

DEPARTMENT: : ADMINISTRAÇÃO DA PRODUÇÃO E OPERAÇÕES (POI)
 COURSE : MESTRADO E DOUTORADO EM ADMINISTRAÇÃO DE EMPRESAS (CMCD)
 SUBJECT : RESEARCH IN MANAGEMENT AND SUSTAINABILITY
 PROFESSOR : RENATO J. ORSATO
 TIME & ROOM..... : TBD

2º SEMESTER /2020-2

PROGRAM

BACKGROUND

In the past two decades, research about the conditions in which social and environmental investments may generate profits, competitive advantages or new markets spaces has grown substantially. The results, however, are inconclusive. In this course we will analyze key articles that best represent the research encompassing the “management & sustainability research” so to identify research opportunities for masters and doctoral students.

LEARNING OBJETIVOS

The learning objectives of the course are presented in the table below, showing how they contribute to the objectives of the CMCDAE:

Objectives of CMCDAE	Course objectives	Degree of Contribution
Qualitative Research Methods	Develop competences to evaluate the quality of papers based on qualitative methods in the area of <i>Management & Sustainability</i> (M&S)	● ● ○
Quantitative Research methods	Develop competences to evaluate the quality of research papers based on quantitative methods in the area of M&S.	● ○ ○
Knowledge of the research theme/theory	Know key articles – and the reason for their excellence - that best represent the research encompassing the M&S research	● ● ●
Research proceedings	Be able to identify basic research proceedings within the methodology of the papers under analysis throughout the course	● ○ ○
Research relevance and innovation	Be able to identify areas of relevant academic research with high potential for publication and career development with the M&S area	● ● ●
Paper development	Be capable of developing a review paper within the area of M&S	● ● ○

A complete description of the learning objectives of the CMCDAE and other information can be found in <https://rebrand.ly/cmcd-aeasp> (Masters) e <https://rebrand.ly/cdae-aeasp> (Doctorate).

APPROACH

The course uses the *learning by doing* approach in which the sessions have the following structure:

1. The professor presents the key questions of the chosen research topic;
2. Three students (one per article) make a 20 minutes presentation of the indicated articles, followed by a group discussion (around 30 minutes each);
3. The professor helps the group to identify research gaps/opportunities.

EVALUATION CRITERIA

- **Participation (10%):** Participation is based on the quality of the interpretation of articles and interventions during classes.

- **Quizzes (30%):** Students will have to answer four quizzes in the first 30 minutes of classes, randomly chosen. Only the best three grades will be considered (in other words, students can miss one quiz without missing points).
- **Presentations (30%):** Students will be evaluated by the clarity of the presentation, encompassed in the capacity to express the main ideas of the author(s), the objectives of the article, methodology and main conclusions, as well as the rationales for the quality of the presented papers.
- **Final Task (30%):** Students will be required to: (a) choose one of “exemplary work” within the topics dealt with during the course; (b) make a 20’ presentation, providing the rationale for the choice, and explaining why the article represents an exemplary research.

SESSION BY SESSION PLAN & REFERENCES

Session 1: Introduction to the “pays to be green” debate

- Course Programme
- Orsato, R. Barakat, S. and Campos, G. (Forthcoming, 2020). Sustainability Strategies: Research and Practice in International Business. In: *Handbook of International Business Strategy*. Chapter 26. Oxford Business Press.
- Berchicci, L., & King, A. (2007). Postcards from the Edge: A Review of the Business and Environment Literature, *The Academy of Management Annals*, 1 (1), 513-547.

Session 2: Inclusive Strategies & Sustainability

- Chliova, M., & Ringov, D. (2017). Scaling Impact: Template Development and Replication at the Base of the Pyramid. *The Academy of Management Perspectives*, 31(1), 44–62.
- Jha, S. K., Pinsonneault, A., & Dubé, L. (2016). The evolution of an ICT platform-enabled ecosystem for poverty alleviation: The case of eKutir. *MIS Quarterly*, 40(2), 431-445.
- Ansari, S., Munir, K., & Gregg, T. (2012). Impact at the “Bottom of the Pyramid”: The role of social capital in capability development and community empowerment. *Journal of Management Studies*, 49(4), 813–842.

Session 3: Sustainable Supply Chain Governance

- Formentini, M., & Taticchi, P. (2016). Corporate sustainability approaches and governance mechanisms in sustainable supply chain management. *Journal of Cleaner Production*, 112, 1920-1933.
- Pagell, M., & Shevchenko, A. (2014). Why research in sustainable supply chain management should have no future. *Journal of supply chain management*, 50(1), 44-55.
- Li, Y., Zhao, X., Shi, D., & Li, X. (2014). Governance of sustainable supply chains in the fast fashion industry. *European Management Journal*, 32(5), 823-836.

Session 4: Sharing Economy & Sustainability

- Plewnia & Guenther (2018) Mapping the sharing economy for sustainability research. *Journal of Cleaner Production*, 172, 4580-4591.
- Piscicelli, Ludden & Cooper (2018). What makes a sustainable business model successful? An empirical comparison of two peer-to-peer goods-sharing platforms. *Management Decision*, Vol. 56 Issue: 3, pp.570-583
- Belk, R. (2014) You are what you can access: Sharing and collaborative consumption online. *Journal of Business Research*, v. 67 (8), p. 1595-1600, 2014.

Session 5: Business Platforms and Professional Services

- Zhao et al. (2019). The Evolution of platform business models: exploring competitive battles in the world of platforms. *Long Range Planning* (in press)
- Von Nordenflycht, A. (2010). What is a professional service firm? Toward a theory and taxonomy of knowledge intensive firms. *Academy of Management Review*, 35 (1), 155-174
- Rysman, M. (2009). The economics of two-sided markets. *The Journal of Economic Perspectives*

Session 6: Business Platforms for Sustainability

- Ciulli, F., Kolk, A., & Boe-Lillegraven, S. (2019). Circularity Brokers: Digital Platform Organizations and Waste Recovery in Food Supply Chains. *Journal of Business Ethics*, 1-33
- Thomas, L. D., Autio, E., & Gann, D. M. (2015). Architectural leverage: putting platforms in context. *The Academy of Management Perspectives*, 28(2), 198-219.
- Gawer, A. (2014). Bridging differing perspectives on technological platforms: Toward an integrative framework. *Research Policy*, 43(7), 1239-1249

Session 7: Blockchain Technology & Sustainability

- Francisco, K., & Swanson, D. (2018). The Supply Chain Has No Clothes: Technology Adoption of Blockchain for Supply Chain Transparency. *Logistics*, 2(2), 1-13.
- Kshetri, N. (2018). 1 Blockchain's roles in meeting key supply chain management objectives. *International Journal of Information Management*, 39(December 2017), 80–89.
- Saberi, S., Kouhizadeh, M., Sarkis, J., & Shen, L. (2019). Blockchain technology and its relationships to sustainable supply chain management. *International Journal of Production Research*, 57(7), 2117–2135.

Session 8: Exemplary Research in Sustainability (Final Task)

- In this session, each student will make a 20' presentation of a chosen exemplary research, under the topics discussed in the course. Papers discussed in class cannot be part of the presentation.

BIO

Prof. Renato J. ORSATO is a Professor at Fundação Getúlio Vargas, São Paulo, Brazil. As a researcher, educator, and consultant, in the past 20 years he taught at MBA and Executive Programs at INSEAD and HEC (France), Lund University (Sweden) and University of Technology Sydney (Australia) and University of Los Andes, Colombia. He worked with public organizations and private businesses in more than 30 countries. Prof. Orsato holds a Ph.D. in Management, a Masters (Honors) in Organization Studies and BA (Honors) in Civil Engineering and Business Administration. His work has mainly focused on the global automobile industry, with a particular emphasis on low carbon vehicles and transportation systems. Business platforms for sustainability is the main focus of Dr. Orsato's current research. Dr. Orsato is the author of *Sustainability Strategies - When does it pay to be green?* (Palgrave Macmillan, INSEAD Business Press 2009) – Runner up for the 2010 Book Award of the Academy of Management, translated into Arabic, Chinese and Portuguese. He has also written several book chapters and teaching cases, and published in academic journals such as *California Management Review*, *Organization Studies*, *Journal of Industrial Ecology*, *Energy Policy Journal* and *Business Strategy & Environment*.