

## JULIAN BARG

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### EDUCATION

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#### PhD Business Administration–Sustainability

*Ivey Business School*

Thesis: Constructing and Deconstructing an Environmental Threat (tentative)

Advisor: Dr. Mark Zbaracki

expected 2021

Canada

#### Master of Management Science

*Peking University HSBC Business School*

Thesis: The Impact of Green Supply Chain Management on Corporate Social Responsibility

Advisor: Dr. Haifeng Huang

2017

China

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

*Free University of Berlin*

2014

Germany

### WORKING PAPERS

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- Barg, J. (2021a). *It Spills Oil but It Is Safe. Greenwashing in the Oil Industry*
- Barg, J. (2021b). *Learning About Environmental Impacts. The Discourse on Keystone XL*
- Barg, J. (2021c). *Validity and Reliability. Learning and Social action*

### PUBLICATIONS

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- Zbaracki, M.
- 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>

### 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–Organizations and the Natural Environment Division Best Reviewer Award

### PRESENTATIONS

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Learning to be sustainable (?)

- Ivey PhD Research Series  
*Ivey Business School* 2021-03-02  
Canada
- A Few Spills a Year, That's Normal? Learning in the Pipeline Industry**
- AoM ONE Doctoral Consortium 2020-08-07  
*80th Annual Meeting of the Academy of Management* Virtual
- Oil Spills and Organizational Learning**
- Ivey PhD Research Series 2020-02-14  
*Ivey Business School* Canada
- The Trends of Corporate Social Responsibility in China**
- 3rd International Conference on CSR, Sustainability, Ethics & Governance 2016-08-02  
*Cologne Business School* 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
- CaseMate for Globally Responsible Leadership: Managing According to the UN Global Compact**  
Spring 2018  
*Dr. Paul W. Beamish*
  - <https://www.iveycases.com/CaseMateBookDetail.aspx?id=439>

## RESEARCH ASSISTANT WORK ON GRANTS

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- 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 varioud 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 Zbaracki**  
Associate Professor, General Management & Strategy  
Ivey Business School  
Western University  
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- **Dr. Lee Watkiss**  
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- **Dr. A. Wren Montgomery**  
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- **Dr. Klaus Meyer**  
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