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

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| **PhD Business Administration – Sustainability** | 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 |  |
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| **Master of Management Science** | 2017 |
| *Peking University HSBC Business School* | China |
| Thesis: The Impact of Greening Supply Chains on Corporate Social Responsibility Efforts |  |
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| **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. (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

* 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, 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

* 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

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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

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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

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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

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| **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

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| **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>