

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 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

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

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>

PROFESSIONAL EXPERIENCE

- 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

- 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., Montgomery, A.W., & Lyon, T.P. (2023) No End in Sight? A Greenwashing Review and Research Agenda. *Accepted for AOM 2023 in Boston, MA.*

- Barg, J., & Zbaracki, M. J. (2023). Text Data is Always Biased. *Accepted for EGOS Colloquium in 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 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

- 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

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

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

REFERENCES

Dr. Mark J. Zbaracki

Associate Professor, General Management & Strategy

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Dr. Thomas P. Lyon

Dow Professor of Sustainable Science, Technology and Commerce
Erb Institute/Michigan Ross
701 Tappan St., Ann Arbor, MI 48109, United States

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Dr. Lee Watkiss

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