Ph.D. Seminar in Business Sustainability

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Fall 2022

Tuesdays, 9 AM–Noon
(Hybrid: In-Person - NVC 9-215; Virtual - [https://baruch.zoom.us/j/4259375828](https://baruch.zoom.us/j/4259375828))

Course Description
The business and management research communities are increasingly paying more attention to the grand challenges faced by humanity including climate change, poverty, global health and education inequalities, and biodiversity loss to name a few. To address these challenges, the United Nations launched the 17 Sustainable Development Goals (SDGs) in 2015 to call for immediate action toward global sustainability from social actors including business. In academia, business and management sustainability scholars study how business activities impact grand challenges and how grand challenges affect the reconfiguration of business activities. This PhD seminar explores both established and emerging theoretical and empirical approaches applied to study business sustainability.

Course Objectives
1. Understand the rationale for and promise of business sustainability research
2. Get exposed to established and emerging theoretical frameworks in the sustainability space
3. Understand the connections between business and grand challenges, as well as the potential impact of business on advancing the SDGs
4. Connect with leading sustainability scholars
5. Develop a literature review paper for submission to a high-quality business journal

Grading
Your final grade will be determined as follows:

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<td>1. Class discussion</td>
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<td>2. Research summaries</td>
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<td>3. Leading guests’ discussions</td>
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<td>4. Literature Review Paper</td>
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<td>4.1. Proposal</td>
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<td>4.2. First draft</td>
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<td>4.3. Final presentation</td>
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<td>4.4. Final paper</td>
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Course Requirements

1. Class Discussion
You are required to read all the assigned readings and be prepared to participate in discussions.

2. Research Summaries
Every week you will be responsible for one or two research papers to lead class discussion.

A one-page (single-spaced) critical summary of the assigned paper will be required. Please post your research summary in our shared Dropbox folder under the corresponding session folder.

The research summary should include:
   i. A summary of the research question or problem the paper addresses
   ii. The paper strengths and limitations
   iii. The contribution the paper makes to the field
   iv. One interesting and researchable question derived from it.

3. Leading Guests’ Discussions
Eleven leading sustainability scholars have agreed to visit our seminar. We will connect with our guests for 1-hour to discuss their research and the evolution of the sustainability research field.

Each of you will act as the leading discussant for 2-3 guests to introduce our group and moderate the conversation.

4. Literature Review Paper

4.1. Proposal
During the first few weeks of the semester, you should think carefully about a topic and/or construct to conduct a systematic literature review. The topic/constructs that you analyze can be connected to Professor Stephan Dilchert’s OB seminar.

4.2. First Draft
Based on the oral and written feedback provided on the proposal, you will prepare a first draft of your review paper. The working draft should be ~10-15 pages in length.

4.3. Final Paper and Presentation
You will present your review paper on the last day of class. Based on the oral and written feedback provided during the semester, you will finalize the draft of your review paper for potential submission to a journal or special issue call for papers. The final paper should be ~30 pages.
**Academic Integrity**
All students are expected to abide by Baruch College’s [Policy on Academic Honesty](#), which addresses cheating, plagiarism, obtaining an unfair advantage, collusion and other forms of academic dishonesty. All students are encouraged to complete Baruch College’s [Plagiarism Tutorial](#) as they will be held to the standards outlined there in. For a first offense, a violation of this policy will result in a grade of zero for the assignment and may result in an F for the course. A second offense will automatically result in an F for the course. Additionally, all violations of this policy will be reported to the office of the Dean of Students and recorded in the student’s permanent file.

**Accommodations for Students with Disabilities**
It is college policy to provide accommodations and academic adjustments for students with disabilities. Any student with a disability who may need accommodations in this class is requested to speak directly to Student Disability Services located in Newman Vertical Campus, Room 2-272 as early in the semester as possible. All discussions will remain confidential.
SEMINAR SCHEDULE

Session 1. Introduction & Designing Your Literature Review Article: Tips and Methods

Guest 1: Junghoon Park, Baruch College, USA
Date: Tuesday, August 30
Mode: In-Person


Session 2. Grand Challenges & Sustainable Development Goals
Date: Tuesday, September 6
Mode: In-Person

- SDG Compass – The guide for business action on the SDGs.

Optional Readings
Session 3. Corporate Social Responsibility and Business Ethics

Guest 2: Matthew Caulfield, West Chester University, USA
Date: Tuesday, September 13
Mode: In-Person

- Friedman, M. 1970. The social responsibility of business is to increase its profits. *New York Times Magazine*.

Optional Readings

Session 4. Resource-Based View & Sustainability

Guest 3: Petra Christmann, Rutgers University, USA
Date: Tuesday, September 20
Mode: Virtual


Optional Readings
Session 5. Institutional Theory & Sustainability

Guest 4: Bryan W. Husted, Tecnológico de Monterrey, Mexico
Topic: Tuesday, October 11
Mode: Virtual


Optional Readings
- Powell, W., & Rerup, C. 2017. Opening the black box: The micro-foundations of institutions. The SAGE Handbook of Organizational Institutionalism

Session 6. Sustainable (Social + Environmental) Entrepreneurship

Guest 5: Sophie Bacq, Indiana University, USA
Topic: Tuesday, October 18
Mode: Virtual


Optional Readings
Session 7. Financial Management & Sustainability

Guest 6: Caroline Flammer, Columbia University, USA
Topic: Tuesday, October 25
Mode: In-Person


Optional Readings

Session 8. Systems Thinking & Sustainability

Guest 7: Sandra Waddock, Boston College, USA
Topic: Tuesday, November 1
Mode: Virtual


Optional Readings
Session 9. Sustainability Management & Occupations

Guest 8: Grace Augustine, University of Bath, UK

Topic: Tuesday, November 8

Mode: Virtual

- Augustine, G., King, B. From movements to managers: Crossing organizational boundaries in the field of sustainability (working paper).

Optional Readings


Session 10. International Business & Sustainability

Guest 9: Alvaro Cuervo-Cazurra, Northeastern University, USA

Topic: Tuesday, November 15

Mode: Virtual


Optional Readings

Session 11. Social Movements & Sustainability

Guest 10: Panikos Georgallis, University of Amsterdam, The Netherlands
Topic: Tuesday, November 22
Mode: Virtual


Optional Readings

Session 12. Innovation for Sustainability

Guest 11: Leopoldo Gutierrez, University of Granada, Spain
Topic: Tuesday, November 29
Mode: Virtual


Optional Readings
Session 13. Emerging Topics in Sustainability Research

**Topic:** Tuesday, December 6  
**Mode:** In-Person


Session 14. Final Presentations

**Topic:** Tuesday, December 13  
**Mode:** TBD