

## ETH PhD-Academy on Sustainability and Technology 2014

# *Toward a Renewable Future? Technological, Organizational and Institutional Change in the Energy Sector*

June 8 - 13, 2014

Hotel Kaubad, Appenzell, Switzerland

Swiss Federal Institute of Technology (ETH)

Zurich (Switzerland)

## *Program*

Supported by:

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## Sunday, June 8, 2014

- Afternoon      Individual arrival of participants at the Hotel Kaubad  
(<http://www.kaubad.ch>)
- Train ticket: please buy a one-way. The return to Zurich is organized!
- Taxi shuttle times from Appenzell Station to the Hotel: 4pm and 6 pm
- 19:00      *Welcome Dinner*

## Monday, June 9, 2014

- 08:00      *Breakfast*

### I. Introduction

- 09:00-10:00      **Introduction to the ETH PhD Academy on Sustainability and Technology and introduction round**  
Joern Hoppmann
- Getting to know the faculty: Milestones and “the big WHY”?**
- 10:00-10:30      **Joanna Lewis**
- 10:30      *Coffee Break*
- 11:00-11:30      **Raghu Garud**
- 11:30-12:00      **Volker Hoffmann**
- 12:00      *Lunch*

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**Monday, June 9, 2014 (continued)**

## **II. The Role of Technology: Innovation and Diffusion**

- |             |  |
|-------------|--|
| 14:00-15:00 | <b>Paper 1: Financial challenges in the Chinese wind power industry</b><br>Kersti Karltorp (Chalmers University of Technology, Sweden)<br>Discussants: Marius, Dr. Lewis, Dr. Hoffmann   |
| 15:00-16:00 | <b>Paper 2: Processes of catch-up: Global and local insights from the roll out of Ireland's wind energy system</b><br>Cian O'Donovan (University of Sussex, UK)<br>Discussants: Suyash, Dr. Garud, Dr. Hoffmann  |
| 16:00       | <i>Coffee Break</i>  |
| 16:30-17:30 | <b>Paper 3: Creating paths for China's offshore wind industry: Supply chain logics and the mentality change from swiftness to thriftiness</b><br>Marius Støylen Korsnes (Norwegian University of Science and Technology, Norway, Shanghai Jiaotong University, China)<br>Discussants: Aaisha, Dr. Lewis, Dr. Garud |
| 17:30-18:30 | <i>Time for bilateral talks or individual activities</i>   |
| 18:30       | <i>Dinner</i>  |

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**Tuesday, June 10, 2014**

08:00                      *Breakfast*

**III. The Role of Technology: Innovation and Diffusion (contd.)**

9:00-9:30                      **Getting to know the faculty: Magali Delmas**

9:30-10:30                      **Paper 4: Exploring the role of servitisation to overcome barriers for innovative energy efficiency technologies – the case of public LED street lighting in German municipalities**  
Friedemann Polzin (European Business School, Germany)  
Discussants: Tyson, Dr. Delmas, Dr. Hoffmann

10:30                          *Coffee Break*

11:00-12:00                      **Paper 5: Firm adoption of energy process innovations**  
Mark Olsthoorn (Grenoble Ecole de Management, France)  
Discussants: Behbood, Dr. Delmas, Dr. Hoffmann

12:00-13:00                      **Paper 6: Optimal subsidy design for electric vehicles: Implications of technology substitution and improvement on GHG emissions benefits**  
John Taggart (Stanford University, USA)  
Discussants: Geng, Dr. Delmas, Dr. Lewis

13:00                          *Lunch*

14:30-19:30                      *Hike & dinner at restaurant Scheidegg*  
*(<http://www.scheidegg-ai.ch>)*

19:30-21:00                      **Discussion of the questions asked by the two companies present at the corporate day in two parallel sessions**

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**Wednesday, June 11, 2014**

08:00                      *Breakfast*

### **III. The Role of Organizations: Strategies and Organizational Change**

09:00-10:00            **Paper 7: Strategic balance with one process: How legitimation through institutional conformity can also contribute to competitive differentiation**

Geng Wu (ETH Zurich, Switzerland)

Discussants: Friedemann, Dr. Delmas, Dr. Garud

10:00-11:00            **Paper 8: Exploration deficiency: lessons learned from an unsuccessful sustainable energy technology innovation**

Samuel David Wicki (Leuphana University, Germany)

Discussants: Mark, Dr. Delmas, Dr. Hoffmann

11:00                      *Coffee Break*

11:30-12:30            **Paper 9: Protectors of the regime? A micro-level analysis of incumbents' influence on sustainable transitions**

Anders Ørding Olsen (Copenhagen Business School, Denmark)

Discussants: Samuel, Dr. Delmas, Dr. Hoffmann

12:30                      *Lunch*

14:00-15:00            **Paper 10: Strategy antecedents of energy system transitions**

Tyson Weaver (Norwegian University of Science and Technology, Norway)

Discussants: Jan, Dr. Delmas, Dr. Hoffmann

15:00                      *Walk to the "town" of Appenzell or other activities*

18:30                      *Dinner*

20:00-21:30            **Roundtable discussion: What is a successful academic and how can I become one?**

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**Thursday, June 12, 2014**

08:00                      *Breakfast*

### **III. The Role of Organizations: Strategies and Organizational Change (contd.)**

9:00-10:00              **Paper 11: Frame disruption – The interplay between the predominant cognitive frames and the organizational integration of technology ventures**

Jan Ossenbrink (ETH Zurich, Switzerland)

Discussants: Anders, Dr. Delmas, Dr. Garud

### **III. The Role of Institutions: Politics and Policy**

10:00-11:00              **Paper 12: Analytical framework for assessing a transition to renewable energy use in Oman – A transition management approach**

Aaisha Said Abdullah Al-Sarihi (Imperial College London, UK)

Discussants: Leah, Dr. Lewis, Dr. Garud

11:00                      *Coffee Break*

11:30-12:30              **Paper 13: Institutional change or institutional emergence? Comprehending transnational institutional dynamics of Euro standard in further advancement of environmental regulations worldwide**

Behbood Borghei (Linköping University, Sweden)

Discussants: Cian, Dr. Lewis, Dr. Hoffmann

12:30                      *Lunch*

14:00-15:00              **Paper 14: Role of field configuring events in sustainability transitions: Case of PV solar energy in India**

Suyash Jolly (Eindhoven University of Technology, Netherlands)

Discussants: Kersti, Dr. Lewis, Dr. Garud

15:00-16:00              **Paper 15: Renewable energy politics under ambitious policies: Comparing policy enactment and implementation in California and Texas**

Leah Stokes (Massachusetts Institute of Technology, USA)

Discussants: John, Dr. Lewis, Dr. Garud

18:30                      *Dinner*

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## Friday, June 13, 2014

07:30                      *Breakfast*

### V. Corporate Day (@ ETH Main Building, Zurich)

9:00 – 11:00              Bus transfer to Zurich

11.15                      **Introduction to the Corporate Day**  
Volker Hoffmann, ETH Zurich

11:30-12:00              **ewz: Zurich Municipal Electric Utility**  
**Energy markets in a renewable world**  
Marco Caflisch  
Markus Wachter

12:00-12:45              **Students' response to initial question and discussion**

13:00                      *Lunch Break on the roof top of ETH's main building (DozFoyer)*

14:00-14.30              **SUSI Partners: Sustainable Investments**  
**Financing the energy transition**  
Dr. Tobias Reichmuth, Founder and CEO

14.30-15.15              **Students' response to initial question and discussion**

15.15                      **Concluding remarks, feedback, and ETH certificates**  
Joern Hoppmann

Apéro: drinks and little snacks  
(If you need to catch a train/flight, you can shorten/skip this part.)

16:00                      End of PhD Academy

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