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Institution Name

Université Paris Dauphine - PSL



Country

France



Research Area

Finance and Accounting



Thematic Focus

Relationships between brands and consumers



Stakeholders involved

Companies, private investors, public authorities, financial analysts



Research Phase

Finalised

Change the world or the self: ESG performance and identity production in the field of extra-financial analysis

RESEARCH ASSET

More and more analysts strive to measure the environmental, social and governance (ESG) performance of companies for investors. There is no standardized institutional or legal definition of ESG performance, which is thus produced by the methodologies developed for its measurement. Relying on auto-ethnographic and qualitative research, research explore how analysts produce this performance, and their own professional identity, in interaction with epistemic and discursive norms from the financial realm. The interpretation of data through a theoretical framework inspired by Axel Honneth and Judith Butler reveals how analysts subjugate to these norms that determine their professional recognition and the recognisability of their analyses. But these norms also produce a reified representation of the world.

POTENTIAL VALORISATION AREAS

- **Join research:** with academics from the fields focusing on the environmental, social and governance (ESG) performance
- **Policy:** helping development of regulations and strategies on the ESG performance of companies for investors
- **Community outreach:** public lectures and debates on the sustainable finance
- **Media outreach:** presenting the potential of research in media, transferring the knowledge on the ESG performance to the public, attracting the interest to the research



Valorisation of my research offers standardised institutional or legal definition of ESG performance, reveals how analysts subjugate to norms that determine their professional recognition and recognisability of their analyses, and put on ESG performance measurement.

DESCRIPTION OF VALORISATION POTENTIAL

- **New research**
- **New publications**
- **New research models and perspective**
- **Media and public outreach** on the importance of sustainable finance
- Collaboration with government and non-governmental stakeholders on the environmental, social and governance (ESG) performance
- **Policy** or participation in the development of regulations and strategies of the ESG performance

VALORISATION TARGETS/POTENTIAL FUTURE COLLABORATORS

Government stakeholders:

- AMF Autorité des Marchés Financiers / Financial Market Authority employees working on ESG performance, in particular Responsible Finance Unit
- Regulators in financial markets

Non-governmental stakeholders:

- NGO's focusing on financial markets such as Facing Finance, Reclaim Finance, Finance Watch
- HEI stakeholders, in particular academics and researchers focusing on the ESG
- Media
- Asset managers focusing on sustainable finance such as Mirova and Sycomore, or ESG rating agencies such as Ethifinance