

Renato J. ORSATO

Nationality: Brazilian and Italian

Professor

São Paulo School of Business Administrationj (EAESP)
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Visiting Scholar

Hoffmann Global Institute for Business & Society (HGIBS)
INSEAD, Fontainebleau, France
E-mail: renato.orsato@insead.edu



EDUCATION

- 2001 **Ph.D. in Management.** Graduate School of Business, University of Technology, Sydney (UTS), Australia.
- Dissertation The Ecological Modernisation of Industry: Developing Multi-Disciplinary Research on *Organisation & Environment*. (**UTS Chancellors' Dissertation Award**).
- 1994 **Masters in Management (Honors):** Organisations and Management. Florianopolis, Brazil: Federal University of Santa Catarina (UFSC), Florianopolis, Brazil.
- Thesis Organizational Imperatives and Modes of Rationality: Strategy and Structure of Footwear Companies of the 'Vale dos Sinos' Industrial Cluster.
- 1990 **Bachelor of Civil Engineering (Honors):** Edifications. Catholic University of Rio Grande do Sul (PUCRS), Porto Alegre, Brazil.
- Thesis The Utilization of Geotextiles in Civil Engineering in Brazil: A Study of Technical Specifications.
- 1988 **Bachelor of Arts (Honors) in Business Administration.** Federal University of Rio Grande do Sul (UFRGS), Brazil.
- Thesis Marketing Information Systems for Strategic Planning: Design and Implementation at Fitesa (a Third Generation Petrochemical Company).

EMPLOYMENT

Academic

- 2011- Present Visiting Scholar: INSEAD Global Institute for Business and Society (GIBS). Fontainebleau, France.
- 2011- Present Professor: Fundação: Getúlio Vargas (FGV). São Paulo Business School (EAESP). São Paulo, Brazil
- 2015-2011 Academic Director: Centre for Sustainability Studies (GVces). Fundação Getulio Vargas (FGV). São Paulo, Brazil.
- 2010-2004 Senior Research Fellow: INSEAD Social Innovation Centre, INSEAD, Fontainebleau, France
- 2004-2003 Associate Professor: International Institute of Industrial Environmental Economics (IIIEE), Lund University, Sweden
- 2002-2001 Assistant Professor: International Institute of Industrial Environmental Economics (IIIEE), Lund University, Sweden
- 2001-1999 Lecturer: International Institute of Industrial Environmental Economics (IIIEE), Lund University, Sweden
- 1999-1997 Lecturer: University of Technology, Sydney, Australia.
- 1997-1994 Lecturer: Faculty of Business and Technology. University of Western Sydney, Macarthur, Australia.

Industry

- 2012-Present Co-founder and CEO. greenApes S.r.l. Rome, Italy (www.greenapes.com)
- 1992 - 2010 Member of the Board: *Industria de Motores e Máquinas Ltda.* R. Dr. José de M. Ramos, 545. Xanxerê SC, Brazil
- 1994-1991 Management Consultant: *Satisfactor Organizational Consulting.* Rua Castro Alves, 155/305. Porto Alegre RS, Brazil.
- 1991-1990 Civil Engineer: *Engebrás Constructions.* Br. 101, km 201. Florianópolis SC, Brazil. Phone: +55 48/246 0452.
- 1990-1988 Market Researcher & Developer: *Fitesa Nonwoven.* Rua Paul Zivi, 80. Gravataí RS, Brazil. Phone: +55 51/489 1500.
- 1988-1987 Trainee in Business Administration: *Fitesa Fibers & Filaments.* Rua Paulo Zivi, 80. Gravataí RS, Brazil. Phone: +55 51/489 1500.
- 1987-1986 Trainee in Civil Engineering: *Catholic University of RS (PUC) – Major Works Branch.* Av. Ipiranga, 6681. Porto Alegre RS, Brazil. Phone: +55 51/320 3500.
- 1978-1972 Apprentice in Industrial Organization: (Family Business): *Industria de Motores e Máquinas Ltda.* R. Dr. José de M. Ramos, 545. Xanxerê SC, Brazil

PUBLICATIONS

Academic Papers

- 2019 Social Learning for Anticipatory Adaptation to Climate Change: Evidence from a Community of Practice. *Organization & Environment*. (with: Guilherme Ferraz de Campos and Simone Barakat). V32(4): 416-440.
- 2019 Ecosystems Service valuation by Pioneering Companies. *International Journal of Innovation and Sustainable Development*. Vol 13.n. 3/4. p. 479-497.
- 2017 Stretching, embeddedness and scripts in a sociotechnical transition: explaining the failure of electric mobility at Better Place (2007-2013). *Technological Forecasting & Social Change*. 123, pp. 24-34. (with Benjamin Sovacool and Lance Noel).
- 2017 Organizational Adaptation to Climate Change. Learning to Anticipate in the Energy Sector. *The International Journal of Climate Change Strategies and Management* V.9, nr 5, pp. 645-665 with Simone Barakat and Guilherme Ferraz de Campos.
- 2017 Sensitive industries produce better ESG performance: Evidence from emerging markets. *Journal of Cleaner Production*, 150, 135-147 (with Alexandre Garcia and Wesley Mendes-Da-Silva).
- 2015 Why join a carbon club? A study of the banks participating in the Brazilian “Business for Climate Platform”. *Journal of Cleaner Production*. (96) Pages 387-396. (with José Guilherme F. de Campos, Simone R. Barakat, Mariana Nicolletti, Mario Monzoni).
- 2015 Towards a Regime-based Typology of Market Evolution. *Technological Forecasting & Social Change*. 92 (2015): 276-289. (with Mark Dijk and Rene Kemp)
- 2014 Sustainability Indexes: Why Join in? A study of the Corporate Sustainability Index (ISE) in Brazil. *Journal of Cleaner Production*. (96) pages 161-170. (with Alexandre Garcia, Wesley Mendes da Silva, Roberta Simonetti and Mario Monzoni).
- 2013 The Political Ecology of Palm Oil Production. *Journal of Change Management*. Vol 13, Nr 44, pages 444-459 (with Stewart Clegg and Horácio Falcão).
- 2013 The Emergence of an Electric Mobility Trajectory. *Energy Policy*. (52) 135-145. (with Mark Dijk and Rene Kemp)
- 2007 U-Turn: The Rise and Demise of the Automobile Industry: *Journal of Cleaner Production*. Special Issue on the Automobile Industry & Sustainability. Pp. 994-1006 (with Peter Wells).
- 2006 Competitive Environmental Strategies: When Does it Pay to be Green? *California Management Review*, Vol. 48, N.2. Winter 2006. pp 127-143.
- 2005 Redefining the Industrial Ecology of the Automobile. *Journal of industrial Ecology*. Vol 9, Issue 3, pp.15-30 (with Peter Wells).
- 2005 Radical Reformism: Towards Critical Ecological Modernisation. *Sustainable Development Journal* 13, pp. 253-257 (with Stewart Clegg).
- 2003 The Emergence of Green Venture Capital. *Business Strategy & Environment* Journal (With Jelena Randjelovic and Anastasia O’Rourke). Vol. 12 (4): 240-253.
- 2002 The Political Ecology of Automobile Recycling in Europe. *Organization Studies Journal*. 23 (4): 639-665 (with Frank den Hond and Stewart Clegg)

- 1999 The Political Ecology of Organizations: Framing Environment-Competitiveness Relationships *Organization & Environment* 12(3): 263-289 (with Stewart Clegg).

Books & Chapters

- Forth. Sustainability Strategies: Research and Practice in International Business. In *The Oxford Handbook of International Business Strategy*.
2020
- 2012 Missão, estrutura organizacional e performance: uma análise de projetos de conservação ambiental envolvendo ONGs e o Estado de São Paulo. In: Pedro Roberto Jacobi. (Org.). *Novos Paradigmas, Práticas Sociais e Desafios para a Governança Ambiental*. 1ed. São Paulo: Annablume, 2012, p. 495-526. (with Thiago Uehara and Waldinr Mantovani)
- 2012 The Electrification of Automobility: The Bumpy Ride of Electric Vehicle Toward Regime Transition. In: *Automobility in Transition? A Socio Technical Analysis of Sustainable Transport*. Frank Geels, Rene Kemp, Jeoff Dudley and Glenn Lyons (eds). Edward Elgar. Pages 205-228 (with Mark Dijk and Masaru Yarime).
- 2012 The Nature and Causes of Inertia in the Automotive Industry: Regime Stability and Non-Change. In: *Automobility in Transition? A Socio Technical Analysis of Sustainable Transport*. Frank Geels, Rene Kemp, Jeoff Dudley and Glenn Lyons (eds). Edward Elgar. Pages 123-139 (with Peter Wells and Paul Niewenhuis).
- 2009 *Sustainability Strategies: When does it pay to be green?* London: Palgrave Macmillan, INSEAD Business Press. (Runner-up of the 2010 Best Book Award. Organizations and the Natural Environment division of the Academy of Management)
- 2006 The New Corporate Environmentalism and Green Politics. In *Handbook of Organization Studies*, 2nd Ed. Stewart Clegg, Cynthia Hardy, Tom Lawrence & Walter Nord, Ed., Sage Publications (with John Jermier, Linda Forbes and Suzanne Benn). Pp. 618-650
- 2006 Future Imperfect? The Enduring Struggle for Electric Vehicles. In: Paul Niewenhuis, Philip Vergragt and Peter Wells. *The Business of Sustainable Mobility*. London: Edward Elgar. Pp. 35-44.
- 2004 The Ecological Modernization of Organizational Fields: a framework for analysis. In Sanjay Sharma and Mark Starik (eds.) *Stakeholders, Environment and Society*. Edward Elgar, London. pp.270-306
- 2001 Environmental Challenges in Organizations. In: Smelser N, Baltes P (eds.) *International Encyclopedia of the Social and Behavioral Sciences*. Elsevier, Oxford, UK, Vol.7, pp. 4590-92.

Practitioners' Articles

- 2019 A Diferença de Ir Além. *GVexecutivo* V. 18 n. 3 (with Simone Barakat and Guilherme Ferraz de Campos)
- 2007 Turning Waste into Wealth. *International Commerce Review*, Vol. 7, Number 2, autumn 2007, pages 116-123. (with Fernando Von Zuben and Luk Van Wassenhove)
- 2007 Choosing the Right Environmental Investment Strategy. *Business Digest*, April 2007, n. 173, pages 27-30.

Teaching Cases

- 2013 The Palm Oil Dilemma. INSEAD Teaching Case 09/2012-5904 (with Renata Loew, Mona McNicholas and Giovanna Sanches).

- 2010 Sustainable Market Space? The Case of Velib. INSEAD Teaching Case INSEAD Teaching Case 06/2010-5689 (with Sophie Hemne).
- 2009 Mobility Innovation for a Better Place (Part A). INSEAD Teaching Case 09/2009-5630 (with Sophie Hemne and Luk Van Wassenhove).
- 2008 Eco-Entrepreneurship: The Bumpy Ride of TH!NK. INSEAD Teaching Case 04/2008-5485 (With Peter Wells and Luk Van Wassenhove).
- 2007 Empowering the Bottom of the Pyramid via Product Stewardship: The Case of Tetra Pak Brazil. INSEAD Teaching Case 09/2007-5472 (with Fernando Von Zuben and Luk Van Wassenhove).
- 2007 Lend Lease Australia The Green Building Strategy. In: Hubbard, G. John Rice and Paul Beamish. *Strategic Management: Thinking Analysis, Action*. Pearson Education Australia. Pages: 504-515 (with Robert Perrey, Andrea North-Samardzic and Dexter Dunphy).
- 2006 Eco-Activism: Greenpeace, The Oil Industry and the Stewart Oil Shale Project in Australia. INSEAD Teaching Case 11-2006/53 (with Kes McKormick).
- 2006 Eco-Branding: The case of *änglamark*. INSEAD Teaching case (02/2006-5314. (with Andrea Öström).
- 2004 Adding value Through Environmental and Social Responsibility: The Case of Skanemejerier. IIIIEE-2004 (with Andrea Öström).

Working Papers

- 2002 Environmental and Socio-related Balanced Scorecards: Exploration of Critical Issues (with Francesco Zingales and Anastasia O'Rourke). *INSEAD Working Paper 2002/47/CMER*.
- 2002 The Emergence of Green Venture Capital. (With Jelena Randjelovic and Annastasia O'Rourke). *INSEAD Working Paper 2002/51/CMER*.

Papers presented in Conferences

- 2019 Digital Business Platforms for Sustainability: an exploratory framework. 14th Organization Studies Workshop, Technology and Organization, May 22-25, Mikonos, Greece.
- 2018 Business Platforms for Sustainability. SASE Conference. Global Reordering: prospects for equality, democracy and Justice. June 23-25, Kyoto, Japan.
- 2016 Social Learning for Adaptation to Climate Change. In *Academy of Management Proceedings* (Vol. 2016), Anaheim, California, USA (with Simone Barakat and Guilherme Campos).
- 2016 Communities of Practice for Organizational Adaptation to Climate Change. In *32nd EGOS Colloquium Proceedings*, Naples, Italy (with Simone Barakat and Guilherme Campos).
- 2015 Organizational Adaptation to Climate Change: Learning to Anticipate in the Brazilian Energy Sector. Academy of Management Annual meeting, Vancouver, Canada, August 8-12.
- 2011 Collaborative Innovation for Sustainable Fleet Operations: The Electric Vehicle Adoption Decision. *22nd Conference of the Production and Operation Management Society (POMS)*. Reno, Nevada (USA), April 29 – May 2, 2011. (With Vanessa Chocteau, David Drake, Paul Kleindorfer and Alain Roset).
- 2011 When does it Pay to Electrify Auto-mobility? *The 6th International Conference (ISIE 2011) the International Society for Industrial Ecology (ISIE)*, June 7-10, 2011, Berkeley, California. (With Vered Doctori-Blass).

- 2004 Radical Reformism: reconciling risk society and ecological modernization. *GRONEN Workshop*, Granada, Spain, April 20-23.
- 2003 The Ecological Modernisation of the Automobile Industry. In *Proceeding of the Berlin Conference on the Human Dimensions of Global Environmental Governance for Industrial Transformation*. Berlin, Germany.
- 2002 The Emergence of Green Venture Capital. (With Jelena Randjelovic and Anastasia O'Rourke). *Proceedings of 10th International conference of Greening of Industry*, Göteborg, Sweden, June 23-26. (Best papers award of GIN 2002 Conference).
- 2001 Environmental and Socio-related Balanced Scorecard: Towards a Conceptual framework (with Francesco Zingales and Anastasia O'Rourke). *Proceedings of The Ninth Annual Business Strategy and the Environment Conference*. Leeds, UK, September 10-11.
- 2001 Market Advantage and Environmental Strategies of Firms: Competitive Rationales for Proactive Environmental Management. *Proceeding of the Ninth Greening of Industry Conference*. Bangkok, Thailand, January 21-25.
- 1996 The Political Context of Environment-Competitiveness Relationships (With Stewart Clegg). *Proceeding of the ANZAM-96 Conference*, Wollongong, Australia, p. 15-31 (**Best Paper award – ANZAM 96**)
- 1995 Human Resources Management and Modes of Rationality: Post-modern Concepts, Modern Practices. In: *Revista Brasileira de Administração Contemporânea*. p. 77-95 (in Portuguese).
- 1994 Manufacturing Flexibility: Invisible Tools? In: *Proceedings of the Annual Meeting of the National Association of Post Graduation Programs in Administration*, 18, Curitiba, Paraná: MGSP, p. 70-86 (in Portuguese).

Reports

- 2008 The Greening of Economy. Report for the European Business Summit, Brussels. February 2009. EBS Report (With Benjamin Warr).

RESEARCH

Research Positions

- Current 2011 Visiting Scholar. Hoffmann Global Institute for Business & Society (HGIBS), INSEAD. Fontainebleau, France.
- 2015-2012 Affiliated Researcher at Tel Aviv University (TAU). Servicizing Policy for Resource Efficient Economy (SPREE). ENV.2012.6.3-2 Policy Options for a resource efficient economy. European Commission. Seventh Framework Programme.
- 2010-2008 Senior Research Fellow at INSEAD Social Innovation Centre, Fontainebleau, France.
- 2007-2004 Research Fellow: INSEAD, Fontainebleau, France - Marie Curie International Fellowship within the 6th European Framework Programme.
- 2004-2003 Project Leader: Responsible Leadership – Development of case-based material for executives in Responsible leadership Management. (IIIEE and Copenhagen Business School).
- 2004-2002 Senior Supervisor of Research Groups: Strategic Environmental Management (SED), and Applied Research In Preventive Environmental Approaches (Arpea I and II), IIIEE, Lund, Sweden.

- 2004-1999 Coordinator: Strategic Environmental Management Programme. IIIIEE, Lund, Sweden.
- 1998-1996 Researcher: Project: Strategic Niche Management as a Tool for a Transition to a Sustainable Transport System. European Commission, DG XII, RTD Program, Human Dimensions of Environmental Change.
- 1998-1997 Research Fellow: The Institute for Environmental Management (WIMM), University of Amsterdam, Amsterdam, the Netherlands.
- 1997-1996 Research Assistant: Prof. Stewart Clegg. Project: *The End of Life Vehicle Issue in Europe*. University of Technology, Sydney, Australia.

Business-oriented Grants

- Current 2017 **Galileo-based trusted Applications for health and Sustainability (GOEASY)**
 Role: Coordinator (with Ricardo Tomasini)
 Funding Agency: European Commission's 2020 Horizon Programme
 Total Amount: €360,500 (Grant Agreement 776262).
- 2017-2015 **goApes for Sustainable Cities**
 Role in the project: Project co-design (representing greenApes)
 Funding Agency: the European Commission Seventh Framework Programme for research, technological development and demonstration, via sub-grantee: FrontierCities (FIWARE) <http://www.fi-frontiercities.eu>
 Total amount: €149,500 (Grant agreement: 632853)
- 2017-2015 **greenApes Employee Engagement for Sustainability**
 Role in the project: Project co-design (representing greenApes)
 Funding Agency: European Commission Seventh Framework Programme for research, technological development and demonstration, via sub-grantee: Internet Cleantech Enablers Spark (INCENSE) <http://www.incense-accelerator.com/startups>
 Total amount: €150.000 (Grant agreement: 632852)
- 2015-2014 **Citizen Engagement for Sustainable Lifestyles**
 Role in the project: Project co-design (representing greenApes)
 Funding Agency: European Commission Seventh Framework via sub-grantee Collective enhanced environment for social Tasks (CHEST) <http://www.chest-project.eu>
 Total amount: €149,550 (Grant agreement: 611333)
- 2014 **Sustainability Software Service: Employee Engagement for Eco-innovation (ECO-ENGAGE)**
 Role in the project: Project co-design (representing greenApes)
 Funding Agency: European Commission, Horizon 2020. Dedicated SME Instrument. Phase 1 - Boosting the potential of small businesses for eco-innovation and a sustainable supply of raw materials.
http://cordis.europa.eu/programme/rcn/664599_en.html
 Total amount: €50,000 (Grant agreement: 674441)
- 2012-2011 **GreenGate for Sustainable Consumption**
 Role in the project: Project design and leadership (representing greenApes)
 Funding Agency: FILAS, Lazio Region, Rome <http://www.lazioinnova.it>
 Total amount: €100,000 (Grant agreement: FILAS-SO-2011-1057)
- 2010-2009 **Fleet Decarbonization at La Poste**
 Role in the project: Researcher
 Funding Agency: La Poste, Paris, France.

Total amount: €105,000

- 2008 **The Greening of the Economy. The European Business Summit**
Role in the project: Researcher
Funding Agency: Belgium Federation of Industries. Brussels. Belgium.
Total amount: €55,000

Academic Research Grants

- 2017-2016 **Assessing the Role and Potential of Ecoparks Towards a Low Carbon Economy**
Role in the Project: supervisor
Funding agency: The International Climate Protection Fellowship of the Alexander von Humboldt Foundation.
Total amount: € 32,000
- 2015-2012 **Servicizing Policy for Resource Efficient Economy (SPREE)**
<http://www.spreeproject.com>
Role in the Project: Affiliated Researcher at Tel Aviv University (TAU)
Funding Agency: European Commission. Seventh Framework Programme. Options for a resource efficient economy (ENV.2012.6.3-2)
Total amount: €2.400.000 (Grant agreement: 308376)
- 2011-2008 **Toward Zero Waste in Industrial Networks (ZEROWIN)**
<http://www.zerowin.eu>
Role in the Project: Partner - Senior Research Fellow (INSEAD)
Funding Agency: European Commission. Seventh Framework Programme.
Total amount: €9.500.000 (Grant agreement: 226752)
- 2007-2004 **Strategic Environmental Management at European and Australian Industries (SEMEAI). “Inspiring Researchers” award from the EC.**
Role in the Project: Research Fellow (individual project)
Funding Agency: Marie Curie International Fellowship within the 6th European Framework Programme of the European Commission.
Total amount: € 287,500 (Grant agreement: 509911)
- 2004-2003 **Responsible Leadership**
Role in the Project: Partner (IIIIEE, Lund University) Development of case-based material for executives in Responsible leadership Management (in partnership with Copenhagen Business School).
Funding Agency: European Union Regional Development Fund and Interreg III Total Amount: €142,000
- 1997-1996 **End-of- Life Vehicles in Europe**
Role in the Project: researcher
Funding Agency: Graduate School of Business, University of Technology, Sydney
Total amount: €28,000.

Scholarships

- 1999 Fellowship in Corporate Environmental Management. International Institute of Industrial Environmental Economics (IIIIEE), Lund University, Sweden (Post-Doc).
- 1998 Faculty of Business, University of Technology (UTS), Sydney, Australia. (Ph.D.)
- 1994 National Council of Scientific Development (CNPq), Brazil. (Ph.D.)

1990 National Council of Scientific Development (CNPq), Brazil. (Masters)

TEACHING

Courses

- Current-2013 *Organization Theory & Sustainability* (CMCD - PhD and Masters). EAESP, Fundação Getulio Vargas (FGV), São Paulo, Brazil.
- Current-2012 *Strategy and Sustainability* - MPPI (Professional Masters in International Management). EAESP, Fundação Getulio Vargas, São Paulo, Brazil.
- Current-2011 *Research Seminar in Organization Studies & Sustainability* (CMCD - PhD and Masters). Fundação Getulio Vargas, São Paulo, Brazil.
- 2012 *Strategy and Sustainability* (MPA – Professional Masters in Business Administration). EAESP, Fundação Getulio Vargas (FGV), São Paulo, Brazil.
- 2012 *Innovation for Sustainability* (CMCD - PhD and Masters). EAESP, Fundação Getulio Vargas (FGV), São Paulo, Brazil.
- 2011 *Managing for Shared Value* (CG - Undergrad). EAESP, Fundação Getulio Vargas, São Paulo, Brazil.
- 2011 *Reputation & Sustainability* - MPA (Professional Masters in Business Administration). EAESP, Fundação Getulio Vargas, São Paulo, Brazil.
- 2011 *Research Seminar in Operation Management and Competiveness* (PhD and Masters). EAESP, Fundação Getulio Vargas, São Paulo, Brazil.
- 2011 *Management of Global Supply Chains* (Undergrad). EAESP, Fundação Getulio Vargas, São Paulo, Brazil.
- 2008 *Business Ethics* (undergrad). Course Designer and Lecturer. Parsons Paris. Paris, France
- 2004-2001 *Strategic Environmental Management* (M.Sc) and *Industry and Organization* (M.Sc). Course Designer, Coordinator and Lecturer. Lund University, Sweden.
- 2002 *Strategic Management* (PhD). Course Designer, Coordinator and Lecturer: IIIIEE, Lund, Sweden. May-August.
- 2000-1999 *Business Fundamentals for Sustainability* (M.Sc) and *Corporate Strategy* (M.Sc). Course Designer, Coordinator and Lecturer. Lund University, Sweden
- 2000-1999 *Managing for Sustainability* (MBA). Course Designer and Lecturer. Graduate School of Business. University of Technology, Sydney, Australia.
- 1998 *Strategic Management* (MBA). Lecturer. Graduate School of Business. University of Technology, Sydney, Australia.
- 1998 *Organizational Theory* (MBA). Lecturer. Graduate School of Business. University of Technology, Sydney, Australia.
- 1995 *Organizations and Management* (undergrad). Course Designer and Lecturer. Center for Aviation Studies. University of Western Sydney, Macarthur, Australia.
- 1995-1994 *Latin American Studies* (MBA). Course Designer and Lecturer. Faculty of Business & Technology. University of Western Sydney, Macarthur, Australia.
- 1994 *Organizational Innovation* (MBA). Lecturer. Faculty of Business and Technology. University of Western Sydney, Macarthur, Australia.

Summer and Short Courses, and Modules of MBA, Executive Programmes and Workshops

- 2019 Digital Business Platforms & Sustainability. University of Los Andes, Bogotá, Colombia. June 3-15 (30h),
- 2014 Strategic Sustainability Management. Doing Business in Brazil Program. Delivered to the MBA programs of University of Minnesota, USA (14/Jan, 6h), Lovain University, Belgium (15/Jan, 3h), and Maastricht University, Holland (05/Feb, 2h).
- 2013 CEMS Block Seminar on Corporate Responsibility. Aalto University, Helsinki, Finland and St Petersburg Business School, St Petersburg, Russia. September 2013 (20h).
- 2012 CEMS Block Seminar on Corporate Strategies and Climate Change. University of St Gallen, Switzerland, September 2012 (20h)
- 2011 Sustainability in Business. Camargo Correa Strategic Leadership Programme. 01 and 05 of December. INSEAD. São Paulo, Brazil. (4h)
- 2011 Sustainability in Brazil: an overview. Doing Business in Brazil (DBB). EAESP FGV. São Paulo, Brazil. (2h). October 20
- 2011 Building the Solution Eco-system. CEMS Masters in International Management (MiM). Block Seminar on Social Entrepreneurship. Nova University, Cascais, Portugal, August 31 (4h)
- 2011 Cadeia de Valor e Sustentabilidade. Academia de Sustentabilidade do Grupo Camargo Corrêa. GVpec. EAESP-FGV, São Paulo, Brazil. August 25-26 (16h)
- 2011 Sustainability Lecture Series. University of Wyoming, USA. April 5-8 (10h).
- 2011 Sustainability Academy. University of Ljubiana, Slovenia. March 19. (8h)
- 2010 Competitive Environmental Strategies: HEC Paris, Executive MBA, Global Management and Leadership, Paris, November 24 (4h)
- 2010 When does it Pay to be Green? HEC Paris. Executive MBA. Global Management and Leadership, Paris, October 11 (4h).
- 2010 Sustainability Strategies. INSEAD Executive Development Programme. IEL-CNI, Fontainebleau. August 27, (4h).
- 2010 Sustainability Strategies. INSEAD Executive Development Programme. Alstom Advanced Management Seminar, Singapore (4h).
- 2006 Administracion Ambiental Estrategica: Universidad Autónoma Metropolitana-Iztapalapa, Mexico City, Mexico, June 1-2 (PhD Programme 8h)
- 2004 Sustainability and Human Resources: Summer Course in Corporate Environmental Management. *Warwick Business School*. May (MBA, 3h)
- 2003 Seminario Intensivo Sobre Gestión Ambiental Estratégica. Catholic University. Buenos Aires. Argentina. October 21 (6h).
- 2003 Sustainability and Human Resources: Summer Course in Corporate Environmental Management. *Warwick Business School*. May (MBA, 3h)
- 2002 Corporate Environmental Management – *Lund University International Masters Programme in Environmental Science* (Lumes), Sweden February 27, Lund, Sweden. (4h)
- 2002 Industry & Environment. *Lecture Series at University of Hyderabad* - departments of Economics and Business Administration. Hyderabad, India. January 22-25 (20h).
- 2002 Strategia di Gestione Ambientale. *Università di Pescara*. Italy. June 17-21. (Undergrad, 20h).

2002 Preventative Environmental Management: International workshop to Educate the Educators (ETE on PEM) 15th to 17th Jan 2002, Nagpur, India (20h)

SUPERVISION

- Current Bruna Nishikawa. Business Platforms for Professional Services: when does it pay to digitalize? DBA (CMCD). EAESP-FGV, São Paulo, Brazil.
- Current Diego Gama Amaral. Topic: Environmental Business Platforms: A study about customer-perceived value and network effects. Ph.D. in Business Administration (CMCD). EAESP-FGV, São Paulo, Brazil.
- Current Camila Guimarães. Governance in food supply chains. A study about digital business platforms for food waste reduction. Ph.D. in Business Administration (CMCD). EAESP-FGV, São Paulo, Brazil
- Current Lais Moltene. Digital Business Platforms for food Waste reduction: a multi case study. Masters in Business Administration (CMCD). EAESP-FGV, São Paulo, Brazil
- Current Lucrezia Bruno, Digital Business Platforms and Sustainable Business Models: A study about Food Waste Recovery. Professional Master's in International Management (MPGI), FGV EAESP, São Paulo, Brazil and Master in Management from Bocconi University, Milan, Italy.
- Current Alexander. The Impact of Blockchain Technology on Eco-labelling Schemes. A Study of the Fishing Industry. Professional Masters in Business Administration (CMCD). EAESP-FGV, São Paulo, Brazil. Master in International Management from the CEMS Alliance (CEMS MIM).
- 2019 Iara Tonissi Moroni Cutovoi. When does Remanufacturing pay? Ph.D. in Business Administration (CMCD). EAESP-FGV, São Paulo, Brazil.
- 2018 André Mishima Uehara. Topic: Base of Pyramid and Strategy. Academic Masters in Business Administration (CMCD). EAESP-FGV, São Paulo, Brazil.
- 2017 Thaís Malheiros Assumpção. When does green building certification pay? Academic Masters in Business Administration (CMCD). EAESP-FGV, São Paulo, Brazil.
- 2017 Alexandre Sanches Garcia. ESG and Financial performance. Ph.D. in Business Administration (CMCD). EAESP-FGV, São Paulo, Brazil.
- 2017 Karen Louise Cavalleri Sarev. Th organic food Market in Brazil: a supply chain analysis. Bachelor Degree in Business Administration (CGAE). EAESP-FGV, São Paulo, Brazil.
- 2015 Andrea Narullo. Aligning Sustainability and Corporate Strategies: the case of hybrid-electric vehicles at Fiat-Chrysler Automobiles. Professional Masters in international Business (MPGI-CEMS). EAESP-FGV (Brazil) and Bocconi University (Italy).
- 2015 Pedro Gattas. Ecosystem Service Valuation by Pioneer Companies. Academic Masters in Business Administration (CMCD). EAESP-FGV, São Paulo, Brazil.
- 2014 Luiza Patz. Strategies for Sustainability Social Media Networks in Brazil. Bachelor Degree in Business Administration (CGAE). EAESP-FGV, São Paulo, Brazil.
- 2014 Carolina Freitas. Responsabilidade Social Corporativa no Setor Sucrialcooleiro. Estudo de caso da Vale do Verdao S.A. Açúcar e Alcool. Bachelor Degree in Business Administration (CGAE). EAESP-FGV, São Paulo, Brazil.

- 2014 Fabian Openheimer Impact Investing. Portfolio Company Selection in Latin America. Professional Masters in international Business (MPGI-CEMS). EAESP-FGV (Brazil) and University of St Gallen (Switzerland). (Co-supervision with Rolf Wüstenhagen).
- 2014 Tatiana Fachel. Estratégia de Sustentabilidade Ambiental: O Caso da General Motors do Brasil. Professional Masters in Business Administration (MPA). EAESP-FGV, São Paulo, Brazil.
- 2013 Cristiano Cittadino de Oliveira. Value Creation in Green Buildings. Professional Masters in Business Administration (MPA). EAESP-FGV, São Paulo, Brazil.
- 2013 Diego Pereira Ramos. Ecoparques Empresariais e Vantagem Competitiva: um estudo sobre o polo verde tecnológico do Rio de Janeiro. Academic Masters in Business Administration (CMCD). EAESP-FGV, São Paulo, Brazil.
- 2012 Giovanna Sanches. MSc Global Business and Stakeholder Management Rotterdam School of Management (Co-supervision with Luca Bechicci).
- 2009 Zingales, Francesco. Sustainability Scorecards. University of Lüneburg, Germany. (co-supervision with Luk Van Wassenhove and Stefan Schaltegger).
- 2004 Pearce, Anthony. Understanding Leadership Initiatives: the value of leadership-oriented voluntary environmental initiatives in the field of climate change. IIIIE Master Thesis. 2004:9.
- 2003 Öström, Andrea. Environmental Differentiation and Competitiveness: cases in the food and drink industry. IIIIE Master Thesis 2003:2.
- 2003 Caycedo, Juan-Carlos. Electricity Certificates and Emission Permit Schemes in Sweden: Strategic Implications for Vatenfall AB and Sydkraft AB. Lund University, Sweden. (IIIIE Master Thesis 2003:11).
- 2002 Park, Chad. Integrating Social and Environmental Commitments into Business Strategy and Operations: The Case of Mountain Equipment Co-op Canada. Lund University, Sweden. (IIIIE Master Thesis 2002:3).
- 2002 Leung, Pong. Environmentally Sustainable Strategies? Lessons from Shell Canada Ltd. Lund University, Sweden. (IIIIE Master Thesis 2002:16).
- 2001 Aberg, Malin. Ecological Modernization in the Western Harbor. Lund University, Sweden. (IIIIE Master Thesis 2001:31).
- 2001 Randjelovic, Jelena. Towards Green Venture Capital.. Lund University, Sweden. (IIIIE Master Thesis 2001:22).
- 2000 Shaw, Jocelyne. Green Marketing in Industrial Relationships. Lund University, Sweden. (IIIIE Master Thesis 2000:28).
- 2000 Zingales, Francesco. Strategy, Communication and the Environment: An Analysis of the Italian Energy and Ceramic Sectors. Lund University, Sweden (IIIIE Master Thesis 2000:32).
- 1996 Schravistananda, Bandana. *The Competitiveness of the Indian Pharmaceutical Industry*. University of Western Sydney, Macarthur, Australia (MBA).
- 1995 Wong, Choon. A Study of Australian Wheat Export to Asia. University of Western Sydney, Macarthur, Australia (MBA).

PRESENTATIONS

Academic Conferences

- 2011 *Sustainable Mobility. Oikos FutureLab 2011*. St Gallen, Switzerland. November 15.

- 2011 Corporate Social Entrepreneurship. *Challenge Social Innovation 2011*. Vienna, Austria. September 20.
- 2011 Inovação de Valor Sustentável. *Seminário de Administração da Produção, Logística e Operações Internacionais - SIMPOI 2011*. São Paulo, Brazil. August 26.
- 2009 Symposium: Creating a Sustainable Future, New Models. Academy of Management Meeting, Chicago, August 7-11, 2009. PDW: Integrating Industrial Ecology into Management Science, Research and Practice. August 7. August 11.
- 2008 Book presentation: *Sustainability Strategies* – selected as the most promising not-yet published management books. European Academy of Management (EURAM) Conference. Bled-Ljubljana, May 2008.
- 2007 Product Stewardship in the Packaging Industry: The case of Tetra Pak Brazil. *International Society for Industrial Ecology Conference*, Toronto, Canada, June 17-20.
- 2005 Competitive Rationales for Strategic Environmental Management. *Academy of Management Meeting*, Honolulu, Hawaii, August 5-10.
- 2002 The Political Ecology of Vehicle Recycling in Europe. *The Academy of Management Conference: Symposia Powering Networks: Networks of Power and Power of Networks*. Denver, CO. USA. August 9-14.
- 2001 Radical Reformism: Embedding Industrial Ecology into Modernity. *The Inaugural Meeting of the International Society for Industrial Ecology (ISIE)*. The Netherlands, November 12-14.
- 2000 The Ecological Competence of Organizations. *16th EGOS Colloquium*. Sub-theme 8: Management Towards Sustainability. Helsinki, Finland, July 2-4.
- 1999 The Political Ecology of Organizations: Framing Environment-Competitiveness Relationships (with Stewart Clegg). *Academy of Management Conference*. Chicago, IL, USA, August 6-11.
- 1998 The Ecological Modernization of Organizational Fields. *14th EGOS Colloquium*. Sub-theme 6: Environmental Issues in Organizations. Maastricht, The Netherlands, July 9-11.
- 1997 Recycling Organizations Studies (with Frank den Hond and Stewart Clegg). *The 13th EGOS Colloquium: Organizational Responses to Environmental Changes*. Budapest, Hungary, July 3-5.
- 1996 The Ecological Accountability of Organizations (with Stewart Clegg). *The Fourth Biennial Meeting of the International Society for Ecological Economics*. Boston, MA, USA, August 9-14.

Open Conferences

- 2011 Inclusive & Sustainable Innovation. Watec 2011 - 6th International Conference on Water Technology and Renewable Energy and Environmental Control. Tel Aviv, Israel. November 16
- 2011 Inovação de Valor Sustentável. Seminário Internacional FNQ: *Gestão da Inovação para a Sustentabilidade*. Fundação Nacional da Qualidade. São Paulo, Brazil. June 8.

Academic Seminars

- 2011 University of Wyoming: Sustainability Lecture Series. April 05-07.
- 2010 Tokyo University Graduate Program in Sustainability Science (GPSS). Graduate School of Frontier Sciences. Tokyo, Japan. April 27.
- 2010 Copenhagen Business School (CBS) Dept. of Innovation and Organizational Economics. Copenhagen, Denmark. April 15.

- 2010 Fundacao Don Cabral (FDC) Belo Horizonte, Brazil. April 8.
- 2010 INSPER Sao Paulo, Brazil. March 24.
- 2010. Tel Aviv University The Alfred Akirov Institute for Business and the Environment. Tel Aviv, Israel. March 1.
- 2010 Bocconi University Green Light for Business Conference. Milan, Italy. February 22.
- 2009 French INSEAD Alumni Association France, Paris. December 1.
- 2009 UK INSEAD Alumni Association United Kingdom, London. October 14.

Keynote Speaker

- 2010 University of Wyoming, USA, April 07.
- 2009 Sustainability Strategies: when does it pay to be green? 21st Executive Sustainability Roundtable, INSEAD, Fontainebleau, France. June 4-5.
- 2003 Seminário Intensivo Sobre Gestão Ambiental Estratégica. Catholic University. Buenos Aires. Argentina. October 21.

Guest Lecturer

- 2007 When Does It Pay to Be Green? INSEAD Energy Club. Fontainebleau, France, April 04 .
- 2006 Eco-Branding: the case of änglamark. IIIIEE, Lund University, Lund, Sweden
- 2005 Strategic Environmental Management in European and Australasian Industries. Institute for Sustainable Futures (ISF). Sydney, Australia. May 25.
- 2005 Eco-branding: the case of anglamark. MBA programme. Graduate School of Business. University of Technology, Sydney. May 05.
- 2004 Doing Research in the 'pays to be green' Area: Management Research Forum. University of Technology, Sydney (UTS). October 5.
- 2003 Business & Sustainability: *Federal University of RS*. Graduate School of Management. Innovation Technology Management Programme, Porto Alegre RS, Brazil November 28.
- 2002 Corporate Environmental Management: *Educating the Educators Symposium* January 15, Nagpur, India.
- 2001 Modernização Ecológica da Indústria: *Federal University of Bahia*. Center of Cleaner technologies. Salvador BA, Brazil, June 7.
- 2001 Modernização Ecológica da Indústria. *Federal University of RS*. Graduate School of Management. Innovation Technology Management Programme, Porto Alegre RS, Brazil, June 1.
- 1999 Ecological Modernisation and the Automobile Industry. *International Institute of Industrial Environmental Economics*. Lund University, Sweden. June 14 .
- 1998 Business Strategy and the Natural Environment. *Strategic Management Course (MBA)*. School of Management, University of Technology, Sydney, Australia, October 22-29.
- 1998 Business Ethics and the Environment. *Management and Organisations Course (Undergraduate)*. School of Management, University of Technology, Sydney, Australia, May 25-26.

Research Seminars

- 1999 The Automobile Industry and the Environment. *Seminar on Technology, Society and Change*. University of Technology, Sydney, Australia, May 1
- 1997 Ecological Modernisation of Industries. *Institute for Sustainable Futures Forum Seminars*. Sydney, Australia, October 24.
- 1996 Ecologie Politique Delle Organizzazione. *Istituto Studi Direzionalli - ISTUD*. Stresa, Italy, October 26.
- 1994 Michael Porter's Competitive Advantage of Nations. *Discussant in The Sydney Management Reading Group*. University of Technology, Sydney, Australia, September 16.

ACADEMIC SERVICES

Ad-Hoc Reviewer

- Current 2015 Member of the editorial board: *Business Strategy & the Environment Journal*.
- Current 2011 Technological forecasting and social Change. *California Management Review*, *Journal of Cleaner Production*, *Management Journal*, *Advances in Cleaner Production Journal*.
- 2010 *California Management Review Journal*; *Organization Studies*; *Journal of Industrial Ecology*, *Journal of Cleaner Production*.
- 2009 *California Management Review Journal*; *Organizations and the Natural Environment Interest Group*. *The Academy of Management Conference*. Chicago, USA, August 7-11
- 2007 Guest Editor (with Peter Wells). Special edition on the "Automobile Industry & Sustainability". *Journal of Cleaner Production*.
- 2005 *California Management Review Journal*; *Organization Journal*; *Handbook of Organization Studies* (2nd Edition. Stewart Clegg, Cynthia Hardy, Tom Lawrence & Walter Nord, Editors, Sage Publications, 2006); *Journal of Business Research*; *Organization Studies Journal*.
- 2001 *Organization Studies Journal*.
- 1999 *Organizations and the Natural Environment Interest Group*. *The Academy of Management Conference*. Chicago, USA, August 9-14.

Member of Evaluation Committee of Masters and Doctoral Dissertations

- 2012 Margaret Kam, Faculty of Architecture, Building and Planning, University of Melbourne, Australia (PhD).
- 2011 Julio Ribeiro de Almeida. Oportunidades para o Desenvolvimento Sustentável para a Indústria de Óleo de Palma no Brasil. Curso: MPA-AE. Data: 29/11/2011 (Masters)
- 2011 Luciana Harumi Hashiba Maestrelli Horta. Título: Open Innovation and Performance Made Offs in New Product Development. Curso: CDN-AE. Data: 18/08/2011 (Masters, Qualification)
- 2011 José Milton de Souza Filho 02/06/2011- CDN-AE. Título: Estratégia Socioambiental, Mecanismos de Isolamento e o Papel dos Recursos. Intagíveis: Um Estudo de Empresas Brasileiras (Masters, Qualification).

Thesis Committee Chair - MSc in Environmental Management and Policy, IIIEE, Lund

- 2003 Jan-Erik Starlander: Industrial Symbiosis: a closer look on organizational Factors.
- 2002 Jóna Bjarndóttir: Environmental communication and reporting in the rubber industry
Maria D. Pigretti: Access to intellectual property rights: the Argentinean case.
- 2001 Ketevan Gujaraize: The system of environmental planning in Georgia.
Ylva Arvidsson. The precautionary principle in theory and practice.
- 2000 Charlotte Leire: Genetically engineered food in the market: reactions from actors in the food production chain.
Jennifer Hall: Product design to reduce restricted substances: the experience of brominated flame retardants in vehicle design.
- 1999 Richard Filcak: Approaches to develop a curriculum for a formal educational programme - the case of Masters in preventive environmental management in India.
Gemma Taylor-Gee: Sustainable development and corporate reporting: progress towards social performance indicators.
Aleksandra K. Young: Packaging and packing waste policy in Poland.

Member of the Award Committee

- Present Oikos Case Competition 2010. University of St Gallen, St Gallen, Switzerland.
2010
Present China Green Company Programme. Daonong Center for Enterprise. Beijing, China.
2008

Organization of Conferences

- 2011 Organizer: Social Innovation 2011. Vienna, Austria. Track 2.2: Social Innovation and Sustainable Regional Development in Emerging Economies. Vienna, Austria, September 19-21.
- 2009 Organizer: *21st Executive Sustainability Roundtable*, INSEAD, Fontainebleau, France. June 4-5.
- 2007 Co-organizer (with Maurizio Zollo): *CSR and Strategy* Conference. INSEAD, Fontainebleau, France. May 21.
- 2005 Session Coordinator (with Sue Benn and Chris Ryan): *11th Asia-Pacific Researchers in Organization Studies (APROS) Conference*. Melbourne, Australia, 4-7 December.
- 2003 Session Coordinator: *10th Asia-Pacific Researchers in Organization Studies (APROS 2000) Conference*. Oaxaca, Mexico 10-12.
- 2001 Co-organiser (with Michael S. Jorgensen): *Organizational Change Workshop*. 7th ERCP - *European Roundtable for Cleaner Production*. Lund, Sweden, May 3.
- 2000 Organizing Committee: *Asia-Pacific Researchers in Organization Studies (APROS 2000) Conference*. Sydney, Australia, December 14-16.
- 1999 Discussant: Organizations and the Natural Environment Interest Group. *The Academy of Management Conference*. Chicago, IL, USA, August 9-14.
- 1998 Co-organizer (With Frank Boons): Environmental Issues in Organizations. *4th EGOS (European Group of Organizational Studies) Colloquium*. Maastricht, The Netherlands, July 9-11.

- 1996 Section Chair: Environmental Responsible Production. *Fourth Biannual Meeting of the International Society for Ecological Economics*. Designing Sustainability. Boston, MA, USA, August 9-14.

CORPORATE SERVICES

Keynote Speaker

- 2009 Electrabel NL (EDF-Suez Group) Senior Management Meeting, September 10.
- 2008 Group Maisadour, Bordeaux, France, December 10.
- 2003 Sustainability Strategies in Highly Competitive Markets. Hotel Real Intercontinental, San Jose, Costa Rica. June 11.

Corporate Training

- 2009 EXO Consulting. Campinas, SP, Brazil (20h).
- 2006 EXO Consulting. Campinas, SP, Brazil (10h).
- 2006 Tetra Pak Brazil. Monte Mor, São Paulo, Brazil, August July 19 (4h).
- 2005 Core Leadership Group. Frontiers of Strategic Environmental Management. Christchurch, New Zealand. April 21. (4h)
- 2002 CEGESTI, San Jose, Costa Rica. June 10-14 (20h)

Consulting and Expert Analysis

- 2011 Expert analysis of the literature review on the automotive sector. IMPACT Project (Impact Measurement and Performance analysis of Corporate Social Responsibility). Work Package lead by the Research Institute for Managing Sustainability (RIMAS), Vienna University of Economics and Business. Vienna, Austria.
- 2011 Evaluation of project applications for the 2011 Research Grants of the United States-Israel Binational Science Foundation (BSF). March.
- 2011 Evaluation of project proposals for the call on Testing and Implementing Electric Transportation". The Nordic Council of Ministers - Energy & Transport programme. Oslo, Norway, January 25.
- 2009 Evaluation of business model of Sustainable Mobility project of SwissCom. Bern, Swiss. December 17
- 2002 Organizational Analysis. Amby Valley Sahara Lake City (AVSLC). India, January 10-15.

PROFESSIONAL MEMBERSHIP

- 2002 - Present International Society for Industrial Ecology (ISIE)
- 2000 - Present European Group for Organizational Studies (EGOS)

- 1997 – Present Academy of Management (AoM).
1996 – Present The Greening of Industry Network (GIN).

LANGUAGES

Fluent in Portuguese (native language), English, Italian and Spanish.

Proficiency level in French.

Basic knowledge of Swedish and German.

REFERENCES

Prof. Andrea Masini

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University of Technology, Sydney
Haymarket Campus, NSW 2007
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1 Ayer Rajah Avenue
138676
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Aberconway Building
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