

Keynote Lecture
14:30 - 15:30

FEMIB
Room Prague B+C

Enterprise-Level IS Research: Challenges and Potentials of Looking Beyond Enterprise Solutions

Robert Winter

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Abstract: For more than 40 years, enterprise solutions, specifically enterprise systems, allowed companies to integrate enterprises' operations throughout. Enterprise solutions facilitate cooperation and coordination of work across functional and organizational silos, thereby enabling significant efficacy and efficiency gains. Starting with integrating core operational functions, the integration scope of enterprise solutions has increasingly widened, now often covering customer activities, activities along supply chains, and business analytics. IS research has contributed a wide range of explanatory and design knowledge dealing with this class of IS. During the last two decades, however, not only technological innovations (e.g., cloud and in-memory computing, digital platforms), but also managerial / organizational innovations (e.g., decentral control, ecosystem-level management) not only extend the affordances of enterprise solutions, but also challenge traditional approaches to their design and coordination. Particularly in large enterprises or complex business ecosystems, many IT/business alignment issues have not yet been fundamentally addressed, and novel, more decentralized (aka agile) forms of coordination have not yet been integrated with mainstream IS design and management practice. At the same time, IS complexity is not harnessed at all, and is increasingly threatening to impose limits to IS efficiency and flexibility gains. This talk presents a cross-solution (= enterprise-level) perspective on IS, discusses the challenges of complexity and coordination for IS design and management, presents selected enterprise-level insights for IS coordination and governance, and explores avenues towards a more comprehensive body of knowledge on this important level of analysis.

Session 3A
15:45 - 16:45

Finance, Economics, Management and IT Business

FEMIB
Room Belvedere III

Complete Paper #4

Bridging Corporate Social Responsibility and Individual Social Responsibility

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Keywords: Corporate Social Responsibility, Individual Social Responsibility, Personal Social Responsibility, Societal Social Responsibility, Scoping Review.

Abstract: This study aimed to highlight the major trends in the relationships between corporate social responsibility (CSR) and Individual Social Responsibility (ISR). A systematic scoping review was undertaken to interpret and synthesise international research on this issue. The literature is still scarce and dispersed. From

the scoping review emerged 11 articles that presented theoretical reflections and quantitative and qualitative approaches to the relationships between CSR and ISR. The main conclusions show that the literature is still scarce and dispersed but evolving into new models that try to explain the antecedents and consequences of the dynamic between CSR and ISR. The first measurement scale of ISR was created, and the research stream has the potential to grow up fast. Based on this review, it is presented a research agenda.

Complete Paper #10

The Correlation of ESG Ratings and Abnormal Returns: An Event Study Using Machine Learning

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Keywords: Environmental, Social, Governance (ESG), Impact Investing, Financial Performance, Sustainability, Machine Learning.

Abstract: This short study uses machine learning (ML) to investigate whether the inclusion of sustainability ratings in the training data can improve the estimated accuracy of the prediction of a company's abnormal returns. For this purpose, we examined 72 companies that are listed in the indices EURO STOXX 50® or/and EURO STOXX 50® ESG or/and EURO STOXX® ESG LEADERS 50. We found out that the mean-adjustment model used to estimate returns produces more accurate results than with adding MSCI's sustainability ratings. The preliminary results suggest that sustainability ratings are currently inappropriate for estimating expected or abnormal returns and their inclusion in the training data interferes the algorithm behind the ML approach. By extension, this leads to the assumption that the relation between ESG ratings and a business' success are suitably irregular to significantly decrease an ML models quality.

Poster Presentations (Online) 1
16:45 - 17:45

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Complete Paper #1

A Bibliometric Analysis for Stakeholder Management Focused on Energy and Sustainability

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Keywords: Stakeholders, Management, Bibliometric Analysis, Social Sciences, Sustainability.

Abstract: The study of sustainability in scientific literature represents a subject of interest for many authors, institutions, and countries, being considered as a complex subject given the multiple interactions among internal and stakeholders. In that matter, this research presents a bibliometric analysis in relation