

## JULIAN BARG

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### EDUCATION

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<b>PhD Business Administration–Sustainability</b>	expected 2023
<i>Ivey Business School</i>	Canada
Thesis: Knowledge, Power, and disinformation	
Advisors: Dr. Mark J. Zbaracki, Dr. A. Wren Montgomery	
<b>Master of Management Science</b>	2017
<i>Peking University HSBC Business School</i>	China
<b>B.A. Chinese Studies/East Asian Studies</b>	2014
<i>Free University of Berlin</i>	Germany

### PAPERS UNDER REVIEW

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Montgomery, A.W., Lyon, T.P. & Barg, J. (2023) No End in Sight? A Greenwashing Review and Research Agenda. *Revise and Accept at Organization & Environment*.

### PAPERS IN PROGRESS

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Barg, J., & Zbaracki, M. J. (2022). Enforcing silence. *Climate Change and the Discourse on Keystone XL*

### PUBLICATIONS

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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). Bingley: 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](https://doi.org/10.1007/978-3-030-04819-8_16)

Huang, H., Sheng, C., & Barg, J. (2017). 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>

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## AWARDS & SCHOLARSHIPS

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

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## PRESENTATIONS & CONFERENCE PARTICIPATION

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- Barg, J., & Zbaracki, M. J. (2022). Enforcing silence. Climate Change and the Discourse on Keystone XL. *Under review at EGOS 2023 in*
- Barg, J., Montgomery, A.W., & Lyon, T.P. (2023) No End in Sight? A Greenwashing Review and Research Agenda. *Under review at AOM 2023 in Boston, MA*
- Barg, J. & Zbaracki, M. J. (2022, Oct 25). How do we talk about this? The Discourse on the Environmental Impacts of Keystone XL. Presented virtually at University of Helsinki.
- Barg, J. & Zbaracki, M. J. (2022, Oct 19). How do we talk about this? The Discourse on the Environmental Impacts of Keystone XL. Presented at the Ivey PhD Research Series, Ivey Business School.
- Barg, J. & Zbaracki, M. J. (2022, Jul 8). Knowledge, Power, and Deinstitutionalization. The Battle over Keystone XL. Presented at the 38th EGOS Colloquium, Vienna.
- OMT Doctoral Student Consortium on Aug 4, 2021 at the 81st Annual Meeting of the Academy of Managements, virtual.
- Barg, J. (2021, Mar 2). Learning to Be Sustainable (?). Presented at the Ivey PhD Research Series, Ivey Business School.
- Barg, J. (2020). A Few Spills a Year, That's Normal? Learning in the Pipeline Industry. AOM ONE Doctoral Consortium. Presented at the 80th Annual Meeting of the Academy of Management, virtual.
- Barg, J. (2020, Feb 14). Oil Spills and Organizational Learning. Presented at the Ivey PhD Research Series, Ivey Business School.
- Barg, J. (2016, Aug 2). The Trends of Corporate Social Responsibility in China. Presented at the 3rd International Conference on CSR, Sustainability, Ethics and Governance, Cologne.

## SERVICE

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- 2022-2025
  - AOM ONE division–member of the Membership/Nominations Team

## TEACHING

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- Gualandris, J., & Barg, J. (2020). Huawei: Struggling to Develop a More Sustainable Supply Network (p. 21) [Teaching case]. Retrieved from <https://www.iveypublishing.ca/s/product/huawei-struggling-to-develop-a-more-sustainable-supply-network/01t5c00000CwpQE>
- Shadowed teaching prep and TA'd course *Competing in and with China* with Dr. Klaus Meyer at Ivey Business School, 2018
- CaseMate for *Globally Responsible Leadership: Managing According to the UN Global Compact*. Created in Spring 2018 with Dr. Paul Beamish

## WORK ON RESEARCH GRANTS

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### **Science, industry, and the public. The policy battle over fossil fuel infrastructure**

Fall 2022

*Dr. Mark J. Zbaracki, Dr. A. Wren Montgomery*

- Will co-conduct field study in the US and Canada
- On SSHRC Insight Development Grant, \$70,857 awarded June 2022

### **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

*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 various websites and assembled them into an interactive dashboard
- [https://www.jbarg.net/organic\\_vineyards](https://www.jbarg.net/organic_vineyards)

## REFERENCES

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### **Dr. Mark J. Zbaracki**

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### **Dr. A. Wren Montgomery**

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### **Dr. Lee Watkiss**

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