation, policy uncertainty, and capital allocation
- Institutional quality, credibility, and sustainability outcomes
- Cross-country differences in sustainable finance adoption

Information, disclosure, and sustainability narratives:

- ESG disclosure quality, transparency, and investor trust
- Greenwashing, credibility, and market reactions
- Media coverage and sustainability-related information processing

Firms, strategy, and organizational responses:

- Corporate sustainability strategies and investment attractiveness
- Environmental performance, resilience, and financial flexibility
- Green innovation, supply chains, and market perception

Technology, data, and sustainable finance:

- AI, alternative data, and ESG measurement
- Fintech and digital platforms for sustainability assessment
- Algorithmic interpretation of climate and ESG risks

Behavioral and social dimensions:

- Investor beliefs, attention, and sustainability preferences
- Household versus institutional responses to sustainability signals
- Social norms, legitimacy, and sustainable investment behavior

Investment outcomes and market consequences:

- Portfolio diversification and risk management under sustainability constraints
- Asset pricing, volatility, and downside risk
- Liquidity, transaction costs, and cost of capital of sustainable assets

ORGANISING COMMITTEE

COORDINATOR

- **Aymen Ammari** (*INSEEC Grande École Bordeaux, France*) – aammari@inseec.com

MEMBERS (*listed in alphabetical order*)

- **Adeline Alonso Ugaglia** (*Bordeaux Sciences Agro, France*)
- **Aziz Zraoula** (*INSEEC Grande École Bordeaux, France*)

- **Jean-Marie Cardebat** (Bordeaux School of Economics – University of Bordeaux, France)
- **Louis Dupuy** (APESA – University of Bordeaux, France)
- **Malgorzata Faget** (*INSEEC Grande École Bordeaux, France*)
- **Monia Magnani** (IESEG School of Management / Universita Bocconi, Italy)
- **Stéphane Trébucq** (IAE/IRGO University of Bordeaux, France)
- **Zhe Ji** (*IAE Bordeaux – University of Bordeaux, France*)

SCIENTIFIC COMMITTEE

(listed in alphabetical order)

Adeline Alonso Ugaglia (Bordeaux Sciences Agro, France)

Adrian Lam (University of Pittsburgh, United States)

Alaa Abu Mallouh (Saint Francis University, United States)

Anandi Banerjee (Queens University of Charlotte, United States)

Aymen Ammari (INSEEC Grande Ecole Bordeaux, France)

Benoît Faye (INSEEC Grande Ecole, France)

Catherine Kuszla (OMNES Education)

Christian Haddad (Excelia Group, France)

Destan Kirimhan (American University of Sharjah, United Arab Emirates)

Eric Lefur (INSEEC Grande Ecole, France)

Giuliano Graziani (Universidad Carlos III de Madrid, Spain)

Hachmi Ben-Ameur (INSEEC Grande Ecole Paris, France)

Ikram Ben Romdhane (Ecole Supérieure de Commerce de Tunis, Tunisia)

Jean-Luc Prigent (University of Cergy-Pontoise, France)

Jean-Marie Cardebat (Bordeaux School of Economics – University of Bordeaux, France)

Kaouther Chebbi (King Faisal University, Saudi Arabia)

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Louis Dupuy (APESA – University of Bordeaux, France)

Maggie Al Houchaimi (Beirut Arab University, Lebanon)

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Monia Magnani (IESEG School of Management / Universita Bocconi, Italy)

Nouha Ben Arfa (Excelia Business School, France)

Rabaa Karaa (Brest Business School, France)

Siham Zraoula (INSEEC Grande Ecole Bordeaux, France)

Soumaya Askri (Canadian University Dubai, United Arab Emirates)

Stefano Manfredonia (Fordham University, United States)

Stephane Trebucq (IAE/IRGO – University of Bordeaux, France)

Stephanie Prat (INSEEC Grande Ecole, France)

Taoufik Bouraoui (ESC Rennes School of Business, France)

Vassil Mihov (Texas Christian University, United States)

Yan Alperovych (Emlyon business school, France)

Zhe Ji (IAE Bordeaux – University of Bordeaux, France)

Zied Ftiti (EDC Paris Business School, France)

Zoubaida Skalli (ISC Paris, France)

Wafa Salman (Bahrain Polytechnic, Bahrain)

SPECIAL SESSION

A dedicated roundtable will bring together academics and professionals (company representatives and practitioners). This session will focus on the bridge between sustainability theory and real-world practices, highlighting implementation challenges, practitioner feedback, and implications for academic research and public policy.

SUBMISSION OF PAPERS

Authors are invited to submit **extended abstracts (up to 500 words) or full papers** presenting ongoing research. Submissions must be written in English and sent in **PDF format** by email to aammari@inseec.com

IMPORTANT DATES

- 1 April 2026 – Deadline for paper submission
- Acceptance or rejection notification will be sent within two days after abstract submission
- 15 April 2026 – Deadline for registration and fee payment

PUBLICATION OPPORTUNITIES

A selection of high-quality papers presented at the workshop will be invited to submit to a **Special Issue** of the journal: **Bankers, Markets and Investors**

Special Issue title: **“Sustainability, Uncertainty, and Investment Decisions: Institutions, Information, and Market Responses”**

Guest Editors (Special Issue – Bankers, Markets and Investors): **Aymen Ammari & Hachmi Ben Ameer**

All submissions will follow the journal’s standard peer-review process.

REGISTRATION FEES

Registration fee: 50 EUR (flat fee for all participants)

The registration fee includes all lunches, coffee breaks, and social or networking events. It does not include travel and accommodation expenses. The workshop will take place in person only. Registration fees are managed locally by the workshop organizers.

Payment procedure: Payment will be made by bank transfer to the account indicated in the acceptance email.

VENUE

IAE Bordeaux – Université de Bordeaux, 35 Avenue Abadie, 33000 Bordeaux, France



ACCOMMODATION

Participants are responsible for their own travel and accommodation arrangements. A list of recommended hotels in different price categories will be provided.

TRAVEL INFORMATION

Bordeaux is accessible via Bordeaux–Mérignac International Airport, high-speed train connections (TGV) from Paris and major French cities, and an extensive local public transport network.

CONTACT INFORMATION

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