

Ivey Sustainability Conference

Presented by:



Friday 4 November 2016
8.20 am – 5.45 pm
Ivey Business School
1255 Western Road, London, Ontario

AGENDA

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| 8.20 am – 8.30 am | Introduction by Diane-Laure Arjaliès |
| 8.30 am – 9.30 am | Presentation by Garima Sharma : “Objects Matter: Generating Knowledge at the Boundaries of Research and Practice” (co-author: Tima Bansal) |
| 9.30 am – 10.30 am | Presentation by Fabrizio Ferraro : “Agreeable Disagreements: Attunement and Cognitive Alignment in Shareholder Engagement” (co-authors: Irene Beccarini, Daniel Beunza, Andreas Hoepner) |
| 10.30 am – 10.45 am | <i>Break</i> |
| 10.45 am – 11.45 am | Presentation by Jean-Pascal Gond : “Managing the Moral Dimension of Institutional Complexity: Sustainability Implementation as the Search for a Compromise at an Oil Sands Company” (co-author: Christiane Demers) |
| 11.45 am – 12.45 pm | Presentation by Donal Crilly : “Time-Space Analogies and Control Beliefs: Why Approaching the Future Makes for Short-Term Thinking” |
| 12.45 pm – 1.00 pm | Lightning presentation by Anna Kim : “Tea-Time: Temporal Perceptions and Actions for Sustainable Development” (co-author: Tima Bansal, Helen Haugh) |
| 1.00 pm – 1.45 pm | <i>Lunch</i> |
| 1.45 pm – 2.45 pm | Presentation by Joel Gehman : “Hidden Badge of Honor: How Contextual Distinctiveness Affects Category Promotion Among Certified B Corporations” (co-author: Matthew Grimes) |
| 2.45 pm – 3.45 pm | Presentation by Diane-Laure Arjaliès : “The Moral Awakening of Product Categories: Defining Social Responsibility in the Investment Industry” (co-author: Rodolphe Durand) |
| 3.45 pm – 4.00 pm | Lightning presentation by Hadi Chapardar : “Tackling Sustainability Tensions Pragmatically: Implications of Paradoxical Thinking” |
| 4.00 pm – 4.15 pm | Lightning Presentation by Oana Branzei : “Prosocial Outcomes of Non-Market Strategies for Multinational Companies in China” (co-author: Juelin Yin) |

4.15 pm – 4.30 pm	<i>Break</i>
4.30 pm – 5.30 pm	Plenary session with Donal Crilly, Fabrizio Ferraro, Joel Gehman and Jean-Pascal Gond on “Trends and Future of Research on Sustainability in Management”, facilitated by Oana Branzei
5.30 pm – 5.45 pm	Conclusion by Tima Bansal

BIOGRAPHIES



Diane-Laure Arjaliès is an assistant professor at the Ivey Business School. She received her PhD in business administration from ESSEC Business School in Paris and holds an MBA and a M.Sc. in organizational theory. She also has several years of experience in responsible investments at an asset management company. Utilizing qualitative methods, Diane-Laure investigates the introduction of non-financial performance measures in accounting and the investment industry. She is particularly interested in the development of Responsible Investment (RI) and its impact on the financial markets. Her work in this area has won her several academic and professional prizes.



Tima Bansal is a professor 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 2012, she was awarded the Canada Research Chair in Business Sustainability, and in 2008, she was awarded the Aspen's Institute title of Faculty Pioneer for Academic Leadership. 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*.



Hadi Chapardar is a doctoral candidate in Strategy and Sustainability at the Ivey Business School. He holds a MBA and a BSc in Mechanical Engineering. Under Tima Bansal's supervision, Hadi's research is focused on challenges of embedding sustainable development in business strategy, such as overcoming inter-temporal tensions. In this domain, he has developed both research and pieces for practice, including teaching cases and case studies on the challenge of long-term thinking in a short-term business world. His latest conference paper on tackling sustainability tensions was selected for the 2016 Best Paper Proceedings of the Academy of Management. Before moving to Canada, Hadi worked for 12 years as senior executive and business consultant and instructor. His areas of work included strategy, sustainability/CSR, product development, and TQM. He also has experiences in writing about arts and literature.



Donal Crilly investigates how managers make sense of fuzzy and abstract concepts, including sustainability, social responsibility, and time. To address these issues, he draws on research on the interface of cognitive science and linguistics. Currently Assistant Professor of Strategy and Entrepreneurship at London Business School, Donal Crilly is an editorial board member of the Academy of Management Journal, the Strategic Management Journal, the Journal of International Business Studies and Strategic Organization.



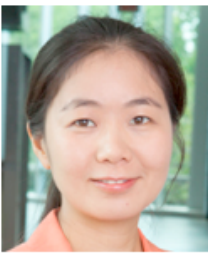
Fabrizio Ferraro is Professor of Strategic Management at IESE Business School. He holds a PhD in Management from Stanford University. His current research explores the emergence of responsible investing and the role played by different actors (asset owners, asset managers, data providers), and different practices (portfolio management, shareholder engagement, impact measurement). Previously he has studied the institutionalization of the Global Reporting Initiative, governance in open source software communities and has contributed to the development of the performativity perspective in organization theory. His work has been published in the Academy of Management Review, Academy of Management Journal, Organization Science, and Organization Studies, among others. He received the 2005 IESE Prize for Excellence in Research and the 2006 Best Paper Award from the Academy of Management Review. He serves or has served as a member of the editorial board of Academy of Management Review and Academy of Management Discovery, and European Management Review.



Joel Gehman joined the University of Alberta in 2012 as Assistant Professor of Strategic Management and Organization and was named the University of Alberta Petro-Canada Young Innovator in 2015-2016, the university's most prestigious early career award. Most recently he was awarded the 2016-2017 Batten Fellowship from the University of Virginia Darden School of Business. His research examines the *organization of concerns*: How do concerns related to sustainability and values affect organizational strategies, technology innovation, and institutional arrangements? And reciprocally, how do organizations, innovation and institutions affect the emergence and trajectory of cultural concerns? In approaching these questions, Gehman draws primarily on organization theory, together with insights from strategic management, and science and technology studies. His work also takes a process perspective, focusing on the organization of concerns over place and time. To date, Gehman's research has resulted in 16 peer-reviewed articles and 5 edited book chapters. Ongoing research examines these issues in the context of technology entrepreneurship, B Corporations, unconventional shale gas drilling, hydraulic fracturing patents, shareholder activism, multinational divestitures, social license to operate, cultural understandings of risk, and university technology spinouts, among others.



Jean-Pascal Gond is a Professor of Corporate Social Responsibility at Cass Business School, City University London. His research mobilizes organization theory and economic sociology to investigate corporate social responsibility (CSR). Key research programmes currently in progress on CSR include the roles of standards and metrics in the institutionalization of CSR in the financial marketplace and in corporations, the influence of CSR on employees, and the variations of CSR across varieties of capitalism. His research in economic sociology is concerned with the influence of theory on managerial practice, the governance of self-regulation, and the interplay of society's commodification and markets' socialization. He has published in the fields of corporate responsibility and organization theory in leading academic journals such as *Business Ethics Quarterly*, *Business and Society*, *Economy and Society*, *Human Relations*, *Organization Science*, *Organization Studies*, *Journal of Business Ethics*, and *Journal of Management Studies*.



Anna Kim is Assistant Professor of Corporate Social Responsibility at the Department of Management, HEC Montréal. Anna's research explores sustainable development through the lens of time, space, and scale, primarily using qualitative methods. Her fieldwork sites include tea and coffee producer organizations in East Africa (Kenya, Tanzania, and Uganda) and Nepal, as well as fair trade organizations in Canada, South Korea, and the UK. Prior to the academic life, Anna worked for Oxfam International and provided research and consultancy services for NGOs and international organizations.



Garima Sharma is a postdoctoral research fellow at the Ivey Business School. Garima received her PhD from Case Western Reserve University. She studies the process, practices, and outcomes of managing tensions in social and financial goals. She is also interested in understanding how management research impacts practice. To answer this question, she studies how academics and practitioners collaborate for co-creating knowledge that is both rigorous and relevant.