



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 Bologna¹

Yanfei Hu, University of Surrey

Maggie Chen, Bayes Business School

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Preliminary Agenda

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>

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
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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

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

Further details and allocations to follow.

14:20 - 15:20 | Presentations

- 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 & Good Times

An informal opportunity to continue conversations and build connections.

We look forward to seeing you all soon!