

# JULIAN BARG

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## EDUCATION

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### PhD Business Administration–Sustainability

expected 2021

*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

## PUBLICATIONS

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- 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, 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>

## PRESENTATIONS

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### The Trends of Corporate Social Responsibility in China

- 3rd International Conference on CSR, Sustainability, Ethics & Governance  
*Cologne Business School*

2016-08-02  
Germany

## TEACHING

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### 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

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

## RESEARCH ASSISTANT WORK ON GRANTS

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### **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 various websites and assembled them into an interactive dashboard
- <https://www.jbarg.net/organic-vineyards>

## AWARDS & SCHOLARSHIPS

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- Chisholm Graduate Scholarship in Sustainability
- 2018 AoM Annual Meeting—Organizations and the Natural Environment Division Best Reviewer Award

## REFERENCES

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- **Dr. Mark Zbaracki**

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Ivey Business School  
Western University  
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Telephone: +1 (519) 661-4270  
Email: [mzbaracki@ivey.ca](mailto:mzbaracki@ivey.ca)

- **Dr. Lee Watkiss**

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

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- **Dr. A. Wren Montgomey**

Assistant Professor, Sustainability & General Management  
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- **Dr. Klaus Meyer**

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