ALLIANCE FOR SOCIAL IMPACT
UQ Business School

THE UNIVERSITY OF QUEENSLAND
AUSTRALIA

2026 INTERNATIONAL CONFERENCE

Purpose to Impact

Bridging Research, Policy and Enterprise for Social Good

4-6 November 2026

The University of Queensland, St Lucia

KEYNOTE ADDRESS



Professor Jo Barraket

Director, Melbourne Social Equity Institute
Melbourne Law School

CONFERENCE CO-CHAIRS



Associate Professor Jay Weerawardena

Co-Lead, ASI
The University of Queensland



Professor Peter Popkowski Leszczyc

Co-Lead, ASI
The University of Queensland

Delivering social impact

Our focus is on delivering social impact across diverse domains - from grassroots-level social enterprises to large-scale interventions, aligned with the Sustainable Development Goals (SDGs). These include:

- philanthropy, donor and volunteer behaviour
- adoption of AI for social good
- social/purpose-driven entrepreneurship
- sustainability
- social and transformative marketing
- tourism impact
- Indigenous economic self-determination
- socially conscious business practices
- social impact measurement and evaluation.

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Wednesday 4 – Friday 6 November 2026 · The University of Queensland, St Lucia

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Welcome

Purpose to Impact: Bridging Research, Policy and Enterprise for Social Good
Wednesday 4 – Friday 6 November 2026 · The University of Queensland, St Lucia

Acknowledgement of Country

The University of Queensland (UQ) acknowledges the Traditional Owners and their custodianship of the lands on which UQ operates.

We pay our respects to their Ancestors and their descendants, who continue cultural and spiritual connections to Country.

We recognise their valuable contributions to Australian and global society.

Welcome

On behalf of the Alliance for Social Impact at UQ Business School, welcome to the 2026 International Conference, *Purpose to Impact: Bridging Research, Policy and Enterprise for Social Good*. We are delighted to have you with us at St Lucia for the next three days.

We open on Wednesday with a keynote from Professor Jo Barraket, and on Thursday morning a special panel considers how we can build a shared research agenda with Australia's social purpose sector. Between them, 71 papers will be presented in concurrent sessions across the conference's nine tracks, bringing together researchers, practitioners, social entrepreneurs and policymakers. On Friday afternoon, applied industry workshops offer a hands-on close to the program.

The title of our conference, Purpose to Impact, is also our invitation: to move from good ideas to real outcomes by working across research, policy and enterprise. We hope that the conversations you begin here, in sessions, over lunch and at the Welcome Reception, lead to new collaborations and to research that makes a difference beyond the academy.

Our sincere thanks go to all of our presenters, to our track chairs, to our volunteers, and to the UQ Business School and BEL Faculty staff whose support made this conference possible.

We wish you a stimulating, productive and enjoyable conference, and we look forward to learning with you.

Associate Professor Jay Weerawardena
Co-Chair, 2026 International Conference
Co-Lead, Alliance for Social Impact
UQ Business School

Professor Peter Popkowski Leszczyc
Co-Chair, 2026 International Conference
Co-Lead, Alliance for Social Impact
UQ Business School

Program at a Glance

Purpose to Impact: Bridging Research, Policy and Enterprise for Social Good · Wednesday 4 – Friday 6 November 2026 · The University of Queensland, St Lucia

Wednesday 4 November

8:30–9:00 Registration Room 14-132

9:00–9:10 Welcome · Associate Professor Jay Weerawardena Room 14-132

9:10–10:10 KEYNOTE Room 14-132
Professor Jo Barraket
The evolving social-impact landscape

10:10–10:15 Program & Logistics · Professor Peter Popkowski Leszczyc Room 14-132

10:15–10:45 Morning Tea

10:45–12:15 CONCURRENT SESSIONS

T1-A	Digital Platforms and Community-Led Innovation	39-103
T1-B	Circular Economy and Consumer Responses	39-104
T1-C	Health and Care Services: Vulnerable Consumers	39-105

12:15–13:30 Lunch

13:30–15:00 CONCURRENT SESSIONS

T2-A	AI in Digital Society	39-103
T2-B	Organisational Purpose and Governance	39-104
T2-C	Circular Economy and Reduction Design	39-105

15:00–15:30 Afternoon Break

15:30–17:00 CONCURRENT SESSIONS

T3-B	Market-Facing DEI and Brand Purpose	39-104
T3-C	Social Marketing Theory and Behaviour Change	39-105

18:00–20:00 Welcome Reception Saint Lucy Caffè e Cucina, UQ Sport Tennis Centre, Blair Drive

Thursday 5 November

9:00–10:15 SPECIAL PANEL SESSION Room 14-132
Kerrie Bridson and Leanne Bilinski (Deakin University)
From Purpose to Impact: Building a Shared Research Agenda with Australia's Social Purpose Sector

10:15–10:45 Morning Tea

10:45–12:15 CONCURRENT SESSIONS

T1-A	Inclusive and Sustainable Development	39-103
T1-B	Social Entrepreneurial Intentions and Education	39-104
T1-C	Nudging Sustainable Choices	39-105

12:15–13:30 Lunch

13:30–15:00 CONCURRENT SESSIONS

T2-A	Institutional Capacity for SDG Implementation	39-103
T2-B	Values, Logics and Mission in Social Enterprises	39-104
T2-C	Pathways to Indigenous Self-Determination	39-105

15:00–15:30 Afternoon Tea

Dinner on your own

Friday 6 November

9:00–10:30 CONCURRENT SESSIONS

T1-A	Evaluating and Enabling Impact	39-103
T1-B	Practice Perspectives and NFP Strategy	39-104
T1-C	Giving and Volunteering	39-105

10:30–11:00 Morning Tea

11:00–12:30 CONCURRENT SESSIONS

T2-A	Impact Narratives	39-103
T2-B	Inclusive Entrepreneurship in Practice	39-104

End of Conference

Applied Industry Workshops

SEPARATE REGISTRATION REQUIRED

13:00–15:00 Workshop: From purpose to proof: A hands-on guide to impact measurement Room 39-103
Royden Howie (Impact Institute)

15:00–15:30 Tea Break

15:30–17:30 Workshop: AI for Social Good: Practical AI and ChatGPT Workshop for Social Enterprises and Non-Profits Room 39-103
Professors Ashish Sinha and Peter Popkowski Leszczyc

Morning tea, lunch and Thursday afternoon tea: Colin Clark (Bldg 39), Level 1 atrium

Concurrent sessions: Rooms 39-103, 39-104 and 39-105 (Colin Clark Building). See the Detailed Program for papers and speakers.

Keynote & Special Panel

Purpose to Impact: Bridging Research, Policy and Enterprise for Social Good
Wednesday 4 – Friday 6 November 2026 · The University of Queensland, St Lucia

Keynote Address



Professor Jo Barraket

Director, Melbourne Social Equity Institute
Melbourne Law School

Wednesday 4 November · 9:10–10:10 · Room 14-132

The evolving social-impact landscape: emerging priorities and future directions

This keynote will examine core narratives of social impact and social change and their evolution. Considering both practical and scholarly developments and their drivers, it will explore how these narratives have shifted over time and across disciplines, and the implications of these shifts for current and future practice, policy and scholarship.

Special Panel Session

Thursday 5 November · 9:00–10:15 · Room 14-132

From Purpose to Impact: Building a Shared Research Agenda with Australia's Social Purpose Sector

Kerrie Bridson (Deakin University) and **Leanne Bilinski** (Deakin University)

Social purpose organisations are navigating rising community need, workforce pressures, funding uncertainty, digital disruption, and growing expectations to demonstrate impact. These challenges create important opportunities for academic research, but also require researchers to engage more deeply with sector priorities.

This Special Topic Session draws on emerging insights from a research agenda-setting project jointly led by academics from Melbourne Business School and Deakin Business School. The project has identified four interconnected challenge clusters facing the social purpose sector: viable operating models; influence, legitimacy and trust; capability, leadership and governance; and ecosystems and sector structure.

The session will use these clusters as a catalyst for a broader conversation about engaged and impactful social sector research. It will explore how academics, practitioners, funders and policymakers can better align research priorities with sector needs, identify opportunities for collaboration, and develop evidence that supports practice, policy and social impact.

Designed as an interactive discussion, the session will invite participants to consider what meaningful engaged research looks like, where future research partnerships could emerge, and how universities can contribute to a stronger research ecosystem for Australia's social purpose sector.

Detailed Program

Purpose to Impact: Bridging Research, Policy and Enterprise for Social Good
Wednesday 4 – Friday 6 November 2026 · The University of Queensland, St Lucia

Wednesday 4 November

8:30–9:00	Registration	Room 14-132
9:00–9:10	Welcome Associate Professor Jay Weerawardena	Room 14-132
9:10–10:10	KEYNOTE *The evolving social-impact landscape: emerging priorities and future directions* **Professor Jo Barraket** Director, Melbourne Social Equity Institute, Melbourne Law School	Room 14-132
10:10–10:15	Program & Logistics Professor Peter Popkowski Leszczyc	Room 14-132
10:15–10:45	**Morning Tea**	Colin Clark (Bldg 39), Level 1 atrium

10:45–12:15 CONCURRENT SESSIONS

Rooms 39-103, 39-104, 39-105

T1-A Digital Platforms and Community-Led Innovation for Development — Room 39-103

Chair: **Xiaotian Liu**

Rethinking How We Listen: AI-Assisted Community Engagement for Better Social Impact
Peter Mulindwa · The University of Queensland

Platform Adoption and Climate Resilience in Agricultural Supply Chains: Quasi-Experimental Evidence from a Farmer-Producer Organization in India
Kiran Pedada · University of Manitoba

The Hidden Cost of AI Personalisation: Why Digital Markets Are Becoming Culturally Predictable
Fajar Sodik · Universitas Gadjah Mada

Frontline Representation and Donor Self-Appraisal in Triadic Prosocial Service Systems: Service Robots, Moral Self-Awareness, and Donor-Directed Design
Xiaotian Liu · The University of Queensland

T1-B Circular Economy and Consumer Responses to Responsible Business — Room 39-104

Chair: **Yongfu He**

Mixed Emotions in Circular Consumption: How Pride and Guilt Shape Consumer Intentions to Purchase Circular Products
Yulindra Dwi Wirawan · The University of Queensland

When Circular Becomes Suspect: How Business-Model Orientation Shapes Consumer Responses to Second-Hand Fashion Initiatives
Hassan Rahnama Haratbar · The University of Queensland

Reduce, Reuse, Recycle: Stakeholder Insights into Plastic-Free Supermarkets
Vanessa Oldroyd · Griffith University

Value Revelation Through Absence: Designing More Sustainable and Consumer-Sensitive Forms of Reduction
Yongfu He · Monash University

T1-C **Health and Care Services: Vulnerable Consumers, Co-Design and Care Environments** **Room 39-105**

Chair: **Usha Pappu**

Implementing a Digitaltech-Humanness Approach in Primary Healthcare Service
Janet McColl-Kennedy · The University of Queensland

Optimizing the Design of Social Services: How Policy-Related Service Friction Affects Social Service Usage by Vulnerable Consumers
Nea North · Providence College

Turning Community Priorities into Action: Evaluating a Co-Designed Youth Sexual Violence and Abuse Prevention Pilot
Sharyn Rundle-Thiele · Griffith University

Sensory Awe and Gratitude Experience (SAGE): Co-designing Care Environments
Usha Pappu · Australian Catholic University

12:15–13:30 **Lunch** Colin Clark (Bldg 39), Level 1 atrium

13:30–15:00 CONCURRENT SESSIONS

Rooms 39-103, 39-104, 39-105

T2-A **AI in Digital Society: Misinformation, Personalisation, Fragile Experiences and Generative Communities** **Room 39-103**

Chair: **Claire Cunningham**

Outrage Mob - A Study of Collective Emotion & Behaviour Through AI-Generated Misinformation
Annie Pham · Fulbright University Vietnam

Fragile AI Customer Experiences: When AI Works but Customer Experiences Fail
Joel Andrade · The University of Queensland

Beyond Knowledge Domain Boundaries: How Non-Healthcare Communities of Practice Raise Public Awareness of Health Issues
Andina Yudiarti · The University of Queensland

The AI Trials: Implementing AI for Mammography in Vietnam Through Multi-Organisation Collaboration
Claire Cunningham · The University of Queensland

T2-B **Organisational Purpose, Governance Embedding, and System-Level Social Value** **Room 39-104**

Chair: **Sara Khan**

How Businesses Can Improve the Representation of Disability in Advertising
David S. Waller · University of Technology Sydney

Social Procurement, Employment and Systems Change: Insights from the Q-SEED Initiative
Olav Titus Muurlink · Central Queensland University

Hardwiring Socially Conscious Business Practices into Governance and Strategy
Tracey Danaher · Monash University

Female Representation in Top Management Teams and Firm Innovation Output: From Inclusion to Impact
Sara Khan · The University of Queensland

T2-C **Circular Economy, Reduction Design and Resource Integration** **Room 39-105**

Chair: **Brittany Currenti**

Circular by Design: Mapping governance approaches to reduce single-use plastics in Australian supermarkets
Vanessa Oldroyd · Griffith University

Reimagining Access: Institutional Entrepreneurship and Inclusive Service Transformation
Junke Lu · The University of Queensland

Liquid Innovation: Resource Co-integration of Voluntary and Involuntary Resources Across Relational Boundaries
Salinda Weerasinghe · Queensland University of Technology

What's mine is ours: changing convenience mindsets from individual to collective
Brittany Currenti · Adelaide University

15:00–15:30 **Afternoon Break**

T3-B ## Market-Facing DEI: Representation, Brand Purpose, and Consumer Responses **Room 39-104**

Chair: **Ari Munkhtuvshin**

Overexposed: How Accumulated Pressure Distorts Brand Purpose: LGBTQIA+ Pride Marketing as an Illustrative Case
Jessica Vredenburg · Auckland University of Technology

Consumers' Buycott Intentions in Response to the (Dis)Continuation of Diversity, Equity, and Inclusion (DEI) Policies of Companies
Rafi Chowdhury · Bond University

Reframing Entrepreneurial Finance: Contextualising Gender Bonds through Stakeholder Theory
Anne Pickering · Australian Catholic University

Co-creating Inclusive Hospitality Workplaces: Working Mothers' Perspectives on Socially Conscious Business Practices
Ari Munkhtuvshin · Griffith University

T3-C ## Social Marketing Theory, Behaviour Change, and Cross-Sector Learning **Room 39-105**

Chair: **Robyn McCormack**

An Integrative Framework for Marketing for Social Impact
Rebekah Russell-Bennett · Adelaide University

Changing Behaviour Without Changing Minds: Advancing an Agent-Centric Theory of Behaviour Change
Sharyn Rundle-Thiele · Griffith University

Beyond one-way transfer: Conceptualising reverse cross-sector learning from social to commercial marketing
Svetlana Bogomolova · Centre for Social Impact, Flinders University

Collective Artefacts in Participatory Social Marketing
Robyn McCormack · Griffith University

18:00–20:00 **Welcome Reception** Saint Lucy Caffè e Cucina, UQ Sport Tennis Centre, Blair Drive

Thursday 5 November

9:00–10:15 SPECIAL PANEL SESSION — Room 14-132

From Purpose to Impact: Building a Shared Research Agenda with Australia's Social Purpose Sector

Kerrie Bridson (Deakin University) and Leanne Bilinski (Deakin University)

10:15–10:45 Morning Tea — Colin Clark (Bldg 39), Level 1 atrium

10:45–12:15 CONCURRENT SESSIONS — Rooms 39-103, 39-104, 39-105

T1-A Inclusive and Sustainable Development: Equity, Food Security, Energy Hardship and Local Enterprise — Room 39-103

Chair: **Qingqing Chen**

From Corporate Purpose to Strategic Action: A Dynamic Capabilities Model of SDG Implementation, Organizational Learning, and Firm Performance
Ranjit Voola · The University of Sydney

Understanding commercial food supply actors' participation in food relief redistribution systems: barriers, enablers and implications for achieving food security and food waste reduction goals
Tahna Pettman · Centre for Social Impact, Flinders University

Advancing SDG 7: Identifying Consumer Hardship States to Create Fairer Energy Policy
Rebekah Russell-Bennett · Adelaide University

Hourglasses in hotel showers - A non-invasive, enjoyable way of enticing hotel guests to shorten long showers
Qingqing Chen · The University of Queensland

T1-B Social Entrepreneurial Intentions, Education, and Venture Readiness — Room 39-104

Chair: **Robyn McCormack**

From Transformative Experience to Enterprise for Social Good: Socio-Emotional and Motivational Pathways to Social Entrepreneurial Intention
Teodoro C. Mendoza Jr. (Philippine Christian University) and Junnell Guia (Philippine Christian University)

Care-Oriented Relational Infrastructures: Repositioning Entrepreneurship Education in a Time Between Worlds
Anne Pickering · Australian Catholic University

What conditions of entrepreneurial mentoring influence mentees' confidence and readiness to start a business
MD Ahsanul Kabir · Adelaide University

Expansion of a university-based social enterprise: A social innovation perspective
Robyn McCormack · Griffith University

T1-C Nudging Sustainable Choices in Foodservice, Hospitality and Tourism — Room 39-105

Chair: **Giuzel Safiullova**

Small Numbers, Big Impact: Using Numerical Precision to Encourage Sustainable Food Choices Through Hybrid Meat
Mai Nguyen · Griffith University

Making sustainable cup choices enjoyable in café customer experiences
Kenyo Kurniasari · The University of Queensland

TOURISM-4-GOOD: A destination-level gamified framework to achieve systems change for more environmentally sustainable tourism
Giuzel Safiullova · The University of Queensland

12:15–13:30 Lunch — Colin Clark (Bldg 39), Level 1 atrium

T2-A Organisational Strategy and Institutional Capacity for SDG Implementation

Room 39-103

Chair: **Raechel Johns**

What predicts the willingness to engage with a new government sustainability scheme
Anna Kristina Zinn · The University of Queensland

Fast and Frugal Heuristics in Managerial Capital Allocation for Regenerative Innovation Under Outcome Ambiguity
Harshani Hettiwattage · James Cook University

From Institutional Support to Campus Action: Sustainability Awareness as the Bridge to Stakeholder Engagement
Junnell Guia · Philippine Christian University

Skills shortages and the impact on service delivery
Raechel Johns · University of Canberra

T2-B Organisational Configuration, Values, Logics and Mission Delivery in Social Enterprises

Room 39-104

Chair: **Aastha Malhotra**

From Walls to Compasses: Configurational Variation in How Values Operate Across Social Venture Stages
Riyadh Banafa · Adelaide University

Configuring Digital Capabilities for Dual Value Creation in Social Enterprises
Pooja Madaan · UQ-IITD Research Academy

Navigating Demands: Institutional Logics and Leader Wellbeing in Regional Social Enterprises
Aastha Malhotra · University of Southern Queensland

T2-C Pathways to Indigenous Self-Determination: Social Enterprise, Inclusive Employment, and Data Sovereignty

Room 39-105

Chair: **Jack Barrett**

Enterprising Futures: Indigenous Social Enterprises as Pathways to Community Development and Economic Self-Determination
Birri O'Dea · The University of Queensland

Beyond Representation: The Conditional Inclusion Framework for Indigenous Employment
Emma Olssen · The University of Queensland

Navigating structural power for transformative Indigenous social enterprise
Jack Barrett · Auckland University of Technology

15:00–15:30 Afternoon Tea — Colin Clark (Bldg 39), Level 1 atrium

Dinner on your own · suggestions in Practical Information

Friday 6 November

9:00–10:30 CONCURRENT SESSIONS

Rooms 39-103, 39-104, 39-105

T1-A Pathways to Evaluating and Enabling Impact: Methods, Collaboration, and Value Drivers

Room 39-103

Chair: **Muneer Abdulgaleel Ahmed Abdulghani Al-Qubati**

Pathways to social impact in food relief: Evaluating embedded knowledge brokering in research-practice collaboration
Tahna Pettman · Centre for Social Impact, Flinders University

Campfires: tackling problems with non-confrontational approaches
Olav Titus Muurlink · Central Queensland University

From Impact to Mechanisms: Qualitative Process Tracing for Realist Evaluation of Long-Term Rural Development Impact
Bikalp Chamola · Azim Premji University

Socially Conscious Business Practices: Bridging Research, Policy, and Social Entrepreneurship for Greater Social Impact
Muneer Abdulgaleel Ahmed Abdulghani Al-Qubati · Sichuan University

T1-B Practice Perspectives: Policy Delivery, Know-How Transfer, Institutional Barriers and NFP Strategy

Room 39-104

Chair: **Kristen Baker** PRACTITIONER SESSION

Access without affordability: Crisis, paradox, and SDG re-engagement in India's LPG policy
Shreya Singh · Tudelü

The Problem of Know-how Transfer in Social Impact
Dale Renner · Latitude Network

The Nature of the Institutional Void that Autistic Social Entrepreneurs Face
Sharon Zivkovic · Community Capacity Builders

Stepping Up for Bondi: Examining the Impact of the Bondi Terror Attack on Blood Donation Behaviour
Kristen Baker · Australian Red Cross Lifeblood

T1-C Situational Triggers and Service Design of Giving and Volunteering

Room 39-105

Chair: **Upamali Amarakoon**

CSR in Times of Crisis: How CSR Reputation Shapes Consumer Behaviour after Data Breaches
Kexin Yang · The University of Queensland

Cash, Cards, and Checkout Charity: How Payment Methods Influence Giving
Lachlan Schomburgk · The University of Queensland

From Purpose to Practice: How Knowledge Shapes Foundation Donor Behaviour and Grant Conditions
Sarah Rank · The University of Queensland

Beyond Altruism: Volunteers as Agents of Social Change
Upamali Amarakoon · Central Queensland University

10:30–11:00 Morning Tea — Colin Clark (Bldg 39), Level 1 atrium

11:00–12:30 CONCURRENT SESSIONS

Rooms 39-103, 39-104

T2-A Impact Narratives: Recovery, Equity, Access and Representation

Room 39-103

Chair: **Pathiranage Dona Subodha Dilhari**

Narrating successes and struggles: Situationally and societally bounded experiences of inequity in a post-disaster recovery program
Tyler Riordan · The University of Queensland

The System Has Failed Miserably: Salient and Latent Tensions in the Responsibilisation of Disaster Resilience
Wendy Pham · The University of Queensland

Beyond Stereotypes: A Case Study of Ethical Humanitarian Visual Communication for Social Good
Pathiranage Dona Subodha Dilhari · The University of Queensland

T2-B Inclusive Entrepreneurship in Practice: Neurodiversity, Indigenous Frameworks and Enabling Environments

Room 39-104

Chair: **Arihia Chen** PRACTITIONER SESSION

Socially Conscious Business Practices: A case study of Artefact Heritage and Environment's 'Empowered Business Model' that enables profit and social impact to co-exist
Amy Weidlich · Artefact Heritage and Environment

Creating an Enabling Environment for Autistic Social Entrepreneurship
Sharon Zivkovic · Community Capacity Builders

Pakihi Through a Kaupapa Māori Lens: Te Waka Haerenga as an Indigenous Framework for Social Impact
Arihia Chen · TOTORU Business Management Consultants

End of Conference

Applied Industry Workshops

SEPARATE REGISTRATION REQUIRED

13:00–15:00 WORKSHOP — Room 39-103

From purpose to proof: A hands-on guide to impact measurement
Royden Howie (Impact Institute)

15:00–15:30 Tea Break

15:30–17:30 WORKSHOP — Room 39-103

AI for Social Good: Practical AI and ChatGPT Workshop for Social Enterprises and Non-Profits
Professors Ashish Sinha and Peter Popkowski Leszczyc

Speaker Index

Presenters are listed alphabetically by surname. Session codes refer to the Detailed Program.

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Al-Qubati, Muneer Abdulgaleel Ahmed Abdulghani — Sichuan University
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Amarakoon, Upamali — Central Queensland University
Fri 6 Nov · 9:00–10:30 · T1-C · Room 39-105

Andrade, Joel — The University of Queensland
Wed 4 Nov · 13:30–15:00 · T2-A · Room 39-103

B

Baker, Kristen — Australian Red Cross Lifeblood
Fri 6 Nov · 9:00–10:30 · T1-B · Room 39-104

Banafa, Riyadh — Adelaide University
Thu 5 Nov · 13:30–15:00 · T2-B · Room 39-104

Barraket, Jo — Director, Melbourne Social Equity Institute, Melbourne Law School
Wed 4 Nov · 9:10–10:10 · Keynote · Room 14-132

Barrett, Jack — Auckland University of Technology
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Bilinski, Leanne — Deakin University
Thu 5 Nov · 9:00–10:15 · Special Panel · Room 14-132

Bogomolova, Svetlana — Centre for Social Impact, Flinders University
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Bridson, Kerrie — Deakin University
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C

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Fri 6 Nov · 11:00–12:30 · T2-B · Room 39-104

Chen, Qingqing — The University of Queensland
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Wed 4 Nov · 15:30–17:00 · T3-B · Room 39-104

Cunningham, Claire — The University of Queensland
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D

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H

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J

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McColl-Kennedy, Janet — The University of Queensland
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Oldroyd, Vanessa — Griffith University
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R

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Wed 4 Nov · 10:45–12:15 · T1-B · Room 39-104

Rank, Sarah — The University of Queensland
Fri 6 Nov · 9:00–10:30 · T1-C · Room 39-105

Renner, Dale — Latitude Network
Fri 6 Nov · 9:00–10:30 · T1-B · Room 39-104

Riordan, Tyler — The University of Queensland
Fri 6 Nov · 11:00–12:30 · T2-A · Room 39-103

Rundle-Thiele, Sharyn — Griffith University
Wed 4 Nov · 10:45–12:15 · T1-C · Room 39-105
Wed 4 Nov · 15:30–17:00 · T3-C · Room 39-105

Russell-Bennett, Rebekah — Adelaide University
Wed 4 Nov · 15:30–17:00 · T3-C · Room 39-105
Thu 5 Nov · 10:45–12:15 · T1-A · Room 39-103

S

Safiullova, Giuzel — The University of Queensland
Thu 5 Nov · 10:45–12:15 · T1-C · Room 39-105

Schomburgk, Lachlan — The University of Queensland
Fri 6 Nov · 9:00–10:30 · T1-C · Room 39-105

Singh, Shreya — Tudelü
Fri 6 Nov · 9:00–10:30 · T1-B · Room 39-104

Sodik, Fajar — Universitas Gadjah Mada
Wed 4 Nov · 10:45–12:15 · T1-A · Room 39-103

V

Voola, Ranjit — The University of Sydney
Thu 5 Nov · 10:45–12:15 · T1-A · Room 39-103

Vredenburg, Jessica — Auckland University of Technology
Wed 4 Nov · 15:30–17:00 · T3-B · Room 39-104

W

Waller, David S. — University of Technology Sydney
Wed 4 Nov · 13:30–15:00 · T2-B · Room 39-104

Weerasinghe, Salinda — Queensland University of Technology
Wed 4 Nov · 13:30–15:00 · T2-C · Room 39-105

Weidlich, Amy — Artefact Heritage and Environment
Fri 6 Nov · 11:00–12:30 · T2-B · Room 39-104

Wirawan, Yulindra Dwi — The University of Queensland
Wed 4 Nov · 10:45–12:15 · T1-B · Room 39-104

Y

Yang, Kexin — The University of Queensland
Fri 6 Nov · 9:00–10:30 · T1-C · Room 39-105

Yudiarti, Andina — The University of Queensland
Wed 4 Nov · 13:30–15:00 · T2-A · Room 39-103

Z

Zinn, Anna Kristina — The University of Queensland
Thu 5 Nov · 13:30–15:00 · T2-A · Room 39-103

Zivkovic, Sharon — Community Capacity Builders
Fri 6 Nov · 9:00–10:30 · T1-B · Room 39-104
Fri 6 Nov · 11:00–12:30 · T2-B · Room 39-104

Abstracts

Abstracts are reproduced as submitted, with minor formatting edits. They follow the order of the Detailed Program: plenary sessions first, then concurrent sessions by day, time and room.

Plenary Sessions

Keynote
Wed 4 Nov · 9:10–10:10 · Room 14-132

The evolving social-impact landscape: emerging priorities and future directions

Jo Barraket · Director, Melbourne Social Equity Institute, Melbourne Law School

This keynote will examine core narratives of social impact and social change and their evolution. Considering both practical and scholarly developments and their drivers, it will explore how these narratives have shifted over time and across disciplines, and the implications of these shifts for current and future practice, policy and scholarship.

Special Panel Session
Thu 5 Nov · 9:00–10:15 · Room 14-132

From Purpose to Impact: Building a Shared Research Agenda with Australia's Social Purpose Sector

Kerrie Bridson and **Leanne Bilinski** · Deakin University

Social purpose organisations are navigating rising community need, workforce pressures, funding uncertainty, digital disruption, and growing expectations to demonstrate impact. These challenges create important opportunities for academic research, but also require researchers to engage more deeply with sector priorities.

This Special Topic Session draws on emerging insights from a research agenda-setting project jointly led by academics from Melbourne Business School and Deakin Business School. The project has identified four interconnected challenge clusters facing the social purpose sector: viable operating models; influence, legitimacy and trust; capability, leadership and governance; and ecosystems and sector structure.

The session will use these clusters as a catalyst for a broader conversation about engaged and impactful social sector research. It will explore how academics, practitioners, funders and policymakers can better align research priorities with sector needs, identify opportunities for collaboration, and develop evidence that supports practice, policy and social impact.

Designed as an interactive discussion, the session will invite participants to consider what meaningful engaged research looks like, where future research partnerships could emerge, and how universities can contribute to a stronger research ecosystem for Australia's social purpose sector.

Wednesday 4 November

T1-A Digital Platforms and Community-Led Innovation for Development
Wed 4 Nov · 10:45–12:15 · Room 39-103

Rethinking How We Listen: AI-Assisted Community Engagement for Better Social Impact

Peter Mulindwa · The University of Queensland

Effective social impact depends on understanding the experiences, needs, and priorities of the communities that research and policy seek to serve. Yet many commonly used methods for collecting community perspectives rely on interviewer-administered surveys and interviews that may unintentionally influence responses through social desirability, power dynamics, language barriers, and limited opportunities for participants to express themselves freely. These challenges are particularly evident in low-resource settings, where evidence generated from community engagement often informs decisions about health, climate adaptation, and development.

This PhD research investigates whether digitally facilitated and AI-assisted approaches can enhance community engagement by creating more inclusive, participant-centred ways of listening. Conducted in rural Uganda, the study compares traditional researcher-led data collection with digital self-administered surveys and AI-assisted interviews to examine their feasibility, participant experience, acceptability, and potential to support richer community voice. Rather than replacing human researchers, the project explores how emerging technologies can complement existing approaches by reducing barriers to participation while maintaining meaningful engagement.

The research adopts a mixed-methods design across three interconnected studies that evaluate digital data collection, AI-assisted interviewing, and the implications of these approaches for climate literacy interventions. By focusing on how evidence is generated, rather than simply what evidence is collected, the project contributes to ongoing discussions about ethical AI, inclusive research practices, and the use of digital innovation for social good.

The findings are expected to inform researchers, policymakers, and practitioners seeking more equitable approaches to community engagement. More broadly, the study argues that improving the way we listen to communities is fundamental to improving the quality of evidence that shapes policies and programmes designed to create positive social impact.

Platform Adoption and Climate Resilience in Agricultural Supply Chains: Quasi-Experimental Evidence from a Farmer-Producer Organization in India

Kiran Pedada · University of Manitoba

Climate change creates uneven burdens across agricultural supply chains. Smallholder farmers in India face disproportionate exposure to climate stress, while export markets demand stricter compliance and institutions must balance sustainability with economic viability. Leveraging a quasi-experiment at Sahyadri Farms, an Indian farmer-owned organization, this paper investigates the impact of platform adoption on pesticide compliance and climate resilience in smallholder agriculture. The results suggest that platform adoption reduces soil pesticide detection by 2.5 percentage points on average. During the 2025 climate stress year, adopters experienced 5.5 percentage-point reduction in pesticide detection and preserved 0.60 MT/acre more exportable yield relative to non-adopters. Moreover, non-adopters recorded 4.9 times higher variance in pesticide detection and were five times more likely to experience catastrophic compliance failures. While the cooperative delivered a 25.3% price lift across three seasons for all members, climate protection remained asymmetric, benefiting platform adopters significantly. This study contributes to existing literature on platform adoption and climate risk management by demonstrating how digital platforms enhance climate resilience through reductions in variability and catastrophic compliance failures under climate stress.

The Hidden Cost of AI Personalisation: Why Digital Markets Are Becoming Culturally Predictable

Fajar Sodik · Universitas Gadjah Mada

AI systems were designed to personalise consumption. However, across digital marketplaces, they may be producing the opposite outcome: increasing cultural sameness (Huang & Rust, 2025). From Amazon product listings and TikTok aesthetics to Spotify playlists and AI-generated advertising, firms are increasingly optimising visibility around algorithmic performance (Amazon Web Services, 2025; NielsenIQ, 2024). Over time, brands, creators, and even consumers begin adapting themselves to the preferences of the system itself (Huang & Rust, 2025). The result is not simply recommendation efficiency, but the gradual institutionalisation of predictable culture.

Three marketplace dynamics appear to drive this shift. The first is optimisation convergence. As firms increasingly optimise for algorithmic rankings, recommendation systems, and AI search visibility, marketplace actors begin converging around similar formats, aesthetics, keywords, and engagement strategies (Grewal et al., 2025). For example, Amazon sellers structure listings similarly, creators mimic high-performing content styles, and brands increasingly rely on generative AI trained on historically successful patterns (NielsenIQ, 2024). In other words, rather than encouraging differentiation, AI systems may reward strategic conformity.

The second dynamic is predictive reinforcement. AI systems learn from past behavioural patterns and continuously reinforce historically successful forms of consumption (Kaliyamurthy & Schau, 2025). This creates recursive feedback loops where consumers are repeatedly exposed to familiar products, identities, and symbolic styles. Consequently, over time, AI does

not merely predict consumer preferences. It stabilises and reproduces them, reducing exposure to alternative cultural possibilities and narrowing cultural exploration.

The third dynamic is institutional dependence. As organisations become increasingly dependent on AI systems for discovery, targeting, creative development, and strategic decision-making, algorithmic logic gradually becomes embedded within managerial practice itself (Mu & Zhang, 2025). In this regard, teams begin treating AI outputs as objective indicators of consumer desire, despite those outputs being shaped by prior optimisation assumptions and behavioural data (Kaliyamurthy & Schau, 2025). AI therefore shifts from being a decision-support tool to becoming a cultural authority that subtly shapes marketplace norms.

For business leaders, the challenge is no longer simply improving personalisation accuracy. It is ensuring that AI systems do not unintentionally narrow cultural diversity, consumer imagination, and market distinctiveness (Grewal et al., 2025; Huang & Rust, 2025; Mu & Zhang, 2025).

Consequently, there are three strategic implications. First, firms should design for exploration rather than pure optimisation by intentionally introducing novelty, discovery, and serendipity into AI-driven consumer experiences. Second, organisations should evaluate whether AI systems are reinforcing dominant consumption patterns at the expense of emerging, minority, or unconventional preferences. Finally, leaders should recognise that AI systems increasingly function as cultural infrastructures that shape how consumers imagine identity, aspiration, and value.

In sum, the strategic question is no longer whether AI can predict what consumers want, but whether firms are comfortable allowing predictive systems to shape what consumers eventually become.

Frontline Representation and Donor Self-Appraisal in Triadic Prosocial Service Systems: Service Robots, Moral Self-Awareness, and Donor-Directed Design

Xiaotian Liu · The University of Queensland

Nonprofit organizations are increasingly exploring AI-enabled frontline tools to address capacity constraints in fundraising. Yet automation may change not only how donors evaluate the representative but also how they interpret their own role in supporting third-party beneficiaries. We examine whether replacing a human frontline fundraiser with a service robot affects prosocial service contribution and whether donor-directed encounter design can narrow the difference.

We conceptualize charitable solicitation as a triadic prosocial service encounter: donors provide resources, nonprofit organizations coordinate them, and third-party beneficiaries receive the primary service value. We propose a donor self-appraisal account in which frontline representation influences the moral self-relevance of the donor's contemplated response. A human fundraiser may make the response feel like a personal answer to an other-serving request, thereby activating moral self-awareness and anticipated guilt about declining to contribute. A service robot may make the same request feel more like a response to an automated interface. This account shifts attention from robot-centered design features to the donor's interpretation of the encounter.

We test the account across three online experiments and a preregistered Facebook A/B study. Studies 1–2 compare human and robot frontline representatives in charitable solicitation scenarios. Study 2 tests the predicted serial indirect-effect pattern through moral self-awareness and anticipated guilt. Study 3 introduces a pre-encounter moral-identity activation task. Study 4 varies human- versus robot-represented fundraising touchpoints and an encounter-level moral self-awareness cue in a live campaign.

Human fundraisers produced stronger prosocial service contribution intentions than service robots in Studies 1–3. Study 2 supported the predicted serial indirect-effect pattern. In Study 3, activating moral identity before the solicitation reduced the human–robot difference in contribution intentions and weakened the indirect effect through anticipated guilt. In Study 4, across 43,180 impressions, human-represented touchpoints generated higher observed click-through engagement than robot-represented touchpoints when the cue was absent; the difference was substantially smaller when the cue was present. These findings suggest that donor-directed cues can complement, but do not replace, careful evaluation of frontline automation.

The research contributes to social-impact and fundraising scholarship by identifying donor self-appraisal as a self-directed process relevant to AI-enabled nonprofit service encounters. For practice, it suggests that nonprofit organizations considering automation should test service-encounter designs that make donors' moral role and contemplated contribution salient, while distinguishing upstream engagement from completed giving. More broadly, the findings show how AI adoption in fundraising can be designed around both organizational capacity and the quality of donors' participation in social-value creation.

T1-B Circular Economy and Consumer Responses to Responsible Business

Wed 4 Nov · 10:45–12:15 · Room 39-104

Mixed Emotions in Circular Consumption: How Pride and Guilt Shape Consumer Intentions to Purchase Circular Products

Yulindra Dwi Wirawan · The University of Queensland

The transition from a linear "take-make-dispose" economy to a circular economy has increased interest in products designed to extend product lifecycles through repair, reuse, refurbishment, resale, and recycling. Although circular products offer significant environmental benefits, their success ultimately depends on consumer adoption. However, existing research has primarily explained circular consumption through cognitive factors such as environmental concern, perceived value, subjective norms, and perceived effectiveness. Comparatively less attention has been given to the role of emotions, particularly situations in which consumers experience competing emotional responses. Circular products can simultaneously evoke pride from contributing to environmental solutions and guilt from recognising one's role in environmental degradation. While mixed emotions have been shown to influence consumer decision making, it remains unclear when they motivate constructive action rather than hesitation or avoidance.

Drawing on the Appraisal Tendency Framework, this research examines how mixed pride and guilt appeals influence consumers' intentions to purchase circular products. We propose that simultaneously activating pride and guilt creates complementary appraisal tendencies, with pride reinforcing perceptions of personal agency and guilt strengthening accountability. Together, these appraisals heighten consumers' responsibility to act, which subsequently increases purchase intentions for circular products. We further propose that this indirect effect depends on consumers' incremental lay beliefs. Consumers who believe that change is possible should be more likely to translate heightened responsibility into behavioural intentions than those holding more fixed beliefs.

Two online experiments with U.S. consumers recruited through Prolific tested these predictions across two product categories. Study 1 compared pride-only, guilt-only, and combined pride-guilt appeals in the context of a circular sofa offering featuring a take-back, repair, and donation programme. Study 2 replicated the design using circular sneakers while additionally examining the moderating role of incremental lay beliefs. Across both studies, participants exposed to combined pride-guilt appeals reported significantly higher purchase intentions than those exposed to pride-only or guilt-only appeals. Mediation analyses using Hayes' PROCESS confirmed that responsibility to act explained this effect. Furthermore, moderated mediation analyses demonstrated that the indirect effect through responsibility to act was significantly stronger among consumers with higher incremental lay beliefs, indicating that responsibility is more likely to translate into purchase intentions when consumers believe their actions can contribute to meaningful change.

This research contributes to the sustainable consumption and circular economy literature in three important ways. First, it extends research on mixed emotions by identifying conditions under which emotional ambivalence motivates constructive action rather than avoidance. Second, it identifies responsibility to act as a theoretically meaningful mechanism linking mixed pride-guilt appeals to circular product purchase intentions through complementary appraisal tendencies. Third, it introduces incremental lay beliefs as an important boundary condition, demonstrating that beliefs about the possibility of change influence whether responsibility translates into action. From a practical perspective, the findings suggest that marketers and policy makers should consider combining pride and guilt within circular product communications to simultaneously reinforce consumers' sense of contribution and accountability. Such messaging may be particularly effective when accompanied by communications that emphasise the effectiveness of individual actions and the possibility of creating meaningful environmental change.

When Circular Becomes Suspect: How Business-Model Orientation Shapes Consumer Responses to Second-Hand Fashion Initiatives

Hassan Rahnama Haratbar · The University of Queensland

Fashion brands increasingly launch resale and second-hand platforms as visible commitments to circularity. For brands built on a business model of high-volume, rapid product turnover, however, encouraging consumers to buy less and extend product lifecycles conflicts with the very logic on which their commercial success depends. This research examines how this business-model tension shapes perceptions of CSR authenticity and what brands can do to repair consumer skepticism.

Existing work on CSR authenticity has concentrated on the content of a firm's message and on the fit between a cause and a brand. We argue that consumers also evaluate whether a CSR initiative is compatible with the firm's underlying business model. Specifically, we shift attention to a neglected source of doubt: the firm's business-model orientation. A speed-and-volume profit logic contradicts the longevity logic that a circular initiative implies, and we argue that this contradiction, rather than the initiative's wording, is what drives consumers to question its authenticity. The question matters for circular-economy policy, since the brands with the largest environmental footprint are precisely the ones whose circular claims are most likely to be discounted.

Across a multi-study experimental programme with close to 1,200 participants, we establish the effect, trace its mechanism, and test how it can be repaired. When an identical resale platform was hosted by a fast-fashion rather than a slow-fashion brand, consumers judged it markedly less authentic and reported lower engagement, an effect that operated through perceived CSR authenticity and, in turn, perceived hypocrisy. A three-condition study showed that this is a penalty carried by speed-and-volume brands rather than a bonus granted to sustainability-oriented ones: a standard apparel brand and a slow-fashion brand did not differ, while the fast-fashion brand fell below both.

The most consequential findings concern repair. When a fast-fashion brand supplied verifiable evidence of commitment, in the form of an audited, quantified investment of profits, authenticity recovered substantially and the gap with slow fashion narrowed. By contrast, when the same brand relied only on a stated claim about its environmental intentions, the claim failed to improve authenticity because its positive content was offset by consumers' disbelief. In other words, the brands under the most structural suspicion are exactly the ones for which asserting good intentions does not work, and only demonstrable commitment does.

The programme contributes a business-model account of CSR authenticity that complements existing message- and fit-based explanations, while identifying an important boundary condition for green communication. For a brand whose economic logic invites doubt, verifiable action repairs authenticity, whereas claims of intent are insufficient to overcome consumers' skepticism. These findings have important implications for how circular initiatives should be designed and communicated if they are to achieve, and be perceived to achieve, genuine social impact.

Reduce, Reuse, Recycle: Stakeholder Insights into Plastic-Free Supermarkets

Vanessa Oldroyd · Griffith University

This research systematically examines how policy levers and corporate social responsibility (CSR) decisions influence behaviours related to plastic packaging waste diversion in supermarket food supply chains. It provides an opportunity for stakeholders to contribute to single-use plastic waste management reform as it unfolds within South Australia. Stakeholders with a vested interest in the supermarket service system contributed to this research. These include policymakers, academics, supermarket retailers, NGOs, FMCG manufacturers and wholesalers, packaging and waste management experts. This study identifies challenges, facilitators and service design solutions that can be implemented to minimise single-use plastic in Australian supermarkets.

Plastic packaging remains entrenched within supermarket retail operations, despite mounting environmental concerns and increased regulatory and consumer pressures. As intermediaries within the packaging value chain, supermarkets occupy a role in facilitating upstream and downstream change. However, their capacity to reduce single-use plastics (SUP) is mediated by a range of systemic, structural and organisational factors. While social marketing research has focused on individual-level behavioural interventions, there remains a gap in understanding the institutional and contextual drivers of change within retail environments.

A case study method was employed to investigate how single-use plastics can be reduced or eliminated in supermarket retail environments by exploring the internal and external factors shaping organisational behaviour. The objective is to investigate the motivational, structural and capability-based influences that shape organisational behaviours related to sustainable packaging and to offer a reconceptualisation of behavioural theory to account for system-level complexity. Employing a

systems social marketing perspective, the study integrates insights from stakeholders across the packaging value chain to identify leverage points for intervention design.

Guided by the Motivation–Opportunity–Ability (MOA) framework and its MOA-B extension, twenty-seven interviews were conducted with stakeholders from government, retail, packaging, waste, recycling, and environmental sustainability sectors. Motivation and Ability were coded from the retailer perspective, while Opportunity reflected external factors beyond the supermarket's immediate control, such as policy frameworks, infrastructure, and consumer behaviour.

Findings show that while retailers are motivated by sustainability goals and consumer expectations, their efforts are constrained by fragmented infrastructure, inconsistent regulations and limited packaging alternatives. Structural opportunity emerged as a prerequisite for action, supported by producer responsibility schemes, national waste policy alignment and investment in enabling infrastructure. Organisational ability was enhanced through innovation, staff training and supply chain collaboration, while motivation and ability were insufficient in the absence of supportive conditions.

A reordering of the MOA framework to OAM (Opportunity–Ability–Motivation) is proposed, positioning structural and systemic conditions as the primary enablers of change. This reconfiguration offers a more accurate lens for designing upstream interventions capturing the tacit knowledge of plastic packaging stakeholders operating within complex policy and market environments.

This research contributes a theoretical perspective and guidance for sustainability strategists, policymakers and researchers. By centring environmental restructuring, the study offers a more contextually grounded lens through which to analyse and overcome systemic barriers to SUP reduction in supermarkets. It underscores the imperative for coordinated system-wide responses to transition from linear to circular packaging models. It informs the design of policy and corporate strategies that support structural readiness for sustainable practice. The findings reaffirm the utility of stakeholder-informed, systems-based approaches in advancing circular economy objectives and extending the theoretical and practical boundaries of social marketing.

Two research questions are addressed in line with this aim:

RQ1: How can supermarket retailers eliminate or reduce single-use plastics in the supermarket service environment?

RQ 2: How can the Motivation–Opportunity–Ability (MOA) framework and its MOA-B extension be applied to systematically examine the challenges, facilitators and service design solutions that emerge from eliminating or reducing single-use plastic in Australian supermarkets?

Value Revelation Through Absence: Designing More Sustainable and Consumer-Sensitive Forms of Reduction

Yongfu He · Monash University

Sustainable-consumption initiatives increasingly encourage consumers to reduce material possessions. Minimalism, decluttering programmes, resale platforms, and donation campaigns can support lower material consumption, yet they often treat disposal as an uncomplicated route to wellbeing and environmental benefit. This paper argues that reduction can also reveal forms of value that consumers did not fully recognise while possessions, services, or access rights remained embedded in everyday life. When something is removed, consumers may discover that it quietly enabled a routine, supported an intermittent capability, preserved a relationship, or anchored a valued aspect of identity.

We develop a theory of value revelation through absence: the process through which withdrawal makes previously backgrounded functional or symbolic value newly legible and actionable. Absence can disrupt everyday practices, prompt comparison with substitutes, and enable consumers to articulate what a possession had contributed. The framework distinguishes functional value revelation, which concerns practical capability and can often be repaired through replacement, borrowing, access, or service provision, from symbolic value revelation, which concerns biography, identity, and relationships. We introduce symbolic irreversibility to explain why markets may replace an object category but cannot necessarily recreate the personal history of a singularised possession.

The paper is illustratively grounded in naturally occurring narratives from r/minimalism discussions. These accounts show that consumers respond to revealed value in diverse ways, including replacement, access-based repair, preservation, symbolic substitution, adaptation, and deliberate non-purchase. Thus, post-disposal consumption should not be treated simply as failure to sustain reduced consumption. It may instead reflect attempts to restore a newly recognised function or to manage an irrecoverable symbolic loss.

The framework contributes to social and transformative marketing by identifying a tension within consumption-reduction initiatives: interventions intended to reduce material demand may generate avoidable distress, waste, or rebound purchasing when they overlook latent value. It suggests that more socially beneficial approaches to reduction should support reflection and reversibility, for example through staged disposal, retrieval windows, repair and lending infrastructures, storage options, digital memory capture, and provenance preservation. These designs can help consumers reduce possessions more deliberately while avoiding unnecessary replacement and supporting both environmental goals and consumer wellbeing.

T1-C Health and Care Services: Vulnerable Consumers, Co-Design and Care Environments

Wed 4 Nov · 10:45–12:15 · Room 39-105

Implementing a Digitaltech-Humanness Approach in Primary Healthcare Service

Janet McColl-Kennedy · The University of Queensland

Background. Healthcare is experiencing turbulence from technological innovations (Agarwal et al. 2023), institutional challenges, political unrest and consumer demands (Ostrom et al. 2021). Traditional models of care are being challenged. Primary healthcare, in particular, is under considerable strain to deliver care and remain sustainable. As the front door to healthcare if primary care is not optimized the rest of the healthcare system is threatened. Leveraging digital technologies offers considerable potential (Berry et al. 2022), and while employing digital technologies is touted as a path forward, concerns remain about how effectively digital technologies deliver the service experience. An alternative - "digitaltech-humanness" approach (McColl-Kennedy et al. 2023) which aims to balance digital technology with human interaction - is offered.

Approach. We investigate how a digitaltech–humanness approach is experienced by mobilizing a multi-actor ecosystem comprising physicians, practice managers, and patients. Drawing on 52 in-depth interviews our hybrid approach using Natural Language Processing (NLP) and Large Language Models (LLMs) to analyze interview transcripts reveals that although positive

emotions—such as happiness, relief, appreciation, and optimism—were present, negative emotions overwhelmingly dominated across all actor groups.

Theoretical Framework. Drawing on Self-Determination Theory (Deci and Ryan 2000) to explicate these emotion patterns, we find digital technologies frequently thwart psychological needs for autonomy, competence, and relatedness, thereby driving ecosystem actors away from digital technologies.

Results. For practice managers, frustration and anxiety stemmed from digital systems undermining competence, weakened autonomy and offered little relatedness. For physicians, rigid workflows and system-level constraints threatened autonomy, while poorly integrated systems eroded competence, leading to emotional strain. For patients, complex booking systems, long delays, and poor follow-up communication reduced perceptions of competence and autonomy, while concerns about data privacy and lack of empathy reflected threats to relatedness. Effects were intensified for older and marginalized groups with lower digital literacy.

While differences were observed for the three groups – physicians, practice managers and patients - positive emotions were strongly associated with human interactions and with digital tools when they were simple, intuitive and used to complement rather than replace human care. Taken together, the findings explicate underlying mechanisms shaping digital disengagement: perceived competence autonomy, control, relational warmth, trust and the quality of integration between digital and human touchpoints.

Across the ecosystem, positive emotions were strongly associated with human interactions—warm, empathetic encounters with clinicians and staff—and with digital tools when they were simple, intuitive, and used to complement, rather than replace, human care.

Contribution. Drawing on Self-Determination Theory, we demonstrate how digital-human configurations either support or undermine core psychological needs, shaping actors' emotional responses and behavioral intentions within the ecosystem. We conclude by offering a conceptual framework, a research agenda and an actionable a roadmap for implementing a digitaltech–humanness approach, which provides practical guidelines for digital technology adoption to uncover multi-actor dynamics and engagement with technology in primary healthcare service.

Optimizing the Design of Social Services: How Policy-Related Service Friction Affects Social Service Usage by Vulnerable Consumers

Nea North · Providence College

Economically vulnerable consumers rely on government-administered social services for essential basic resources (e.g. food, healthcare, housing), yet service utilization is often low. This research asks how service friction, within a social service journey, interacts with service benefit levels to shape usage among vulnerable consumers. We draw on a self-regulatory model of resource scarcity, proposing that resource scarce consumers psychologically appraise services before deciding whether to use a service, and that this appraisal is not a simple cost-benefit calculation.

We test this using an analysis of field data from a U.S. social service program alongside three controlled experiments manipulating service friction (e.g., application length, reading level complexity) and benefit level. Our findings show that when benefits are low, even moderate friction is appraised as unfair and deters usage. When benefits are high, consumers tolerate more friction, but usage still collapses once a threshold is crossed. Across the board, friction deters usage even among the most vulnerable consumers — challenging the common assumption that only the "less needy" are filtered out by procedural ordeals. This is particularly important to consider in liberal, residual welfare states like the United States, Australia, and Canada, where social service programs might function as safety nets and their policies and procedures may be influenced by perceptions of deservingness.

This work speaks to the conference's focus on inclusive service design and aligns with a few key UN SDGs: Zero Hunger, Good Health and Well-being, and Reduced Inequalities. Government-administered social services have received far less service-research attention than financial or nonprofit services, despite their role in consumer well-being. Our findings offer concrete design guidance for policymakers and social service designers. We also contribute a scarcity-based appraisal framework for evaluating when policy-driven friction becomes consequential, extending service design and access-equity theory into a public-policy context.

Turning Community Priorities into Action: Evaluating a Co-Designed Youth Sexual Violence and Abuse Prevention Pilot

Sharyn Rundle-Thiele · Griffith University

Youth sexual violence and abuse (YSVA) remains a significant and persistent social issue with profound consequences for health, wellbeing, educational attainment, and long-term life outcomes. Despite growing recognition that complex social harms require community-led and participatory prevention approaches, there remains limited empirical evidence demonstrating whether co-designed, place-based initiatives produce measurable outcomes beyond stakeholder engagement and programme acceptability. While participatory methods are increasingly promoted as best practice in prevention, few studies examine whether community-generated solutions translate into observable improvements in protective factors associated with reduced risk of harm. Addressing this gap, this study evaluates whether a co-designed prevention initiative developed through a community participatory process was associated with measurable improvements in prevention-relevant outcomes for young people and mentors.

A sequential two-study design was employed in Toowoomba, Queensland. Study 1 applied the Creating Collective Solutions (CCS) participatory design methodology to engage 174 stakeholders, including young people, community organisations, service providers, government agencies, and police. Participants generated 475 proposed actions and collectively identified local priorities for preventing YSVA through a structured consensus-building process. Findings from the CCS process informed the development of Sk8 2 Cr8, a youth-focused mentoring and creative engagement programme designed to strengthen protective factors among young people at increased risk of social harm. Study 2 evaluated the pilot using a pre-post observational design involving 28 young people aged 11-17 years who provided matched survey data across programme participation and six trained adult mentors. Quantitative measures assessed changes in social connection, community engagement, and alcohol and other drug harm knowledge, while qualitative feedback explored participant experiences and programme acceptability.

Findings demonstrate that participatory design can successfully translate community priorities into a feasible and implementable prevention intervention. Young people participating in Sk8 2 Cr8 reported positive outcomes across key protective factors. More than half of participants reported increased connection to their community, while most others

maintained existing levels of connection. Improvements were also observed in perceived community relationships, social confidence, and engagement with supportive peers and mentors. Knowledge of alcohol and other drug harms improved or remained high across all participants. Mentor outcomes were similarly positive, with increases observed in knowledge of alcohol and other drug harms and confidence engaging with young people. Programme acceptability was exceptionally high, with participants highlighting creative expression, mentorship, friendship formation, and safe social interaction as the most valued programme elements.

This research contributes to transformative marketing and social impact scholarship by providing rare outcome-linked evidence demonstrating how participatory design can move beyond consultation to generate locally relevant, measurable social change. The findings suggest that creative and mentoring-based engagement can strengthen prevention-relevant protective factors among vulnerable young people while simultaneously building community capacity. By linking co-design processes to tangible outcomes, this study advances understanding of how social and transformative marketing approaches can mobilise communities, co-create value, and support sustainable responses to complex social challenges. The research offers a practical model for designing, implementing, and evaluating community-led prevention initiatives capable of generating meaningful social impact under real-world conditions.

Sensory Awe and Gratitude Experience (SAGE): Co-designing Care Environments

Usha Pappu · Australian Catholic University

Aged care is where many older Australians spend their final phase of life and die. Yet, it is not consistently experienced as a place where residents feel connected, valued, or emotionally supported (Theobald et al., 2025). This raises an important question about what it means to live and die well in aged care beyond clinical safety and symptom management. Existing sensory interventions (e.g., gardens, Snoezelen rooms) may improve mood, engagement, and quality of life (ARIIA, 2022); they are primarily designed as therapeutic interventions rather than shared relational experiences within the care community (e.g., residents, families, carers, staff). This reveals a gap between what aged care provides and what the care community may need: dignity, connection, and belonging. To address this problem, the Sensory Awe and Gratitude Experience (SAGE) framework uses care environments, sensory and memory cues, imagery, prompts and rituals to create low-burden opportunities for reminiscence and social connection, engaging the entire care community in shared experiences that may benefit all.

SAGE is informed by an affective-experiential framework (Collins & O'Callaghan, 2014) and self-determination theory, which emphasises the basic psychological needs of autonomy, competence and relatedness (Ryan & Deci, 2024). While gratitude and awe enhance wellbeing in older adults, they have rarely been adapted for care settings (Chen et al., 2024; Monroy & Keltner, 2023). Framed through these lenses, SAGE treats experiences as structured opportunities to support residents' autonomy through choice, competence through contribution and sharing life wisdom, and relatedness through connections with family, staff and co-residents, particularly during transition, decline and end-of-life stages. The core proposition is that carefully designed sensory environments, combined with relational rituals, memory prompts and gratitude practices, support psychological needs and foster meaningful interpersonal experiences.

SAGE links four key elements: (1) needs-supportive environmental cues (e.g., sensory cues, imagery), (2) relational practices (e.g., shared stories, gratitude cards, co-designed rituals), (3) experiential mechanisms (e.g., awe, gratitude, memory), and (4) outcomes (emotional safety, visit quality, carer distress, implementation fit). The study addresses two research questions: (1) What sensory rituals are acceptable and feasible in aged care? (2) How can SAGE strengthen meaning and closeness for residents with declining health or nearing the end of life, and for those who care for them?

A three-phase mixed-methods design will develop and evaluate the framework. Phase 1 will co-design and refine sensory themes, rituals, workflows, and optional AI/VR suitability with 25–30 residents, carers, and staff. Phase 2 will pilot SAGE sensory hubs within aged-care environments, while Phase 3 will extend SAGE to bedside settings and assess connectedness, meaning, comfort, and carer distress. Aged care organisations are recruited through institutional partners (e.g., GDIN, CatholicCare).

SAGE extends the role of sensory environments beyond the management of distress toward the cultivation of positive, dignifying, and relational experiences. Its impact lies in strengthening wellbeing and end-of-life experiences, enhancing the quality of visits and interactions, and creating emotionally safe care spaces. The project aligns strongly with the conference theme by demonstrating how a co-created intervention could generate positive social impact for the care community.

T2-A AI in Digital Society: Misinformation, Personalisation, Fragile Experiences and Generative Communities

Wed 4 Nov · 13:30–15:00 · Room 39-103

Outrage Mob - A Study of Collective Emotion & Behaviour Through AI-Generated Misinformation

Annie Pham · Fulbright University Vietnam

In today's digital information environment, AI-generated content is becoming increasingly difficult to distinguish from human-generated content, accelerating the spread of misinformation across social media platforms. Beyond generating factual inaccuracies, AI-generated misinformation can trigger emotionally charged interactions that distort public perceptions of truth, weaken the evaluation of critical information, and shape collective online behaviours.

Vietnam provides a valuable context for studying AI-generated misinformation because social interactions are strongly influenced by collectivist cultural values (Ho et al., 2022). Users often rely on community opinions and social consensus when evaluating uncertain information (N. L. D. Nguyen, 2023). At the same time, Facebook and TikTok amplify emotionally engaging content through algorithm-driven recommendations (Nguyen & Hafiar, 2026), allowing emotions and narratives to spread rapidly across online communities (Nguyen, 2026). As a result, AI-generated misinformation becomes more than a problem of information accuracy. It shapes collective emotions, reinforces shared beliefs, and influences collective online behaviours.

The research is central to answering:

1. How are collective emotional responses formed and expressed when Vietnamese social media users encounter AI-generated misinformation?

2. Through what emotional and epistemic mechanisms do collective emotions shape users' beliefs and behavioural intentions?

3. How can the proposed cycle (emotional to behaviour pathway) be used to identify intervention points for reducing the social impact of AI-generated misinformation within Vietnam's cultural context?

The study employs a qualitative methodology combining Netnography and Digital Discourse Analysis (DDA). Netnography was implemented through six weeks of non-participatory observation on two popular social media platforms in Vietnam, TikTok and Facebook, to collect natural interactions, emotional expressions, and informational behaviour of users in the face of AI-generated misinformation (Costello et al., 2017). The collected data were analysed using DDA combined with close reading to explore linguistic characteristics, persuasive strategies, and how users interact in the digital environment.

The analysis process was guided by three theoretical frameworks: the Digital Behaviour Model provides a basis for analysing the stages of information interaction (Geers et al., 2024); the Psychosocial Cycle explains the role of psychological mechanisms such as overconfidence bias, social conformity, and cognitive dissonance (Nascimento, 2025); while the C5 Interaction Model clarifies the impact of socio-cultural context on information dissemination (Kruijver et al., 2025). Thus, the study proposes a five-stage cycle of AI-generated misinformation impacts users' emotions, information evaluation processes, and behaviour in the digital environment:

Previous studies identified Social Amplification as the most critical intervention point, where users rely on community reactions before misinformation is fully internalised. These studies suggest interventions such as AI-generated content labels (Oeldorf-Hirsch et al., 2025), prebunking (Bayiz & Topcu, 2023), friction-based interaction design (Jahn et al., 2023), and Community Notes (Slaughter et al., 2025) can reduce users' reliance on social signals and limit the spread of misinformation. However, these interventions have largely been examined as separate solutions, with limited attention to how they relate to different stages of users' behavioural responses to AI-generated misinformation. Thus, the proposed pathway addresses this gap by explaining how social signals gradually replace independent judgement in shaping collective behaviour within the Vietnamese cultural context. While the framework identifies Social Amplification as the most critical intervention point, it also provides a foundation for developing stage-specific interventions across the entire behavioural cycle. Positioning interventions at different stages enables researchers and practitioners to interrupt the progression from emotional responses to fixed beliefs and harmful collective behaviours.

This study contributes to AI for Social Good on how AI-generated misinformation transforms individual emotional responses into collective online behaviours. The proposed behavioural pathway provides an evidence-based framework for designing stage-specific interventions that support AI governance, media literacy, and human-centred platform design, contributing to a more trustworthy digital information ecosystem in Vietnam

Fragile AI Customer Experiences: When AI Works but Customer Experiences Fail

Joel Andrade · The University of Queensland

The infusion of Artificial Intelligence (AI) into the organisational frontline has revolutionised the customer experience (CX), promising hyper-personalisation, constant availability, and seamless service (McColl-Kennedy et al., 2019; Davenport et al., 2020; Huang and Rust, 2024). However, this rapid technological shift has simultaneously exposed the fragility of AI-driven customer experiences (Ranieri et al., 2023; Wirtz and Stock-Homburg, 2025; McColl-Kennedy et al., 2026; Snyder et al., 2026). A "fragile" AI-enabled CX occurs when the deployment of AI-enabled technologies, such as chatbots, humanoid robots, and smart recommendation systems, disrupts the value co-creation process, triggering customer reactance, discomfort, and service. While much of the literature champions AI's ability to drive efficiency, we build on an emerging stream of research that cautions that AI interactions are delicate, that they can easily fracture due to emotional deficits, privacy invasions, and psychological threats to the consumer (Hermann and Putoni, 2024; Blumel et al., 2024; Jha et al., 2026). Building on emerging research into adverse customer responses to AI, this study investigates the conditions under which AI-enabled customer experiences become fragile, the forms this fragility takes, and how organisations can build resilience within AI-mediated service interactions.

Adopting a qualitative method to gain an in-depth understanding of AI deployment for customer experience from a firm's perspective. Twenty semi-structured interviews were conducted with representatives experienced in designing, implementing, and managing AI-enabled customer experiences across various industries, including healthcare and mental health, retail, e-commerce, manufacturing, food and beverage, and government. Interviews were recorded and verbatim transcripts produced. Interview transcripts were analysed using the Gioia methodology (Gioia et al., 2013) to support inductive theory development. Two authors read the transcripts to identify key themes, and then vigorously debated, iterating back and forth with the data to identify a logical chain of evidence. The resulting data structure formed the basis of our Typology of Fragile AI CX which was subsequently interpreted through the Touchpoints, Context, and Qualities (TCQ) framework (De Keyser et al., 2020).

Six forms of fragility are identified: Agency Fragility, Trust Fragility, Privacy Fragility, Contextual Fragility, Governance Fragility, and Temporal Fragility. Collectively, these dimensions demonstrate that customer experience deterioration may arise not only from technological shortcomings but also from vulnerabilities embedded within customer journeys, service contexts, and organisational practices. By mapping the dimensions of AI fragility directly onto De Keyser et al. (2020)'s Touchpoints, Context, and Qualities building blocks, this work moves beyond viewing AI failures as mere technical glitches. Rather, demonstrates how fragile AI-enabled customer experiences emerge from structural vulnerabilities within customer journeys. In line with cluster 3 "Responsible, Inclusive, and Resilient AI Service Systems" as set out in the 2026 Service Research Priorities (Mende et al., 2026), this study equips scholars and practitioners with a framework to audit, anticipate, and mitigate the risks associated with AI deployment by providing a formalised language and Typology of Fragile AI CX. Additionally, it provides a foundation to guide future research on fragile AI-enabled customer experiences. And furthermore, we offer a managerial roadmap for building resilient AI-enabled customer experiences that simultaneously enhance customer outcomes and support organisational performance.

Beyond Knowledge Domain Boundaries: How Non-Healthcare Communities of Practice Raise Public Awareness of Health Issues

Andina Yudiarti · The University of Queensland

Public awareness of health issues has been treated as the primary responsibility of healthcare institutions. However, their capacity to sustain broad public engagement can be constrained. Non-healthcare Communities of Practice (CoPs) can complement these efforts by mobilising wider networks and communication capabilities to extend the reach and approach of health awareness initiatives.

While prior studies demonstrate CoPs disseminate knowledge to the public, the studies reflect a bounded view by primarily focusing on CoPs' knowledge dissemination within CoPs' established knowledge domain (Rogge et al., 2020; Ball et al., 2020; McNaught et al., 2024). These studies overlook the epistemic tensions (confusion, conflict, and disagreement) that arise when CoPs try to work on topics outside their knowledge domain boundaries (the limits that separate areas of specialised expertise and professional practice). Therefore, the assumption that raising public awareness about health issues simply extends existing knowledge domains, can obscure how CoPs transfigure their knowledge domain boundaries and established legitimacy. As a result, non-healthcare CoPs' potential role in addressing health issues remains theoretically underdeveloped and underestimated.

To this end, this study aims to develop a theoretical framework to explain how CoPs can go beyond their knowledge domain boundaries. Therefore, the research question is: "How can Non-Healthcare Communities of Practice raise public awareness about health issues"

To address this research question, we conduct a qualitative-exploratory study, employing Constructivist Grounded Theory. We collect data through semi-structured interviews with the participants and observation in Literary Communities of Practice (LCPs) in Indonesia. We adopt the Knowledge Boundaries theory by Carlile (2002, 2004) to understand the interaction between CoPs and their knowledge transition beyond their knowledge domain boundaries. Moreover, the research also draws on a sociotechnical lens to unpack LCPs- GenAI interaction within their practice and how it can help LCPs in raising public awareness.

The preliminary findings from 24 participants show that LCPs share knowledge with the public through a knowledge translation process with a narrative approach, connecting with other issues and collaboration practices. This action was preceded by curating issues through sensing their internal capability, public needs, and resource availability. Within their practice in curating and sharing knowledge, LCPs enact GenAI in three different areas of practice: technical practice as an assisting tool, creating practices to create content, and exploring practice when developing ideas.

This research contributes to the Knowledge Management and Management Information Systems body of knowledge by theorising how GenAI enactment in LCPs' practice reconfigures knowledge-boundary work, enabling LCPs to explore, translate, and articulate complex social issues for public audiences, as well as providing practical insight into healthcare policy about raising public awareness.

The AI Trials: Implementing AI for Mammography in Vietnam Through Multi-Organisation Collaboration

Claire Cunningham · The University of Queensland

Achieving equitable access to healthcare remains a significant global challenge and is central to SDG 3 (Good Health and Well-being) and SDG 10 (Reduced Inequalities). Growing demand for healthcare services, combined with shortages of specialist expertise and diagnostic capacity, places increasing pressure on healthcare systems worldwide. These challenges are particularly evident in breast cancer care in developing countries, where women often experience poorer survival rates due to limited access to screening, diagnostic services, and specialist care. Artificial intelligence (AI) has emerged as a promising tool for improving diagnostic capacity and extending access to healthcare services in resource-constrained environments. However, developing countries represent only a small proportion of global clinical trials, limiting opportunities to evaluate and implement AI technology trials within local healthcare contexts. To explore this challenge, this study addresses the following research question: How are healthcare technology trials implemented in resource-constrained settings?

This paper follows a 29-month trial of a new AI product for mammography implemented in Vietnam involving three international organisations: a local healthcare provider, a global medical technology developer, and an Australian-based not-for-profit organisation that acted as the facilitator. We adopted a longitudinal ethnographic case study approach to examine how organisational technological frames shaped the implementation of the trial. Data were collected between September 2021 and February 2024 from multiple sources, including semi-structured interviews with participants from all three organisations, observations of collaboration meetings and clinical workflows, WhatsApp communications, project documents, and organisational materials. The study explores how these organisations mobilised resources, coordinated activities, and sustained engagement throughout the trial.

Using Technological Frames as an interpretive lens, we analyse how the collaborators' perceptions of AI influenced trial implementation. Our findings reveal that the three collaborators held different understandings of AI that remained stable throughout the trial. Rather than attempting to align these understandings, organisations utilised these differences to negotiate accommodations and compromises that sustained engagement and momentum throughout the implementation process. The study illustrates how accommodations and compromises enabled organisations with different priorities and understandings of AI to work towards a shared healthcare objective.

We show that implementing AI trials requires sustained stakeholder engagement, continual negotiation, and the ability to accommodate differing organisational priorities. These findings highlight the critical role of multi-organisation collaborations in transforming AI from a technological possibility into a practical mechanism for improving health outcomes and reducing inequalities.

By examining how collaborators collectively mobilised around a clinical AI trial, this paper advances understanding of how AI can contribute to achieving the SDGs in resource-constrained environments. The findings offer practical insights for policymakers, healthcare organisations, and technology developers seeking to implement AI technologies in resource-constrained healthcare settings. In doing so, the paper contributes to broader debates on how multi-organisation collaborations enable the implementation of AI innovations to address healthcare inequity.

How Businesses Can Improve the Representation of Disability in Advertising

David S. Waller · University of Technology Sydney

Research Problem. The representation of people with disability (PWD) in advertising has attracted increasing attention as businesses seek to address diversity, equity, and inclusion expectations among consumers and broader society. Historically, people with disability have been underrepresented in advertising or portrayed through narrow and stereotypical frames, often as objects of sympathy, inspiration, or charity. Such portrayals can reinforce social stigma and fail to reflect the diversity and everyday experiences of people with disability. While recent campaigns by brands, such as Target, Maltesers, and Booking.com, as well as initiatives such as Dylan Alcott's SHIFT 20 Initiative, have sought to improve disability visibility in mainstream media, meaningful and authentic representation remains limited. This study examines how businesses can improve the representation of disability in advertising by exploring public attitudes towards disability portrayals and identifying practical strategies for advertisers and marketers.

Methodology. To achieve these aims a survey was undertaken using the Prolific platform. The online survey resulted in 464 respondents, being 198 Males, 261 females, 5 non-binary/ prefer not to say; and an age range from 18 to 70+. They were asked specific questions about attitudes to disability, images of PWD in advertising and what improvements could better represent of PWD in advertising.

Findings. The findings suggest that respondents believed it is important to have advertisements with PWD and the top 5 reasons were they: Normalises PWD presence in society; Provide visibility and acknowledgement; Reinforce the need for accessibility, equal opportunities, and anti-discrimination laws; Break negative stereotypes; and Inspire others facing similar challenges. Those who responded frequently perceive current advertising portrayals of people with disability through three dominant lenses: Compassion (victims, sadness, sympathy), Courage (inspirational, heroic, authentic), and Community Support (diversity tokenism and charity cases). Emotional responses to disability advertising similarly reflected both negative and positive reactions. Negative Challenge responses included discomfort, awkwardness, and sympathy, while Positive Uplift responses included empathy, inspiration, and encouragement. Correlation analyses revealed significant relationships between these perceptions and emotional reactions.

Relevance to the conference theme. The study identifies a series of business practices that can enhance disability representation in advertising. These include prioritising authenticity over tokenism, normalising disability through everyday inclusion, moving beyond Paralympian-focused portrayals, increasing the visibility of diverse disabilities, collaborating with people with disability throughout the creative process, emphasising relatable and realistic depictions, avoiding forced diversity messaging, and embedding inclusive representation within organisational and industry practices. Respondents also emphasised the need to portray people with disability as ordinary consumers, employees, and community members rather than symbolic figures or exceptional achievers. This study contributes to the growing discourse on inclusive advertising by moving beyond critiques of representation to identify actionable strategies that businesses can adopt to foster more authentic, inclusive, and effective disability portrayals. The findings offer practical guidance for advertisers, agencies, and brand managers seeking to embed disability inclusion into advertising practice and contribute to broader social change.

Social Procurement, Employment and Systems Change: Insights from the Q-SEED Initiative

Olav Titus Muurlink · Central Queensland University

Purchasing power has a long history in social impact campaigns, with political consumerism distinguishing boycotting from 'buycotting'. Research by Kam and Deichart highlights a problem that has troubled social procurement work from the beginning: they found a consistent bias towards the negative, with negative information far more effective at inducing refusal to purchase (boycotting) than positive information was capable of driving active purchasing (boycotting) (Kam & Deichert, 2020). 'Shop locally' campaigns have traditionally been driven by 'patriotic' actors with a commercial interest: the need to retain jobs and commerce within a geographical focus, and the belief that circularity in purchasing is effective in achieving those ends. The carbon footprint of transport infrastructure has added a green tinge to campaigns to reduce the length of supply chains.

This paper describes Q-SEED (Queensland Social Procurement, Employment and Economic Development) a 24-month place-based initiative designed to redirect procurement spending back into the Townsville regional economy, build supplier capability, and create employment pathways for priority groups — including young people, First Nations businesses, and social enterprises. It was delivered by CQUniversity, ArcBlue and Smart Precinct NQ, funded by Advance Queensland and The John Villiers Trust. A co-design approach was used from conception. Our paper pulls together evidence from six data sources collected across the project period (July 2024 – June 2026): a quantitative survey (11 anonymous participants), qualitative open-ended responses, two stakeholder case studies (Samantha Scandlyn and Karl Gill), an expert interview with Q-SEED co-designer Petra McLoughlin, and program documentation including progress reports, workshop records, and project notes.

Previous Australian studies of local procurement interventions—including an extensive literature on the power of co-operative societies (e.g. Balnave & Patmore, 2006) have tended to focus on smaller rural communities (Pritchard et al., 2012). This project embraces the stumbling blocks that procurement interventions face in larger regional centres, and deliberately engaged a codesign process with highly motivated stakeholders to design a framework of local and social procurement. The project highlights a range of challenges in making a measurable difference in purchasing and supplier patterns: regional centres are home to relatively small pools of procurement professionals, who are highly mobile, moving between roles in government and business, offering little continuity in purchasing strategies and a loss of institutional knowledge and program momentum. The intervention changed awareness, and shifted some supplier practices, but sustained change requires a long term investment in organisational structures that governments are reluctant to fund. Perhaps the most powerful single impact was a shift in approach by the Townsville City Council, embedding social and local procurement in practice, directly embedding Q-Seed elements The project also produced significant and visible sustainability infrastructure (the Townsville Impact Procurement Framework, Regional Forward Procurement Plan, ArcBlue portal, procurement toolkit, and a Regional Charter), but without continued investment and a coordinated, funded central driver, changes to established practice may stall.

Hardwiring Socially Conscious Business Practices into Governance and Strategy

Tracey Danaher · Monash University

Organizations face intensifying scrutiny over how they treat employees, customers, communities, and the natural environment, yet many continue to rely on indicator-driven ESG and CSR practices that sit at the periphery of core strategy and governance. This paper develops an organizational value logic that explains how purpose, governance, and value-creating activities can be structurally integrated to embed socially conscious business practices at the heart of the firm. It reframes responsibility not as a reporting add-on, but as an organizational operating logic that shapes decision rights, resource allocation, and everyday work.

The study investigates two questions central to socially conscious practice: (i) How can organizational value be systematically defined across diverse domains and stakeholder relationships? And (ii) How is value for stakeholders actually created and governed in practice? and Cooperatives and mutual enterprises (CMEs) provide an ideal empirical setting because they are purpose-built to serve members and communities through democratic governance, shared ownership, and multi-stakeholder accountability. Their design foregrounds questions that many investor-owned firms are now struggling with: how to align commercial viability with long-term social and environmental wellbeing.

The paper draws on a qualitative multi-case study of 12 CMEs spanning finance, healthcare, housing, insurance, agriculture, transport, education, and retail. The dataset comprises 239 semi-structured interviews with board members, executives, managers, and staff; 31 observations of board and management meetings and daily operations; and 461 archival documents. Using grounded theory and theories-in-use methods, the analysis surfaces the implicit "value logics" managers use when resolving tensions between profitability, member benefit, workforce wellbeing, community expectations, and environmental stewardship.

The findings identify eight interrelated domains of organizational value: economic, people, relationship, network, adaptive, environmental, social, and market-shaping. Purpose provides the directional anchor, while governance operates as the structural enabler that translates that purpose into decision rights, accountability mechanisms, and performance lenses. Across cases, socially conscious practice is enacted through concrete organizational choices: treating profit as a means rather than an end; designing reinvestment and member-benefit systems that circulate value within communities; recruiting and rewarding employees for values alignment; and creating participatory governance mechanisms that give staff and members voice in strategic decisions. Relationship- and network-based practices, such as advice-against-self-interest, long-term member partnerships, community co-investment mechanisms, and cross-sector collaborations, further embed social concern into everyday service and market conduct.

The paper offers three contributions to knowledge. First, it provides a systemic perspective showing how socially conscious intent can be hardwired through ownership, governance, and organizational design, rather than remaining at the level of rhetoric or isolated programs. Second, it translates abstract notions of purpose and responsibility into an actionable set of value domains, each associated with specific practices managers can use to align commercial and societal goals. Third, it demonstrates how this value logic can guide the redesign of strategy, culture, and performance dashboards so that social and environmental commitments are governed as core elements of organizational value, not discretionary initiatives. For scholars and practitioners, the study offers a practical roadmap for transforming socially conscious aspirations into enduring organizational systems.

Female Representation in Top Management Teams and Firm Innovation Output: From Inclusion to Impact

Sara Khan · The University of Queensland

The growing emphasis on gender diversity in corporate leadership reflects broader societal expectations for greater inclusion and meaningful organizational outcomes, including innovation. Governments and regulatory institutions have increasingly reinforced these expectations through diversity-related governance reforms and disclosure requirements. Yet an important question remains whether, when, and why increasing female representation in top management teams (TMTs) translates into the organizational innovation benefits commonly associated with diversity. While scholars often view female representation in TMTs as a potential source of diverse perspectives and innovation, empirical evidence regarding its effects remains mixed. We argue that understanding these mixed findings requires greater attention to the institutional context in which female representation emerges and the conditions under which it contributes to innovation. As representation becomes increasingly institutionalized, it may shift from substantive influence toward symbolic compliance, potentially altering its relationship with innovation output.

Our longitudinal panel of 147 U.S. manufacturing firms from 1998 to 2019 provides support for these arguments. Leveraging the institutionalization of gender diversity disclosure in the U.S. in 2010, as a unique natural experiment, we examine how the relationship between female representation in TMTs and innovation output, measured by patent counts, evolves across periods. We further investigate how organizational structural contingencies, including firm size and geographic dispersion, shape this relationship across the two institutional periods.

Our findings reveal a positive and significant association between female representation and innovation prior to the introduction of disclosure requirements. Following disclosure, however, this relationship reverses and becomes negative and marginally significant. We further find that organizational structural conditions become more influential in shaping the innovation implications of female representation following institutional change. These findings suggest that institutional change can reshape the organizational value of gender diversity, as growing compliance pressures may shift female representation from substantive influence toward symbolic representation, making its innovation benefits increasingly dependent on supporting organizational conditions.

This study contributes to socially conscious business practices by highlighting an important distinction between increasing representation and realizing the benefits of diversity. Our findings do not question the value of gender diversity; rather, they demonstrate that policies and organizational initiatives focused primarily on representation may be insufficient to realize its potential benefits. For organizations, socially conscious diversity practices should extend beyond numerical representation by ensuring that female TMT members have meaningful opportunities to participate in and influence strategic decision-making. For policymakers, the findings highlight the importance of considering how diversity-related governance reforms translate from formal representation into substantive organizational participation and innovation outcomes. More broadly, the study shows that realizing the social and organizational benefits of diversity requires not only

greater representation in TMTs but also institutional and organizational conditions that enable diverse leaders to contribute meaningfully. The study also contributes to diversity literature by showing that organizational contingencies that help firms integrate diverse perspectives may benefit innovation when diversity serves strategic purposes but operate differently when representation reflects symbolic compliance. Thus, structural contingencies are themselves contingent on the institutional context in which diversity emerges.

T2-C Circular Economy, Reduction Design and Resource Integration
Wed 4 Nov · 13:30–15:00 · Room 39-105

Circular by Design: Mapping governance approaches to reduce single-use plastics in Australian supermarkets

Vanessa Oldroyd · Griffith University

This presentation is intended for researchers, policymakers and sustainability professionals committed to reducing single-use plastics in supermarket retail environments. It is relevant to stakeholders seeking to understand how regulatory measures, behavioural nudges and education are supporting South Australia's transition to a circular economy for plastic packaging. Guided by Systems Social Marketing and Stakeholder theory, the study presents a six-step Stakeholder Orientation Strategy (SOS). The first of two interrelated studies, this project employs steps 1 – 4 of the SOS. A system mapping and stakeholder classification process is used to contextualise the plastic value chain and to inform the engagement strategy for stakeholder interviews.

Ecological challenges such as plastic pollution are frequently underpinned by complex systems and subsystem structures embedded in multi-level behaviours. The dynamic interplay among macro (government), meso (organisations) and micro (citizens) stakeholders creates a complex web of cause-and-effect outcomes that are difficult to define. Systems social marketing considers these interconnected elements, offering a platform for change through market system analysis and participatory research methodologies.

This research outlines a six-step Stakeholder Orientation Strategy (SOS), applied to support the design of interventions to reduce plastic packaging in Australian supermarkets. As Australia transitions toward circular packaging models, this study investigates how a systems-informed mapping and stakeholder identification process can be operationalised to uncover macro and meso-level enablers of behaviour change.

A case study explored how policy interventions and market pressures converge to reduce single-use plastics (SUP). The study focuses on supermarkets as central actors in a dynamic food packaging and waste management value chain, whose decisions are influenced by a myriad of stakeholders.

Grounded in stakeholder theory and systems social marketing, the study drew on McHugh et al.'s (2018) original concept to guide the SOS process. This process includes defining the system of interest, identifying stakeholders, system mapping, stakeholder classification, recruiting expert informants and conducting interviews.

Stakeholder identification combined digital ethnography, professional networking and environmental scanning. It generated a comprehensive database of actors who influence and are directly or indirectly affected by SUP reform in South Australia. To ensure expertise and representation across government, industry, NGOs and research sectors, stakeholders were classified using an influence-interest matrix. The stakeholder map was validated through expert feedback to refine the focal system boundaries, supply chain actors and system-wide interventions.

Findings from the mapping and identification process revealed distinct patterns of influence and interest. The process uncovered structural interdependencies between supermarket retailers and upstream actors, particularly packaging manufacturers, food suppliers and policy agencies, highlighting their critical role in restructuring the food supply system to better enable the reduction or elimination of SUP waste.

Identification efforts highlighted underrepresented subsystems, such as agriculture, the Internet of Things, finance and logistics, that may hold latent innovation potential. The study provided a practical roadmap for future stakeholder engagement and system intervention planning by visualising these relationships and validating them through expert input.

This research illustrates the effective translation of conceptual models into actionable strategies through stakeholder informed methods. Furthermore, it offers practical guidance on South Australia's transition to a Circular Economy paradigm through regulatory measures, behavioural nudges and education, thereby advancing the discourse in this area.

Three research questions are addressed in line with this aim:

RQ1: How can the SOS Framework support system mapping and stakeholder identification across complex packaging, retail and waste management supply chains?

RQ 2: What are the market conditions, drivers and system barriers influencing sustainable packaging and waste management practices across food supply chains in Australian supermarkets?

RQ 3: What governance approaches has the South Australian Government implemented to reduce plastic packaging in supermarkets and how are these strategies supporting a transition to a circular economy?

Reimagining Access: Institutional Entrepreneurship and Inclusive Service Transformation

Junke Lu · The University of Queensland

Institutional entrepreneurs mobilise resources, relationships and legitimacy to change established rules, norms and practices (Battilana et al., 2009). Within service systems, their agency can challenge arrangements that constrain access and participation for people with disability. Disability organisations, public agencies, intermediaries and business leaders may undertake this work by reframing accessibility expectations and supporting inclusive service design. Their transformative potential lies in changing whose knowledge informs decisions, how resources are allocated and where responsibility for inclusion resides.

Mega-events can create opportunities for this work by concentrating attention, investment and anticipated demand around accessibility. The Brisbane 2032 Paralympic Games provide a timely context for exploring how organisations can plan collectively and mobilise support for change. Although Brisbane's legacy strategy identifies inclusion as a long-term ambition (Queensland Government, 2023), the Games represent a potential catalyst rather than a guarantee of transformation. The challenge is to translate event preparation into enduring changes in the services and market arrangements that shape everyday participation for people with disability.

Transformative service research directs attention to whether these changes improve access, equity and individual and collective wellbeing (Anderson et al., 2013). This shifts the focus from organisational preparation alone to the practices through which actors address institutional conditions that reproduce

exclusion. We therefore ask: How do institutional actors work to advance accessibility, and under what conditions might their practices constitute institutional entrepreneurship? Drawing on interviews with people with disability and CEOs and founders of organisations providing disability services, we explore how lived experience and organisational perspectives inform efforts to reshape service provision.

Understanding these efforts also requires attention to organisations' capacity to respond and continually adapt. Changing institutional expectations may encourage accessibility adoption without establishing the capacity to sustain and renew it. To examine this connection, we draw on the sensing, seizing and transforming dimensions of dynamic capabilities (Teece, 2007). We offer a preliminary conceptualisation of inclusive dynamic capabilities as an organisation's capacity to recognise exclusion, mobilise resources and partnerships to address it, and continually reconfigure services and practices to enable equitable participation. Transformative service research grounds the purpose of this adaptation in wellbeing, while institutional entrepreneurship helps explain how actors seek to change the expectations and arrangements within which adaptation occurs.

To strengthen research on inclusive service transformation, we propose that inclusion shapes how organisations sense accessibility needs, seize opportunities to address exclusion and transform their practices. These dimensions provide a framework for exploring how organisational learning and action may contribute to wider social impact. We conceptualise inclusive sensing as recognising unmet access requirements and demand suppressed by exclusion, including discrepancies between managerial perceptions and lived experience. Inclusive seizing concerns translating this understanding into resource commitments, shared design decisions and partnerships. Inclusive transforming involves reconfiguring routines, procurement, staff development and accountability to sustain accessibility as circumstances change. Across these dimensions, inclusion concerns whose knowledge is recognised, whose priorities guide investment and whose participation influences service redesign. We distinguish these capabilities from disability readiness: readiness describes current preparedness, whereas inclusive dynamic capabilities concern the capacity to develop, renew and sustain that preparedness.

The proposed contribution connects efforts to change institutional arrangements with the organisational capabilities through which accessibility may become embedded. It positions inclusion as both the purpose of organisational adaptation and a principle shaping how adaptation occurs. For sponsors of mega-events such as the Paralympics, this offers a framework for translating event involvement into lasting capabilities for inclusive service provision. It also highlights opportunities for non-sponsor businesses to recognise unmet access requirements, develop inclusive offerings and build readiness for the future. These opportunities extend beyond commercial returns: their social significance is also examined through people with disability's experiences of access, autonomy, dignity and influence, including whose requirements remain overlooked. The paper thus advances a transformative marketing account of how organisations across the wider market can contribute to accessibility as an enduring responsibility of service systems.

Liquid Innovation: Resource Co-integration of Voluntary and Involuntary Resources Across Relational Boundaries

Salinda Weerasinghe · Queensland University of Technology

In an era of global uncertainty, innovation has shifted from a fixed, firm-centric logic to a liquid form of innovation that is emergent, continuous, and relational, unfolding through interactions among heterogeneous actors, particularly firms and consumers. Rather than occurring through discrete development cycles, contemporary innovation evolves through everyday interactions, practice-based learning, and continuous adaptation in which every interaction, feedback, and incident becomes an input for innovation, and such innovation is no longer confined to a firm's locus but also occurs across interacting actors, enabling even consumers to innovate in practice.

Within this firm-consumer interaction, innovation input takes two forms: voluntary resources – that actors intentionally contribute to the innovation, such as feedback, complaints, suggestions that are rich in relevance but limited in quantity and cognitively manipulable; and involuntary resources– input that emerge or generate beyond the actors' intention, awareness or control, such as unintended mistakes, digital footprints that are abundant, diverse and cognitively detach but often noisy. Within this resource environment, resource integration and organisational boundary research identifies two complementary conditions for innovation to occur: (1) co-integration of resources comprises resource access, matching, connecting, and reconciliation, and (2) the navigation of syntactic, semantic, and pragmatic boundaries that condition resource co-integration.

However, existing resource literature largely privileges voluntary resources while overlooking involuntary resources in shaping innovation. Likewise, resource integration research examines co-integration largely in isolation, paying limited attention to relational boundaries that enable and constrain it. Organisational boundary research, in contrast, focuses primarily on boundary enactment in inter-organisational settings while giving less attention to interaction between firms and consumers. As a result, these streams of research largely developed in isolation and remain fragmented. Yet, in practice, they converge and co-shape the innovation outcome. Consequently, our understanding of how they jointly operate remains limited. Therefore, this study addresses three research questions: What are involuntary resources, and what role do they play in resource co-integration? How do resource co-integration and relational boundaries converge in practice? How does the co-integration of voluntary and involuntary resources navigate boundaries to generate innovation?

Anchored in S-D logic, resource integration, and organisational boundary literature, we address research questions in three interrelated steps. Drawing on existing literature, first, we differentiate voluntary and involuntary resources and clarify their distinct roles in shaping innovations. Second, we conceptualise resource co-integration as a dyadic process and demonstrate how the interplay between voluntary and involuntary resources navigates relational boundaries. Finally, we conduct a dyadic survey (n 141 dyads) in the Australian banking sector and illustrate how innovation occurs at the firm and consumer loci through the co-integration of each other's resources.

We make three contributions. First, by distinguishing between voluntary and involuntary resources, we broaden resource integration theory and provide a richer explanation of how innovation emerges through their interplay. Second, we advance resource integration theory by conceptualising resource co-integration as a four-step dyadic process in which relational

boundaries are intrinsic rather than external conditions. This perspective provides a more complete explanation of how innovation emerges through the navigation of relational boundaries. Next, we empirically demonstrate that innovation can emerge at both the firm and consumer loci through reciprocal resource integration.

What's mine is ours: changing convenience mindsets from individual to collective

Brittany Currenti · Adelaide University

Convenience is a seminal marketing concept and dominant pillar of contemporary business strategy. Yet marketing practices that prioritise speed and ease can reinforce linear economic models as the minimisation of individual consumer resource expenditure can come at the cost of collective resources. While the trade-off between individual short-term interest and long-term collective benefits is a known social dilemma, convenience has become a particularly potent mechanism for perpetuating self-interest and therefore inhibits the achievement of regenerative circular economies (RCEs).

To understand why convenience is a key driver of linear economies, we conceptualise convenience as a mindset, where it affects our ways of being, thinking, and doing. The mindset is the most effective leverage point for change as it ultimately affects every other leverage point within a system in a cascading effect. Convenience mindsets describe whether actors within a system prioritise their own individual resources and benefits, or collective resources and benefits. The prevailing individual-centric convenience mindset prioritises minimising personal resource expenditure for individual benefits, often encouraging short-term gratification and impeding the transition to regenerative circular economies. This mindset reflects an outdated view of marketing centred on economic exchange, rather than contemporary perspectives that emphasise the extension of benefits beyond the individual to society more broadly. Because convenience remains theorised primarily at the individual level, it cannot adequately account for collective resources, benefits, or outcomes. Consequently, convenience theory has failed to evolve in step with broader developments in marketing thought.

To address the limitations of existing convenience conceptualisations, we adopt Jaakkola's (2020) theory adaptation approach, using convenience as the domain theory and stewardship as the method theory to extend the scope of convenience beyond the individual level. We propose a collective-centric convenience mindset grounded in stewardship principles, whereby actors prioritise collective benefits and long-term sustainability over immediate personal gain. At its core, convenience concerns the saving of resources. While traditional conceptualisations focus on individuals' time and effort, stewardship broadens this perspective by incorporating collective resources, system-level accountability, long-term orientation, and consideration of resources across their lifecycle. This enables convenience to be reconceptualised at the collective level as the saving of shared resources (e.g., collective time, effort, and raw materials) to support practices that maximise shared benefit while safeguarding the long-term wellbeing of the system.

Our paper critically reviews existing convenience conceptualisations, identifying convenience as a causal mechanism underpinning linear economies. Accordingly, we introduce a collective-centric convenience mindset that broadens the theoretical scope of convenience by recognising the multiple actors within a system, the use of resources across that system, and impacts across the system. By shifting the focus from convenience for the individual to convenience for the collective, this perspective supports the mindset transformation frequently called for in RCE research. We contribute to the sustainability foundations of marketing theory and practice by offering an approach that aligns individual actions with broader societal and ecological imperatives. We also outline marketing strategies designed to cultivate a collective-centric convenience mindset, decouple economic growth from environmental degradation, and facilitate the transition to regenerative circular economies.

T3-B Market-Facing DEI: Representation, Brand Purpose, and Consumer Responses

Wed 4 Nov · 15:30–17:00 · Room 39-104

Overexposed: How Accumulated Pressure Distorts Brand Purpose: LGBTQIA+ Pride Marketing as an Illustrative Case

Jessica Vredenburg · Auckland University of Technology

Consumers today want more from the brands they buy from. They want these brands to reflect their personal values and stand for something beyond the product and profit (Holt, 2004; Podnar and Golob, 2024). This has generated growing scholarly interest in brand purpose - the internal driver of a brand and the reason it exists beyond profit and the values it claims to uphold (France et al., 2024; Key et al., 2025; Osler, 2007), and brand activism - an external, temporally bound expression of that underlying purpose (France et al., 2024; Hydock et al., 2019; Vredenburg et al., 2020). However genuinely purposeful brands are finding it increasingly difficult to signal their authenticity, not because of their own actions, but because of the actions of other brands around them. As social movements become institutionalised through commercial participation, the factors that once signalled authentic engagement and commitment lose their differentiating power, and once commercialisation has made genuine expression difficult to differentiate from performance, even well-intentioned brands with authentic purpose struggle to be read as such (Meyer and Tarrow, 1998; Morgan, 2007). Each additional hollow brand participation adds to the cumulative degradation of the movement's integrity resulting in a reshaping of the cause's meaning and eroding the credibility of the subsequent authentic brand expressions. It is in this cumulative, degraded interpretive environment that purpose distortion occurs, reshaping how an authentic brand's purpose claims are interpreted by the consumers. This work examines the phenomenon of purpose distortion, a consequence of repeated displays of inauthentic brand activism, defined as the increasing scepticism of a brand's purpose claims as consumer interpretations shift, over time, in response to the cumulative effect of hollow and performative activism by numerous brands.

This research develops a two-level framework linking movement-level and brand-level distortion, drawing on the Persuasion Knowledge Model and Attribution Theory to explain how consumers' accumulated scepticism shapes their evaluation of individual brand campaigns. LGBTQIA+ Pride marketing is used as an illustrative case, explaining how the movement's shift towards commercial occasion has reshaped its meaning (movement-level distortion) and over time, distorted how individual brands' genuine activist claims, such as Skittles' longstanding support, are read as performative (brand-level distortion). More specifically, what began at Stonewall as a demand for civil rights, a march, not a parade, fifty years later became a calendar event anchored by brand sponsorship and rainbow-packaged products (Greer, 2012) and despite a consistent, year-round commitment sustained since 2016, Skittles 2023 Pride campaign was read alongside Bud Light's unrelated controversy, and its purpose claim was reinterpreted

as commercial positioning rather than genuine conviction (Marketing Dive, 2023 (b); Packaging Gateway, 2023). This suggests that purpose distortion is a recursive cycle, accumulating at the movement level and the brand level simultaneously, each reinforcing the other and is visible in real time. Finally, this work also considers how the framework applies more broadly and discusses implications for brands.

Consumers' Buycott Intentions in Response to the (Dis)Continuation of Diversity, Equity, and Inclusion (DEI) Policies of Companies

Rafi Chowdhury · Bond University

In January 2025, President Trump issued an order dismantling Diversity, Equity and Inclusion (DEI) programs in the federal government and restricting funding for private companies that pursue DEI programs. In response, many US companies such as Target, Meta, Walmart and Amazon discontinued corporate DEI initiatives; other companies such as Apple, Costco and Delta resisted this move and restated their commitment to DEI (Ketron et al., 2026). These actions by companies either in support or against the position of the President on a politically controversial issue (supporting vs. opposing DEI reflects a liberal vs. conservative political issue) is a form of corporate/brand activism (Ketron et al., 2026; Sands & Ferraro, 2025). Consumers may support companies whose activism they agree with through buycotts, which refers to deliberately purchasing from companies whose values consumers support (Li et al., 2024). This research was conducted to examine how the continuation or discontinuation of DEI policies by companies affects consumers' buycott intentions toward the company/brand. Two experimental studies were conducted. In Study 1, 126 US consumers recruited through Prolific were randomly assigned to two conditions where they read two different articles. The DEI discontinuation condition article explained that Target was scaling back its DEI initiatives consistent with Trump's directive. The DEI continuation condition article explained that Costco's board of directors/shareholder's rejected a proposal to rescind DEI programs contradicting Trump. Participants provided responses to a three-item scale measuring buycott intentions (Paek & Nelson, 2009) and a thirteen-item scale measuring brand bravery (Lee et al., 2024). Political ideology was also measured with a single item scale that asked respondents to state their political direction from politically left (liberal) to politically right (conservative). Since responses in Study 1 could be affected by prior perceptions of Target or Costco, Study 2 was conducted as a replication with two fictitious retailing companies. 149 US consumers were randomly assigned to two conditions (DEI discontinuation vs. continuation). Same scales were used to measure buycott intentions, brand bravery and political ideology.

Results of both studies demonstrated that consumer buycott intentions in response to the (dis)continuation of DEI policies of companies is moderated by political ideology and mediated by brand bravery. When a company such as Costco resisted the President's directives and continued support for DEI initiatives, liberal consumers showed greater intentions to buycott through perceptions of brand bravery. However, when a company such as Target withdrew their DEI initiatives in line with the President's view, conservatives did not demonstrate greater intentions to buycott through perceptions of brand bravery.

This study has theoretical implications for both the research literatures on corporate activism and consumer buycotts. The interplay of political ideology, corporate activism and moral behaviours (e.g., bravery) is relevant to researchers interested in socially conscious business practices. In terms of practical value, the findings show that before adjusting internal company policies that may have external socio-political implications, companies need to be aware of the political ideology of their customer base.

Reframing Entrepreneurial Finance: Contextualising Gender Bonds through Stakeholder Theory

Anne Pickering · Australian Catholic University

Gender bonds have emerged as instruments channelling private capital toward gender equity, positioning financial markets as legitimate governors of social outcomes (ANZ, 2022; OECD, 2022). Yet their rapid proliferation has outpaced critical scrutiny of what these instruments render visible and investable, and what they exclude. Rather than asking whether gender bonds "work," we ask what they must ignore in order to become investable, and what is at stake when corporate Diversity, Equity, and Inclusion (DEI) commitments are substituted with market-contractual accountability. Existing literature treats gender bonds largely as technical coordination challenges in which stakeholders (Freeman et al., 2018) are aligned across institutional, spatial, social, and temporal contexts, while neglecting the political economy of measurement embedded in the instrument itself.

Methodology. We employ a hybrid systematic review paired with bibliometric analysis of three decades of impact investing literature, integrated with a diagnostic illustrative case: a survey of gender-based violence (GBV) experiences among women in Australian higher education (n≈542). This design moves between macro-level literature patterns and a micro-level empirical illustration of how gender bonds would translate structural harm into fundable metrics.

Findings. The bibliometric analysis identifies four literature clusters: 1) strategy, 2) firm performance, 3) behavioural determinants, and 4) policy governance, which we translate into four contextual dimensions (Welter & Baker, 2021) shaping gender bond design: institutional, spatial, social, and temporal. We find gender bonds materialise through alignment of institutional mandates, intermediary capabilities, and local entrepreneurial agency, mediated by translation mechanisms including intermediary brokerage, legitimacy cascades, and ecosystem feedback loops. Critically, we identify a stakeholder alignment paradox: the heterogeneity of actors that legitimises bonds simultaneously fragments the structural accountability required to address gendered harm. Our Australian GBV illustration makes this concrete: in a well-resourced liberal democracy with established institutions, GBV persists not from a capital gap but from institutional legitimacy and coordination failure. A gender bond would misdiagnose this as a fundable service gap — counselling hours, training completions — while structural drivers such as economic precarity and institutional distrust remain outside the instrument's frame.

Overall, this paper contributes to scholarship on socially conscious business practice by examining gender bonds as a distinctively financialised form of corporate DEI commitment, one that promises to reconcile purpose and profit by making gender equity a measurable, investor-legible asset class. We show that this reconciliation is not neutral: the same mechanisms that allow gender equity to "co-exist" with profit-standardised metrics, time-bound targets, external verification also narrow what counts as gender equity work, favouring discrete, fundable outputs over structural and relational change. For a track concerned with how organisations navigate tensions between purpose and profit, our stakeholder alignment paradox offers a cautionary theoretical lens: the stakeholder heterogeneity that legitimises purpose-driven financial instruments in a values-driven marketplace can simultaneously fragment the accountability that authentic DEI and corporate

social responsibility commitments require, with implications for how corporations design, communicate, and are held responsible for social impact claims.

Co-creating Inclusive Hospitality Workplaces: Working Mothers' Perspectives on Socially Conscious Business Practices

Ari Munkhtuvshin · Griffith University

Hospitality organisations continue to face persistent workforce shortages (Morosan & Bowen, 2022), high employee turnover (Park & Min, 2020), and increasing expectations to demonstrate socially responsible employment practices (Walker & Nickson, 2025). While diversity, equity and inclusion (DEI) initiatives have gained prominence, organisational responses often remain top-down, with limited opportunities for employees to actively shape workplace policies and practices (van Rijswijk & Curseu, 2025). Working mothers represent a particularly underrepresented stakeholder group whose lived experiences can provide valuable insights into developing socially conscious workplaces that simultaneously enhance employee wellbeing and organisational sustainability (Ma et al., 2022).

This study explores how co-creation can serve as a participatory approach to designing more inclusive employment practices within the hospitality sector. Drawing on the principles of participatory feminist research ethos (Jaggar, 1989), co-creation (Horvath et al., 2020) and socially conscious business practices, this paper presents findings from participatory co-creation workshops conducted with working mothers and other relevant stakeholders such as human resource practitioners of hotels, development practitioners, and representatives of academic researchers who would have an influence on workplace culture and practices that shape working mothers' experiences in the hospitality organisations. The workshops formed the final stage of a broader qualitative study investigating maternal employment experiences in hospitality. Rather than positioning mothers solely as recipients of organisational support, the co-creation process recognised them as knowledgeable contributors who could inform more equitable workplace design and practices (Harding, 1987).

Using thematic analysis, the study identifies several interconnected priorities for socially conscious hospitality management. Participants emphasised the need for flexible and predictable scheduling, family-supportive leadership, transparent promotion pathways, psychologically safe workplace cultures, equitable performance evaluation, and stronger organisational recognition of caregiving responsibilities. Beyond organisational practices, participants highlighted the importance of individual level of strengths and agency for making the change possible not just personal sphere but also at the organisational level. The findings further demonstrate that meaningful employee participation in organisational decision-making strengthens perceptions of inclusion, trust, and organisational commitment, while generating practical solutions responsive to operational realities.

The paper contributes to emerging discussions on socially conscious business practices by demonstrating that DEI initiatives become more meaningful when developed through collaborative engagement with employees rather than through standardised policy implementation alone. It extends existing hospitality management literature by illustrating how co-creation functions not only as a research methodology but also as an organisational capability that enables businesses to balance commercial objectives with employee wellbeing. By incorporating employees' lived experiences into organisational design, hospitality organisations can develop more contextually relevant and sustainable workplace practices that support workforce retention while strengthening their social responsibility commitments.

The study offers practical implications for hospitality managers seeking to create inclusive workplaces that recognise caregiving as an integral aspect of workforce diversity. More broadly, it contributes to conversations surrounding socially conscious business by demonstrating that employee-centred co-creation can generate innovative organisational practices that advance both social impact and long-term business performance.

T3-C Social Marketing Theory, Behaviour Change, and Cross-Sector Learning

Wed 4 Nov · 15:30–17:00 · Room 39-105

An Integrative Framework for Marketing for Social Impact

Rebekah Russell-Bennett · Adelaide University

Current marketing scholarship often addresses societal issues through separate sub-disciplinary traditions, limiting opportunities to build cumulative knowledge and maximise the discipline's contribution to social impact. Chandy et al. (2021) observed that more than 80% of marketing scholars rated the discipline's engagement with broader societal welfare as low, suggesting that these issues remain peripheral rather than embedded within mainstream marketing scholarship. Although fields including social marketing, transformative service research (TSR), transformative consumer research (TCR), and macromarketing all seek to improve societal wellbeing, they have evolved largely independently, with distinct theoretical perspectives, publication outlets, and scholarly communities. This fragmentation constrains interdisciplinary collaboration, limits cumulative theory development, and reduces marketing's capacity to address complex societal challenges. Consequently, there is a need for an integrative framework that connects these complementary perspectives and provides a coherent intellectual architecture for Marketing for Social Impact.

This paper develops an integrative framework for Marketing for Social Impact using the United Nations Sustainable Development Goals (SDGs) (United Nations n.d) as the problem domain. The SDGs provide the most comprehensive global articulation of contemporary societal challenges but have also been criticised for fragmenting interconnected issues into 17 discrete goals, encouraging piecemeal responses while obscuring important systemic relationships and trade-offs (Bogers et al., 2022). Rather than treating the SDGs as independent objectives, we synthesise them into broader, interconnected marketing research themes that better reflect the complexity and interdependence of real-world societal problems. The resulting framework shifts the focus from individual issues to an integrated understanding of how marketing scholarship can contribute to social impact across multiple domains.

Following Jaakkola's (2020) conceptualising approach, this research adopts a theory synthesis design. Service-dominant logic (SDL) (Vargo & Lusch, 2004) is employed as an integrative theoretical lens to interpret relationships among the synthesised themes rather than to generate the framework itself. SDL's emphasis on resource integration, value co-creation, service ecosystems and institutional arrangements provides a useful perspective for understanding how diverse marketing traditions contribute collectively to social impact through interactions among multiple actors within interconnected systems. The framework organises Marketing for Social Impact around eight interconnected themes: wellbeing; opportunity; access to resources; decent work and economic growth; institutions;

planetary ecosystems; collaboration; and research-led education. Building on prior service research classification efforts (Russell-Bennett, Rosenbaum, Fisk and Raciti., 2024), research-led education is included as a distinct theme recognising the role of teaching in developing future marketing scholars and practitioners. Collaboration is positioned as a cross-cutting principle, recognising that addressing complex societal challenges requires coordinated action across disciplines, sectors, policymakers, practitioners, and communities (Hillenbrand et al., 2015).

The proposed framework provides a shared conceptual architecture that connects previously fragmented marketing traditions while identifying opportunities for cumulative knowledge development and interdisciplinary collaboration. By offering a common language for organising marketing scholarship around societal challenges, we strengthen the discipline's capacity to engage with policy and practice. We thus position Marketing for Social Impact as a coherent, integrated, and influential domain for advancing sustainable, equitable, and systemic social impact.

Changing Behaviour Without Changing Minds: Advancing an Agent-Centric Theory of Behaviour Change

Sharyn Rundle-Thiele · Griffith University

Behaviour change interventions are widely used to address environmental, health, and social challenges. However, dominant behaviour change theories largely focus on individual psychological processes such as attitudes, intentions, beliefs, and motivation, offering limited guidance for practitioners responsible for designing and implementing interventions in complex real-world settings. This creates a significant gap between theory and practice, particularly for social marketers seeking actionable evidence regarding which intervention strategies should be deployed, when they should be used, and how they can be combined to generate meaningful social impact. Responding to calls for theory that better supports real-world intervention design, this study adopts an agent-centric perspective that shifts attention from why individuals change to what change agents do to produce change.

The study evaluates a multi-component social marketing campaign delivered over a 100-day period to increase adoption and use of a government-provided digital reporting application among recreational fishers. A quasi-experimental observational design was employed using 100 days of de-identified administrative behavioural data. Daily records captured four observable behavioural outcomes: total app downloads, first-time downloads, return downloads, and catch reports submitted. Campaign tactics included face-to-face site visits at boat ramps, educational video releases, in-app push notifications, and a short incentive-based competition. Independent sample t-tests and stage-specific multiple regression analyses were undertaken to assess the comparative effectiveness of each tactic across different stages of engagement.

The findings reveal clear functional differentiation among intervention tactics. High-touch, face-to-face site visits were the only tactic that significantly predicted app adoption, generating substantial increases in both total and first-time downloads. In contrast, site visits did not influence the desired reporting behaviour once adoption had occurred. Push notifications and competitions demonstrated the strongest effects on ongoing engagement and reporting behaviour, producing substantial increases in catch reporting activity among existing users. Educational video content did not independently predict behavioural outcomes but appeared to play a supportive role in building awareness, credibility, and campaign legitimacy. These results indicate that different intervention actions serve distinct purposes across the behavioural pathway and should not be treated as interchangeable components of behaviour change programmes.

This research contributes to social and transformative marketing by proposing an agent-centric staging theory in which intervention effectiveness depends on the strategic alignment and sequencing of actions across behavioural stages. Rather than viewing behaviour change as primarily a function of individual cognition, the study conceptualises change as the outcome of deliberate intervention design choices that shape opportunities, reduce friction, and support habit formation. The findings demonstrate the value of evaluating real-world behavioural outcomes using longitudinal observational methods and provide actionable guidance for practitioners designing sustainable behaviour change initiatives. By reframing theory around agent action, the paper advances understanding of how social marketing interventions can generate scalable and measurable social impact, directly aligning with the conference theme of creating meaningful and sustainable social change.

Beyond one-way transfer: Conceptualising reverse cross-sector learning from social to commercial marketing

Svetlana Bogomolova · Centre for Social Impact, Flinders University

Research problem. Escalating cost-of-living pressures are increasing financial vulnerability and food insecurity beyond traditionally disadvantaged groups (Australian Bureau of Statistics, 2023; FAO et al., 2025). As households prioritise non-negotiable costs such as housing, utilities and transport, food becomes one of the few flexible budget items, increasing risks of food insecurity and compounding wider harms to health and wellbeing (Maynard et al., 2018) and educational outcomes (Gallegos et al., 2021). While marketing scholarship has generated insights into consumer vulnerability, and social marketing has traditionally adapted commercial practices to address social challenges (Andreasen, 1994), far less attention has been paid to the reverse direction: how learnings from social-sector domains can inform commercial marketing environments and systems. Although transformative consumer research has advanced understanding of consumer vulnerability, including in the context of poverty (Blocker et al., 2013), this has remained largely focused on consumer perspectives. Marketing literature has paid comparatively limited attention to how commercial environments and marketing systems actively produce and exacerbate vulnerability (Baker et al., 2005), despite broader evidence on the influence of commercial determinants on health and wellbeing (Kickbusch et al., 2016).

Methodology. This research makes an identifying and integrating conceptual contribution (MacInnis, 2011) by developing a framework for reverse cross-sector learning as a mechanism for transforming commercial marketing systems. Consumer vulnerability scholarship conceptualises vulnerability as a dynamic condition shaped by marketplace structures and commercial practices (Salisbury et al., 2023; Mende et al., 2024). Rather than treating consumer vulnerability requiring compensatory or charitable responses, the framework positions commercial marketing systems as active contributors to its co-production, and therefore legitimate sites for innovation and transformation. By adapting the innovations, service models and collaborative practices developed in social marketing and social/community services into mainstream commercial settings,

the framework offers a pathway to address the commercial roots of vulnerability, while simultaneously delivering more immediate forms of support.

Findings. The framework is illustrated through the Food Plus model, which operationalises reverse cross-sector learning by adapting the social supermarket model, originally developed within community food relief (Pettman et al., 2024), to mainstream commercial food retail. Food Plus adapts three components from social-sector practice: (1) dignified affordable grocery access that preserves consumer agency and choice; (2) warm referral pathways connecting consumers with social services that address underlying causes of vulnerability; and (3) opportunities for informal peer support and social connection. The model is demonstrated through its application to a large fresh produce market in Adelaide, South Australia, illustrating how commercial retail environments can support affordable food access, social connection and pathways to support.

The research makes three contributions. First, it contributes to marketing scholarship by positioning reverse cross-sector learning as a distinct mechanism through which social-sector innovations can transform commercial domains to address complex societal challenges (Blocker et al., 2013; Chandy et al., 2021; Mick et al., 2012). Second, it offers practitioners a framework for designing hybrid commercial-social models that create both economic and social value, through collaboration across sectors. Third, it opens a new research agenda on bidirectional knowledge flows and cross-sector learning in marketing.

Collective Artefacts in Participatory Social Marketing

Robyn McCormack · Griffith University

Stakeholder participation is encouraged in community projects because it increases acceptance and supports common action (Reed et al., 2018; McHugh et al., 2018; Ortiz-Riomalo et al., 2023). However, stakeholder agreement can lose practical influence as projects progress. Across five World Bank projects, participatory arrangements that gave communities authority over decisions such as resource allocation were later reversed or weakened (Fox, 2020). A World Bank review of more than 500 participatory development studies found weak connections between participation, implementation and monitoring; when monitoring indicated failure, only 14% of reviewed projects outlined how activities would be revised (Mansuri & Rao, 2013). Without continued stakeholder involvement, implementation can become disconnected from the knowledge and priorities established through participation (Loh, 2012). This weakens community ownership (McHugh et al., 2018) and reproduces the power imbalances that participation is intended to address (Shunglu et al., 2022).

To address this problem, the Co-create, Build and Engage (CBE) social marketing framework is designed to support continued stakeholder involvement throughout program development, implementation and evaluation (Rundle-Thiele et al., 2021). Existing CBE studies demonstrate the value of involving stakeholders from program inception, translating stakeholder insights into design and using evaluation to support iterative refinement (Roemer et al., 2020; Rundle-Thiele et al., 2021; Khan & Rundle-Thiele, 2024). However, this work focuses on how stakeholder input informs program activities and outcomes, rather than how agreement among stakeholders is represented and transferred across the stages. We develop a two-dimensional framework explaining how stakeholder agreement is formed, negotiated, stabilised and maintained across the CBE stages. We examine collective material artefacts including personas, action plans and brand assets, because they provide meaningful detail on how stakeholder interpretations are consolidated and transferred across the project's CBE stages.

This framework is applied to a three-year social marketing initiative that brought together landholders, regional partners, researchers and community members to improve regional waterway health. The study draws on 48 stakeholder interviews, feedback from 107 community exhibition participants, workshop and meeting records, project plans and branding documents. The artefacts examined included system maps, landholder personas, qualitative cost–benefit assessments, regional action plans, brand assets and communication resources. Analysis examined how these artefacts made different interpretations, priorities and decisions available for collective examination and refinement. The study shifts attention from artefacts as project outputs to their role in representing and communicating stakeholder agreement across participatory social marketing.

The findings show that collective artefacts progressed stakeholder agreement across CBE by making different perspectives visible, supporting revision and recording decisions for later use. Complete consensus was not required; agreement existed when stakeholders recognised the collective direction and allowed the project to proceed despite disagreement. Early artefacts such as stakeholder profiles and system maps supported formation and negotiation, while action plans and the brand guidebook stabilised agreed priorities. The Natural Capital Profiles were especially important because they translated stakeholder knowledge into a practical bargaining and communication tool that helped landholders articulate the environmental and social value of their properties, consider revenue opportunities and engage more effectively with government and other organisations.

T1-A Inclusive and Sustainable Development: Equity, Food Security, Energy Hardship and Local Enterprise
Thu 5 Nov · 10:45–12:15 · Room 39-103

From Corporate Purpose to Strategic Action: A Dynamic Capabilities Model of SDG Implementation, Organizational Learning, and Firm Performance

Ranjit Voola · The University of Sydney

The United Nations Sustainable Development Goals (SDGs) ask firms to reconceive corporate strategy by integrating social, environmental, and economic objectives into how value is created and captured (Montiel et al., 2021; van Zanten & van Tulder, 2018). Large firms overwhelmingly claim to have embraced the SDGs, which are estimated to represent trillions of dollars in business opportunity (van Zanten & van Tulder, 2021), yet global progress toward the 2030 Agenda remains slow. A growing body of research warns that corporate engagement with the SDGs is frequently symbolic rather than substantive, producing an intention-realization gap and "SDG-washing" that undermines the agenda's credibility (van Zanten & van Tulder, 2021; Heras-Saizarbitoria et al., 2022). Systematic reviews of the business-and-SDG literature further show the field is dominated by conceptual, case-based, atheoretical studies (Mahajan et al., 2024; Mio et al., 2020), leaving a fundamental question unresolved: through what internal mechanisms do firms convert stated sustainability purpose into implemented, performance-relevant action, rather than symbolic compliance?

To address this gap, we draw on dynamic capabilities theory (Teece, 2007) to develop and test a process model linking stakeholder pressure and corporate purpose internalization (Bhattacharya et al., 2023) to SDG implementation via organizational learning as the conversion mechanism, and examine how SDG implementation shapes firm performance through employee engagement. Constructs used established scales: stakeholder pressure (Wijethilake & Lama, 2018), purpose internalization (Bhattacharya et al., 2023), organizational learning (Mikalef et al., 2019), a second-order SDG implementation construct spanning environmental, social, and economic alignment (Arena et al., 2023; Elkington, 1997), employee engagement (Schaufeli & Bakker, 2003), and firm performance (Moorman & Rust, 1999). Data came from 251 employees and managers across multiple industries in Swedish organizations, a context of high stakeholder awareness around sustainability (Delmas & Toffel, 2008), collected via a verified online panel with quality-control screening (Ek Styvén et al., 2022). The model was tested using PLS-SEM with bootstrapping (5,000 resamples), following the two-stage measurement/structural approach recommended by Hair et al. (2019).

The model explains substantial variance in SDG implementation (R^2 = 0.586), employee engagement (R^2 = 0.445), and firm performance (R^2 = 0.537). Critically, stakeholder pressure has no significant direct effect on SDG implementation; its influence operates only indirectly, through purpose internalization and organizational learning, which functions as the central conversion mechanism (VAF ≈ 35%). This pattern is the empirical signature one would expect if firms were converting genuine internal capability into implementation, rather than performing SDG-washing in reaction to external scrutiny (van Zanten & van Tulder, 2021). SDG implementation in turn strengthens employee engagement, which partially mediates its effect on firm performance (VAF ≈ 48%).

The study speaks directly to conference themes around translating sustainability commitment into measurable impact. It offers scholars a theory-driven account of how sustainability intent becomes strategic capability rather than symbolic commitment, and gives practitioners an evidence base for why external pressure and disclosure mandates alone are insufficient: firms need internalized purpose and organizational learning capacity to convert SDG commitments into strategic action, engagement, and performance outcomes.

Understanding commercial food supply actors' participation in food relief redistribution systems: barriers, enablers and implications for achieving food security and food waste reduction goals

Tahna Pettman · Centre for Social Impact, Flinders University

Problem. Achieving Sustainable Development Goals (SDG) 2 (Zero Hunger) and 12 (Responsible Consumption and Production) requires coordinated action across food supply chains, including redistribution of edible food surplus. Globally, around one-third of food produced for human consumption is lost or wasted, while large volumes of edible produce are diverted away from consumers due to cosmetic specifications, demand fluctuations, supply-chain structures and logistical constraints. At the same time, rising cost-of-living pressures in countries such as Australia are increasing food insecurity. Previous research has identified systemic, logistical and policy barriers to redistribution, but the perspectives and decision-making processes of commercial food supply actors remain under-examined, particularly at the farm gate and early supply-chain stages. Understanding how commercial actors balance economic, operational, environmental and community objectives is critical to translating SDG ambitions into practical action.

Methodology. This study forms part of a broader industry-engaged project undertaken in partnership with Foodbank SA&NT, a statewide food relief distributor and service provider, and Green Industries SA, a government agency focused on organic waste reduction and circular economy outcomes. Early partner engagement informed a scoping literature review, which identified barriers and enablers to surplus redistribution and helped shape the study objectives and interview protocol. Further engagement with partners and supply-chain stakeholders supported co-development of a semi-structured interview guide exploring surplus generation, management, redistribution practices, barriers, enablers and system improvements. Semi-structured interviews were conducted with Australian organisations representing diverse positions across the food supply chain, including production, aggregation, distribution, retail and industry representation. Data were analysed thematically using a hybrid inductive-deductive approach informed by concepts derived from the earlier scoping review while remaining open to emergent themes.

Findings. Data collection is ongoing. Preliminary findings suggest that surplus redistribution is shaped primarily by commercial decision-making priorities, with community benefit generally secondary to commercial and operational considerations. Participants commonly prioritised return through alternative market pathways before considering donation, with food relief typically functioning as a residual or opportunistic outlet. Consistent with the scoping review, barriers clustered across three domains. Systemic barriers included retailer specifications, market concentration, finite demand constraints, increasing corporatisation, and production systems

designed to minimise surplus generation. Logistical barriers included labour costs, perishability, fragmented supply, scale mismatches, transport burdens and coordination gaps. Policy and economic barriers included administrative burden, poor visibility of incentives, and weak alignment between incentive structures and commercial decision-making timeframes. Participants identified several priority system improvements, many relying on intermediary coordination and partnership models, including transport and collection services, improved demand visibility, integration into existing supply chains, low-friction digital coordination systems, and hybrid donation-commercial models that preserved organisational viability.

Contribution and relevance. The findings demonstrate how progress towards SDGs 2 and 12 is shaped by interactions between commercial objectives, operational constraints and social goals. The study contributes empirical evidence on the conditions under which commercial actors engage in food redistribution and identifies practical mechanisms through which cross-sector partnerships can better align food waste reduction and food security objectives within current food systems.

Advancing SDG 7: Identifying Consumer Hardship States to Create Fairer Energy Policy

Rebekah Russell-Bennett · Adelaide University

Energy services underpin quality of life (Russell-Bennett 2020) and are one of the United Nation's SDGs. However a lack of consensus for defining, understanding, measuring, and effectively tackling energy hardship (Sovacool et al., 2012; Sareen et al., 2020) is argued by many to have hindered policies in properly ameliorating the problem (Sadath and Acharya, 2017; Pachauri and Spreng, 2011). The conflation of vulnerability and hardship in the energy literature is also mirrored in the service research field with the terms used interchangeably (Baker et al 2005, Glavas et al 2020, Russell-Bennett et al 2024). In addition to conflation, the use of a characteristics (features of the individual) rather than circumstances (features of the market or system) approach positions vulnerability, and by extension hardship, as stable, intractable and a single state (Russell-Bennett et al 2024). Recent conceptual advances have introduced dynamism to customer vulnerability with a series of states (Mende et al 2024) but to date there has been no empirical evidence of these states, nor how these states may relate to states of hardship. Our conceptual starting point is that customer vulnerability is susceptibility to harm and an antecedent state of hardship (Raciti et al 2022). Our aim is to identify the types and relationship of states of customer vulnerability and hardship, and initiatives to alleviate the states of hardship.

We draw on four datasets to address these research questions; a rapid literature review (n = 108), expert interviews (n = 24) workshop, consumer interviews (n = 40) and stakeholder workshops (n = 23 funded by the Commonwealth Government of Australia. The findings identify two antecedent states and one post state of vulnerability and four hardship states culminating in the ABATE hardship framework. This framework uses dimensions of severity and duration of suffering to distinguish between the states. The framework represents three themes of vulnerability is both a precursor and consequence of hardship, hardship states have entry, exit and tipping point pathways, and triggers of vulnerability and hardship are circumstances-based and reflect structural market failure. We also identified four consumer-centric principles and different state-based support initiatives. This research is the first to empirically demonstrate there are different states of vulnerability and hardship with severity and duration as key dimensions and different types of support for alleviation. Finally, this research is on the pathway to social impact with the framework being adopted in 2025 by the Commonwealth of Australia as a central framework for Australia's first energy equity policy.

Hourglasses in hotel showers - A non-invasive, enjoyable way of enticing hotel guests to shorten long showers

Qingqing Chen · The University of Queensland

An average hotel uses 300l of freshwater per guest per day. Hotel guests use most water in the shower. This study tests the effectiveness of placing hourglasses in showers in reducing shower time. This approach is non-invasive, does not cause privacy concerns and is perceived as enjoyable. A field experiment in a hotel shows that the hourglasses significantly reduced the proportion of long showers (>10 minutes). Drivers of the improvement are the feedback mechanism and the reference point provided to hotel guests; the anthropomorphic design elements make the intervention more enjoyable, but does not increase effectiveness. This study offers a low-cost approach to reducing water use in tourist accommodation, contributing directly to United Nations Sustainable Development Goal 6 (Clean Water and Sanitation).

T1-B Social Entrepreneurial Intentions, Education, and Venture Readiness

Thu 5 Nov · 10:45–12:15 · Room 39-104

From Transformative Experience to Enterprise for Social Good: Socio-Emotional and Motivational Pathways to Social Entrepreneurial Intention

Teodoro C. Mendoza Jr. and **Junnell Guia** · Philippine Christian University

Background. Social entrepreneurship has emerged as an innovative and sustainable approach to addressing complex societal challenges. Previous studies have identified entrepreneurial, educational, and life experiences as antecedents of social entrepreneurial intention. However, these experiences have generally been examined as broad antecedents, with limited attention given to transformative experience as a distinct psychological construct. Addressing this gap, this study examined how transformative experiences are associated with social entrepreneurial intention through a socio-emotional pathway involving empathy and compassion and motivational pathways involving push and pull factors.

Methods. The study employed a quantitative-dominant, cross-sectional explanatory design with an embedded qualitative component. Using purposive sampling, survey data were collected from individuals with business or entrepreneurship education or experience. A total of 337 responses were received. Sixteen responses were initially excluded for failing to meet the inclusion criteria, but one was reinstated following eligibility verification. During data screening, 30 substantially incomplete responses were removed, resulting in a final sample of 292. Partial Least Squares Structural Equation Modeling was used to assess the measurement and structural models and test the hypothesized direct and indirect relationships. Responses to two open-ended questions were analyzed thematically to contextualize and enrich the quantitative findings.

Results. The measurement model demonstrated acceptable reliability and convergent and discriminant validity. The structural model explained 53.2% of the variance in social entrepreneurial intention (R^2 = .532). Transformative experience significantly predicted empathy, push factors, and pull factors, while empathy significantly predicted compassion. Compassion and pull factors significantly predicted social entrepreneurial

intention. In contrast, the direct effects of transformative experience and push factors on social entrepreneurial intention were not statistically significant. The mediation analysis demonstrated significant indirect relationships through the sequential socio-emotional pathway of empathy and compassion and through pull motivation. No significant mediation through push factors was established. The qualitative findings were consistent with these results: respondents described how exposure to social problems increased their awareness and understanding of disadvantaged communities, generated compassionate concern, and strengthened their recognition of entrepreneurship as a means of producing sustainable social impact. Furthermore, some respondents preferred volunteering or other forms of social engagement rather than establishing a social enterprise.

Conclusion. Transformative experience was not directly associated with social entrepreneurial intention. Instead, its relationship with intention operated through a sequential socio-emotional pathway involving empathy and compassion and an opportunity-oriented motivational pathway involving pull factors. The findings contribute to social entrepreneurship research by explaining the mechanisms through which meaningful experiences may be translated into social entrepreneurial intention.

Relevance to the Conference Theme. The study advances the conference theme, "Purpose to Impact," by demonstrating how meaningful experiences may foster purpose-driven entrepreneurial intentions through emotional and motivational processes. It offers evidence for HEIs, enterprise-support organizations, and policymakers seeking to bridge research, education, and enterprise for social good. Initiatives combining meaningful community exposure, empathy development, compassionate action, and social-opportunity recognition may help develop future social entrepreneurs and strengthen impact-oriented entrepreneurial ecosystems.

Care-Oriented Relational Infrastructures: Repositioning Entrepreneurship Education in a Time Between Worlds

Anne Pickering · Australian Catholic University

This study examines how Entrepreneurship Education can be theoretically and institutionally recomposed to address gender-based violence as a condition shaping students' capacity for entrepreneurial learning and participation. While Entrepreneurship Education scholarship has increasingly engaged with relational and contextual accounts of agency, dominant pedagogical and institutional models continue to privilege assumptions of individual agency and gender-neutral participation. Against the backdrop of strengthening national responses to gender-based violence in Australian higher education, the structural and relational conditions that constrain participation in purpose-driven entrepreneurial ecosystems remain insufficiently addressed.

Drawing on preliminary projective technique surveys conducted between March and June 2026 (with data collection ongoing until July 2026), involving approximately 500 students and recent graduates from Australian universities who are survivors of gender-based violence, this study identifies experiences of institutional fragmentation, diminished trust, and uneven support across university environments. Participants described institutional responses as largely compliance-oriented and reactive, failing to engage with the relational conditions that make entrepreneurial learning, confidence, and participation possible.

In response, we develop the concept of care-oriented relational infrastructures to reposition Entrepreneurship Education as a socially embedded ecosystem constituted through care, trust, mutual accountability, and regenerative institutional practices. Integrating care ethics, relational ontology, and regenerative approaches to education, we theorise four mechanisms—anchoring, bridging, scaffolding, and regenerating—that explain how such infrastructures are constructed and sustained. These mechanisms shift analytical attention from individual learners towards the institutional and relational conditions that enable or constrain entrepreneurial participation and social impact creation.

The study contributes to emerging conversations on social/purpose-driven entrepreneurship by advancing a relational framework for understanding how universities can cultivate more inclusive, socially sustainable, and ethically responsive entrepreneurial ecosystems. In doing so, it extends Entrepreneurship Education theory beyond individualised models of resilience and innovation, foregrounding institutional trust, care, and social responsibility as central conditions for meaningful entrepreneurial engagement and broader social impact.

What conditions of entrepreneurial mentoring influence mentees' confidence and readiness to start a business

MD Ahsanul Kabir · Adelaide University

Entrepreneurial mentoring is widely recognised by scholars to enhance mentees' confidence and venture readiness. It is consistently positioned as a central mechanism through which nascent entrepreneurs interpret their experiences, make decisions, and facilitate venture creation. Yet, it is not clear which individual conditions enabling mentees' confidence and readiness to start a business across entrepreneurship scholarship. This limits the ability of the scholar to understand how entrepreneurial mentoring supports venture creation. Clarifying these conditions is essential to begin to understand how mentoring builds the confidence and readiness that support successful venture creation. To address this concern, this paper systematically reviews scholarly work examining the conditions that shape mentees' confidence and readiness to start a business. Based on 71 articles, three themes emerge: relational conditions that cultivate psychological safety and confidence; structural conditions that enable continuity and reflective learning; and contextual conditions that moderate how relational and structural elements translate into developmental gains across entrepreneurial ecosystems. Drawing on these findings, this review posits that mentoring enhances mentee confidence and venture readiness through conditions that jointly enable observation, guided practice, and psychological safety, allowing mentees to internalise entrepreneurial norms and translate learning into action. This review contributes to entrepreneurial scholarship in three main ways: first, we conceptually advance the understanding of mentoring within entrepreneurship research, outlining common views and shortcomings within current scholarship. Secondly, we present an emerging integrative framework illustrating how relational, structural, and contextual conditions may interact to promote mentees' confidence, capability development, and venture readiness. Finally, we propose a future research agenda to advance theoretical understanding and guide future research examining mentee confidence and readiness to start a business.

Expansion of a university-based social enterprise: A social innovation perspective

Robyn McCormack · Griffith University

Social enterprises address societal challenges by combining purpose and commercial activity to create scalable and sustainable change (Mongelli et al., 2019). In Australia, approximately 12,000 social enterprises generate $21.3b annually and employ more than 206,000 people, demonstrating their growing significance (Gales & Khalil, 2022). Expanding the reach and adoption of successful initiatives can increase their social and economic contribution (van Lunenburg et al., 2020; Islam, 2022). Yet limited evidence explains how social enterprises expand over time (Islam, 2022; van Lunenburg et al., 2020), particularly within university settings.

Universities provide a valuable setting because social enterprises can benefit from research expertise, institutional credibility, and connections across community, industry and government (Benneworth & Cunha, 2015; Petersen & Kruss, 2021). These resources may support expansion differently as an enterprise develops, but their changing roles and relationships remain unclear. Therefore, we ask: What factors support expansion for a social enterprise in a university setting? How do these factors interact across stages of development? The study responds to calls for research explaining "how, why and under what conditions [social] initiatives scale" (van Lunenburg et al., 2020, p. 1013). In doing so, it contributes to understanding how social ventures expand and translate their mission into sustained impact.

These questions are examined through a 15-year longitudinal study of a university-based social enterprise. The enterprise conducts research and delivers substance use prevention to secondary school students through workshops, digital learning resources, educational games and webinars. Multi-source evidence includes cluster randomized controlled trial (RCT) data, repeated measure surveys, organisational archives, funding and policy records, governance documentation, and 36 peer-reviewed publications.

The case is examined through a social innovation lens because expansion was influenced by processes occurring within the enterprise and across the wider systems in which it operated. Social innovation involves changes in social relationships, systems or structures that address shared social needs or socially relevant problems (van der Have & Rubalcaba, 2016; de Souza João-Roland & Granados, 2023). Consistent with this view, Phillips et al.'s (2015) framework conceptualises social innovation through the interaction of entrepreneurs, networks and systems, cross-sector partnerships, and institutions. The framework is used to examine how these elements supported the expansion and interacted across stages of development of a university-based alcohol and other drugs prevention initiative. This perspective allows expansion to be examined through growth in program scope, user adoption, geographic reach and organisational infrastructure, while also considering changes in program delivery, stakeholder relationships and institutional supports.

The findings show that expanding a university-based social enterprise does not necessarily reduce its institutional dependence. Instead, expansion broadens and deepens the institutional relationships supporting implementation, legitimacy and access to education systems. Professional branding and technological positioning help coordinate these relationships by presenting the initiative in forms credible to education, policy and commercial audiences. The study extends research on social enterprise expansion by showing how university legitimacy, stakeholder relationships, branding and technological capability become increasingly interconnected as expansion progresses. These factors enable the enterprise to extend its reach and impact.

T1-C Nudging Sustainable Choices in Foodservice, Hospitality and Tourism

Thu 5 Nov · 10:45–12:15 · Room 39-105

Small Numbers, Big Impact: Using Numerical Precision to Encourage Sustainable Food Choices Through Hybrid Meat

Mai Nguyen · Griffith University

Transitioning consumers toward more sustainable diets is essential for reducing the environmental impacts of food systems and achieving the Sustainable Development Goals (SDGs), particularly responsible consumption (SDG 12) and climate action (SDG 13). Although reducing meat consumption is widely recognised as an important strategy for lowering greenhouse gas emissions, many consumers remain reluctant to adopt fully plant-based alternatives because of strong dietary habits and cultural attachment to meat. Hybrid meat, which combines animal meat with plant-based ingredients, has emerged as a practical transition strategy that allows consumers to reduce meat consumption without completely changing their eating behaviour. However, despite its environmental potential, consumer acceptance of hybrid meat remains limited. This study investigates whether a simple behavioural intervention, changing how ingredient ratios are numerically presented on product packaging, can encourage more sustainable food choices.

Drawing on theories of numerical cognition, processing fluency, and transformative marketing, we examine whether consumers respond differently to precise versus rounded meat-to-plant ratios. We propose that although rounded numbers are easier to process, precise numbers interrupt habitual evaluations and encourage more deliberate consideration of sustainable food products. Rather than relying on intuitive rejection of lower-meat products, consumers may interpret precise numerical information as more credible and transparent, thereby increasing willingness to purchase hybrid meat.

The proposed framework was tested across three experimental studies involving meat consumers recruited through Prolific. Study 1 identified consumers' preferred hybrid meat ratios and established higher- and lower-meat conditions for subsequent experiments. Study 2 demonstrated that products displaying precise ingredient ratios generated significantly higher purchase intentions than equivalent rounded ratios, despite reducing processing fluency. Mediation analyses showed that the additional cognitive effort associated with precise numbers disrupted automatic product evaluations and increased purchase intentions. Study 3 further revealed that this effect was strongest when products contained relatively low levels of meat, suggesting that numerical precision is particularly effective when consumers face greater psychological resistance to sustainable food alternatives.

The findings demonstrate that subtle communication strategies can meaningfully influence consumer behaviour without changing product formulation, pricing, or incentives. By encouraging greater acceptance of lower-meat products, numerical precision represents a scalable, low-cost intervention that food manufacturers and retailers can implement to support more sustainable dietary transitions. The research contributes to transformative marketing by showing how behavioural insights can be translated into practical interventions that align commercial objectives with societal benefits. More broadly, it advances social impact research by illustrating how seemingly

small design decisions can facilitate large-scale behaviour change, supporting healthier food systems, reducing environmental impacts associated with meat consumption, and contributing to collective progress towards the Sustainable Development Goals.

Making sustainable cup choices enjoyable in café customer experiences

Kenyo Kurniasari · The University of Queensland

Single-use cups remain a major source of waste in hospitality because they are used in large quantities and are difficult to recycle due to their plastic lining. Most existing interventions encourage sustainable cup choices through environmental appeals or financial incentives, treating sustainable behaviour as something customers should do rather than something they may enjoy doing. Yet customer decisions in hospitality are shaped by the service experience itself. Although enjoyment-based interventions are increasingly used to encourage sustainable behaviour, research has largely focused on whether they work rather than how they work. Enjoyment is typically treated as a single positive experience, with little attention given to whether different interventions evoke different emotional responses that may influence sustainable choice. This research investigates whether enjoyment can provide an alternative pathway to encouraging more sustainable cup choices in cafés.

Approximately 700 Australian café consumers will participate in a between-subjects experiment. Participants will be randomly assigned to one of seven conditions: neutral information, a price incentive, a loyalty reward, a chance-based reward, an arcade game, a competitive marble-jar activity, or an environmental appeal. Rather than treating enjoyment as a single construct, the study examines whether different interventions evoke different emotional responses and whether these responses are associated with preferences for choosing reusable alternatives instead of single-use cups. Existing cup-use habits and perceived effort are also measured because they are expected to influence cup choice preferences.

This study contributes to hospitality research by examining enjoyment as an alternative approach to encouraging sustainable cup choices in cafés. By measuring customers' stated behavioural intentions alongside their emotional responses, it provides an initial assessment of whether enjoyment-based interventions have the potential to encourage more sustainable cup choices. It also examines whether different enjoyment-based interventions evoke different emotional responses rather than treating enjoyment as a single positive experience. In doing so, providing a more nuanced understanding of enjoyment as a behavioural mechanism for sustainable choice.

TOURISM-4-GOOD: A destination-level gamified framework to achieve systems change for more environmentally sustainable tourism

Giuzel Safiullova · The University of Queensland

Sustainable tourism governance involves diverse stakeholders whose behaviours are shaped by different motivations and contexts. A key challenge is to identify mechanisms that can address these stakeholders together rather than through separate and fragmented interventions. In this conceptual paper, we introduce TOURISM-4-GOOD, a behavioural governance framework that integrates destination authorities, tourists, and tourism businesses within a single system. We propose gamification as the mechanism that connects and unifies three behavioural governance approaches: utilitarian, social/psychological, and institutional. We argue that gamification is well suited to this task because it enables destination authorities to organise multiple sustainable actions within one shared system of rules, feedback, rewards, and participation. This can help reduce barriers that prevent tourists and tourism businesses from engaging in sustainable practices and support more coordinated destination-level action. A preliminary feasibility assessment indicates positive responses from both tourists and tourism business representatives, suggesting that TOURISM-4-GOOD offers a promising direction for behavioural governance in sustainable tourism.

T2-A Organisational Strategy and Institutional Capacity for SDG Implementation

Thu 5 Nov · 13:30–15:00 · Room 39-103

What predicts the willingness to engage with a new government sustainability scheme

Anna Kristina Zinn · The University of Queensland

A global transition to renewable energy is critical to addressing climate change (SDG13 and SDG7). To support the renewable energy transition, a new government scheme in Australia (Solar Sharer) offers three hours of free electricity midday. It aims to make solar generation more equitable and to avoid overloading the grid. The scheme therefore holds the potential to tackle the tensions between growth, equity and sustainability in the energy sector. However, little is known about the public knowledge and perceptions of the scheme and the psychological drivers of the willingness to engage with it, through opting into a Solar Share tariff and shifting electricity use to midday. Our study (N = 200) provides insights into pre-introduction consumer perceptions of Solar Sharer and identifies three key constructs associated with willingness to opt into Solar Sharer and shift power use to midday: perceived climate change threat; trust in the government; and environmental identity strength. Participants like the potential cost savings, environmental aspects and equity aspects about Solar Sharer but are sceptical about general logistics and operating hours. These findings help identify the psychological determinants of engagement with a major governmental energy initiative and offer practical recommendations for governmental messaging when introducing such schemes. More broadly, the findings highlight the importance of environmental identity, climate concern, and institutional trust in shaping public uptake of behavioural interventions supporting the renewable energy transition.

Fast and Frugal Heuristics in Managerial Capital Allocation for Regenerative Innovation Under Outcome Ambiguity

Harshani Hettiwattage · James Cook University

Traditional views of professional decision-making privilege analytical expertise over qualitative judgement. Yet in regenerative innovation contexts, where organisations pursue SDG-aligned outcomes such as climate resilience, ecosystem restoration, and social equity, managers frequently operate amid ambiguity, complexity, and incomplete information. Under these conditions, analytical optimisation is difficult to apply, and heuristic reasoning offers an ecologically rational alternative to support managerial judgement. This study investigates how managers use three fast-and-frugal heuristics, aspiration, tallying, and lexicographic, when allocating capital to regenerative innovation projects (RIPs) under different forms of outcome ambiguity. Understanding these decision processes is essential for accelerating progress on the SDGs, as capital allocation determines which regenerative initiatives are prioritised or discontinued.

To address this challenge, the study distinguishes between two forms of outcome ambiguity that commonly arise in SDG-oriented decision environments: outcome-achievement ambiguity (i.e., ambiguity about whether regenerative outcomes can be achieved) and outcome-relevance ambiguity (i.e., ambiguity about which sustainability outcomes matter most). A survey-based experiment was conducted to examine how respondents select RIP across varying levels of ambiguity. Respondents were randomly assigned to four experimental conditions. Respondents selected one RIP across two projects and made eight selection decisions under the same ambiguity condition.

The findings show that heuristic use shifted systematically with the structure of the decision environment. Under higher ambiguity, managers relied more heavily on internal preferences and simplified decision rules, whereas under lower ambiguity, they drew more on available task cues. Sustainability orientation tended to reduce reliance on tallying and lexicographic strategies, while stronger ambiguity preferences increased the likelihood of using aspiration-based or tallying approaches when ambiguity was more pronounced. These patterns indicate that managers do not adhere to a single preferred decision rule; instead, they flexibly adjust their use of heuristics in response to the informational demands of the situation. Across the ambiguity conditions, managers displayed a clear directional shift in heuristic use. As ambiguity became more structured, they moved away from avoidant or aspiration-based strategies and towards more selective, cue-prioritising strategies, with tallying remaining comparatively stable. This progression suggests that managers recalibrate their decision rules as informational clarity increases, demonstrating adaptive rather than rigid decision behaviour.

This study contributes to SDG-aligned behavioural strategy research by showing that heuristics operate as ecologically rational tools when managers confront ambiguous regenerative outcomes. By distinguishing between outcome-relevance ambiguity and outcome-achievement ambiguity, the study clarifies how different forms of ambiguity shape the applicability of aspiration, tallying, and lexicographic heuristics in regenerative innovation investment decisions. This differentiation advances theoretical understanding of when particular heuristic rules support effective RIP selection. The findings underscore the importance of designing decision environments that enable the effective use of simple, transparent, and robust decision rules, particularly in contexts where analytical models are infeasible or unreliable. Finally, the study deepens understanding of how managers navigate ambiguity and complexity in investment decision-making and provides guidance for improving capital allocation decisions in RIPs.

From Institutional Support to Campus Action: Sustainability Awareness as the Bridge to Stakeholder Engagement

Junnell Guia · Philippine Christian University

Background. Universities play an important role in advancing the Sustainable Development Goals (SDGs) by educating future leaders, modeling responsible practices, conducting relevant research, and engaging with communities. Yet formal policies and sustainability programs do not automatically lead students and faculty to participate. In Philippine higher education, research has often examined institutional practices or sustainability awareness separately, leaving limited evidence on how university support becomes meaningful stakeholder action. This study examined whether sustainability awareness serves as the link between perceived institutional support and sustainability engagement, and whether this process differs between students and faculty in selected Metro Manila universities.

Methods. A cross-sectional survey was completed by 279 respondents, comprising 204 students and 75 faculty members. The questionnaire included 18 scaled statements measuring perceived university support, sustainability awareness, and participation in sustainability-related academic, campus, and community activities, together with three optional open-ended questions. Partial least squares structural equation modeling was used to examine the relationships among the three areas and compare students and faculty. Open-ended responses were reviewed thematically to explain the conditions that encourage or hinder participation.

Results. Respondents who perceived clearer policies, stronger leadership, better communication, and more participation opportunities also tended to demonstrate greater sustainability awareness. Greater awareness, in turn, was strongly associated with more active sustainability engagement. Once awareness was considered, institutional support alone no longer had a meaningful direct relationship with engagement. This shows that awareness is the crucial bridge between what a university provides and what its stakeholders actually do. The model accounted for 34.5% of the differences in awareness and 46.1% of the differences in engagement. The same general pathway operated among students and faculty, with no significant differences in the strengths of the relationships. Faculty nevertheless reported a higher overall engagement level than students.

The qualitative responses reinforced these findings. Respondents repeatedly requested regular orientations, seminars, and accessible updates; clearer explanations of their roles; more visible and consistent implementation; improved recycling and waste-management facilities; funding and incentives for stakeholder-led projects; and activities connected to curricula, research, and community work. Participation was encouraged by visible impact, relevance, peer collaboration, and institutional support. The most common barriers were limited information, academic or professional workload, scheduling conflicts, and perceptions that sustainability existed more on paper than in practice.

Implications. Universities seeking to move from SDG-oriented purpose to participatory impact should make sustainability visible, understandable, and actionable. Policies should be supported by consistent communication, role-specific orientation, transparent progress reporting, practical campus

infrastructure, and flexible opportunities for involvement. Student participation deserves particular attention because students reported lower engagement despite sharing the same awareness-to-engagement pathway as faculty. Course-based projects, student-led initiatives, recognition systems, and well-publicised volunteer opportunities may help close this gap. The study contributes stakeholder-level evidence that awareness is not simply knowledge; it is an institutional mechanism through which sustainability commitments can become collective participation and broader social and environmental value.

Skills shortages and the impact on service delivery

Raechel Johns · University of Canberra

The changing nature of work, coupled with the Covid pandemic, has altered the workforce context in many regions, globally. Currently, Australia is experiencing one of its largest ever labour shortages with approximately 420 000 job vacancies according to the Australian Bureau of Statistics (Kwan, 2022). According to an ABS survey, almost one third of Australian businesses are struggling to recruit staff due to a lack of applicants or a lack of appropriate skills from those who apply (McCubbing, 2022). Nationally, the most in demand areas suffering labour shortages include IT, aged care, disability workers and labourers (Hare, 2021). Although these issues are occurring nationally, it has been identified that regional areas were suffering the most from workforce shortages, particularly relating to lower skilled areas. The changing workplace landscape places pressure on service systems, impacting service delivery, customer service, employee wellbeing, and overall resource allocation. This study details comprehensive findings across four sources of data in one territory in Australia. The presentation will highlight key findings from the multipart study, and will provide overall practical recommendations to attract workers, and reduce pressure on service systems. Theoretical contributions to the service literature will also be provided. A greater use of self-service technologies, promotional strategies, remote outsourcing, and consideration of greater value co-creation are some strategies which support service delivery, and reduce the impact of resource constraints on the sector. Several key service industries will be discussed in the presentation of this work.

Australia's workforce has experienced much recent change and the COVID pandemic served to accentuate challenges associated with the landscape in which organisations across all sectors and industries operate. Notwithstanding, all organisational stakeholders have a strong foundation built on high levels of individual and collective technical knowledge, skills, experience, hard work, and passion for their products, customers, organisations, and the local community as a place to work, live, and thrive. They have and will continue to demonstrate great commitment towards worker success and satisfaction, organizational effectiveness, and community advancement. By evolving the mindsets and skills of all stakeholders relating to the contributing factors of workforce skill shortages and appropriate individual and collective organisational and government responses, organisations in the region will be able to effectively innovate and lead into the future and, in turn, great synergies will follow.

T2-B Organisational Configuration, Values, Logics and Mission Delivery in Social Enterprises

Thu 5 Nov · 13:30–15:00 · Room 39-104

From Walls to Compasses: Configurational Variation in How Values Operate Across Social Venture Stages

Riyadh Banafa · Adelaide University

Why do social entrepreneurs insist their values remain intact even as their ventures drift from founding ideals? We propose that mission drift may reflect a misreading of a more fundamental phenomenon: systematic configurational variation in how values operate. Drawing on Gioia methodology and interviews with 30 Australian social entrepreneurs across three venture stages, we find that values do not weaken; the configuration through which they influence decisions differs systematically across stages. At the nascent stage, values function as walls, filtering decisions through binary moral screens. At the early stage, values become battlegrounds as resource pressures force compromises. At the established stage, values function as compasses, enabling both/and reasoning. This configurational variation is organized across two parallel arcs: the Moral Self, capturing how moral identity is organized at each stage, and the Moral Venture, capturing how organizational practices differ, each expressed through a distinct configuration at each stage. Grounded in Paradox Theory, we propose that both/and moral reasoning is a stage-associated capability, and that genuine mission drift risk is concentrated at the established stage, where the cognitive sophistication enabling integrated moral reasoning also enables sophisticated rationalization, making the two structurally indistinguishable.

Configuring Digital Capabilities for Dual Value Creation in Social Enterprises

Pooja Madaan · UQ-IITD Research Academy

Despite the growing adoption of digital technologies by social enterprises, their role in facilitating dual (social and economic) value creation, which is suggested as critical for their growth, remains underexplored. Drawing on the dynamic capability view, we argue that achieving dual value requires more than adopting these technologies and highlight the need to develop digital capabilities and suitable configurations of such capabilities. Based on the gap, we investigate the following two research questions. First, what digital capabilities are developed, nurtured and deployed by social enterprises in their growth efforts and second, what are the configurations of digital capabilities that will facilitate dual value creation in social enterprises. We adopted a two-stage, multi-method research design. First, to gain deeper insights into how capabilities are built, nurtured, and deployed for strategic initiatives, we conducted eleven interviews with founding members of SEs that are adopting digital technologies to varying degrees across their operations. In these interviews, we examined organisational processes and routines to capture repetitive learning patterns. The selected SEs represented different sizes and a wider geographical spread. Our study reveals five digital capabilities developed and deployed by social enterprises for dual value creation: market learning, business spanning, infrastructure usage, marketing, and alliance building. Second, we identified and analysed configurations of digital capabilities that can facilitate dual value creation in the enterprise. For this, we employed fuzzy-set qualitative comparative analysis (fsQCA), which facilitated a configurational approach to capability analysis. A configurational approach captures the combined effects of digital capabilities, recognising that isolated capabilities cannot fully explain value creation in SEs. We further identify two configurations of digital capabilities that can facilitate dual value creation through two pathways: one characterised by the presence of market learning, and the other by its absence. The two configurations are theoretically consistent with market-driven and market-driving assortments of capabilities. Our study's findings advance the literature on the adoption of digital technologies to enhance the performance of social enterprises, which are suggested as a feasible way to achieve inclusive growth. The study offer insights for practitioners and policy planners seeking to facilitate social enterprise growth. Relevance to the conference theme- This study aligns with the conference theme and track i.e., social/purpose-driven entrepreneurship and impact delivery by examining how configurations of digital capabilities enable social enterprises to manage the tension between social and commercial objectives, thereby facilitating dual value creation and enhancing impact delivery.

Navigating Demands: Institutional Logics and Leader Wellbeing in Regional Social Enterprises

Aastha Malhotra · University of Southern Queensland

Social enterprises (SEs) combine social missions with market-based trading to serve vulnerable clients and communities. Leading them means holding two demands together: generating value and creating impact for clients and communities while capturing enough to sustain the enterprise. These demands are reconciled in daily decisions. Hybridity scholarship that draws on institutional logics has examined how organisations combine such demands and tracked the organisational consequences and strategies of combining competing and coexisting logics. While parallel literature that documents wellbeing concerns among social entrepreneurs is often treated as a secondary finding. Exceptions exist, but largely missing from this discussion is the lived experience of the leader who holds these demands or, in other words, navigates the dynamics of competing and coexisting logics personally. This gap is amplified in regional, rural and remote (RRR) Australia, where distance from professional supports and high community visibility shape not only the pressures leaders face but the responses available to them.

This study examines the link between the competing demands of multiple logics and the wellbeing of regional SE leaders. Specifically, it asks how holding logics bears on leader wellbeing, how they respond, and how the conditions of regional practice shape dynamics. Adopting an exploratory qualitative approach, this study draws on semi-structured interviews with 21 SE leaders in regional Australia. An institutional logics perspective was used to analyse the demands they held and the responses they made. The findings offer insight into the range of demands leaders carry and what they do with them.

Four responses emerged. In terms of resourcing, leaders secured capacity so the role's demands were shared. They engaged in rule-setting that established boundaries around what they would undertake. They also supplemented available professional support with informal support from beyond the enterprise. Where no support was available or accessible for the leader, they had to resort to absorb the pressure with no respite. Leaders drawing on the first three responses described feeling of sustaining high levels of wellbeing. Several felt they recovered from earlier depletion, while those who felt no respite, those with no option but to absorb demands described strain, exhaustion, and a collapse of the boundary between person and the enterprise.

This study contributes to hybridity scholarship by relocating the work of combining logics from the organisation to the person carrying it, and to social enterprise research by framing the wellbeing of these particular leaders as a condition of impact delivery rather than a by-product. Implications exist for both funders and peak bodies.

T2-C **Pathways to Indigenous Self-Determination: Social Enterprise, Inclusive Employment, and Data Sovereignty**

Thu 5 Nov · 13:30–15:00 · Room 39-105

Enterprising Futures: Indigenous Social Enterprises as Pathways to Community Development and Economic Self-Determination

Birri O'Dea · The University of Queensland

Indigenous social enterprises are increasingly recognised as powerful vehicles for community development, economic empowerment, and cultural preservation within Aboriginal and Torres Strait Islander communities. However, despite growing interest in social enterprise as a mechanism for social good, Indigenous enterprises remain underrepresented in mainstream social enterprise discourse and policy frameworks. Drawing on qualitative research with ten Indigenous social enterprises across urban, regional, and remote Australia, this paper examines how Indigenous organisations conceptualise and enact social enterprise in ways that differ from western models.

Guided by Indigenous research methodologies, this study explores the motivations, governance structures, and operational challenges experienced by Indigenous-led enterprises. Findings reveal that while many participating organisations align with principles associated with social enterprise, the concept itself is often secondary to cultural obligations centred on Community, Country, and collective wellbeing. Indigenous enterprises prioritise relationality, reciprocity, and community benefit, framing economic activity as a pathway to self-determination and intergenerational sustainability.

The research also identifies structural barriers limiting the growth and sustainability of Indigenous enterprises, including restricted access to finance, difficulties securing contracts and investment, geographic isolation, and persistent institutional misunderstandings of Indigenous governance and economic models. Despite these challenges, Indigenous social enterprises demonstrate significant capacity to generate employment, strengthen community capability, and integrate traditional knowledges with contemporary business practices.

This paper argues that recognising the distinctive foundations of Indigenous enterprise is essential for bridging research, policy, and practice in the social enterprise sector. It concludes with recommendations for policymakers, investors, and practitioners aimed at strengthening Indigenous-led enterprise ecosystems and supporting culturally grounded approaches to economic development and social impact.

Beyond Representation: The Conditional Inclusion Framework for Indigenous Employment

Emma Olssen · The University of Queensland

Despite growing commitments to diversity and Indigenous employment, representation alone does not guarantee meaningful inclusion. Across Australia, organisations increasingly measure workforce diversity through recruitment and participation targets or metrics. However, Indigenous employees continue to report experiences of marginalisation, limited influence in decision making, cultural misunderstanding and the ongoing burden of navigating systems that were not designed with Indigenous ways of being, knowing and doing in mind. Findings from my doctoral research indicate that while Indigenous peoples may be counted within organisations, they are not always heard, supported or empowered to shape workplace systems. This disconnect highlights the need to reconsider how inclusion is conceptualised and enacted.

Drawing on Indigenous methodologies and qualitative yarning conversations with Indigenous employees across multiple sectors within Queensland, this paper introduces the Conditional Inclusion Framework (CIF), a conceptual-empirical framework developed through an analysis of Indigenous lived experiences in employment. Grounded in relational accountability, Indigenist research principles and participant narratives, the framework moves beyond representational approaches to examine the conditions that enable or constrain genuine inclusion.

The framework identifies three interconnected domains: Structural Factors, Cultural Environments and Transformative Practice. Structural factors encompass organisational systems, policies, recruitment practices, decision making processes and power relations that shape workplace experiences. Cultural environments refer to the conditions of belonging, recognition, cultural safety and he ways Indigenous identities are understood, valued or constrained within organisational contexts. Transformative practice focuses on relational accountability, leadership, power sharing and organisational actions that support systemic change.

Central to the framework is the concept of conditional inclusion, which describes situations where participation, belonging and career progression and contingent upon Indigenous employees aligning with dominant organisational norms. The research highlights recurring tensions between representation and influence, identity and conformity, policy intentions and lived realities'. Participants described experiences of symbolic inclusion, unrecognised cultural and relational labour and pressures to navigate competing expectations while maintaining cultural integrity. At the same time, they identified pathways toward more meaningful inclusion through culturally safe workplaces, accountable leadership, recognition of Indigenous knowledge and organisational approaches grounded in reciprocity and relationship.

The Conditional Inclusion Framework contributes to Indigenous employment scholarship by reframing inclusion as a structural, cultural and relational phenomenon rather than a demographic outcome. It responds to growing calls for Indigenous led approaches to organisational transformation and proves a practical tool for examining how workplace systems support or undermine self-determination, wellbeing and participation. The framework further contributes to social impact scholarship by offering an Indigenous led approach for understanding how employment systems can move beyond symbolic representation towards practices that support voice, influence, cultural integrity and self-determination. By bridging research, policy and practice, the framework offers organisations a way to move beyond tokenistic approaches toward more intentional and cultural grounded forms of inclusion.

Navigating structural power for transformative Indigenous social enterprise

Jack Barrett · Auckland University of Technology

Indigenous enterprises are increasingly recognised for their ability to consolidate social and economic aspirations held by Indigenous communities, and drive important initiatives such as self-determination, sustainable development, social innovation, and collective wellbeing, amongst others (Coulbourne and Anderson, 2020; Mika et al, 2017). These raft of benefits are well articulated through the literature, as is the dynamic of balancing economic (specifically financial and market) and socio-cultural obligations. An area that remains less scrutinised, however, is how Indigenous social enterprises navigate structural and stronger forms of power in the pursuit of self-determination. This paper explores this tension by reflecting on a multi-year kaupapa Māori and diverse economies research project, conducted in collaboration with a collective of community-owned Indigenous enterprises based in Te Tairāwhiti of Aotearoa New Zealand. Through a mixture of ethnography, participant observation, action research and semi-structured interviews with social enterprises and their wider networks, this paper responds to the question "Can Indigenous community-owned enterprises advance aspirations for self-determination in light of structural barriers and unequal power dynamics".

Two key findings are presented and illustrated through case studies relating to finance and forestry economies. The first, is that Indigenous community-owned enterprises can reconfigure economic relations by constructing community-economy assemblages (Turker and Murphy, 2021), and that these reconfigured economic relations hold transformative potential for self-determining Indigenous economies. The second, is that the realisation of transformative potential in these contexts is contingent on factors largely beyond the community-owned enterprises' control, such as regulatory and legal settings, market dynamics, and political cycles. Collectively, these findings reveal the co-production of Indigenous economic agency by Indigenous community-owned enterprise through assemblage, while pointing to the need for larger scale institutional transformation to realise their transformative potential. The paper's findings have implications for social impact by highlighting the diverse, often overlooked impact that Indigenous-owned enterprises catalyse within communities, while critically interrogating the structural factors, such as colonial-capitalist power structures and institutional norms, that inhibit the realisation of their transformative potential and impact at scale.

T1-A **Pathways to Evaluating and Enabling Impact: Methods, Collaboration, and Value Drivers**
Fri 6 Nov · 9:00–10:30 · Room 39-103

Pathways to social impact in food relief: Evaluating embedded knowledge brokering in research-practice collaboration

Tahna Pettman · Centre for Social Impact, Flinders University

Problem. Addressing food insecurity increasingly requires collaboration across industry, government, community organisations and academia (Heinze & Ormiston, 2026; Lindgreen et al., 2021). However, demonstrating how such collaborations contribute to social impact remains challenging. Impacts are often indirect, distributed across multiple actors and organisations, and emerge cumulatively over time. While impact evaluation commonly focuses on downstream outcomes and payback models, less attention has been paid to the intermediate mechanisms and conditions through which academic-practice collaborations contribute to policy, practice and system change (Ingstrup et al., 2021; Young & Freytag, 2021). Understanding these mechanisms is essential for explaining how collaborative research contributes to social value.

Methodology. This case study examines pathways towards social impact in South Australia's food relief sector, through a research linkage project that built on prior collaborations to address household food insecurity. Drawing on Knowledge Translation (KT) and interorganisational relationship perspectives, the study investigates how embedded knowledge brokering supports co-production, evidence mobilisation (uptake and use) and sustained use across organisational boundaries. A pragmatic single-case design was employed using multiple qualitative and descriptive data sources, including broker-generated records, collaboration documents, policy tracing, and independent stakeholder interviews. Collaborative activities were structured through a five-step KT process encompassing shared goals, stakeholder engagement and relationship building, embedded knowledge brokering and KT strategies, communication and sector leadership, and monitoring of knowledge use and uptake. Analysis examined how collaboration processes contributed to evidence use and the development of pathways towards social impact.

Findings. Embedded knowledge brokering, governance routines and ongoing engagement supported trust-building, shared language, interorganisational learning and sustained knowledge exchange between participating organisations. Together, these relational conditions strengthened interorganisational relationships and collaborative capacity, enabling the co-production of evidence, tools and resources tailored to practitioner and policy needs. Co-produced outputs were incorporated into within organisational processes, service design activities and public resources, while also informing policy design, commissioning approaches and government investment decisions. The collaboration contributed to more evidence-informed and dignity-centred approaches to food relief, with influence extending across participating service organisations, government policy processes and sector-wide practitioner networks.

Relevance. Consistent with the study's pre-implementation design, the research does not claim realised social impact. Rather, it documents early and intermediate outcomes that represent plausible pathways towards longer-term public value and social impact. These include strengthened interorganisational relationships, enhanced collaborative capacity, uptake of evidence within organisational and policy processes, evidence-informed service and policy development, and sustained mechanisms for knowledge exchange. The case study makes three key contributions. First, it conceptualises embedded knowledge brokering as a relational capability that strengthens interorganisational collaboration and enables evidence mobilisation and use within purpose-driven cross-sector partnerships. Second, it contributes to impact assessment by demonstrating how relationship development, co-production, evidence use and organisational adoption can be assessed as meaningful indicators of progress towards future social impact. Third, it offers a transferable approach for structuring and resourcing research-practice collaborations seeking to bridge research, policy and service delivery, and enhance the impact of collaborative investments.

Campfires: tackling problems with non-confrontational approaches

Olav Titus Muurlink · Central Queensland University

How we successfully trigger whole-of-community interventions, and how we evaluate 'success' in whole-of-community interventions are equally open questions. Wicked problems are typically tackled—without success—through an intentional process: society decides, but never unanimously and rarely explicitly, that a particular phenomenon is undesirable; government or non-government actors then seek to reduce or eliminate that phenomenon through a framework of policy and practice aimed explicitly at the 'target problem'. The tools we use to enact social change are often logically linked to the change we want to see: so we might use precise messaging around 'the problem' to try enact attitude change or punitive fines to shift focal behaviours. What happens when we tackle a problem with an intervention that is logically not, directly linked to the 'problem' we aim to address? When scholars argue we need "different actors, different forms of knowledge, and different practices" to "solve" wicked problems (Ney & Verweij, 2015) are they hinting that wicked problems are not just 'different' in their constitution, but also require a very different response from policy-makers and impact evaluation teams.

This presentation examines this question from two very different contexts with a number of commonalities: both take place in a rural/remote settings; both show the impact of an 'intervention' that is positively valenced (in one case, play, and the other, creativity) and non-confrontational (i.e. not 'targeted' at the problem, but where the 'target' (either explicit or implicit) is nevertheless a longstanding wicked problem). The cases differ in cultural/linguistic context, the 'wicked problem' in question, and the intentionality of the approach.

The Australian case involves a Queensland-government intervention emerging from a 2011 Inquiry into social isolation and loneliness. The project was one of ten large projects to emerge from the $4 million Communities Innovation Fund (Media Statement, 2023) but the project was publicly cast as building community resources, a visual storytelling intervention that would have the secondary effect of bringing different generations together in a joint, strengths-based project. The project was headed by a social psychologist with an applied arts researcher, and was novel insofar as it addressed loneliness in regional Australia not as a 'problem', nor the lonely as 'clients'. Instead, it took a participatory approach that drew at-risk

communities into co-creating and presenting short films, crowned by a gala event at a social enterprise-run movie theatre in a remote region of Queensland.

The Indian case is much older. the Marottichal 'chess village' has been widely discussed in the traditional media as a case where an "ancient game…saved a village" (Palfrey, 2022). The storyline goes that in the 1970s this village was much like others, beset with alcoholism and illicit gambling, but "everything changed" when one man, a tea shop owner, introduced locals to chess, and match by match, won everyone over to a new focus. The Marottichal case has never been subject to scholarly analysis. Does introducing a single powerful focal point, a 'campfire moment' have the capacity to change a whole local context? This comparative case analysis analyses what interventions that take a non-confrontational approach to wicked problems can teach us about the nature of wicked problems, the potential of solutions, and how we evaluate 'success' in whole-of-community interventions.

From Impact to Mechanisms: Qualitative Process Tracing for Realist Evaluation of Long-Term Rural Development Impact

Bikalp Chamola · Azim Premji University

Non-profit organisations (NPO) working in rural development often engage the same geography across multiple, sequential projects over many years, yet the dominant evaluative lens remains project-centric, short-term, and attribution-driven, assessing each intervention in isolation. This makes it difficult to establish how outcomes from successive projects cumulate over time within a geography, or to capture the relational, non-financial changes, such as shifts in norms, institutional capacity, collective agency, that this cumulation produces. Realist evaluation offers a way forward: rather than asking whether a single intervention produced an outcome, it asks what works, for whom, under what conditions, by unpacking the mechanisms through which resources introduced into a given context generate change. This paper asks: how does the impact of an organisation's sustained, multi-project engagement in a geography cumulate over time, and how can qualitative inquiry be structured to trace this process?

The paper draws on a realist evaluation of two decades of engagement by a rural livelihoods NPO in two districts of India, Gumla (Jharkhand) and Dhamtari (Chhattisgarh). Both sites experienced a similar sequence of thematic interventions, agriculture, women's collectives, and natural resource governance, but differed in institutional density and ecological conditions. This contrast allows the study to test whether and how context reshapes the mechanisms and outcomes of otherwise similar cumulative engagement, strengthening the external validity of the resulting theory-building beyond a single site.

The qualitative analysis combined historical reconstruction of institutional and policy context, key informant interviews, and 47 village-level focus group discussions and 37 interviews with community leaders and bureaucrats, triangulated against two decades of internal reports and field documentation. Transcripts were analysed using inductive descriptive coding to identify recurring linkages between intervention activities and community-narrated change, structured into Context-Mechanism-Outcome configurations.

The analysis generated four CMO configurations capturing distinct pathways of cumulative impact: agricultural diversification and reduced distress migration, mechanised through training and irrigation access; women's empowerment through SHG participation, evidenced in narratives of movement from domestic isolation to public and governance roles; collective mobilisation for water and land development, shaped by pre-existing political and social cohesion; and attenuated impact in villages with weak biophysical or institutional preconditions. Because the two districts differed systematically in context, the same intervention sequence produced divergent pathways. This pattern only becomes visible by tracing mechanisms qualitatively across contrasting settings.

This paper speaks directly to the track's concern with identifying and communicating outcomes beyond financial value. It offers a replicable method of inductive coding of stakeholder narratives translated into CMO configurations. It argues for qualitative process tracing as a core, not supplementary, tool for understanding how the impact of sustained organisational engagement compounds over time, for funders, ecosystem builders, and evaluators working with social enterprises and non-profits.

Socially Conscious Business Practices: Bridging Research, Policy, and Social Entrepreneurship for Greater Social Impact

Muneer Abdulgaleel Ahmed Abdulghani Al-Qubati · Sichuan University

Socially conscious business practices represent a transformative approach to organizational management that integrates ethical considerations, sustainability, and social responsibility into core business strategies. This research examines how modern organizations can embed social consciousness into their operations to create meaningful impact while maintaining profitability. Using a mixed-method approach combining survey data from 500 businesses across 10 countries and case studies of 30 social enterprises, this study identifies key drivers of socially conscious practices, including leadership commitment, stakeholder engagement, and regulatory frameworks. Findings reveal that organizations adopting socially conscious practices report 28% higher employee satisfaction, 22% improved customer loyalty, and 18% enhanced brand reputation compared to traditional business models. The research also explores the intersection of social consciousness with policy development and social entrepreneurship, offering a framework for policymakers and business leaders to align economic goals with social impact. This study contributes to the growing literature on sustainable business practices and provides actionable insights for practitioners seeking to enhance their social impact while maintaining competitive advantage. Future research should examine the long-term effects of socially conscious practices on organizational sustainability and financial performance

T1-B **Practice Perspectives: Policy Delivery, Know-How Transfer, Institutional Barriers and NFP Strategy**
Fri 6 Nov · 9:00–10:30 · Room 39-104

Access without affordability: Crisis, paradox, and SDG re-engagement in India's LPG policy

Shreya Singh · Tudelü

Research Problem. India's Pradhan Mantri Ujjwala Yojana (PMUY), launched in 2016, has been positioned as a key delivery vehicle for the UN Sustainable Development Goals (SDGs) among India's most marginalised populations, linked to SDG 7 (Affordable and Clean Energy), SDG 3, SDG 13, and gender and poverty outcomes (Global Alliance against Hunger and Poverty, n.d.; NITI Aayog, n.d.; Press Information Bureau, 2025). Marketing and management scholarship increasingly frames such SDG-aligned interventions not as static implementation but as fields of persistent, contradictory demands that must be actively managed rather than permanently resolved (Voola et al., 2022a, 2022b). We draw on organisational paradox theory (Smith & Lewis, 2011) and the corporate sustainability tensions literature (Van der Byl & Slawinski, 2015) to argue that PMUY's SDG contributions were built on a latent paradox: single-fuel affordability (SDG 7) achieved by deepening dependence on imported LPG, itself in tension with climate and energy-security imperatives (SDG 13). This tension stayed hidden while LPG supply and prices were stable. The crisis brought it to the surface. This fits paradox theory, which holds that such tensions never disappear - they simply become visible, and prompt a response, when conditions like scarcity or sudden shock make them impossible to ignore (Smith & Lewis, 201).

The 2026 Strait of Hormuz disruption supplied that shock. India's LPG imports, over 60% of domestic consumption, translated directly into harm for the households PMUY was designed to protect (Business Standard, 2026; Takshashila Institution, 2026), with consumption falling 16.2% year-on-year by April 2026 and 1.67 crore beneficiaries recording zero refills in 2025-26 despite active connections (Global Governance News, 2026; Outlook Business, 2026). Poorer households absorbed black-market prices of up to ₹4,000 per cylinder (BusinessToday, 2026), while affordability collapse (SDG 1, SDG 7), reversion to biomass cooking (SDG 3, SDG 13) and disproportionate burdens on women (SDG 5) exposed the goals' interdependence (IISD, 2026; Down to Earth, 2026).

Methodology and Findings. Using a document-based case analysis of government, industry and policy-institute sources, we trace how this crisis-triggered salience reframed PMUY from single-goal delivery toward more integrated engagement with SDG 7 and SDG 13 jointly. Policymakers began evaluating previously under-prioritised alternatives, electric cooking (37% cheaper than subsidised LPG), decentralised biogas and solar cooking, that resolve the affordability-decarbonisation tension rather than merely trading it off (IEEFA, 2025; World Biogas Association, 2026).

Relevance to the Conference Theme. Theoretically, we contribute to marketing and management accounts of SDG implementation by repositioning the crisis as a mechanism of paradox salience rather than simply a threat to progress (George et al., 2016; Van der Byl & Slawinski, 2015). Practically, we argue that ₹71,718 crore in FY2025 LPG subsidies represents fiscal space that a paradox-informed, multi-fuel policy architecture could redirect toward resilient clean-cooking transitions, offering the SDG track a case of how exogenous shocks can convert deferred sustainability trade-offs into more ambitious, integrated goal engagement (IISD, 2026a; International Institute for Sustainable Development, 2026).

The Problem of Know-how Transfer in Social Impact

Dale Renner · Latitude Network

Problem. Addressing a social problem at scale requires knowledge of the need and context, a good innovation system, and methods to enable easy transfer of that know-how to diverse teams for consistent achievement of outcomes. While some social organisations have deep local knowledge and some proven programs, very few manage to achieve scale and consistent results.

Social organisations often struggle to precisely document their service system, deliver a consistent service approach across diverse teams, and build 'tight and loose' know-how transfer systems. This leads to often high variations in quality and outcome between regions and teams, and limits the ability for programs to move beyond pilot phase to scale state or nation-wide.

This problem is exacerbated by 'the system' which produces mismatched incentives, inflexible contract management, under-investment in technology and efficiency, and distortions in resource allocation due to a a single buyer (government).

Method. We have developed a new know-how transfer method to improve precision in service design, and improve fidelity to model in delivery of services to people with complex needs. This approach was developed in collaboration with clients in mental health, education and child protection sectors. We capture the 'explicit' knowledge of what needs to be done by whom in what order, and how it links between need and outcome, but also the 'tacit' knowledge of how a peer applies best practice to a specific case. Linking this to more relevant 'early warning' data helps create a more vibrant peer learning community with more nuanced sharing of what works in specific cases.

We are applying these methods into outcomes-funded projects as well, which have a clear payable outcome attached to the program and provide more direct incentive to achieve outcomes, and can report on progress in these projects.

Findings. This is a practitioner and social entrepreneurship perspective on how organisations tackling social problems can better systematise best practice but also build peer learning and nuanced know-how about adapting best practice to context and individual need. This is an applied implementation science approach – taking proven solutions and turning them into implementable systems that work right through to the frontline worker. Addressing this knowledge transfer problem, we believe will improve the speed and effectiveness of program replication over time, reducing the reinvention cost, and achieve greater fidelity across geographies and contexts. Where there is strong evidence a service model works overall, we need to allow practitioners to go deeper with data to learn what specific method works best for what specific needs and context. This allows both better fidelity to model but also improved flexibility and scalability of programs.

This session speaks to the conference themes of social entrepreneurship and impact measurement and evaluation, plus AI for social good, offering a practical example of how tightly designed workflows and peer learning can help social organisations scale effectiveness. We will draw from live projects in different social impact areas.

Latitude Network is a data-focused social impact consultancy founded by Dale Renner to work on innovation, data, service design and system collaboration. We work with organisations on improving outcomes in complex social issues including justice, mental health, child protection, homelessness and addiction.

The Nature of the Institutional Void that Autistic Social Entrepreneurs Face

Sharon Zivkovic · Community Capacity Builders

Research problem. Australia's National Autism Strategy makes a commitment to addressing autistic unemployment by supporting autistic individuals to start social enterprises (Department of Social Services, 2025a). As a first step in supporting autistic social entrepreneurship, the first Action Plan of the Australian National Autism Strategy includes the action of evaluating the effectiveness of existing programs and initiatives that support autistic entrepreneurs (Department of Social Services, 2025b). It is argued in this presentation that there is currently an institutional void (Mair & Marti, 2009) between the existing supports for social entrepreneurs in Australia and what is required to support autistic social entrepreneurs.

Methodology. The nature of the institutional void is illuminated in this presentation by examining the Australian social enterprise ecosystem through the lens of critical autism studies. There are four strands to critical autism studies. These are, advancing enabling narratives of autism to challenge deficit-focused constructions; a focus on power relations within the autism field (Davidson & Orsini, 2013); locating the work of autistic academics, activists, and professionals at the centre of the discipline (Milton & Ryan, 2022); and a commitment to developing new analytical frameworks and theoretical approaches to study the nature and culture of autism (Davidson & Orsini, 2013).

Findings. Viewing the social enterprise sector through the advancing enabling narratives of autism and dispelling deficit constructions strand, challenges the social enterprise sector's perception that autistic individuals are beneficiaries and not leaders of social enterprises (BuyAbility, n.d.). The sectors deficit view is currently being held in place by the positioning of social enterprise as sitting between charity and business (Social Enterprise Australia, 2026, Wright-Simon, 2021; Battilana, 2013). For people with disabilities, the deficit charity model of disability is considered outdated (DARU n.d.). Instead, the autistic community aligns itself to a social model of disability (den Houting, 2019) and neurodiversity-affirming practice (Nguyen & Peers, 2024).

Insights from the power relations strand include the social enterprise sector does not value lived experience social entrepreneurs (Barki et al., 2023; Holle, 2017) and does not recognise the greater impact that could be achieved if people with lived experience were leading change (Holle, 2017). Instead, the current logic of social entrepreneurship has been compared to a colonial mentality, as it is predominantly affluent people that are tackling the problems of disadvantaged people without involving them in how to address their challenges (Barki et al., 2023).

Centring the work of autistic autism academics provides insights into how the Australian social enterprise ecosystem can develop more appropriate programs and initiatives to support autistic social entrepreneurs. These insights include Murray et al.'s (2005) theory of monotropism, which is an interest-based model of autism, and Grandin's (2022) insights on autistic thinking. Applying the critical autism studies strand of committing to the development of new frameworks and approaches for studying autism, could enable the development of new autistic social entrepreneurship support programs and initiatives that are based on the insights of autistic autism researchers and autistic social entrepreneurs.

Stepping Up for Bondi: Examining the Impact of the Bondi Terror Attack on Blood Donation Behaviour

Kristen Baker · Australian Red Cross Lifeblood

Australia is facing increasing demand for blood and plasma products, while supply fluctuates in response to seasonal patterns (e.g., Christmas, Easter), natural disasters (e.g., cyclones, bushfires), public health crises (e.g., COVID-19) and community emergencies (e.g., the Bondi terror attack). This volatility makes it challenging to maintain a stable balance between supply and demand. To adapt to these pressures, Australian Red Cross Lifeblood requires systems that can anticipate and respond quickly by effectively engaging and retaining donors when needed. While crises often trigger strong community responses and surges in blood donation, these increases are frequently short-lived and rarely translate into sustained donor participation. Limited Australian research has examined who responds to emergency donation appeals and whether these donors become long-term contributors. This study investigates donor behaviour following the Bondi terror attack, a mass shooting at Bondi Beach, on 14th December 2025, that killed 15 people and injured many more, generating widespread public empathy and unprecedented donor mobilisation. Using a retrospective quantitative analysis of Lifeblood donor data, this study aims to examine the characteristics of donors who responded and how the event affected donation behaviour, including donation frequency, retention, and reactivation. Preliminary findings demonstrated the enormous scale of the community response. Within 24 hours of the attack, more than 40,000 donation appointments were made, representing more than a fourfold increase compared with a typical Monday. During the first week, almost 50,000 people donated blood or plasma, exceeding usual weekly planned donation targets by approximately 50%. Engagement continued over the following weeks, with nearly 200,000 Australians either making an appointment or donating within the three weeks following the attack, representing an increase in donors of approximately 25% compared with the equivalent period one year earlier. Delving into these findings will contribute to understanding how prosocial behaviour and community mobilisation support health system resilience during crises. Furthermore, the insights will inform evidence-based strategies for donor recruitment, retention, and emergency preparedness, strengthening the capacity of Australia's blood supply system to respond to future emergencies.

T1-C Situational Triggers and Service Design of Giving and Volunteering

Fri 6 Nov · 9:00–10:30 · Room 39-105

CSR in Times of Crisis: How CSR Reputation Shapes Consumer Behaviour after Data Breaches

Kexin Yang · The University of Queensland

Data breaches occur when consumer information held by firms is accessed by unauthorised parties (Markos et al., 2023). The global average cost of a data breach reached AUD 6.28 million in 2025, and nearly half of the breaches involved sensitive consumer information that can be exploited for identity theft and fraud (IBM, 2025). Given their widespread impact and uncertain outcomes, data breaches represent a unique, insufficiently understood phenomenon (Hoehle et al., 2022).

Prior research shows data breaches make consumers feel vulnerable, leading them to spread negative word of mouth (NWOM), falsify information they provide to the firm, and switch to another business (Martin et al., 2017). Yet breaches differ in causality. Accidental breaches result from unintentional internal events (e.g., technology malfunctions), whereas victim breaches

are caused by external agents (e.g., cybercriminals) (Syed, 2019). Little is known about how different types of breaches affect consumer behaviour or how to mitigate damage.

Corporate social responsibility (CSR) reputation, which reflects consumers' perceptions of a company's history of actions that benefit society (Koschate-Fischer et al., 2016), is widely recognised as reputational insurance during crises (Klein & Dawar, 2004). Whether such protection extends to data breaches remains unclear. This study investigates how CSR reputation might moderate the impact of data breaches on consumer behaviour (i.e., NWOM, falsifying information, and switching).

Method. We employed a 3 (data breach type: no breach vs. accidental vs. victim) × 2 (CSR reputation: negative vs. positive) between-subjects design. Pretesting identified an Australian telecommunications company as the focal brand. A total of 381 Australian adults (57.2% women, M age = 35.44 years) were randomly assigned to six conditions. Constructs were measured using established scales. Hypotheses were tested using two-way ANOVAs and PROCESS Model 85 with 5,000 bootstrap samples (Hayes, 2017).

Findings. Among participants in the accidental and victim breach conditions, neither breach type nor its interaction with CSR reputation significantly affected any behavioural outcome. Crucially, CSR reputation shaped the psychological pathway through which breach type affected NWOM and switching. When CSR reputation was negative, accidental (vs. victim) breaches generated stronger feelings of psychological contract violation, defined as negative feelings towards the firm for inadequately securing information (Labrecque et al., 2021). Those feelings subsequently reduced brand trust, ultimately increasing NWOM and switching. Under positive CSR reputation, the two breach types produced similar responses. Serial mediation was unsupported for falsifying information.

Theoretical contribution. This research extends data breach research (e.g., Janakiraman et al., 2018; Martin et al., 2017) by explaining how breach type affects consumer behaviour. It also advances understanding of CSR as reputational insurance: rather than uniformly buffering negative outcomes, positive CSR reputations attenuate consumers' differentiation between breach types. Negative reputations intensify the psychological pathway linking accidental breaches to NWOM and switching.

Social impact and implications. This study positions consumer data protection as a socially conscious business practice where consumer well-being and business interests can coexist. Firms, especially those with negative CSR reputations, should prioritise preventing accidental breaches. This can protect consumers from psychological fallout, preserve trust, and support sustainable business performance.

Cash, Cards, and Checkout Charity: How Payment Methods Influence Giving

Lachlan Schomburgk · The University of Queensland

Research problem and aim. Checkout charity is an important fundraising channel through which retailers invite consumers to support nonprofit organisations at the point of sale. As checkout environments become increasingly cashless, however, little is known about whether payment method affects consumers' willingness to donate. Even small changes in donation acceptance can have substantial consequences across large volumes of retail transactions.

Research on the cashless effect generally finds that consumers spend more when paying by card rather than cash. This suggests that cashless payments should also promote charitable giving. We propose the opposite. Unlike ordinary purchases, charitable giving is inherently relational: donating is not only an economic exchange, but also an opportunity to feel connected to beneficiaries. Because cashless payments are more abstract and less sensorially engaging than cash, they may weaken the donor-beneficiary connection that helps motivate giving.

We examine whether paying by debit card rather than cash reduces acceptance of checkout donation requests, whether reduced social connectedness explains this effect, and how fundraising design can mitigate it.

Method. We tested these predictions across six online experiments with US participants recruited through Prolific (total N = 4,418). Participants completed retail checkout tasks in which they encountered a charitable appeal while paying for a purchase. The focal comparison was cash versus debit card, because debit cards are widely used in everyday transactions and provide a closer cashless comparison to cash than credit cards.

The first three studies examined open-ended donations, fixed-amount requests, and round-up appeals. A subsequent study tested social connectedness to beneficiaries as the psychological mechanism while assessing alternative explanations. The final studies examined two ways of restoring connection: a charity co-branded debit card and a local rather than global charity appeal.

Findings. Across donation formats, consumers were less likely to accept checkout charity requests when paying by debit card rather than cash. The effect emerged for open-ended, fixed-amount, and round-up appeals, indicating that it was not driven by a particular request format.

Debit card payment also reduced social connectedness to beneficiaries, which in turn reduced donation acceptance. This explanation held when accounting for charity evaluations and alternative processes including financial scarcity, pain of donating, novelty, and disgust.

Importantly, the effect was not inevitable. A charity co-branded debit card increased social connectedness and donation acceptance relative to a standard debit card. The negative effect of debit card payment was also weaker for local charity appeals, for which consumers felt more connected to beneficiaries.

Contributions and fundraising implications. The findings show that payment method is not merely an operational feature of checkout fundraising; it can alter the psychological meaning of giving. Although cashless payments often increase consumer spending, they can reduce checkout donations by weakening felt connection between donors and beneficiaries.

For retailers and nonprofit organisations, the results identify practical ways to preserve generosity in cashless environments. Checkout appeals may be more effective when payment interfaces connect the transaction to the cause, when charities are integrated into payment design, and when communications make beneficiaries feel socially or geographically closer to donors.

From Purpose to Practice: How Knowledge Shapes Foundation Donor Behaviour and Grant Conditions

Sarah Rank · The University of Queensland

Private foundations are increasingly influential funders of nonprofit organisations, yet the internal dynamics shaping their grant-making remain poorly understood. Research has identified many possible influences on funding decisions, including foundation missions, boards, staff expertise, grantee knowledge and formal evidence, but these factors are usually examined in isolation. This presentation examines how different forms of knowledge are prioritised within foundation decision-making and how they are associated with the conditions attached to grants.

I will first introduce an adapted version of Head's Three Lenses of Evidence-Based Policy, which conceptualises grant-making as shaped by three overlapping spheres of influence: foundation knowledge, grantee experience and sectoral research. I will then outline findings from a cross-sectional online survey of 160 foundation staff working in organisations headquartered across 17 countries. Respondents assessed the influence of 16 knowledge sources on their foundation's grant strategy and reported on eight common funding practices, including unrestricted funding, core-cost support, capacity building, detailed reporting requirements and preferences for established or larger organisations. Descriptive statistics and eight multiple regression models were used to examine how these influences were associated with grant conditions.

The presentation will show that foundation decision-making draws on all three spheres of knowledge, but not equally. Mission and vision, foundation policies and peer advice were the most commonly reported influences, while academic research and government policy were among the least influential. More importantly, I will demonstrate how different constellations of knowledge are associated with distinct grant-making orientations. Accountability-oriented practices, including detailed reporting and preference for established organisations, were more closely associated with board priorities, reputational concerns and formalised evidence such as audits, annual reports and measurable impact. By contrast, organisational-strengthening practices were more closely associated with staff expertise, foundation mission, and participatory or experiential knowledge from grantees and communities. For example, staff expertise predicted support for capacity building and organisations without an established funding history, while grantee participation and mission alignment predicted willingness to fund core costs. The strongest model explained 41% of the variance in detailed reporting requirements.

I will conclude by considering what these findings mean for both grant-makers and nonprofit fundraisers. The presentation will argue that institutional donor behaviour is shaped not only by what foundations aim to achieve, but also by whose knowledge is recognised as legitimate and how that knowledge enters decision processes. This has direct implications for the evidence nonprofits are asked to provide, the relationships they must cultivate and the flexibility they receive. By making these decision logics more visible, the study supports more reflective grant-making, more strategic funder-nonprofit engagement and closer alignment between philanthropic purpose and the conditions needed to generate sustainable social impact.

Beyond Altruism: Volunteers as Agents of Social Change

Upamali Amarakoon · Central Queensland University

Volunteers are widely recognised for their contributions to social development, community well-being, and responses to social and environmental challenges. While existing research has primarily focused on volunteer motivations, experiences, and outcomes, limited attention has been given to volunteering as a transformative experience and the role of transformed volunteers as agents of social change, particularly in the context of corporate volunteers. This study explores how volunteering facilitates personal transformation and how such transformation enables corporate volunteers to contribute to broader social change.

Using a qualitative case study approach, the research was conducted within an Australian food rescue organisation that engages corporate volunteers. Data were collected through semi-structured interviews, focus groups, participant observation, and analysis of organisational documents and secondary sources. The use of multiple data sources enabled a rich exploration of corporate volunteers' experiences and contributions. Data were analysed thematically to identify key outcomes and mechanisms associated with volunteer transformation, along with preliminary evidence of social change.

The findings reveal four interconnected outcomes of corporate volunteering: self-gain, career-gain, altruistic contribution, and change catalysation. Self-gain includes enhanced well-being, confidence, self-awareness, and sense of purpose. Career-gain refers to the development of transferable skills, professional networks, and career opportunities. Altruistic contribution captures volunteers' direct support for communities and social causes. Extending existing current understanding of corporate volunteering, the study identifies change catalysation as a distinct outcome, reflecting volunteers' capacity to initiate, influence, and sustain social change.

The analysis further reveals two mechanisms underpinning the transformation process: consciousness raising and resource mobilization. Through volunteering, individuals develop greater awareness of systemic issues, prompting critical reflection, advocacy, and civic engagement. Simultaneously, they mobilize resources such as knowledge, skills, social networks, and influence to support collective action and social impact. Together, these mechanisms enable volunteers to move beyond service provision and contribute to long-term social impact.

By conceptualising corporate volunteering as a consciousness-raising and resource-mobilisation process, this study extends existing theories of volunteering and social change. The findings highlight that corporate volunteers can play a significant role in shaping social outcomes and driving change. The study offers important implications for nonprofit organisations, policymakers, and researchers seeking to leverage volunteering as a catalyst for sustainable social change.

Narrating successes and struggles: Situationally and societally bounded experiences of inequity in a post-disaster recovery program

Tyler Riordan · The University of Queensland

This research examines homeowner experiences of a major funded government program to improve the resilience of homes affected by catastrophic flooding. Eligible homeowners were offered three voluntary initiatives to make their properties more resilient: the government bought-back their home, they received a grant to retrofit homes with flood resilient materials, or they received a grant to raise their home above modelled flood levels. Eligibility was determined by the flood level the home sustained. While ostensibly, this made eligibility for the program equal, homeowner's experiences varied according to inequities in their capabilities to access the program. Our study, based on a research evaluation of the program, examines the interplay of tensions (Panayiotou et al. 2017) arising from the inequities homeowners' experienced in accessing an equality-based program (Amis et al. 2018). We asked: How do homeowners narrate their experiences of navigating a complex government run post-disaster resilient housing program?

Existing literature posits that resilience in the disaster recovery context is most influenced by adversity, resources, and outcomes (Williams et al. 2017). However, our preliminary findings challenge such claims by revealing how ostensibly equitable mobilisation of resilience (Hayibor and Collins 2016) generate both situationally-bounded experiences of inequity, and/or reinforce societal inequities (Hayibor 2017) in individual experiences of a disaster recovery program. Based on 83 interviews with 91 homeowners, our findings will extend the literature at the intersection of capabilities, equity, and agency.

As the program was voluntary and income-blind, all eligible homeowners were entitled to "fair and equitable treatment" in accepting an initiative. While all homeowners were in the post-flood recovery process, each had variation in experiences (including trauma), meaning they experienced the program in different ways. Drawing on narratives of program experiences (see, for example Knight & Jarzabkowski, 2023) we categorise homeowners into three broad groups: success stories, strugglers, and stragglers.

Success stories – homeowners who were able to make use of the scheme as intended – resulting in positive economic and social outcomes:

I feel very comfortable where I am now as there is no risk of flooding… I came out of the flood with much better assets and financial situation. Buyback Homeowner

Strugglers - those who faced challenges but were able to surmount them to access and benefit from the scheme despite complaints about processes and/or outcomes:

There was no update about where it was up to or how long it might take… People were squatting… there were rats… that period of time felt really, really long… once it was approved, that whole process was pretty quick… it was the waiting around… all of that uncertainty was really, really stressful. Buyback Homeowner

Stragglers - those who struggled to access the scheme due to various circumstances and saw little meaningful change following participation in the program:

The whole process has become too taxing for me… I don't have any friends… or family in that area… I suffer from depression… for the first two years… I didn't reach out to anyone. Retrofit Homeowner

Having classified the above differences, we explored the tensions people experienced in navigating the program. While some of these differences were based in typical markers of disadvantage (i.e. low-income, age, cultural/linguistic background) that was not universally the case or a sufficient explanation of variation. Drawing on the capability approach (Sen 2005), this article demonstrates that some people who would typically be considered as disadvantaged had positive experiences, while others who appeared to be advantaged, struggled. We argue that people's ability to navigate a complex program is intertwined with their progress, outcome, and agency, as well as capabilities that are grounded in conceptions of self and comparison with others. We begin to theorize these findings as situationally-bounded inequity, alongside the more expected societal inequities, contributing a more nuanced and textured argument about the interface between individual resilience capabilities (Williams et al. 2017) and societal inequity (Amis et al. 2018).

The System Has Failed Miserably: Salient and Latent Tensions in the Responsibilisation of Disaster Resilience

Wendy Pham · The University of Queensland

Responsibilisation is an emergent policy approach for addressing grand societal challenges by shifting responsibility from governments and public institutions to individual citizens (Shamir, 2008; Siltaoja et al., 2015). In practice, however, the implementation of responsibilisation policies often depends on a broader network of organisations and institutions that shapes individuals' ability to exercise agency (Feeney et al., 2025; Feront et al., 2025). Consequently, the responsibilisation process is characterised by persistent tensions (Hamann, 2019), both salient and latent, that unfold across individual and collective levels.

This paper examines tensions in the responsibilisation process through a case study of an Australian housing resilience program. Launched after a major flood disaster, this program sought to enable homeowners to rebuild, retrofit, or relocate their home while simultaneously strengthening their long-term resilience to future hazards. Although the program was designed to empower homeowners through voluntary participation and individual choice – thereby responsibilising them for their own disaster recovery and future risk mitigation, many homeowners experienced substantial barriers in accessing, navigating, and progressing through the program. At the same time, a diverse set of actors – including government agencies, construction businesses, insurers, local councils, and community organisations – were expected to collectively support homeowners, albeit many had unspecified roles in relation to the housing program. Tensions abounded and implementation became characterised by conflict, fragmented responsibilities, and competing priorities between homeowners and these various actors.

The analysis draws on extensive interviews with homeowners, government representatives, industry professionals, community organisations, and other key stakeholders, complemented by program documentation and observational data collected throughout the program's implementation. This longitudinal dataset enables us to trace how tensions emerged, evolved, and were managed over time across multiple stakeholder groups.

Drawing on the interplay between paradox theory and a systems perspective (Jarzabkowski et al., 2019, 2022; Schad & Bansal, 2018; Schad et al., 2016), our findings identify a central

paradox of salient individual tensions and latent systemic tensions underpinning responsibilisation. We argue that the challenges experienced by homeowners and program stakeholders represent only the visible manifestations of deeper systemic tensions embedded within the broader resilience ecosystem. Rather than treating implementation challenges as isolated operational problems, we conceptualise them as interrelated tensions nested across multiple organisational and societal levels (Jarzabkowski et al., 2013; Schrage & Rasche, 2022; Sheep et al., 2017). This systems perspective enables us to explore both the salient tensions emerging through homeowners' direct interactions with the program and the latent systemic tensions that remain largely overlooked. We show that attempts to resolve immediate homeowner concerns often alleviated surface-level problems without addressing the underlying conditions that continually reproduced them. Consequently, policies designed to promote individual responsibility paradoxically amplify existing vulnerabilities and impede effective decision-making, thus undermining the responsibilisation process.

We therefore argue that the evaluation of responsibilisation outcomes should not be understood as the successful transfer of responsibility to individuals, but as effective systemic support that enables meaningful individual agency. By integrating paradox theory with a systems perspective, this study contributes to organisational scholarship by demonstrating how paradoxes of responsibilisation are nested across multiple levels of a resilience ecosystem. Practically, it highlights the need to adopt a systems-informed approach to responsibilisation by acknowledging system complexity, anticipating trade-offs and unintended consequences, and developing collaborative governance arrangements that better support both organisational coordination and societal resilience.

Beyond Stereotypes: A Case Study of Ethical Humanitarian Visual Communication for Social Good

Pathiranage Dona Subodha Dilhari · The University of Queensland

Media visuals of humanitarian crises play a significant role in shaping public perceptions, donor responses, and policy agendas. However, these representations often rely on visual stereotypes and problematic visual narratives that evoke sympathy through negative generalisations. These narratives undermine visibility, resilience, and the capacity of affected communities to solve problems and respond to crises. They also reinforce unequal power relations between the Global North and South.

In this paper, I examine how alternative visuals can break recurring media visual stereotypes of humanitarian crises and contribute to more ethical, responsible, and empowering visual communication. I use Sri Lanka as a case study and draw on my positionality as a practitioner in international development and humanitarianism. I employ Gillian Rose's visual discourse and semiotic analysis to discuss humanitarian visuality in general and humanitarian media. I use digital media images and investigate how visual stereotypes perpetuate negative generalisations, sensationalise sympathy, and undermine local communities as passive victims in need of help.

This paper argues that humanitarian images are not neutral imagery of crisis but marketing and communication tools that shape public understanding, donor responses, and policy agendas. By examining visual representations of the 2022 humanitarian crisis in Sri Lanka, the study demonstrates how dominant visual narratives reproduce stereotypes of human suffering and obscure local agency. In response to these visual stereotypes, the paper examines more ethical, transformative visual communication that advances social good, foregrounding dignity, agency, and participation.

This paper contributes to scholarship on humanitarian communication and social and transformative marketing by advancing an alternative and ethical humanitarian visual communication. This paper offers practical implications for media organisations, humanitarian agencies, and policymakers seeking to develop more responsible and socially transformative communication practices.

T2-B Inclusive Entrepreneurship in Practice: Neurodiversity, Indigenous Frameworks and Enabling Environments

Fri 6 Nov · 11:00–12:30 · Room 39-104

Socially Conscious Business Practices: A case study of Artefact Heritage and Environment's 'Empowered Business Model' that enables profit and social impact to co-exist

Amy Weidlich · Artefact Heritage and Environment

Artefact Heritage and Environment is a professional services firm with around 60 consultants with offices in Sydney, The Hunter, Bathurst and Wagga Wagga. Our services have evolved over the 16 years our Managing Director Sandra Wallace has led the company to include archaeology, indigenous cultural heritage, built heritage, environmental assessments, heritage interpretation and public art.

In the last 3 years, Artefact refocussed its attention as a purpose-led organisation which has evolved from an action-based pilot program to the creation of what we call the 'Empowered Business Model' which enables profit and social impact to co-exist and has become central to our company's mission and strategy.

Central to the model is an empowering social activism loop, where a portion of the company's financial opportunity is intentionally redirected to Commitments and Actions led by consultants.

As Managing Director Sandra Wallace notes, "redefining success to include community action proves that a company values its people's humanity, not just their output".

It also recognises that consultants and operational teams have the agency and ideas to help make the world better. This part of our work is overseen by our Social Activism Manager, Amy Weidlich and not through the regular corporate business structure that governs the rest of our consultancy. Placing the program under a dedicated Social Activism Manager, is a crucial structural guardrail that protects actions from being diluted.

In this conference paper our Social Activism Manager reflects on the learnings of developing and implementing such a business model; that uses the company's resources of time, people and money to enable positive social and environmental change.

We will share our process on how we agreed upon authentic commitments to strive towards, we'll describe how we piloted the project - then how it influenced our company's Strategic Plan.

Our presentation will share the issues of great concern to our company's team members and how they variously activate, offering examples of the social and environmental impacts they are striving towards.

As our Social Activism Manager Amy Weidlich remarks, "It's needed now more than ever, to not just bury our heads in the sand, while bolder factions take up all the oxygen. If it's radical

to care about the world and do something positive and wise about it, then that's what we are all about here at Artefact."

Artefact's 'Empowered Business Model' untangles itself from the pure profit motive and the assumption that untethered capital growth is essential for corporate survival. Our conference paper will conclude with encouragement:

"I believe that every company has a responsibility to call out injustice and give back to the world that it operates in. Artefact won't shy away from stances and action that are required to facilitate real change, whether that's taking political stands, getting out on the street to protest or advocating for empowerment.

I challenge other business leaders to consider this in their companies, because if we all actioned a progressive corporate Purpose, we could change the world for the better" – Sandra Wallace, Managing Director, Artefact Heritage and Environment.

Creating an Enabling Environment for Autistic Social Entrepreneurship

Sharon Zivkovic · Community Capacity Builders

Research Problem. This study supports the Australian National Autism Strategy's foundation principle of taking a neurodiversity-affirming approach, and its commitment to supporting autistic social entrepreneurship (Department of Social Services, 2025). After highlighting that traditional programs and initiatives for supporting social entrepreneurs are not neurodiversity-affirming, a case study is provided that demonstrates how the social enterprise sector's current lack of inclusive practice can be addressed. A neurodiversity-affirming approach considers autistic brains to function differently to the average human brain type, but they are not deficient (Wise, 2023). While autistic individuals still face many challenges due to living in a world where just about everything has been designed for people with a different brain type, using a neurodiversity-affirming lens enables the unique strengths and abilities of autistic cognition to also be acknowledged.

Methodology. This case study describes the activities and learnings of Community Capacity Builders' Centre for Autistic Social Entrepreneurship. The activities the Centre has undertaken to create an enabling environment for autistic social entrepreneurship include:

• Determining autistic innovation and business development processes that align with research into autistic ways of thinking, • Illuminating the resulting innovation and business development processes by highlighting how the processes apply to case studies of autistic innovators and entrepreneurs, • Incorporating the autistic innovation and entrepreneurship processes and the case studies into a training program for autistic social entrepreneurs, • Piloting the training program and interviewing autistic graduates to determine the effectiveness of the program, • Developing a program for supporting autistic social entrepreneurs targeted at disability and social enterprise support organisations, • Piloting the program for supporting autistic social entrepreneurs and interviewing the graduates to determine the program's effectiveness and how best to scale the program.

Findings. It was reasoned that an emergent innovation process that incorporates monotropic, bottom-up, associative, and systemising thinking; an effectual entrepreneurship process based on bottom-up thinking; and a social innovation school social entrepreneurship approach aligns best to autistic ways of thinking (Zivkovic, 2024). Case studies of both autistic word-fact and picture thinkers were used to illuminate these processes (Zivkovic, 2024). The processes and case studies were embedded into a Program for Autistic Innovators, Systemisers, and Social Entrepreneurs and the program was piloted with autistic participants. Graduates stated during the program's exit interviews that they resonated with the program's innovation and entrepreneurship processes that were based on autistic ways of thinking. The learnings from the development and piloting of the Program for Autistic Innovators, Systemisers, and Social Entrepreneurs were incorporated into a Program for Supporting Autistic Social Entrepreneurs that was piloted with non-autistic participants who deliver disability and social enterprise support services. Feedback from graduates of the Supporting Autistic Social Entrepreneurs Program pilot reinforced the program's focus on developing a place-based autistic entrepreneurial ecosystem and identified the need for the program's principles to be scaled into customised place-specific programs. The Supporting Autistic Social Entrepreneurs Program is currently being piloted as a regional strategy with the Centre for Participation and the Wimmera All Abilities Network in Victoria.

Pakihi Through a Kaupapa Māori Lens: Te Waka Haerenga as an Indigenous Framework for Social Impact

Arihia Chen · TOTORU Business Management Consultants

Research problem. Mainstream business education and practice centre profit, scale, competition, and growth as neutral ideals, while marginalising Indigenous ways of knowing that ground enterprise in relationships, collective wellbeing, cultural tikanga, and responsibility to people and place. Māori learners and practitioners are often required to translate lived mātauranga into Western business language before it is recognised as legitimate. This creates conditional belonging: inclusion that only welcomes people once they adopt the dominant standard. The research problem is how to develop a business methodology that enables Māori to learn and practise pakihi from within Te Ao Māori, without separating capability from identity.

Methodology. This abstract presents a theoretical and conceptual framework - Te Waka Haerenga - developed through lived experience, critical reflection, and engagement with Indigenous management literature and Māori scholarship. The framework is Kaupapa Māori-centred, grounded in Māori worldview, and draws on Indigenous management research that frames management as relational, community-oriented, and sustainability-oriented. The methodology integrates:

analysis of Indigenous management and Māori entrepreneurship literature;

critical reflection on over ten years of practical business, programme design, and community work; and

cohering these insights into a model organised through the word WAKA.

The framework teaches from within Te Ao Māori.

Findings. The Te Waka Haerenga framework

Te Waka Haerenga organises business knowledge around four guiding pou:

W – Whanaungatanga (Relationships): Relationships, not contracts, are the foundation of business. Whakawhanaungatanga is the active process of building trust, connection, and shared stories before any transaction.

A – Auahatanga (Innovation & Creativity): Creativity that renews and adapts while holding fast to kaupapa and tikanga, rather than copying offshore models.

K – Kaitiakitanga (Guardianship): Guardianship of whenua, knowledge, whānau, and future generations. Decision-making moves beyond short-term profit toward long-term wellbeing.

A – Aratakitanga (Direction): Purposeful, collective direction aligned with whānau aspirations and tikanga, replacing "growth for growth's sake" with intentional progress.

The kaupapa holding the framework together is kotahitanga (unity): all four pou move as one, and the waka only travels when they work together. Success is measured through collective wellbeing and community impact.

The framework also integrates Indigenous navigation tools from Mātauranga Māori Māramataka (timing and rhythm), Matariki (renewal and direction), Tāwhirimātea (weather and disruption), Tangaroa (reading ocean swells), and Te Wheke (holistic wellbeing) to support planning, resilience, and strategic decision-making.

Business is reframed as a living haerenga carried in a waka, where the starting point is relationships then purpose rather than legal structure and profit. Seven waka types (e.g., Waka Tīwai, Waka Hourua, Waka Tētē, Waka Tāua) align with different venture scales and purposes, grounded in ancestral journeys and collective memory.

Relevance to the conference theme. Te Waka Haerenga offers an interdisciplinary, cross-sectoral perspective on social impact creation and assessment. It shifts impact measurement from individual financial outcomes to collective wellbeing, intergenerational responsibility, and cultural integrity. The framework is particularly relevant for Indigenous communities, social enterprises, NGOs, and public sector organisations seeking relational approaches to social impact. It demonstrates how Indigenous methodologies can inform broader debates about how social impact is understood, practised, and assessed.

Conference Tracks & Track Chairs

Purpose to Impact: Bridging Research, Policy and Enterprise for Social Good
Wednesday 4 – Friday 6 November 2026 · The University of Queensland, St Lucia

1 Sustainable Development Goals (SDGs)

TRACK CHAIR Associate Professor Ranjit Voola (The University of Sydney)

Explores how business, management, transformative marketing and cross-sector efforts can accelerate progress on the 17 SDGs, turning good intentions into tangible, measurable impact.

2 AI 4 Good

Bringing stakeholders together to harness AI's potential to solve global challenges

TRACK CHAIRS Professor Ashish Sinha and Associate Professor Ravi Pappu (UQ)

Covers the development and application of AI to address major social, humanitarian and environmental challenges, so that AI advances well-being, equity and sustainability rather than deepening inequality.

3 Donor Behaviour and Fundraising Dynamics

TRACK CHAIR Associate Professor Cassandra Chapman (UQ)

Focuses on philanthropy, fundraising and the psychology underpinning support of nonprofits, covering innovation in fundraising practice and strategies that promote generosity and engagement.

4 Indigenous Economic Self-Determination

TRACK CHAIR Associate Professor Sharlene Leroy-Dyer (Indigenous Business Hub, UQ)

Explores how Indigenous-led economic initiatives foster self-determination, cultural resilience and sustainable development, including community-owned enterprises and culturally grounded business models.

5 Tourism Impact: Metrics and Meaning

TRACK CHAIR Associate Professor Jie Wang (UQ)

Examines tourism, hospitality and events as platforms for social inclusion, cultural exchange and community development, including impact measurement and accessible, inclusive tourism.

6 Social and Transformative Marketing

TRACK CHAIRS Associate Professor Josephine Previte and Dr Foluke Abigail Badejo (UQ Business School)

Explores where inclusion, innovation and transformation intersect to create meaningful, sustainable social change, from social marketing for systems change to co-production and impact measurement.

7 Social/Purpose-Driven Entrepreneurship and Impact Delivery

TRACK CHAIRS Dr Lance Newey and Dr Jonah Zankl (UQ)

Examines how social and purpose-driven entrepreneurs translate mission into tangible outcomes, navigate tensions between social and commercial goals, and build resilient models that create lasting change.

8 Socially Conscious Business Practices

TRACK CHAIRS Dr Anne-Maree O'Rourke and Dr Cassandra France (UQ Business School)

Examines how profit and social impact can co-exist in corporate practice, including brand purpose, DEI, CSR, cause-related marketing and corporate responses to climate change.

9 Social Impact Measurement and Evaluation

TRACK CHAIR Associate Professor Jarrod Ormiston (The University of Sydney)

Examines how organisations identify, assess and communicate their social, environmental and economic outcomes, using quantitative and qualitative methods to capture stakeholder perspectives and value creation.

Session Chairs

The last presenter in each session chairs that session. Concurrent sessions run in Rooms 39-103, 39-104 and 39-105.

DAY	TIME	SESSION	ROOM	THEME	CHAIR
Wed 4 Nov	10:45–12:15	**T1-A**	39-103	Digital Platforms and Community-Led Innovation for Development	Xiaotian Liu
Wed 4 Nov	10:45–12:15	**T1-B**	39-104	Circular Economy and Consumer Responses to Responsible Business	Yongfu He
Wed 4 Nov	10:45–12:15	**T1-C**	39-105	Health and Care Services: Vulnerable Consumers, Co-Design and Care Environments	Usha Pappu
Wed 4 Nov	13:30–15:00	**T2-A**	39-103	AI in Digital Society: Misinformation, Personalisation, Fragile Experiences and Generative Communities	Claire Cunningham
Wed 4 Nov	13:30–15:00	**T2-B**	39-104	Organisational Purpose, Governance Embedding, and System-Level Social Value	Sara Khan
Wed 4 Nov	13:30–15:00	**T2-C**	39-105	Circular Economy, Reduction Design and Resource Integration	Brittany Currenti
Wed 4 Nov	15:30–17:00	**T3-B**	39-104	Market-Facing DEI: Representation, Brand Purpose, and Consumer Responses	Ari Munkhtuvshin
Wed 4 Nov	15:30–17:00	**T3-C**	39-105	Social Marketing Theory, Behaviour Change, and Cross-Sector Learning	Robyn McCormack
Thu 5 Nov	10:45–12:15	**T1-A**	39-103	Inclusive and Sustainable Development: Equity, Food Security, Energy Hardship and Local Enterprise	Qingqing Chen
Thu 5 Nov	10:45–12:15	**T1-B**	39-104	Social Entrepreneurial Intentions, Education, and Venture Readiness	Robyn McCormack
Thu 5 Nov	10:45–12:15	**T1-C**	39-105	Nudging Sustainable Choices in Foodservice, Hospitality and Tourism	Giuzel Safiullova
Thu 5 Nov	13:30–15:00	**T2-A**	39-103	Organisational Strategy and Institutional Capacity for SDG Implementation	Raechel Johns
Thu 5 Nov	13:30–15:00	**T2-B**	39-104	Organisational Configuration, Values, Logics and Mission Delivery in Social Enterprises	Aastha Malhotra
Thu 5 Nov	13:30–15:00	**T2-C**	39-105	Pathways to Indigenous Self-Determination: Social Enterprise, Inclusive Employment, and Data Sovereignty	Jack Barrett
Fri 6 Nov	9:00–10:30	**T1-A**	39-103	Pathways to Evaluating and Enabling Impact: Methods, Collaboration, and Value Drivers	Muneer Abdulgaleel Ahmed Abdulghani Al-Qubati
Fri 6 Nov	9:00–10:30	**T1-B**	39-104	Practice Perspectives: Policy Delivery, Know-How Transfer, Institutional Barriers and NFP Strategy	Kristen Baker
Fri 6 Nov	9:00–10:30	**T1-C**	39-105	Situational Triggers and Service Design of Giving and Volunteering	Upamali Amarakoon
Fri 6 Nov	11:00–12:30	**T2-A**	39-103	Impact Narratives: Recovery, Equity, Access and Representation	Pathiranage Dona Subodha Dilhari
Fri 6 Nov	11:00–12:30	**T2-B**	39-104	Inclusive Entrepreneurship in Practice: Neurodiversity, Indigenous Frameworks and Enabling Environments	Arihia Chen

Organising Committee

Conference Co-Chairs: Associate Professor Jay Weerawardena and Professor Peter Popkowski Leszczyc, Co-Leads, Alliance for Social Impact, UQ Business School.

2026 International Conference—

Purpose to Impact:

Bridging Research, Policy and Enterprise for Social Good

4–6 NOVEMBER 2026

UQ · ST LUCIA

Find your conference venues

Official campus base map · north is up · venue markers are building locations



A BUILDING 14

Sir Llew Edwards

Keynote · Room 132

Enter the building, then go downstairs.

B BUILDING 39

Colin Clark

Parallel Sessions · Rooms 103–105

Enter the building, then go downstairs.

Breaks / lunch: Level 1 atrium

C SAINT LUCY

Welcome Reception

Tennis Pavilion · Building 28

Blair Drive · next to the tennis pro shop

*Weather-dependent; follow the organisers' final catering instructions.

At both conference buildings: follow DOWNSTAIRS signs to the session rooms.

Water refill: outside Building 39. Ask a volunteer for toilets and step-free access.

Base map: UQ St Lucia campus map (December 2025) · campuses.uq.edu.au

Conference Venue Map

Official campus base map · venue markers are building locations

2026 International Conference—

Purpose to Impact:

Bridging Research, Policy and Enterprise for Social Good

4–6 NOVEMBER 2026

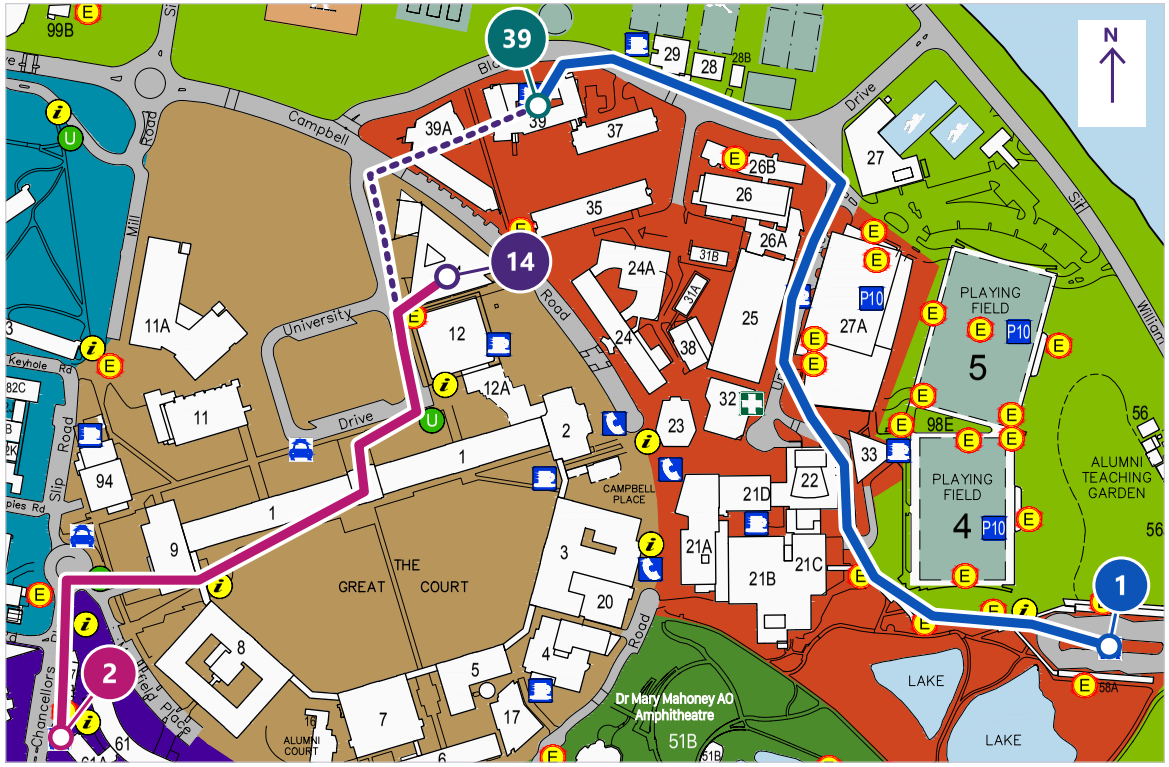
UQ · ST LUCIA

Getting to the Business School by Bus

Suggested walking routes from the two campus bus stops · Building 14 and Building 39

From the bus to the Business School

Official campus base map · north is up · suggested walking routes from the two campus bus stops



1 FROM UQ LAKES STATION

About 9 min walk to Building 39

- Walk west along the path on the north side of the lake.
- Turn right onto Union Road and follow it north to Blair Drive.
- Turn left onto Blair Drive. Building 39 (Colin Clark) is on your left.

2 FROM CHANCELLORS PLACE

About 6 min walk to Building 14

- Walk north to the roundabout, then enter the Great Court beside Building 9.
- Cross the Great Court and go through the Forgan Smith Building (1) archway.
- Follow University Drive right, then left. Building 14 (Sir Llew Edwards) is on your right.

14 ↔ 39: about 3 min walk

Dotted line · north via University Drive

Building 14: Keynote · Room 132 **Building 39: Parallel Sessions · Rooms 103–105**

At both buildings, follow the DOWNSTAIRS signs to the session rooms. Times are approximate.

Plan your bus trip at translink.com.au or call 13 12 30.

Base map: UQ St Lucia campus map (December 2025) · campuses.uq.edu.au · bus stops as shown on the official map

UQ Business School
Alliance for Social Impact Research Hub

The University Of Queensland
AUSTRALIA

Essential workshops for social impact practitioners

2026 conference: Hands-on industry workshops

Are you leading a social purpose initiative and looking to strengthen your impact? These two practical workshops will help you build confidence in measuring and demonstrating social impact and using AI to support your organisation's mission.

Offered as part of the UQ conference *Purpose to Impact: Bridging Research, Policy and Enterprise for Social Good*, both sessions provide practical tools and insights you can apply in your organisation.

The first session, *From purpose to proof: A hands-on guide to impact measurement*, is being presented by Royden Howie, Head of Impact Advisory, Impact Institute.

The second session, A*I for social good: Practical AI and ChatGPT workshop for social enterprises and non-profits*, will be hosted by Professors Ashish Sinha and Peter Popkowski Leszczyc of the Business School.

Schedule: Friday 06 November, 2026

- Session 1: 1.00- 3.00pm
- Afternoon Tea break: 3.00 - 3.30pm
- Session 2: 3.30 - 5.30pm

Cost: $100 per session

Register here for one or both sessions.

Registrations close midday on Monday, 02 November 2026.



From purpose to proof: A hands-on guide to impact measurement



Royden Howie
Head of Impact Advisory
Impact Institute

Want to bring your organisation's purpose to life and show the difference your work is making? This hands-on session gives you practical tools, a clear framework and a real-world case study so you can measure social impact with confidence. It suits people just starting out as well as those refining an existing approach. You'll leave with a measurement strategy tailored to your work and ready to put into practice.

What you'll learn from the session:

- Impact measurement basics: what it is, why it matters and how it improves outcomes.
- Theory of change: build a simple map of your intended impact in a guided activity.
- Measurement planning: how to choose the right methods for your context.
- Core principles: engaging stakeholders, building measurement into day-to-day operations, and balancing rigour with practicality.
- Confidence to begin: start small, use what you already have and learn as you go.

Who should attend

- not-for-profit leaders and program managers who want more structure and clarity in their impact work, and a stronger case for ongoing funding
- social enterprises and B Corps aligning purpose with performance and communicating impact to stakeholders
- CSR and ESG teams building meaningful metrics into sustainability and community initiatives
- philanthropic foundations and impact investors tracking outcomes and making sure their investments drive real change
- community development practitioners amplifying local voices and measuring what matters to communities
- government and policy advisors focused on evidence-based decisions and creating public value.

AI for Social Good: Practical AI and ChatGPT Workshop for Social Enterprises and Non-Profits



Professor Peter Popkowski Leszczyc
Co-Lead, Alliance for Social Impact
Business School, The University of Queensland

This practical, hands-on workshop introduces social enterprises, non-profits and purpose-driven organisations to the effective and responsible use of generative AI. Participants will explore how tools such as ChatGPT can support common organisational activities, including grant writing and program delivery.

Through practical examples and exercises, the workshop will cover:

- effective prompting
- working with organisational information and data
- using AI to support the design-thinking process to enhance stakeholders' engagement
- accelerating innovation
- helping prioritise the resulting projects and ideas for the greatest societal impact.

Participants will leave with practical examples and templates, and a framework for identifying suitable AI opportunities within their own organisation.



Professor Ashish Sinha
Presenter
Business School, The University of Queensland

CRICOS Provider 00025B • TEQSA PRV12080

For more information

https://business.uq.edu.au/research/research-groups/research-hubs/alliance-social-impact

Practical Information

Purpose to Impact: Bridging Research, Policy and Enterprise for Social Good
Wednesday 4 – Friday 6 November 2026 · The University of Queensland, St Lucia

1 · Venues at a glance

Plenary sessions	Sir Llew Edwards Building (Bldg 14), Room 14-132. Enter the building, then go downstairs.
Concurrent sessions	Colin Clark Building (Bldg 39), Rooms 39-103, 39-104 and 39-105. Enter the building, then go downstairs.
Breaks and lunch	Colin Clark (Bldg 39), Level 1 atrium (outdoors). In wet weather: Sir Llew Edwards Building (Bldg 14). Organisers will confirm the final arrangement.
Welcome Reception	Wed 4 Nov, 18:00–20:00. Saint Lucy Caffè e Cucina, UQ Sport Tennis Centre, Blair Drive.
Walking times	Bldg 14 to Bldg 39: about 3 minutes. Water refill station: outside Bldg 39.

2 · Registration

- Registration opens at **8:30 on Wednesday 4 November** (the program starts at 9:00); the desk is staffed until 10:30. Location: Room 14-132, Sir Llew Edwards Building (Bldg 14).
- Your reusable name badge and a UQ tote bag (notepad, pen, keychain) are collected at the desk.
- Arriving later? Unclaimed conference bags will be left for self-collection at Colin Clark on Thursday and Friday.

3 · Information for presenters

- Each talk: **15 minutes** presentation + **5 minutes** questions and discussion.
- Bring your slides on a **USB memory stick** (and keep a backup copy). Load them onto the room computer before your session. You do not need your own laptop.
- A wireless slide clicker is available at the lectern.
- Please arrive in good time to load your slides before your session starts; volunteers in each room will help with slides and equipment.
- **Session chairs:** the last presenter in each session chairs that session (see the Detailed Program) and keeps talks to time.

4 · Wi-Fi

eduroam is available across campus. Please use your home institution's eduroam login.

5 · Photography

Photos will be taken during the conference. If you prefer not to be photographed, ask at registration for an **orange half-circle dot** on your name badge.

6 · Getting to UQ

- **Airport to city:** Airtrain from the domestic or international terminal, about 20 minutes to the CBD. Taxi or rideshare about 20–30 minutes.
- **City to UQ St Lucia:** bus or Brisbane Metro, about 20–30 minutes. The **M2** runs from the city to **UQ Lakes**. Uber or taxi about 15–20 minutes (allow extra time at peak hours).
- **From UQ Lakes station:** about 9–10 minutes' walk to Bldg 39. **From Chancellors Place:** about 6 minutes to Bldg 14. See the bus map in this booklet.
- Plan your trip: Translink Journey Planner (jp.translink.com.au) or call 13 12 30.

7 · Parking on campus

- Paid parking applies **Mon–Fri, 7:00–21:00**. Pay with the **PayStay** app or website, at the blue virtual-meter posts (tap or scan the QR code), or at pay-by-plate machines (Visa/Mastercard).
- **Nearest bays:** red-zone kerbside bays on University Drive beside Bldg 14 and on Blair Drive outside Bldg 39 (about $3.10 per hour, $30.30 per day).
- **Cheaper all-day options:** grey (undercover) P10 Synthetic Playing Fields car park next to the UQ Centre, entry from Sir William MacGregor Drive ($11.50 per day); blue P2 multi-level car park off Sir Fred Schonell Drive, pay at the boom gate on exit ($8.20 per day). Both are about 5–10 minutes' walk.
- Accessible bays are free with a displayed disability permit.

8 · Uber and taxi drop-off

- Enter **"Sir Llew Edwards Building UQ"** or **"Colin Clark Building UQ"** in the app (The University of Queensland, St Lucia QLD 4067).
- **Rideshare pick-up and drop-off:** University Drive, beside Bldg 14 (at the door of Bldg 14; about 3–4 minutes' walk to Bldg 39).
- **Taxi ranks:** University Drive, in front of the Forgan Smith Building (about 2 minutes' walk to Bldg 14), and the Chancellors Place roundabout by the bus station (about 6 minutes).

9 · Dinner suggestions for Thursday evening

Dinner on Thursday 5 November is on your own. A few nearby options; please check opening hours and book ahead. For the city, take the M2 from UQ Lakes to King George Square (about 20–25 minutes); check the Translink timetable.

Shalom Indonesian	Indonesian, casual · $ · 224–226 Hawken Drive, St Lucia · about 10–15 minutes' walk from campus · (07) 3157 4326
Thai Nakonlanna	Thai, casual · $–$$ · 225 Hawken Drive, St Lucia · about 10–15 minutes' walk from campus
Central	Modern Cantonese and dumplings, vegan menu available · $$ · 340 Queen Street, Brisbane City · about 5 minutes' walk from King George Square · friendsof.com.au/venues/central
Golden Avenue	Middle Eastern woodfired dishes and meze, many vegetarian dishes · $$–$$$ · 67 Edward Street, Brisbane City · about 10 minutes' walk from King George Square · anyday.com.au
Moo Moo Wine Bar + Grill	Steakhouse with dry-aged and Wagyu steaks, in the heritage Port Office building · $$$ · 39 Edward Street (corner of Margaret Street), Brisbane City · about 10–15 minutes' walk from King George Square · (07) 3236 4500
Indian Mehek	Regional Indian, many vegetarian dishes · $–$$ · corner of Margaret and Felix Streets, Brisbane City · about 10–15 minutes' walk from King George Square · indianmehek.com

10 · Contacts and emergencies

Conference email	p.popkowski@business.uq.edu.au
Conference web page	business.uq.edu.au/research/research-groups/research-hubs/alliance-social-impact
On-site contact	Professor Peter Popkowski Leszczyc · **0410 623 954**
Emergency	Dial **000**.

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