

DR. JULIAN BARG

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[T]he sociologist has at most the leeway of his double role as scientist and citizen: He can select the tasks he wants to work on sociologically according to aspects of political relevance, but on the scientific work itself such a civic preliminary decision can then have no influence.

—Habermas in *Theory and Practice* (1971)

EDUCATION

PhD – Sustainability	2023
<i>Western University</i>	Canada
Thesis: All Quiet on the Midwestern Front. Discourse on Keystone XL and Its Climate Change Implications	
Advisors: Dr. Mark J. Zbaracki, Dr. A. Wren Montgomery	
Master's	2017
<i>Peking University</i>	China
Bachelor's	2014
<i>Free University of Berlin</i>	Germany

PAPERS IN PROGRESS

Barg, J., & Zbaracki, M. J. (2024). Just Don't Say Climate Change. Discourse on Keystone XL. Finishing touches for submission to *Administrative Science Quarterly*

PUBLICATIONS

Montgomery, A. W., Lyon, T. P., & Barg, J. (2023). No End in Sight? A Greenwash Review and Research Agenda. *Organization & Environment*, 36.
<https://doi.org/10.1177/10860266231168905>

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

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>

REPORTS AND MEDIA COVERAGE

- Montgomery, W., Lyon, T., Barg, J., & Lynch, M. (2024). Greenwashing 3.0: Why addressing greenwashing remains as important as ever (and what can be done about it). *Ivey Center for Building Sustainable Value & Erb Institute*.
<https://online.flippingbook.com/view/175998623/>
- Rana, A. (2023, October 30). Western prof looks at “greenwashing” and how to spot it. *CBC News*. <https://www.cbc.ca/news/canada/london/eco-friendly-products-may-not-recycle-as-advertised-experts-say-1.7008093>
- Atkin, E., & Samuelson, A. (2021). Kim K’s new nipple bra ad is greenwashing. Heated. <https://heated.world/p/kim-theres-people-that-are-dying>

AWARDS & SCHOLARSHIPS

- ONE-SIM Outreach Award
 - Joint Award of Academy of Management divisions for paper “No End in Sight? A Greenwash Review and Research Agenda”
- 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
- DAAD/CSC Scholarship for studying at Peking University, 2015-2017

PRESENTATIONS & CONFERENCE PARTICIPATION

- Barg, J., (2024, Aug 19) Climate Accountability. Presented at the *American Chemical Society Fall 2024* conference.
- Barg, J., Montgomery, A. W., & Lyon, T. P. (2023, Aug 7) Greenwash. Presented at the *American Chemical Society Fall 2023* conference.
- Barg, J., Montgomery, A. W., & Lyon, T. P. (2023, Aug 7) No End in Sight? A Greenwashing Review and Research Agenda. Presented at the *83rd Annual Meeting of the Academy of Management* in Boston, MA:
<https://journals.aom.org/doi/abs/10.5465/AMPROC.2023.10410abstract>
- Barg, J., & Zbaracki, M. J. (2023, Jul 6). Text Data is Always Biased. Presented at the *38th European Group of Organizational Studies Colloquium*, Cagliari, SWG 12.
- 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 European Group of Organizational Studies Colloquium*, Vienna.
- OMT Doctoral Student Consortium on Aug 4, 2021 at the *81st Annual Meeting of the Academy of Management*, 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

- 2022-2025
 - AOM ONE division – member of the Membership/Nominations Team
- 2015-2017
 - Vice President of International Cooperation, Peking University Center for Green Economy. Co-organized six international conferences and participated in NGO consultation for COP 21 in Paris.

TEACHING

- *Business & Society – Net Zero* at Ivey Business School with Dr. A. Wren Montgomery.
- *All About Greenwashing* Workshop at Ivey Social Impact Club with Dr. A. Wren Montgomery and Dr. Thomas P. Lyon, 2023.
- Participated in teaching prep and TA'd course *Power and Politics* with Dr. Mark Zbaracki at Ivey Business School, in 2022 and 2023
- 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

Redactions, omissions, and document dumping. **A Fall 2024 tion of a
computational assessment of the oil industry's obstruc Congressional
investigation**

Dr. Alexander Kaurov, Dr. Julian Barg, Dr. Naomi Oreskes, Dr. Geoffrey Supran

- On CSSN Congressional Subpoena Documents Analysis grant, USD \$20,000 awarded August 2024

**Science, industry, and the public. The policy battle over fossil Fall 2022
fuel infrastructure**

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

- On SSHRC Insight Development Grant, CAD \$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 Fall 2019
Around Water Resources in Post-Conflict Northern Ireland**

Dr. A. Wren Montgomery

- Scraped Facebook groups

**A Dynamic Model of Misleading Corporate Environmental Summer 2019
Communications**

Dr. A. Wren Montgomery

- On SSHRC Insight Development Grant, CAD \$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, CAD \$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