

Dr Thomas B. Long, PhD

Associate Professor of Sustainable Entrepreneurship
EDHEC Business School, Lille

[ResearchGate](#); [LinkedIn](#); [Google Scholar](#)

Education

2013 PhD, University of Leeds, Sustainability Research Institute (White Rose Studentship)

Thesis: *'The Management of Climate Change Mitigation Objectives in the Supply Chains of Public and Private Organisations in the UK'*.

Supervisors: Professor William Young (University of Leeds) & Dr Samartha Thankappan (Uni. of York).

2008 MSc, MSc Sustainable Development, Distinction, University of Surrey, CES

2006 BSc (Hons) Politics with Economics, 2.1, University of Bath

Awards and Honours

2019 University of Groningen Teacher of the Year Nominee, based on designation as Campus Fryslân Faculty Teacher of the Year 2019.

2019 Best paper award, New Business Models Conference, Berlin, for Eikelenboom, M., Long, T.B., & De Jong, G., Circular business models in social housing associations: Bridging ecological goals and social contexts.

Professional Experience

2023 – Present Associate Professor of Sustainable Entrepreneurship, EDHEC Business School (FR)

2018 – 2023 Assistant Professor of Sustainable Entrepreneurship, University of Groningen (NL)

2014 – 2017 Postdoctoral Fellow, Wageningen University (NL)

2014 Research Assistant, Regent's University (UK)

2013 Research Assistant, University of Leeds (UK)

Research Projects and Funding

2020-2023 Teaching Entrepreneurship for Sustainability (TES), ERASMUS+ Strategic partnership project involving Uppsala University, University of Groningen, and NORD University (€176,000)

2018-2022 PROWAD Link PROTECT & PROSPER: Obtaining benefits through linking sustainable growth with nature and heritage protection (€290,000 of Interreg funding)

2016-2018 Responsible Innovation Practices of Sustainable Entrepreneurs in Making the Transition towards Sustainable Agricultural, Water and Energy Systems (€190,000 of NWO funding)

Full Publication List

1. Wang, L., & Long, T. B. (2023). *The conceptual evolution of responsible research and innovation in China: a systematic literature review*. Journal of Responsible Innovation, 10(1), 2226465.
2. Eikelenboom, M., & Long, T. B. (2023). *Breaking the Cycle of Marginalization: How to Involve Local Communities in Multi-stakeholder Initiatives?* In Journal of Business Ethics, 1-32.
3. Dawo, H. L. A., Long, T. B., & de Jong, G. (2022) *Sustainable entrepreneurship and legitimacy building in protected areas: Overcoming distinctive barriers through activism*. In Business Strategy and the Environment, May. <https://doi.org/10.1002/bse.3118>
4. Long, T.B., and Blok, V., (2021) *Niche-level investment challenges for European Green Deal financing in Europe: Lessons from and for the agri-food climate transition*. In Humanities & Social Sciences Communications.
5. Greco, A., Eikelenboom, M., and Long, T.B., (2021) *Innovating for sustainability through collaborative innovation contests*. In Journal of Cleaner Production, 331, 127628
6. Senyolo, M.P., Long, T.B., Blok, V., Omta, O. and van der Velde, G., (2021) *Smallholder adoption of technology: Evidence from the context of climate smart agriculture in South Africa*. Journal of Development and Agricultural Economics, 13(2), 156-173.
7. Greco, A., Long, T.B., and de Jong (2021) *Identity reflexivity: a framework of heuristics for strategy change in hybrid organizations*. In Management Decision, 3rd June
8. Long, T.B., and Van Waes, A., (2021) *When bike sharing business models go bad: Incorporating responsibility into business model innovation*. In Journal of Cleaner Production, 297, 126679
9. Senyolo, M. P., Long, T. B., & Omta, O., (2021). *Enhancing the adoption of climate-smart technologies using public-private partnerships: lessons from the WEMA case in South Africa*. In International Food and Agribusiness Management Review, 1-22.
10. Eikelenboom, M., Long, T.B., de Jong, G. (2021) *Circular strategies for social housing associations: Lessons from a Dutch case*. In Journal of Cleaner Production, 292, 126024
11. Long, T.B., Blok, V., Dorrestijn, S., and Macnaghten, P., (2020) *The design and testing of a tool for developing responsible innovation in start-up enterprises*. In Journal of Responsible Innovation, 1-31
12. Long, T.B., Blok, V. and Coninx, I., (2019) *The diffusion of climate-smart agricultural innovations: Systems level factors that inhibit sustainable entrepreneurial action*. In Journal of Cleaner Production, 232: 993-1004
13. Blok, V., Scholten, V., and Long, T.B., (2018) *Responsible innovation in industry and the importance of customer orientation: introduction to the special issue*. International Food and Agribusiness Management Review 21 (4), 455-462
14. Long, T.B., and Blok, V., (2018) *Integrating the management of socio-ethical factors into industry innovation: towards a concept of Open Innovation 2.0*. International Food and Agribusiness Management Review 21 (4), 463-486

15. Long, T.B., Looijen, A., and Blok, V., (2018) *Critical success factors for the transition to sustainable business models in the food and beverage industry in the Netherlands*. In Journal of Cleaner Production, 175, <https://doi.org/10.1016/j.jclepro.2017.11.067>
16. Senyolo, M., Long, T.B., Blok, V., and Omta, O., (2017) *How the characteristics of innovations impact their adoption: An exploration of Climate Smart Agricultural innovations in South Africa*. In Journal of Cleaner Production, <http://dx.doi.org/10.1016/j.jclepro.2017.06.019>
17. Long, T.B., and Blok, V. (2017) *When the going gets tough, the tough get going: toward a new – more critical – engagement with responsible research and innovation in an age of Trump, Brexit, and wider populism*. In Journal of Responsible Innovation, <http://dx.doi.org/10.1080/23299460.2017.1319036>
18. Long, T.B., Blok, V. and Poldner, K., (2017) *Business models for maximising the diffusion of technological innovations for climate-smart agriculture*. In International Food and Agribusiness Management Review, 20(1): 5-23 <http://dx.doi.org/10.22434/IFAMR2016.0081>
19. Long, T.B. and Young, C.W., (2016) *An exploration of intervention options to enhance the management of supply chain greenhouse gas emissions in the UK*. In Journal of Cleaner Production, 112(3): 1834–1848 <http://dx.doi.org/10.1016/j.jclepro.2015.02.074>
20. Long, T.B., Blok, V. and Coninx, I., (2016) *Barriers to the adoption and diffusion of technological innovations for climate-smart agriculture in Europe: evidence from the Netherlands, France, Switzerland, and Italy*. In Journal of Cleaner Production, 112(1): 9 – 21 <http://dx.doi.org/10.1016/j.jclepro.2015.06.044>
21. Blok, V., Long, T.B., Gaziulusoy, A.I., Ciliz, N., Lozano, R., Huisingh, D., Csutora, M., and Boks, C., (2015) *From best practices to bridges for a more sustainable future: advances and challenges in the transition to global sustainable production and consumption: Introduction to the ERSCP stream of the Special volume*. In Journal of Cleaner Production, 108(A): 19 – 30 <https://doi.org/10.1016/j.jclepro.2015.04.119>
22. Long, T.B., Young, C.W., Webber, P., Gouldson, A., and Harwatt, H., (2014) *The impact of domestic energy efficiency retrofit schemes on householder attitudes and behaviours*. In Journal of Environmental Planning and Management, 58(10): 1853-1876 <http://dx.doi.org/10.1080/09640568.2014.965299>

Book Chapters

1. Senyolo, M., Long, T.B., Blok, V., Omta, O., (2023) *Chapter 12: Climate-Smart Agriculture Diffusion within Smallholder Agriculture Context: The Role of Business Models of Sustainable Entrepreneur*. In De Gruyter Handbook of Sustainable Entrepreneurship Research (Eds., De Jong, G., et al.,) Walter de Gruyter GmbH & Co KG
2. Schadenberg, D., Folmer, E., Long, T. B., (2023) *Chapter 4: Sustainable Entrepreneurship Education*. In De Gruyter Handbook of Sustainable Entrepreneurship Research (Eds., De Jong, G., et al.,) Walter de Gruyter GmbH & Co KG
3. Long, T.B., and Blok, V., (2023) *Managing the responsibilities of doing good and avoiding harm in sustainability-orientated innovations: Example from agri-tech start-ups in the Netherlands*. In New Horizons in Responsible Research and Innovation. Springer.
4. Long, T.B., and Young, C.W., (2022) *Supply chain climate mitigation strategies and business models*. In Gianiodis, P. (Eds) Environmental Entrepreneurship Volume of World Scientific Encyclopaedia of Business Sustainability, Ethics & Entrepreneurship, World Scientific

5. Greco, A., and Long, T.B., (2022) *Towards sustainable cities and communities: paradoxes of inclusive social housing strategies*. In Markman, G. (Eds) *SDG Volume of World Scientific Encyclopaedia of Business Sustainability, Ethics & Entrepreneurship*, World Scientific
6. Long, T.B., Iñigo, E., and Blok, V., (2020) *Responsible management of innovation in business*. In Laasch, O., Jamali, D., Freeman, R.E. & Suddaby, R. (Eds), *Research Handbook of Responsible Management*. Cheltenham: Edward Elgar
7. Long, T.B., (2020) *Sustainable Business Strategies*. In Leal, W. et al., (Eds), *Encyclopaedia of the UN Sustainable Development Goals: Decent Work and Economic Growth*. Springer
8. Blok, V. and Long, T.B., (2016) *The role of responsible innovation in the technology assessment of smart farming technologies in Europe*. In *Food futures, Section 22: Responsible research and innovation*, I. Anna S. Olsson, Sofia M. Araújo and M. Fátima Vieira (eds.) *Food futures: ethics, science, and culture*, EurSafe 2016, pg. 618 DOI 10.3921/978-90-8686-834-6_84
9. Long, T.B., Tallontire, A. and Young, C.W., (2015) *CSR, voluntary standards, and sustainable business*, in Kopnina, H. and Shoreman-Ouimet, E. (eds) *Sustainability: Key Issues*. Routledge, UK (pg. 199-218)

Reports

1. Dawo, H., Long, T.B., Yttredal, E.R., Tippet, E.W., and De Jong, G., (2021) *Sustainable Entrepreneurship in the North Sea Region: A guidebook of best-case examples*. PROWAD LINK—Protect and Prosper, Interreg North Sea Region. https://www.waddensea-worldheritage.org/sites/default/files/Sustainable%20Entrepreneurship%20in%20the%20North%20Sea%20Region%20a%20guidebook_low%20res.pdf
2. Dawo, H.L.A., Long, T.B., (2021) *Sustainable businesses in touristic nature areas Best case examples from 5 countries*. PROWAD LINK—Protect and Prosper, Interreg North Sea Region. https://www.waddensea-worldheritage.org/sites/default/files/2021_Prowad%20Link%20best%20cases-v2.pdf
3. Dawo, H., Long, T.B., and De Jong, G., (2020) *Barriers for Sustainable Entrepreneurship in the Wadden Sea World Heritage Site: An exploratory study*. PROWAD LINK—Protect and Prosper, Interreg North Sea Region. https://www.waddensea-worldheritage.org/sites/default/files/2020_barriers%20to%20sustainability.pdf

Conference Papers, Workshops Attended:

1. Buzzao, G., Long, T.B., and Vico, D., (2022) *A unifying framework for postgrowth organisations: a qualitative investigation*. IV International Conference of the European Society for Ecological Economics (ESEE 2022), Pisa, Italy.
2. Dawo, Hellen, Thomas Benjamin Long, and Gjalt De Jong. "Sustainable Entrepreneurship and Protected Areas: Influences of Embeddedness in a Semi-remote Context." *Academy of Management Proceedings*. Vol. 2022. No. 1. Briarcliff Manor, NY 10510: Academy of Management, 2022.
3. Long, T.B. and Dixon, J., (2021) *Sustainable entrepreneurship and the management of social innovation: How to improve outcomes in response to a global pandemic?* International Association for Business & Society 32nd Annual Conference, June 2021, Brussels

4. Eikelenboom, M., Long, T.B., and De Jong, G., (2020) Community involvement in the circular economy: action research in the social housing sector. New Business Models Conference, 1st – 2nd July, 2020, Nijmegen
5. Dawo, H., Long, T.B., (2020) Ingredients For Inclusion of Nature and Heritage Assets in Sustainable Business Models: An Investigation of Small and Medium Sized Enterprises at World Heritage Sites. New Business Models Conference, 1st – 2nd July, 2020, Nijmegen.
6. Long, T.B., (2020) Innovation for grand societal challenges by start-up firms: overcoming tensions within responsible innovation. EURAM Early Career Colloquium 9th – 11th March, Huddersfield, United Kingdom
7. Greco, A., Eikelenboom, M., and Long, T.B., (2020) Innovating for Sustainability Through Collaborative Innovation Contests. Academy of Management Proceedings, 2020,
8. Long, T.B., and Van Waes, A., (2019) When new business models go bad: irresponsible innovation and the case of cycle hire schemes. New Business Models Conference, 1st – 3rd July 2019, Berlin
9. Greco, A., Long, T.B., and de Jong, D. (2019) The Freezing Effect of Sustainability Paradoxes and Conflicting Identities in Hybrid Organisations. Academy of Management Proceedings 2019 (1), 14881
10. Greco, A., Long, T.B., and de Jong, D. (2019) When chasing energy neutrality becomes unethical: paradoxes of climate mitigation strategies for social housing. Sustainability Ethics Entrepreneurship Conference 2019 - Miami, United States, 28-Feb-2019 → 3-Mar-2019
11. Long, T.B., and Van Waes, A., (2019) When new business models go bad: irresponsible innovation and the case of cycle hire schemes. Presentation (presenter), EURAM 2019 Conference. Lisbon, Portugal, 26th – 28th June, 2019
12. Eikelenboom, M., Long, T.B., and De Jong, G., (2019) Circular business models in social housing associations: Bridging ecological goals and social contexts. EURAM 2019 Conference. Lisbon, Portugal, 26th – 28th June, 2019
13. Greco, A., Long, T.B., and de Jong, D. (2019) Experimentation for sustainability through design thinking: the case of the sustainable innovation challenge. 35th EGOS Colloquium: Enlightening the Future: The Challenge for Organizations - University of Edinburgh Business School, Edinburgh, United Kingdom 4-Jul-2019 → 6-Aug-2019
14. Eikelenboom, M., Long, T.B., and De Jong, G., (2019) Circular business models in social housing associations: Bridging ecological goals and social contexts. New Business Models Conference, 1st – 3rd July 2019, Berlin
15. Dawo, H., Long, T.B., and De Jong, G., (2019) The Role of Quadruple Helix Collaborations in nature and heritage conservation sites: Enhancing Responsible Research and Innovation through partnerships. Triple Helix Congress on Responsible Innovation & Entrepreneurship, 30th September – 1st October 2019, Thessaloniki, Greece.
16. Greco, A., Long, T.B., and De Jong, G. (2019) The Freezing Effect of Sustainability Paradoxes and Conflicting Identities in Hybrid Organisations. Academy of Management Proceedings (1), 14881

17. Long, T.B., and van Waes, A., (2018) When new business models go bad: irresponsible innovation and the case of cycle hire schemes. Presentation (presenter), SEE European Extension 2018. Madrid, Spain, 12th – 13th June, 2018
18. Long, T.B., and Blok, V. (2018) Enhancing the ethical behaviour of sustainable entrepreneurs through responsible innovation – the case of new technology-based firms in Europe. Presentation (presenter), SEE 2018, Washington DC, USA, 2nd-4th March
19. Long, T.B., and Blok, V. (2017) Sustainable entrepreneurship and responsible innovation: The role of investors in managing socio-ethical issues. NTNU Sustainability Science Conference 2017: Transitions to Sustainable Systems, Trondheim, Norway, 18–20 October 2017
20. Long, T.B., (2017) Business models for sustainability and their role in helping to manage supply chain greenhouse gas emissions. NTNU Sustainability Science Conference 2017: Transitions to Sustainable Systems, Trondheim, Norway, 18–20 October 2017
21. Long, T.B., Blok, V. and Dorrestijn, S., (2017) Identifying and integrating socio-ethical factors into innovation processes in industry: The development of a tool for enhancing sustainable entrepreneurial opportunities. Presentation (presenter), International Conference on Responsible Research and Innovation in Science, Innovation and Society 2017, Rome, Italy, 25th – 26th September 2017
22. Long, T.B., and Blok, V., (2017) Sustainable entrepreneurship, responsible innovation, and new business models: how can responsible innovations attract the necessary finance? Presentation (presenter), 2nd Annual New Business Models Conference Graz, Austria, 21st – 22nd June 2017
23. Long, T.B., and Blok, V., (2017) Responsible Innovation Practices of Sustainable Entrepreneurs in Making the Transition towards Sustainable Agricultural, Water and Energy Systems. Symposium presentation, 'Co-Creation? Naturally!' NWO, 20th June, Rijtuigenloods Amersfoort, The Netherlands
24. Long, T.B., and Blok, V., (2017) The potential of responsible innovation for enhancing ethical behaviour of sustainable entrepreneurs – the case of cleantech start-ups in Europe. Presentation (presenter), SEE 2017, Puerto Rico, 28th Feb. – 3rd March 2017.
25. Blok, V. and Long, T.B., (2016) Co-creation for responsible innovation in Smart farming innovation practices. Presentation (presenter), IFAMA 2016, Aarhus, Denmark, June 19th – 23rd, 2016
26. Long, T.B. and Blok, V. (2016) The transition to Climate-smart agriculture in Europe: A systems perspective. Presentation (presenter), IFAMA 2016, Aarhus, Denmark, June 19th – 23rd, 2016
27. Long, T.B., Looijen, A. and Blok, V., (2016) Critical Success Factors for the Transition to Sustainable Business Models in the Food and Beverage Industry in the Netherlands. Presentation, Embracing the variety of sustainable business models workshop, Solvay Business School (VUB), Brussels, Belgium, 13th May 2016
28. Blok, V. and Long, T.B., (2016) The Role of Responsible Innovation in the Technology Assessment of Smart Farming Technologies in Europe. Presentation (presenter), 15th Annual STS Conference Graz: Critical Issues in Science, Technology and Society Studies (2016), Graz, Austria, 9th – 11th May 2016
29. Long, T.B. and Blok, V., (2016) Open Innovation for Responsible Innovation in Smart Farming Innovation Practices. Poster, 15th Annual STS Conference Graz: Critical Issues in Science, Technology and Society Studies (2016), Graz, Austria, 9th – 11th May 2016

30. Long, T.B., Blok, V. and Poldner, K., (2015) Flourishing Farmers: A Systemic Approach To Climate Smart Agriculture Transition. Presentation, Global Cleaner Production & Sustainable Consumption Conference: Accelerating the Transition to Equitable Post Fossil-Carbon Societies, Sitges, Barcelona, Spain, 1 - 4 November 2015

Invited Presentations

1. Long, T.B., (2024) Moderator: ECSB webinar on the future of Entrepreneurship Education in the context of degrowth, and the transition to a post-growth economy. Co-convenors (Linköping University: Karin Wigger; Campus Fryslân - University of Groningen: Emma Folmer; Nord University: Marit Breivik-Meyer, Siri Jakobsen, Marianne Steinmo and Iselin Mauseth Steira). 24th January, 2024.
2. Long, T.B., Sustainable Entrepreneurship Education: A Systematic Literature Review, 'RISEBA University of Business Arts & Technology, RISEBA University of Applied Sciences, Latvia, 2023
3. Long, T.B., Sustainable Entrepreneurship and World Heritage, 'Revitalizing Landscapes through Cultural and Creative Tourism - A Transdisciplinary Discussion', Heidelberg Centre for Transcultural Studies | HCTS, Karl Jaspers Centre, Heidelberg, Germany.
4. Long, T.B., Sustainable Entrepreneurship Education: A Systematic Literature Review, 'RISEBA University of Business Arts & Technology, RISEBA University of Applied Sciences, Latvia, 2022
5. Long, T.B., Sustainable Business Models and How to Apply Them, 'European WaterCampus Business Challenge 2022', 16th May, WETSUS, Leeuwarden.
6. Long, T.B., Sustainable Business: Challenges and Prospects, Groningen, 'Sustainability Lecture: Challenges, Chances, and Business', for *University of Groningen Honours College Social Association*, May 10th, 2021. Presentation alongside Henryk Wuppermann, Head of Corporate & Structured Finance at E.ON
7. Long, T.B., When business models go bad: Responsible innovation and bike sharing schemes. Presentation: Research Seminar – *Entrepreneurship City, Groningen, 'Brown Bag Lunch'*, 29th June, 2020
8. Long, T.B., (Ir)responsible business model innovation and the sharing economy. Presentation: Research Seminar – *Kedge (Bordeaux) / Boss (University of Leeds) Research Seminar*, 21st April 2020
9. Long, T.B., Critical Success Factors for the Transition to Sustainable Business Models in the Food and Beverage Industry in the Netherlands. Presentation: *Research Seminar – Business models for sustainability in the transition to a circular economy*. 27th March 2018, Wageningen University, The Netherlands
10. Long, T.B., Encouraging responsible innovation among sustainable entrepreneurs: Experiences from Dutch Agri-food start-ups. *LEAP Sustainability Mindset Storytelling Circle Presenter* - March 2018
11. Long, T.B., Responsible innovation in Sustainable Entrepreneurial Contexts. *Presentation: NWO 'Co-Creation? Naturally!' event, Sustainable Production Theme*. 20th June 2017, Rijtuigenloods Amersfoort, The Netherlands