

# 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

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### **PhD Business Administration – Sustainability**

expected 2023

*Ivey Business School*

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 of Management Science**

2017

*Peking University HSBC Business School*

China

Thesis: The Impact of Greening Supply Chains on Corporate Social Responsibility Efforts

### **B.A. Chinese Studies/East Asian Studies**

2014

*Free University of Berlin*

Germany

Thesis: Environmental Policy in China. An Area of Tension Between the National and Local Level

## PAPERS IN PROGRESS

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Barg, J., & Zbaracki, M. J. (2023). Enforcing silence. Climate Change and the Discourse on Keystone XL. Finishing touches for submission to *Academy of Management Journal*

## PUBLICATIONS

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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](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>

## PROFESSIONAL EXPERIENCE

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- Peking University HSBC Business School Center for Green Economy (2015–2017)
  - Conducting research in collaboration with Chinese and international scholars
- Ecological Development Union International (2016–2017)
  - Vice Secretary General for international collaboratin
  - Co-facilitated three international forums
  - Coordination with international partners, assisted with visa applications for China

## 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
- DAAD/CSC Scholarship for studying at Peking University, 2015-2017

## PRESENTATIONS & CONFERENCE PARTICIPATION

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- 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 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
- 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

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- *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

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## 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 Grand, \$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 Grand, \$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](https://www.jbarg.net/organic_vineyards)

## REFERENCES

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**Dr. Mark J. Zbaracki**

Associate Professor, General Management & Strategy  
Ivey Business School  
Western University  
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**Dr. A. Wren Montgomery**

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**Dr. Thomas P. Lyon**

Dow Professor of Sustainable Science, Technology and Commerce  
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701 Tappan St., Ann Arbor, MI 48109, United States

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**Dr. Lee Watkiss**

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