

Impact Investing & Measurement: Bridging Research and Practice

Two-Day Conference with Workshop Elements on Impact Investing and Impact Measuring

November 5th & 6th, 2024, Mannheim

Overview

We are excited to organize a two-day conference with workshop elements on impact investing and impact measurement. This conference aims to bridge the gap between practice and academia, offering participants valuable insights into these topics. Attendees are encouraged to present early-stage research ideas, receive meaningful feedback, and engage with fellow researchers and practitioners in the field.

Outstanding contributions will be recognized with two awards. The best research idea will receive the 'Best Research Idea' award, worth 150€. In addition, the best early-stage or conference paper will be honored with the 'Best Paper Award,' worth 250€.

Impact entrepreneurship refers to the creation of businesses that prioritize generating positive social, environmental, or economic impact alongside financial returns. These businesses aim to drive meaningful change and contribute to shaping economic systems that are more sustainable and future-ready (Markman et al., 2019). Impact investing involves allocating capital to these ventures with the goal of achieving measurable impact in addition to financial profits (Clarkin & Cangioni, 2016). Measuring this impact is crucial but remains complex, with various frameworks available for assessment, yet no universal consensus on the best approach (Epstein & Yuthas, 2014).

Target group (participants):

Our target audience consists primarily of early-stage researchers (i.e., doctoral candidates and post-docs) from ENGAGE.EU partner universities (www.engageuniversity.eu/partners/). Other researchers and interested persons (e.g., lifelong learners) who are keen on the topics of impact investing and impact measurement are also welcome to participate, provided there is available capacity. These interested individuals do not necessarily need to be affiliated with a university, but they should have a connection to or interest in the topic.

Participants will be informed about the program through the ENGAGE.EU website and additionally invited personally.

Selected program highlights

- Scientific and Practitioner Keynote Speeches
- Two dedicated sessions on impact investing and impact measurement for presenting research papers in their early stages or more developed research ideas (see detailed information in the call for research ideas and papers)
- Insights on qualitative and quantitative methods and approaches for measuring impact, and relevant databases
- Interactive workshop formats
- Panel discussion with practitioners
- Dinner Event

The complete program is expected to be available by the beginning of October.

Call for research ideas and papers

We are pleased to offer two dedicated sessions for presenting research papers in their early stages or more developed research ideas at the conference. These sessions are designed to facilitate valuable feedback for the further development of research ideas and papers, as well as to promote discussion and networking among participants.

The topics listed below are illustrative, and any other topic that aligns with the call's spirit can also be considered. Please indicate the topic or session you feel most connected to in your application. Rerouting of papers is possible.

1) Session on Impact Investing

We invite submissions on a wide range of topics related to impact investing. Potential research themes include, but are not limited to:

- Novel business models and investment strategies that align social and environmental goals with financial returns.
- Risks and uncertainties associated with impact investments and strategies for risk mitigation.
- Challenges and opportunities in scaling impact investments to mainstream capital markets, including the role of regulatory frameworks, public policies, and financial innovations.
- The role of partnerships between investors, businesses, and nonprofit organizations in impact investing.
- Current trends and future developments in impact investing and their market implications.

- Ethical dilemmas in impact investing, such as conflicts between profit motives and impact goals, and the prevalence of "impact washing."
- Social and cultural factors influencing the success and impact of investments.
- Impact investing challenges and opportunities in developing and emerging economies.
- Developing and standardizing metrics and frameworks for measuring social and environmental impact and integrating these into financial performance evaluation.
- Comparing and improving existing assessment frameworks and tools.

2) Session on Impact Measurement

We invite submissions on a wide range of topics related to impact measurement. Potential research themes include, but are not limited to:

- Innovative methodologies for assessing and quantifying the impact of initiatives and programs.
- Enhancements to existing impact measurement frameworks for improved accuracy and relevance.
- Development of standardized metrics and indicators for consistent impact assessment across sectors and organizations.
- The impact of emerging technologies, such as artificial intelligence and blockchain, on impact measurement and data collection.
- Sector-specific challenges and best practices in impact measurement for fields like health, education, environment, and social services.
- Ethical issues related to impact measurement, including data privacy, consent, and potential unintended consequences.

Submission Information:

You can submit either:

a) **An Extended Research Idea:** An extended abstract (maximum 1,000 words) that briefly describes your research question, initial approach to the theoretical framework, and methodology.

b) **An Early-Stage Paper:** An early-stage paper or conference paper (between 3,000 and 6,000 words) that should include an introduction, research question(s), literature review, methodology, preliminary results or findings.

Please submit your documents along with your resume by the **deadline of October 6th, 2024, at 23:59** via the [submission form](#).

A decision on which submissions will be admitted for presentation will be announced by October 11th, 2024, at the latest.

Further organizational information:

- Participation in the conference is possible even if you do not submit a research idea or paper.
- Once the number of submitted papers is confirmed, discussants will be assigned to each research idea and paper.
- Presentations in these sessions should last between 10 and 15 minutes, depending on the stage of the research.