

Ivey Sustainability Conference

Presented by:



December 5 & 6 2019
Room 1390, Ivey Business School



Ivey Business School

Western University
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Land Acknowledgement

Western University is situated on the traditional territories of the Anishinaabeg, Haudenosaunee, Lunaapeewak and Attawandaron peoples, who have longstanding relationships to the land and region of southwestern Ontario and the City of London. The local First Nation communities of this area include Chippewas of the Thames First Nation, Oneida Nation of the Thames, and Munsee Delaware Nation. In the region, there are eleven First Nation communities and a growing Indigenous urban population.

Western values the significant historical and contemporary contributions of local and regional First Nations and all of the Original peoples of Turtle Island (North America).

Foreword

Business schools through their diffusion of management skills and ideas are playing an increasing role in the governance of our organizations, societies and environment. Such hegemony has led to both positive and negative outcomes. The time is now for business schools to take the lead of the global movement towards sustainable development – development that provides for the needs of organizations and society, both today and tomorrow.

The purpose of the Ivey Sustainability Conference is to create an inclusive community of scholars who are eager to push the frontiers of knowledge towards sustainable development. Researchers from all disciplines and career stages are welcome to attend and participate in the conference. At a time when intellectual discourse seems to be divisive, we hope that, through this conference, we can build safe, stimulating arenas for the scientific community to engage and grow intellectually, in order to assure the prosperity for all.

Internet Access

For your convenience, you can access the Ivey Business School internet network on any wi-fi enabled device while attending the conference. Guests can join the “uwosecure-v2” wireless network and use the following login to gain access:

Login: ivey.guest@ivey.ca

Password: iv3ygu35t

Taxis in London

Uber is available in London and is the most affordable way to get around the city by car. If you’d prefer to travel by taxi, Checker Cab (519-659-0400) and Yellow Taxi (519-657-1111) are both reliable options.

Agenda

Thursday 5 December

- 12.30 – 13.00 Room open (1390) and coffee, light snacks available
- 13.00 – 13.30 **Artists & Academics: Why are we here?**
By Diane-Laure Arjaliès and Mark Stebbins
- 13.30 – 14.30 **Presentation by Kevin Dooley**
"Supply Chain Sustainability: Today and in the Future"
- 14.30 – 15.00 **Local Researchers' Lightning Spots (I)**
- 15.00 – 15.30 **Tea Break**
- 15.30 – 16.30 **Presentation by Daniel Beunza**
"Taking the Floor: Models, Morals and Management in a Wall Street Trading Room"
- 16.30 – 17.00 **Local Researchers' Lightning Spots (II)**
- 17.00 – 18.00 **Push our thinking by Samuel Compain-Eglin and Patrick Mahon**
- 18.00 – 21.00 Cocktails, Dinner, Collaborative Art by Laura Dirk – Everybody is welcome.
Leenders Lounge, Ivey Business School
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Should you have any questions during the conference, please do not hesitate to speak to Diane-Laure Arjaliès (darjalies@ivey.ca) or Julia Bevacqua (jbevacqua@ivey.ca or 519-982-5932).

Friday 6 December

Note: At 8.40, a shuttle will pick-up guests at the Ivey Spencer Leadership Centre and drop them off at the Ivey Business School for 8.50.

8.50 – 9.00	Room open (1390) and coffee, light snacks available
9.00 – 9.15	Launch of the day by Diane-Laure Arjaliès
9.15 – 9.45	Local Researchers' Lightning Spots (III)
9:45 – 10:45	Presentation by Wendy Espeland "Now You See It, Now You Don't: How Quantification Shapes Visibility"
10.45 – 11.00	Tea Break
11.00 – 11.30	Local Researchers' Lightning Spots (IV)
11.30 – 12.30	Presentation by Klaus Weber "Distant Realities and Intimate Futures: Sustainability as Imagination and Practice"
12.30 – 13.30	Lunch Break
13.30 – 14.00	And what if we dreamt? By Ivey doctoral and post-doctoral students
14.00 – 15.00	Plenary Session animated by Wren Montgomery (video recorded) "Imagining Elsewhere: Producing Knowledge for an Unknown World"
15.00 – 15.30	Walk the talk By Laura Dirk, facilitated by Diane-Laure Arjaliès
15.30 – 16:00	Reflections on the conference from the audience Facilitated by Tima Bansal
16.00 – 18.00	Social Gathering (room 1390) – Everybody is welcome. Cocktails and light snacks.

Should you have any questions during the conference, please do not hesitate to speak to Diane-Laure Arjaliès (darjalies@ivey.ca) or Julia Bevacqua (jbevacqua@ivey.ca or 519-982-5932).

Local Researchers' Lightning Spots

On Thursday (I) – 14.30 – 15.00

- 14.30 – 14.35 Sylvia Grewatsch, Brock University
- 14.35 – 14.40 Majid Ahmed Khan Mirza, University of Waterloo
- 14.40 – 14.45 Wren Montgomery & Jennifer Robertson, Western University
- 14.45 – 15.50 Julie Bernard, Laval University
- 14.50 – 15.00 Q&A

On Thursday (II) – 16.30 – 17.00

- 16.30 – 16.35 Nur Ahmed, Ivey Business School
- 16.35 – 16.40 Truzaar Dordi, University of Waterloo
- 16.40 – 16.45 Alison Kemper, Ryerson University
- 16.45 – 16.50 Sara Soderstrom, University of Michigan
- 16.50 – 17.00 Q&A

On Friday (III) – 9.15 – 9.45

- 9.15 – 9.20 Nadine de Gannes, Ivey Business School
- 9.20 – 9.25 Molly MacEachen, University of Colorado Boulder
- 9.25 – 9.30 Tanja Ohlson, University of Oxford
- 9.30 – 9.35 *Open*
- 9.35 – 9.45 Q&A

On Friday (IV) – 11.00 – 11.30

- 11.00 – 11.05 Kun Huo, Ivey Business School
- 11.05 – 11.10 Lara Liboni, University of São Paulo
- 11.10 – 11.15 Haitao Yu, Ivey Business School
- 11.15 – 11.20 Nicholas Poggioli, University of Michigan
- 11.20 – 11.30 Q&A

Biographies of Guest Speakers and Artists in Residence



Daniel Beunza is Associate Professor of Management at the Centre for Charity Effectiveness at Cass Business School. Daniel's research explores the ways in which social relations and technology shape financial value. His award-winning study of a derivatives trading room on a Wall Street bank traced the roots of extraordinary returns to the use of space and internal organization. Daniel obtained his PhD from New York University, and has previously taught at Columbia University, the London School of Economics and Copenhagen Business School. His research has been published in *Organization Science*, *Organization Studies* and *Economy and Society*. Daniel is a leading contributor to the social studies of finance literature, and editor of the blog *Socializing Finance*. He has served as Chair of the Academic Network of

the Principles of Responsible Investment, and collaborated with the UK Banking Standards Board on the use of ethnography and grounded theory research to enhance professional standards in the UK's financial sector. Daniel's recent book, "Taking the Floor: Models, Morals and Management in a Wall Street Trading Room" (Princeton University Press) considers the moral consequences of the use of economic models on Wall Street.



Samuel Compain-Eglin, Senior Character Artist, is self-taught and started as a character artist in 2009. Since then, he has worked to develop his art skills to bring new worlds alive and take people with him in imaginary universes. He worked in various domains like advertising, luxe, video games, movies and toys. He is now a senior character artist at Digital Extremes, in charge of characters' creation. [See Samuel's work.](#)



Laura Dirk is a graduate of the University of Guelph Bachelor of Arts in Fine Art and English. Recently retired from a 23 year career with Kellogg Company in IT Infrastructure Operations, IT Customer Service and IT Project Management Laura has reconnected with her love of art. Her abstract expressionistic style explores figure, landscape and eclectic subject matter using vivid line and colour. Laura's work can be viewed in a number of locations in London, Ontario including Innovation Works, 100 Kellogg, Heather Ringland Design and Perriwinkle Gift Studio. Laura has a working studio in Old East London and is a member of the Bayfield Artists Guild. [See Laura's work.](#)



Kevin Dooley is a Distinguished Professor of Supply Chain Management in the W.P. Carey School of Business at Arizona State University, and a senior sustainability scientist in the Julie Ann Wrigley Global Institute of Sustainability. As chief scientist of The Sustainability Consortium, Dooley leads a global research team that works with more than 100 of the world's largest retailers and manufacturers to develop tools that measure and track progress on critical product sustainability issues. The consortium's tools are the basis of the Walmart Sustainability Index. He has published more than 100 research articles and co-authored an award-winning book "Organizational Change and Innovation Processes." Professor Dooley has provided training or consultation for more than 200 companies in the areas of sustainability, supply chain management, quality, and technology and innovation. He is a member of the Sustainability and Social Responsibility Committee at the Institute of Supply Management and is on the editorial boards of the Journal of Supply Chain Management and Elementa: Science of the Anthropocene.



Wendy Espeland works in the areas of organizations, culture, and law. Her book, *The Struggle for Water: Politics, Rationality and Identity in the American Southwest* was awarded the Best Book Prize by the Culture Section of the American Sociological Association, the Rachel Carson Award from the Society for the Social Studies of Science, and the Louis Brownlow Book Award from the National Academy of Public Administration.

Wendy is currently writing a book about the effects of commensuration, the process of translating qualities into quantities. In it she investigates how media rankings have influenced higher education, how efforts to measure homosexuality have shaped gay and lesbian politics, and the commensurative practices necessary in order to transform air pollution into a commodity that is traded on futures markets.



Patrick Mahon is an artist, a writer/curator, and a Professor of Visual Arts at Western University, in London, ON, Canada. Mahon's artwork has been exhibited in Canada at The Museum of Contemporary Canadian Art, Toronto, Museum London, The Hamilton Art Gallery, and the Southern Alberta Art Gallery; internationally in recent exhibitions in Ecuador, Norway, and Switzerland; and at numerous print biennales since the early 1990's. Patrick's collaborative project, *Immersion Emergencies and Possible Worlds*, resulted in a ten-artist group exhibition, *The Source: Rethinking Water through Contemporary Art*, presented at Rodman Hall, Brock University, Canada, in 2014. A second iteration, *The Living River Project*, was presented at the Art Gallery of Windsor in 2018-19. Other Canadian solo exhibitions include McMaster Museum of Art (2013); Wilfred Laurier University (2013); Gallery 1C03, University of Winnipeg (2014), and Katzman Contemporary (2015). A touring solo exhibition, *Messengers' Forum*, begins at the Thames Art Gallery, Chatham, in June, 2020. Patrick was in residence at the International Studio and Curatorial Program, (New York); Frans Masereel Centrum (Belgium); La Maison Patrimoniaire Barthète, France; and on several occasions at the Banff Centre. Patrick is currently the Director of the School for Advanced Studies in the Arts & Humanities at Western University, is a Distinguished University Professor at Western, and a member of the Royal Society of Canada. [See Patrick's work.](#)



Mark Stebbins is a professional visual artist whose work has been exhibited in galleries including Galerie Simon Blais, Latcham Gallery, and Robert McLaughlin Gallery. He received Honourable Mention at the RBC Canadian Painting Competition in 2010, and he has been awarded grants by the Canada Council for the Arts and the Ontario Arts Council. His work resides in the collections of the Canada Council Art Bank and the Royal Bank of Canada, and he holds a BFA from Western University and an LL.B. from the Schulich School of Law at Dalhousie University. [See Mark's work.](#)



Klaus Weber is a Professor of Management & Organizations. He is also affiliated with the Department of Sociology, the Buffett Institute for Global Studies and the Northwestern Institute for Sustainability and Energy. His research is grounded in cultural and institutional analysis, with substantive interests in the intersection between social movements, organizations and markets; economic globalization; and environmental sustainability.

Klaus' research has been published in journals such as Administrative Science Quarterly, American Sociological Review, Organization Science, Organization Studies, Academy of Management Journal, Academy of Management Review, Strategic Management Journal and Harvard Business Review. His work has won best paper awards at the American Sociological Association, Administrative Science Quarterly, and the SYNTEC Conseil en Management. He was a senior editor at Organization Science and has guest edited volumes for Organization Studies and Organization Science.

At Kellogg, Klaus teaches MBA courses on environmental sustainability and on power in organizations; and doctoral seminars on cultural and text analysis, organization theory and research methods.

The Sustainability Group at the Ivey Business School

Sustainability is taught in all Ivey programs. Although the approach to teaching sustainability varies considerably across programs, there are consistent features. The sustainability courses assume that economic development should “meet the needs of present generations, without compromising the needs of future generations.” We take a multidisciplinary view to understand how business can address big world problems over the long term. In other words, the course analyzes how business can create less harm and be a force for good. The issues covered include climate change, toxicity, poverty, income inequality, inclusivity, and wellbeing. The business tools that help achieve these aims include financial analysis, accounting for the triple bottom line, supply chains, social enterprises, innovation, corporate governance, and public policy.

Our undergraduate HBAs are required to take a Corporations and Society course, in which half of the classes is the same across sections and the other half differ by topical focus (e.g. public policy, strategy, finance, diversity). MBA students have several sessions that are co-taught by two faculty members: one with a sustainability emphasis and the other with a functional emphasis. Doing so clearly demonstrates how sustainability pertains to all aspects of business. Both the HBAs and MBAs also are provided electives in sustainability. In addition, Ivey PhD students in General Management can select “Sustainability” as their main discipline. And, students in our EMBA program are required to take a core course in sustainability. Finally, Students in the MSc program can choose an elective in sustainability, but have programmatic events throughout the year.

Half of the faculty members at the Ivey Business School are conducting some research or teaching on a topic that relates to sustainability, although they may belong to different area groups. The professors in the Sustainability Area Group listed below have an explicit disciplinary affiliation with the group of sustainability.



Diane-Laure Arjaliès joined the Ivey Business School in 2015 as an assistant professor – a cross-disciplinary appointment between Managerial Accounting and Control, Sustainability and General Management. Her research investigates how the fashioning of new devices and/or collective actions can help transform markets towards sustainability. Ethnographer by training, she enjoys doing field research and sharing her experience with students and practitioners. She aims to push the boundaries of knowledge by investigating the latest social innovations in finance and accounting (e.g. sustainable finance, biodiversity performance, integrated reporting). Her work in this area has won her several academic and professional prizes. The French Ministry for Finance and Economy has recently appointed her to the Scientific Committee of the French Socially Responsible Investment label. She is also a board member of the French Social Investment Forum, an advisory member of the Principles for Responsible Investing and a Jury member of the FIR-PRI Finance and Sustainability Awards. Her last book, co-authored with a renowned team of social studies of finance scholars, is available at the *Oxford University Press*, *Chains of Finance: How Investment Management is Shaped*.



Tima Bansal is the Canada Research Chair of Business Sustainability at the Ivey Business School. She is also the Director of the Centre on Building Sustainable Value and the Executive Director for the Network for Business Sustainability. In 2017, she was designated a 'Distinguished Scholar' by the Organizations and Natural Environment Division of the Academy of Management and in 2008, a 'Faculty Pioneer for Academic Leadership' by the Aspen Institute. Her research interests are at the intersection of sustainability and strategy. Her TedX talk describes some of her recent ideas. She has published in the Academy of Management Journal, Organization Science, Strategic Management Journal, and the Journal of International Business Studies, among others. She has co-

edited two books in Business and the Natural Environment. Her research has also been cited in the popular press including The Globe and Mail, National Post, Wall Street Journal, and The Independent. She is currently a Deputy Editor for the Academy of Management Journal and was an Associate Editor from 2010 to 2013. She has also sat on eight other editorial boards in the past. Since 1999, she has successfully raised over \$10 million in government grants and \$2M in corporate funding for sustainability-related research.



Oana Branzei is Donald F. Hunter Professor of International Business and Associate Professor of Strategy at the Ivey Business School. She is also the Director of the Sustainability Certificate program and the founder, convener and host faculty of the Ivey/ARCS PhD Sustainability Academy, an annual event of the Alliance for Research on Corporate Sustainability. Oana held a 2012/2014 visiting appointment with the Center for Positive Organizational Scholarship and the Erb Institute for Global Sustainable Enterprise at the Ross School of Business, University of Michigan. Oana's research interests, at the intersection of strategy and sustainability, include the pro-social foundations, forms, and functions of business as agents of positive social change and the relational micro-processes

of value creation, capture and distribution. She leads major research initiatives on positive social change, social enterprise, sustainable communities, and cross-sector partnerships. At Ivey, Oana has taught in the HBA, MBA, MSc, EMBA and PhD programs. Oana is a field editor for the Journal of Business Venturing and serves on the Editorial Review Boards of the Journal of Management and Academy of Management Learning and Education.



Jury Gualandris joined Ivey in 2017 in the Operations Management and Sustainability groups. Jury's research interests focus primarily on examining the development and capable functioning of supply chains that strive to operate within natural and social thresholds. This research has shown that manufacturing firms embedded in supply chains characterized by high knowledge heterogeneity and high operational integration are more successful at developing and adopting greener and safer production and sourcing practices, as well as at deploying evaluation and verification processes that deliver material information to external stakeholders. He has published in the *Journal of Operations Management*, *The Journal of Supply Chain Management*, and *The International Journal of Operations and Production Management*, among others. Jury seats in the executive board of IPSERA (www.ipsera.com). Prior to joining Ivey, Jury was on the faculty at UCD Smurfit Business School.



Deishin Lee joined Ivey in 2018 in the Operations Management and Sustainability groups. Deishin uses an operational lens to study sustainability problems, focusing on how natural resources can be utilized more effectively. She studies field-based problems in a number of different industries including food, energy, high tech, and industrial manufacturing. Deishin also has a stream of research on the management of information and technology in a network environment. Prior to joining Ivey, Deishin was on the faculty at Harvard Business School and Boston College. Before her doctoral studies, she worked in the telecommunications industry in the area of manufacturing and product development.



Wren Montgomery joined Ivey in 2018 as a member of the Sustainability and General Management groups. She also holds a Visiting Research Scholar appointment at the University of Michigan's Erb Institute for Business Sustainability. Professor Montgomery's research focuses on emerging pressures on water resources and institutions including tensions over ownership, corporate water management, and access and affordability challenges. She also studies environmental entrepreneurship, cross-sectoral collaboration, and corporate greenwashing. Prior to returning to academia, Dr. Montgomery worked as a government relations and management consultant, as well as a policy analyst and strategist at senior levels of government.



Robert Klassen is the Associate Dean, Faculty Development and Research, and Magna International Inc. Chair in Business Administration at the Ivey Business School, Western University, Canada. Klassen's research explores the multi-faceted linkages between the natural environment, social issues and firm performance, termed the triple bottom line, with a particular emphasis on the pivotal role of supply chains. He has over 50 refereed publications, including widely cited articles in such journals as *Management Science*, *Journal of Operations Management*, *Academy of Management Journal*, *Production and Operations Management*, and *International Journal of Operations and Production Management*, among others. He is currently serving as the

Departmental Editor for Sustainable Operations at *Journal of Operations Management*. At Ivey, he has taught the core Operations Management course in the MBA and EMBA programs, as well as electives in Sustainable Development, Services Management, and Technology Management. He has co-authored two textbooks, and written over 35 teaching cases and simulation exercises in the areas of sustainability, process analysis, and operations strategy.

Centre for Building Sustainable Value Staff



Julia Bevacqua is Coordinator of the Centre for Building Sustainable Value, where she has been working since 2017. Julia supports the planning and execution of all sustainability-related activities at Ivey, including student certificate programs, speaker events, and research conferences. She also works closely with students interested in social and environmental impact and connects them with opportunities and learning experiences. In addition to her role at the centre, Julia specializes in digital engagement at the Network for Business Sustainability, a non-profit based out of Ivey that brings researchers and managers together to advance business sustainability. Julia is passionate about pushing businesses towards sustainability and hopes to inspire individuals and businesses to act in more environmentally and socially conscious ways. Julia has her HBA from the Ivey Business School as well as a BA in Media, Information, and Technoculture at Western University.



Chelsea Hicks-Webster is the Operations Manager at Ivey's Centre for Building Sustainable Value. She manages the centre's budget, leads the Network for Business Sustainability's outreach activities, and supports the rest of the team in delivering on their objectives. Chelsea is particularly passionate about the centre's focus on systemic change and loves the portion of her job that's focused on evolving activities to maximize impact. Chelsea is also a Certified Life Coach. Her hobby is supporting working parents as they learn to balance kids and career.



Matthew Lynch is the Director of Strategic Partnerships at the Ivey Centre for Building Sustainable Value. Matthew has over twenty years' experience in sustainability working with international organizations, NGOs and the private sector. Prior to his position at Ivey, Matthew was the Vice President – Global Partnerships and Initiatives at the World Council on City Data, and the Director, Sustainable Cities at the World Business Council for Sustainable Development in Geneva Switzerland. Matthew has a Masters Degree in Environmental Technology majoring in Environmental Economics and Policy from Imperial College, London, a Postgraduate Certificate in Sustainable Business from the University of Cambridge Programme for Sustainability Leadership, and a First Class Honours Degree in Environmental Engineering.