

JULIAN BARG

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EDUCATION

PhD Business Administration–Sustainability

expected 2022

Ivey Business School

Canada

Thesis: Constructing and Deconstructing an Environmental Threat (tentative)

Advisor: Dr. Mark Zbaracki

Master of Management Science

2017

Peking University HSBC Business School

China

Thesis: The Impact of Green Supply Chain Management on Corporate Social Responsibility

Advisor: Dr. Haifeng Huang

B.A. Chinese Studies/East Asian Studies

2014

Free University of Berlin

Germany

WORKING PAPERS

- Montgomery, A. W., Barg, J., & Lyon, T. P. (2021). *The Art of Deception: From Greenwashing to Disinformation*
- Barg, J. (2021). *(De)constructing the Pipeline as an Institution. The Discourse on Keystone XL*
- Barg, J., & Zbaracki, M. J. (2021). *Validity and Reliability. Learning and Social Action*

PUBLICATIONS

- Zbaracki, M. J., Watkiss, L., McAlpine, C., & Barg, J. (2021). Truth, Beauty, and Justice in Models of Social Action. In C. M. Beckman (Ed.), *Research in the Sociology of Organizations* (pp. 159–177). Emerald Publishing Limited. <https://doi.org/10.1108/S0733-558X20210000076007>
- Huang, H., Barg, J., & Sheng, C. (2019). The Trends of CSR in China: An Actor-Focused Analysis Including the Cases of Huawei and the Society of Entrepreneurs and Ecology (SEE). In R. Schmidpeter, N. Capaldi, S. O. Idowu, & A. Stürenberg Herrera (Eds.), *International Dimensions of Sustainable Management: Latest Perspectives from Corporate Governance, Responsible Finance and CSR* (pp. 263–275). Cham, Springer International Publishing. https://doi.org/10.1007/978-3-030-04819-8_16
- Huang, H., Sheng, C., & Barg, J. (2017, April 27). Advocacy Coalitions of Green Economy and their Influence on Government Policy in China. In E. Sternfeld (Ed.), *Routledge Handbook of Environmental Policy in China*. Routledge Handbooks Online. <https://doi.org/10.4324/9781315736761.ch5>

AWARDS & SCHOLARSHIPS

- Chisholm Graduate Scholarship in Sustainability, 2020
\$15,000 annually for three years, awarded once every three years
- 2018 AoM Annual Meeting–Organizations and the Natural Environment Division Best Reviewer Award

OMT Doctoral Student Consortium

- 81st Annual Meeting of the Academy of Management
Virtual 2021-08-04

Learning to be sustainable (?)

- Ivey PhD Research Series
Ivey Business School 2021-03-02
Canada

A Few Spills a Year, That's Normal? Learning in the Pipeline Industry

- AOM ONE Doctoral Consortium
80th Annual Meeting of the Academy of Management 2020-08-07
Virtual

Oil Spills and Organizational Learning

- Ivey PhD Research Series
Ivey Business School 2020-02-14
Canada

The Trends of Corporate Social Responsibility in China

- 3rd International Conference on CSR, Sustainability, Ethics & Governance
Cologne Business School 2016-08-02
Germany

TEACHING

Huawei: Struggling to Develop a More Sustainable Supply Network

Jan 2020

With Dr. Jury Gualandris

- Co-authored Ivey Case Study on sustainable supply chain management in China

Competing in and with China

Spring 2018

Dr. Klaus E. Meyer

- Shadowed teaching prep and TA'd for the course

CaseMate for Globally Responsible Leadership: Managing According to the UN Global Compact
Spring 2018

Dr. Paul W. Beamish

- <https://www.iveycases.com/CaseMateBookDetail.aspx?id=439>

RESEARCH ASSISTANT WORK ON GRANTS

Greenwashing Gender in the Fortune 500

Fall 2020

Dr. A. Wren Montgomery, Dr. Erin Oldford, Dr. Alyson E. Byrne

- Downloaded, merged, and transformed data from Compustat and BoardEx

Bridges Over Troubled Waters: Collective Community Action Around Water Resources in Post-Conflict Northern Ireland

Fall 2019

Dr. A. Wren Montgomery

- Scraped Facebook groups

A Dynamic Model of Misleading Corporate Environmental Communications

Summer 2019

Dr. A. Wren Montgomery

- On SSHRC Insight Development Grant, \$49,305 awarded June 2018
- With Thomas Lyon of Erb Institute, University of Michigan
- Collected data on all applicable sustainability and organic certifications and assembled the data to allow for comparison of standards' stringency

The Causes, Methods and Consequences of Brownwashing

Fall 2018

Dr. Jennifer Robertson, Dr. A. Wren Montgomery

- On SSHRC Insight Development Grant, \$49,305 awarded June 2016
- With Thomas Lyon of Erb Institute, University of Michigan
- Scraped address and other info on (almost) all Californian wineries & vineyard from varioud websites and assembled them into an interactive dashboard
- https://www.jbarg.net/organic_vineyards

REFERENCES

- **Dr. Mark Zbaracki**

Associate Professor, General Management & Strategy
Ivey Business School
Western University
1255 Western Road, London ON N6G 0N1, Canada

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Email: mzbaracki@ivey.ca

- **Dr. A. Wren Montgomery**

Assistant Professor, Sustainability & General Management
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Western University
1255 Western Road, London ON N6G 0N1, Canada

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Email: wmontgomery@ivey.ca

- **Dr. Lee Watkiss**

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Western University
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Email: lwatkiss@ivey.ca

- **Dr. Klaus Meyer**

Professor, International Business
Ivey Business School
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1255 Western Road, London ON N6G 0N1, Canada

Telephone: +1 (519) 661-4292
Email: kmeyer@ivey.ca

HARD SKILLS

- German
- Chinese
- R

- Python
- Bash
- SQL
- Web scraping
- Topic modeling
- Neural networks
- Dashboards