

ETH PhD-Academy on Sustainability and Technology 2011

Climate Change Mitigation and Adaptation: An Organizational Science Perspective

January 16th - 21th, 2011

Monte Verità Conference Centre

Swiss Federal Institute of Technology (ETH)

Zurich (Switzerland)

Program

Supported by:

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Sunday, January 16, 2011

Afternoon Individual arrival of participants at the conference hotel Monte Verità Conference Centre (<http://www.csf.ethz.ch>)

Train ticket: please buy a one-way. The return to Zurich is organized!

Shuttle times from Locarno station to the hotel at 3.30 and 5.30 pm

19:00 *Welcome Dinner*

Monday, January 17, 2011

08:00 *Breakfast*

I. Introduction

09:00-9:30 **Introduction to the ETH PhD-Academy on Sustainability and Technology**
Timo Busch

9:30-10:15 **A Stakeholder Theory and Industrial Organization Theory Perspective on Organizations and Climate Change**
Irene Henriques, Professor at Schulich School of Business, York University Toronto

10:15-11:00 **Organizations and Climate Change: Between Corporate Governance, Accountability, and Corporate Social Responsibility**
James P. Walsh, Ross School of Business, University of Michigan

11:00 *Coffee Break*

11:30-12:15 **Research on Climate Change at the Intersection of Management, Technology, and Policy**
Volker H. Hoffmann, Dept. of Management, Technology, and Economics ETH Zurich

12:30 *Lunch*

Monday, January 17, 2011 (continued)

II. Corporate Financial Performance and Risks

- 14:00-15:00 **Paper 1: Climate Change, Resource Dependence and Environmental Performance: A Longitudinal Study in the United States Ski Resort Industry**
Pete Tashman, George Washington University, USA
Comment: Jörn Hoppmann
- 15:00-16:00 **Paper 2: The Effects of Financing Decisions and Financial Interlocks on Corporate Environmental Performance**
Natalia Ortiz Martinez de Mandojana, University of Granada, Spain
Comment: Daniel Haussmann
- 16:00 *Coffee Break*
- 16:30-17:30 **Paper 3: Emerging Organizational Fields, Proactive Responses, And Investment Legitimacy – The Case Of Climate Change**
Nils Lehmann, ETH Zurich, Switzerland
Comment: Jenna Stites

III. Climate Strategy Development

- 17.30-18.30 **Paper 4: Organizational adaptation to the impacts of climate change**
Kristin Stechemesser, TU Dresden, Germany
Comment: Lianne Lefsrud
- 19:00 *Dinner*

Tuesday, January 18, 2011

08:00 *Breakfast*

9:00-10:00 **Paper 5: Multinational power companies and the adoption of a climate change mitigation strategy - an integrated approach**
Francesca Ciulli, Université de Neuchâtel, Switzerland
Comment: Gabriela Schaad

IV. Innovation Management

10:00-11:00 **Paper 6: When incumbents become niche pioneers: The role of protective measures in the emergence of low-emission vehicles**
René Bohnsack, Universiteit van Amsterdam, The Netherlands
Comment: Marianne Esders

11:15-17:00 *Snow shoe hike at Cardada*
(<http://www.cardada.ch/inverno/index.php?lang=en>)

Lunch at mountain hut Capanna Cardada

18:00 *Dinner*

19:30-21:00 **Group Discussion: Corporate Climate Challenges in the 21st Century**

Wednesday, January 19, 2011

- 08:00 *Breakfast*
- 09:00-10:00 **Paper 7: Managing innovation for sustainability within a hybrid organization - Towards identifying elements constituting the innovation process and the entrepreneur's role within it**
Marianne Esders, Leuphana University Lueneburg, Germany
Comment: Tim Jans
- 10:00-11:00 **Paper 8: The Impact of Innovation Policy on Corporate Innovation Strategies – The Case of Technology Producers in the Photovoltaic Sector**
Jörn Hoppmann, ETH Zurich, Switzerland
Comment: Pete Tashman
- 11:00 *Coffee Break*

V. Corporate Environmental Strategies

- 11:30-12:30 **Paper 9: Why do firms address climate change: an institutional and corporate governance framework**
Patricia Kanashiro, George Washington University, USA
Comment: Nils Lehmann
- 12:30 *Lunch*
- Time for bilateral talks ...*
- 15:00-16:00 **Paper 10: The impact of inter-firm collaboration on the proactivity of environmental strategies: A resource-based perspective**
Tim Jans, University of Brussels, Belgium
Comment: Breeda Comyns
- 16:00-17:00 **Paper 11: Strategies for environmental sustainability in the stationary energy sector**
Gabriela Schaad, University of Gothenburg, Sweden
Comment: Francesca Ciulli
- 17:00 *Coffee Break*
- 17:30-18:30 **Paper 12: Win-lose, win-win and environmental strategic perspectives of Nordic non-life insurance companies**
Lara Johannsdottir, University of Iceland, Iceland
Comment: Kristin Stechemesser
- 19:00 *Dinner*

Thursday, January 20, 2011

08:00 *Breakfast*

VI. New Perspectives on Corporate Environmentalism

09:00-10:00 **Paper 13: Science or science fiction? Experts' discursive construction of climate Change**
Lianne Lefsrud, University of Alberta, Canada
Comment: Lara Johannsdottir

10:00-11:00 **Paper 14: Un-locking Changes: The Discursive Electrification of the Automobile in California**
Daniel Haussmann, Freie Universität Berlin, Germany
Comment: René Bohnsack

11:00 *Coffee Break*

VII. Corporate Reporting and Positioning

11:30-12:30 **Paper 15: What's in the title? Corporate structural adjustment in the face climate change: Symbolic or substantive**
Jenna Stites, Pennsylvania State University, USA
Comment: Patricia Kanashiro

12:30 *Lunch*

13:30-14:30 **Paper 16: Green Lemons - Is the market for sustainability reporting bound for failure?**
Breda Comyns, Queens University, Belfast / Euromed Management, France
Comment: Natalia Ortiz Martinez de Mandojana

14:45 *Walk to Losone and Wine testing*

19:00 *Dinner*

20:30-22:00 **Roundtable Discussion: What is a Successful Academic and What is the Key for Getting There?**

Friday, January 21, 2011

08:00 *Breakfast (please also take a lunch bag)*

VIII. Corporate Day (@ ETH Main Building, Zurich)

9:00 Transfer to train station begins

10:03-12:51 Train to Zurich

14.00 **Introduction to Corporate Day**
Volker Hoffmann, ETH Zurich

14:15-14:45 **The Sustainability Strategy of ABB**
Adrienne Williams, Head of Environmental Affairs, ABB

14:45-15:15 **Students' response and discussion**

15:15 *Coffee Break*

15:45-16.15 **Good food is not good enough: Feeding 9bn people in a climate-
friendly way**
Christine Gould, Manager Global Public Policy & Partnerships, Syngenta

16.15-16.45 **Students' response and discussion**

16.45 **Concluding Remarks, Feedback, and ETH Certificates**
Timo Busch

Apero (drinks and food)