



AGENDA

Joint Interdisciplinary Workshop (JIW)

"Practical insights with cross-cultural analysis of ESG sustainability statements"

2-6 June 2026

Hosting location: 7 Rue Treilhard, 75008 Paris; Cocoon Bienfaisance – Rovigo

Hybrid participation: <https://us02web.zoom.us/j/89061110805?pwd=aCCAH4mQMeQs8UybPDGWjJoLwHHRdH.1>

Meeting ID: 890 6111 0805 Passcode: 271739

- **Task T4.1. Knowledge transfer and capacity building**, hosted by IEED – participation in **Joint Interdisciplinary Workshop (JIW)** - "*Practical insights with cross-cultural analysis of ESG sustainability statements*".

HOSTING PARTNER:

P10.IEED: INSTITUT EUROPÉEN D'ÉTUDES DU DÉVELOPPEMENT - FRANCE

Headquarters: 28 Allée du Mail, 92360 Meudon, France

Project staff:

Ms. Dorina ROSCA – Managerial staff;

Prof. Ulrike SCHUERKENS – Technical staff;

SENDING PARTNERS:

P1. UNSTPB - NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

POLITEHNICA BUCHAREST

Mrs. Theodora-Mihaela DOLTU – researcher;

Mrs. Ruxandra IONITA – researcher;

Mr. Gheorghe MILITARU – researcher;

P2. UR: UNIVERSITY OF RUSE ANGEL KANCHEV – BULGARIA

Ms. Natalya VENELINOVA TRIFOLOVA – researcher;

Mrs. Svilena RUSKOVA – researcher;

P4.BUT: VYSOKE UCENI TECHNICKE V BRNE - CZECHIA

Mr. Jan KRIST- doctoral student;

Zdenka KONECNA – researcher;

Michal LISKA – doctoral student;

P5.TUL: POLITECHNIKA LODZKA - POLAND

Mrs. Magdalena GRĘBOSZ-KRAWCZYK – researcher;

Ms. Magdalena MAJTCZAK - doctoral student;



P3.USM: UNIVERSITATEA DE STAT DIN MOLDOVA – REPUBLIC OF MOLDOVA

Mr. Marian JALENCU – researcher

Ms. Galina LISA – researcher

P7.IU: ISTANBUL UNIVERSITESI/ISTANBUL UNIVERSITY - TURKEY

Mrs. Tülay KAYA – researcher

Mrs. Oya TOPDEMİR KOÇYİĞİT – researcher

INVITED PARTICIPANTS:

Prof. Anna SHOSTYA - Pace University, New York City, USA

Elena BOLOCAN - MAIB Moldova, Republic of Moldova

Evgenii RISOVICH - MAIB Moldova, Republic of Moldova

TIME	TUESDAY 2 June 2026	WEDNESDAY 3 June 2026	THURSDAY 4 June 2026	FRIDAY 5 June 2026	SATURDAY 6 June 2026
DAY THEME	DAY 1 What are we analysing, and why does it matter?	DAY 2 How do we analyse it?	DAY 3 What cross-cultural differences do we observe?	DAY 4 What conclusions and practical tools do we develop?	DAY 5 Interdisciplinary & Intercultural Activity
9:00 – 9:30	OPENING SESSION Welcome and participants' networking Dorina ROSCA – Host P10.IEED-France	Introduction to Day 2 Overview of methodological objectives	Introduction to Day 3 Framing the applied analysis	Introduction to Day 4 Synthesis session	Guided research visit in Paris Exploring French cultural heritage with a focus on ESG dimensions of sustainable heritage preservation. Location: Cité de l'architecture et du patrimoine. 1, Place du Trocadéro et du 11 Novembre 75116 Paris
9:30 – 11:30	LECTURE SESSION Theodora-Mihaela DOLTU , P1.UNSTPB, Romania "Hofstede's Cultural Dimensions and Impact on ESG Reporting" Svilena RUSKOVA , P2.UR, Bulgaria "Stakeholder Theory and Cross-Cultural ESG Communication"	LECTURE SESSION Natalya VENELINOVA TRIFOLOVA , P2.UR, Bulgaria "Greenwashing in ESG Statements" Zdenka KONECNA & Michal LISKA , P4.BUT, Czech Republic "A Cultural-Contextual Model of Employee Competences for ESG Reporting and Business Resilience"	LECTURE SESSION Oya TOPDEMİR KOÇYİĞİT & Tülay KAYA , P7.IU, Istanbul University, Turkey "A Socio-Cultural Assessment of Institutional Dilemmas in ESG Sustainability Reporting Practices in Romania and Italy" Tülay KAYA & Oya TOPDEMİR KOÇYİĞİT , P7.IU, Istanbul University, Turkey "A Critical Perspective on Gendered ESG Sustainability Reporting Practices: The Cases of Romania and Italy"	LECTURE SESSION Jan KRIST , P4.BUT, Czech Republic "The Impact of Modern Technologies and Artificial Intelligence on Internal Communication in the Digital Workplace: Implications for ESG Reporting and Hofstede's Cultural Dimensions" Gheorghe MILITARU , P1.UNSTPB, Romania "The Impact of Artificial Intelligence on the Cross-Cultural Analysis of ESG Sustainability Statements"	
11:30 – 12:00	Coffee Break	Coffee Break	Coffee Break	Coffee Break	
12:00 – 13:30	LECTURE SESSION Galina LISA , P3.USM, Moldova "Cultural and Legal Determinants of ESG Transparency in Emerging Economies: Evidence from the Republic of Moldova"	LECTURE SESSION Irina BALAOI , P9.ASRO, Romania From ESRS Requirements to Standards-Based Evidence: The Role of European and International Standards in Sustainability Reporting.	LECTURE SESSION Dorina ROSCA , P10.IEED-France ESG as Symbolic Capital: A Bourdieusian Reading of Contemporary Organisational Legitimacy.	LECTURE SESSION Nicoleta CAPBUN , P11. BEIA, Austria "Sustainability Transformation: ESG Reporting Using Digital Tools"	

PLENARY DISCUSSION
Moderator: Dorina ROSCA



	Ulrike SCHUERKENS , P10.IEED-France "The Corporate Social Responsibility Strategy of L'Oréal"	Ioana Ruxandra IONITA , P1.UNSTPB, Romania Sustainability Reporting in the European Energy Sector: Cultural Influences in Romania and Italy	Elena BOLOCAN & Evgenii RISOVICH , MAIB Moldova — Invited Experts "ESG Reporting in Moldova: Paving the Way"	P10.IEED-France What have we learned? What methodological limits emerged? How do we distinguish declared from substantive sustainability?	
13:30 – 14:30	Lunch Break	Lunch Break	Lunch Break	Lunch Break	
14:30 – 16:30	THEMATIC RESEARCH WORKSHOP Moderator: Magdalena GRĘBOSZ-KRAWCZYK , P5.TUL, Poland Say It Right: Designing ESG Communication for Different Cultures" Interactive group work: participants analyse real-life ESG messages and design culturally adapted communications. Followed by roundtable: how is ESG perceived in your country?	BOOK DISCUSSION Moderator: Prof. Anna Shostya Pace University, USA — Invited Expert Pathways To Sustainable Development: Implementing the Pact for the Future, Edward Elgar Publishing, 2025, https://doi.org/10.4337/9781035356348 (online) The book explores global challenges in the field of sustainable development, examining the key factors identified by the UN Pact for the Future.	INTERDISCIPLINARY FIELDWORK RESEARCH Moderator: Dorina ROSCA P10.IEED-France Applied Comparative Analysis Mixed teams apply the analytical grid to ESG texts from Western Europe, Central & Eastern Europe, and North America. Teams present comparative observations: What is global? What is local? What is purely rhetorical?	SYNTHESIS & GROUP WORK Moderator: Dorina ROSCA – Host P10.IEED-France Synthesis: Producing the Final Collective Output Groups produce a final deliverable: a set of practical recommendations and the outline of future publications and collaborations. Followed by the closing session.	Free Time
16:30 – 17:00	Wrap-up & Closing Remarks Day 1 synthesis — common vocabulary map; first comparative hypotheses.	Wrap-up & Closing Remarks Presentation and validation of the draft comparative analytical matrix.	Wrap-up & Closing Remarks Presentation of comparative observations; preliminary ESG discourse typologies.	Final Wrap-up & Next Steps Closing remarks, presentation of final outputs, and discussion of collaboration and publication roadmap.	