

Ivey Sustainability Conference

Presented by:



December 6 & 7 2018
Room 1380, Ivey Business School



Ivey Business School

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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

Agenda

Thursday 6 December

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| 12.30 – 13.00 | Room open (1380) and coffee, light snacks available |
| 13.00 – 13.15 | Introduction by Diane-Laure Arjaliès |
| 13.15 – 13.45 | Push our thinking kick-off by Vanessa Ambtman Smith and Clint Jacobs |
| 13.45 – 14.45 | Presentation by Janelle Knox-Hayes

Conceptualizing Sustainable Development from the Standpoint of Values: The Case of Iceland |
| 14.45 – 15.15 | Local Researchers' Lightning Spots (I) |
| 15.15 – 15.45 | Tea Break |
| 15.45 – 16.45 | Presentation by Jerry Davis

Organization Theory and the Dilemmas of a Post-Corporate Economy |
| 16.45 – 17.15 | Local Researchers' Lightning Spots (II) |
| 17.15 – 18.00 | Push our thinking discussion with Clint Jacobs and Vanessa Ambtman Smith, facilitated by Diane-Laure Arjaliès |
| 18.00 – 21.00 | Cocktails and Dinner – 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 7 December

8.50 – 9.10	Room open (1380) and coffee, light snacks available
9.10 – 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 Dirk Matten The Digital-Industrial Complex
10.45 – 11.15	Tea Break
11.15 – 11.30	Truth and Reconciliation, Ivey Sustainability Certificate, by Oana Branzei
11.30 – 12.30	Plenary Session animated by Wren Montgomery (video recorded) Research in the Era of Alternative Facts: Truth No More?
12.30 – 13.30	Lunch Break
13.30 – 14.00	Local Researchers' Lightning Spots (IV)
14.00 – 15.00	Presentation by Andreas Hoepner A Resource-based View of Corporate Social Irresponsibility: Evidence from Shareholder Value Destruction in China
15.00 – 15.30	And so what?, by Ivey doctoral and post-doctoral students
15.30 – 16.00	Reflections on the conference from the audience, facilitated by Tima Bansal
16.00 – 18.00	Social Gathering – Everybody is welcome. Cocktails and light snacks. Leenders Lounge, Ivey Business School

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Local Researchers' Lightning Spots

On Thursday (I) – 14.45 – 15.15

- 14.45 – 14.50 Sylvia Grewatsch, Ivey Business School
How can government innovate for sustainability? The case of the Alberta Oil Sands Technology and Research Authority (1974-1994)
- 14.50 – 14.55 Hannele Mäkelä, University of Tampere
Corporate Accountability and Stakeholder Pluralism
- 14.55 – 15.00 Jury Gualandris, Ivey Business School
Collective ESG Disclosure in supply chains
- 15.00 – 15.05 Haitao Yu, Ivey Business School
Place and Resilience: How Could Organizations Facilitate a Sustainable Future for Indigenous Communities?
- 15.05 – 15.15 Q&A

On Thursday (II) – 16.45 – 17.15

- 16.45 – 16.50 Truzaar Dordi, University of Waterloo
Strategies for Integrating the Canadian Financial Sector into Financing the Transition to a Low-Carbon Economy
- 16.50 – 16.55 Tina Dacin, Queen's University
Saving Craft, Saving Place
- 16.55 – 17.00 Jilde Garst, Wageningen University
Becoming Value-Sensitive in Absorbing Knowledge: The Capabilities Needed by Food Firms to Answer the Societal Call for Health
- 17.00 – 17.05 Diane-Laure Arjaliès, Ivey Business School
Indigenous Forms of Accounting
- 17.05 – 17.15 Q&A

On Friday (III) – 9.15 – 9.45

- 9.15 – 9.20 Nahyun Kim, Ivey Business School
Speaking Anthropocene: A big data analysis of sustainability reporting after the financial crisis
- 9.20 – 9.25 Daniel Waeger, Wilfrid Laurier
An Agenda-Setting Model of Stakeholder Influence
- 9.25 – 9.30 Charles Cho, Schulich School of Business
Sustainability and CPA Canada: A Paradox or Love-Hate Relationship?
- 9.30 – 9.35 Hadi Chapardar, Ivey Business School
Circular Economy and Industry Hybrid Regulation
- 9.35 – 9.45 Q&A

On Friday (IV) – 13.30 – 14.00

- 13.30 – 13.35 Oana Branzei, Ivey Business School
Self-binding Unbound: The Role of Ulysses Contracts in Environmental Innovation
- 13.35 – 13.40 David Sumpton, Lawrence Kinlin School of Business
Sustainable Procurement - Industry Perspective
- 13.40 – 13.45 Robert Phillips, Schulich School of Business
Historic Corporate Responsibility
- 13.45 – 13.50 Tom Lyon, University of Michigan
Greenwash and Brownwash in the Wine Industry
- 13.50 – 14.00 Q&A

Biographies of Guest Speakers

Vanessa Ambtman-Smith, Western University



Vanessa Ambtman-Smith is of Nêhiyaw-Métis ancestry, and a first year PhD student at Western University, studying the geographies of Indigenous Health. Throughout her 17-year career in the Indigenous health field, Vanessa has sought ways to re-design health systems to enable access culturally safe care, and to innovate and advance models of care that go beyond the traditional view of healthcare. Her research includes examining and evaluating traditional healing spaces within hospital contexts as a form of reconciliation. In 2018, Vanessa was the recipient of an Ontario Indigenous Mentorship Network Scholarship, awarded to emerging Indigenous health scholars who are engaged in community-based health research. Vanessa is currently the Research Evaluation Manager for the Indigenous Mental Wellness Pathways Project through Lawson Health Research Institute and St. Joseph's Health Care London. She is a mother of two children. In 2017 she was appointed by the province of Ontario as a board member of the civilian-led Police Services oversight body for the City of London.

Jerry Davis, Michigan Ross School of Business



Jerry Davis is the Gilbert and Ruth Whitaker Professor of Business Administration at the Ross School of Business and Professor of Sociology, The University of Michigan. Davis received his PhD from the Graduate School of Business at Stanford University. Davis's research is broadly concerned with corporate governance, finance and society, and new forms of organizations. [Recent writings](#) examine how ideas about corporate social responsibility have evolved to meet changes in the structures and geographic footprint of multinational corporations; whether "shareholder capitalism" is still a viable model for economic development; how income inequality in an economy is related to corporate size and structure; why theories about organizations do (or do not) progress; how architecture shapes social networks and innovation in organizations; why stock markets spread to some countries and not others; and whether there exist viable organizational alternatives to shareholder-owned corporations in the United States.

Davis has published widely in management, sociology, and finance. He is currently Editor of the Administrative Science Quarterly and Director of the Interdisciplinary Committee on Organization Studies (ICOS) at Michigan. His latest book is [The Vanishing American Corporation: Navigating the Hazards of a New Economy](#) (Berrett-Koehler, 2016). It is good.

Andreas Hoepner, University College Dublin

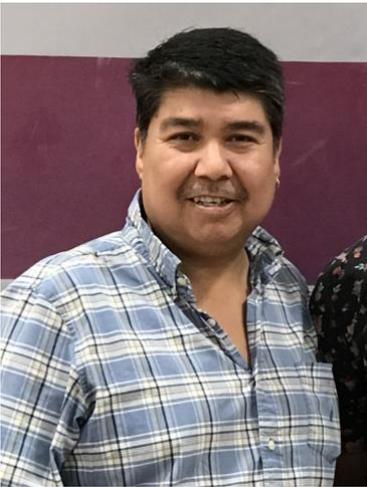


Professor Andreas G. F. Hoepner, Ph.D., is a Financial Data Scientist working towards the vision of conflict-free capitalism. While the vision is unlikely fully achievable, Andreas' view is that anyone can strive to make a regular contribution to reducing abusive conflicts of interests and thereby enhancing the fairness of our society and its financial system. Formally, Dr. Hoepner is Full Professor of Operational Risk, Banking & Finance at the Michael Smurfit Graduate Business School and the Lochlann Quinn School of Business of University College Dublin. He publishes interdisciplinary in journals such as Accounting, Auditing & Accountability; Brain & Behavior; Ecological Economics; Environment & Planning C; European Journal of Finance; Journal of Business Ethics; and Journal of Business Finance & Accounting. He is co-editor of the Cambridge Handbook of Institutional Investment and Fiduciary Duty (foreword by Al Gore) and the Routledge Handbook of Responsible Investment.

Prof. Hoepner's research and views have been covered in mainstream international media including BBC, Financial Times, The New York Times, CNN, Guardian, and more.

He has presented professionally relevant insights from his research to dozens of asset managers including three quarters of the trillion US\$ group. An extensive record of Prof. Hoepner's publications, presentations and outreach activities can be found via [his private website](#), which also discloses the ISINs of his personal investments to practise full transparency around any potential conflicts of interest.

Clint Jacobs, Walpole Island First Nation



Clint Jacobs is Anishnaabe from Bkejwanong – Walpole Island First Nation, which is located on the north shores of Lake St. Clair. Bkejwanong has some of the country's most biologically diverse ecosystems as well as a membership of over 5,000 people. Clint is part of the team of the Walpole Island Heritage Centre's Natural Heritage Program that implements numerous initiatives relating to the conservation of Walpole Island First Nation's natural heritage. Clint is also the founder and president of the Walpole Island Land Trust; which is a registered charity.

Through the Natural Heritage Program and Land Trust, they have purchased and protected ecologically significant habitats on Walpole Island containing multiple species at risk; conducted landholder contacts; developed and delivered education, communication and outreach programs to raise community awareness of species at risk; assessed and mapped numerous species at risk populations; undertook mitigation and recovery initiatives relating to species at risk; advised research activities in collaboration with various universities; and designed and carried out consultation processes. Clint is also a member of the National Aboriginal Council on

Species at Risk, which is an advisory council that provides advice to the federal Minister of the Environment and Climate Change on the implementation of the Species at Risk Act.

Janelle Knox-Hayes, Massachusetts Institute of Technology



Janelle Knox-Hayes is the Lister Brothers Associate Professor of Economic Geography and Planning in the Department of Urban Studies and Planning. Her research focuses on the ways in which social and environmental systems are governed under changing temporal and spatial scales as a consequence of globalization. She has studied the political and economic interface of financial markets and environmental systems and how individuals and organizations plan and make decisions under conditions of socio-economic uncertainty. Her latest project examines how social values shape sustainable development. Janelle has been the recipient of an SSRC Abe Fellowship for study of environmental finance in the Asia-Pacific and a Fulbright Fellowship for study of sustainable decision-making in Iceland. Janelle is the author of a number of peer-reviewed works in prestigious journals and presses. She serves as an editor of the Cambridge Journal of Regions, Economy and Society.

Prior to joining DUSP, Janelle was an associate professor in the School of Public Policy at Georgia Tech. She completed her BA (Summa Cum Laude) in International Affairs, Ecology, and Japanese Language and Civilizations from the University of Colorado Boulder in 2004 and her MSc (with Distinction) and DPhil from the University of Oxford in 2006 and 2009 respectively. Before starting graduate school, Janelle worked as an energy analyst for the United States Government Accountability Office. While in graduate school, she also worked as an energy analyst for New Energy Finance.

Dirk Matten, Schulich School of Business



Dirk Matten is a Professor at the Schulich School of Business where he holds the Hewlett-Packard Chair in Corporate Social Responsibility. He has a doctoral degree and the habilitation from Heinrich-Heine-Universität Düsseldorf in his native Germany. He is also a Visiting Professor at the University of London, the University of Nottingham and at Sabanci University in Istanbul.

Dirk currently serves as Schulich's Associate Dean, Research. He is also the Co-Founder and Director of the Centre of Excellence in Responsible Business (COERB) at the Schulich School of Business.

Dirk has taught and done research at academic institutions in Argentina, Australia, Belgium, Britain, Canada, the Czech Republic, France, Germany, India, Italy, Turkey, and the USA. He has published 24 books and edited volumes as well as more than 80 articles and book chapters which have won numerous prestigious awards. His work has appeared in many international journals including Academy of Management Review, California Management Review, Human Relations, Journal of Management Studies, and Organization Studies. Dirk is a co-editor of the journal Business & Society (SAGE). He is frequently cited and interviewed for newspapers and TV and writes Op-Eds for papers such as Der Spiegel or The Globe and Mail. The Cambridge based think tank CSR International ranks him among the 'Top 100 CSR Leaders'.

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.



Dr. 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 D. 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.