The Language of Innovation:

Sustainable Entrepreneurship, Language, Narratives, and Stories in the Age of Polarization

Workshop Programme

23 February 2026
Bayes Business School - Finsbury Square, Room 305

Organizing Committee:
Itziar Castello, Bayes Business School
Simone Ferriani, Bayes Business School & University of Bologna[1]
Yanfei Hu, University of Surrey
Maggie Chen, Bayes Business School

08:00 – 09:45 | Business Breakfast

How to Lead Under Fire: Social Entrepreneurial Narratives in a Polarized World

Moderators: Yanfei Hu (University of Surrey) C Itziar Castello (Bayes Business School)
Panellists: Colette Fox (ProVeg), Elaine Siu (Good Food Institute), Henri Schildt (Aalto University), Maggie Chen (Gamechangers Initiative C Bayes)

An insightful breakfast panel exploring how founders and organizations communicate purpose, legitimacy, and impact under conditions of scrutiny, misinformation, and polarization. Sign up here: https://luma.com/gvqzb9in

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10:00 – 10:30 | Keynote

Eero Vaara (University of Oxford)
Discursive Legitimation in a Post-Truth Society

10:30 – 12:00 | Presentations

- Michael Etter (King's College London)
  Fake Narratives and Second-Order Beliefs
- Alex Bitektine (Concordia University)
  "Average Jane and Joe Heroes": How Social Entrepreneurs' Narratives Transform Entrepreneurship Myths
- Paolo Aversa (King's College London)
  Title TBC

12:00 – 12:50 | Lunch

12:50 – 13:20 | Keynote

Daniel Hjorth (Lund University)
Process Thinking's Language of Innovation: Affect, the Literary, and Imagination

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13:20 – 14:20 | Roundtable Paper Development Session

Further details and allocations to follow.

- Yuan Li (Saint Mary's College of California)
  Rhetorical Strategies in the Discourse of Safe, Ethical, and Responsible AI
- Marie Joaquim (ESSCA School of Management)
  Emotional Energy Shielding for Collective Action: Organisational Responses to Fake News Online

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15:20 – 15:35 | Break

15:35 – 16:05 | Keynote 3

Henri Schildt (Aalto University)
Analyzing Narratives at Scale: Can AI Tools Lead to New Theories?

16:05 – 17:35 | Presentations

- Donato Cutolo (IE Business School)
  Would a Rose by Any Other Name Smell as Sweet? The Role of Word Specificity in Entrepreneurial Storytelling
- Yuliya Snihur (IESE Business School)
  Framing Strategic Legacy: The Case of HP
- Sai Kalvapalle (Nova School of Business and Economics)
  Performing Entrepreneurship: Cognitions and Emotions Bridging Narratives and Practices

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17:35 – 18:00 | Closing Remarks

18:45 onwards | Drinks, Bites C Good Times

An informal opportunity to continue conversations and build connections.

We look forward to seeing you all soon!