PLANTARY BOUNDARIES Workshop – July 2nd 2014

List of participants

Organizers

Prof. Gail Whitman
Professor of Sustainability, Management and Climate Change
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Professor dr. Gail Whiteman has a Chair in Sustainability and Climate Change at the Rotterdam School of Management (RSM), Erasmus University in the Netherlands. She is also part-time Professor-in-Residence at the World Business Council for Sustainable Development, a Research Affiliate with the Cambridge Centre for Climate Change Mitigation Research (4CMR), a scientific member of the Resilience Alliance, and on the Steering Committee of the Future Earth Forum. She is a management and organisational theorist with expertise in sensemaking; her research explores how decision-makers make sense of ecologic change.

She has published in the Academy of Management Journal, Journal of Management Studies, Organization Studies, and Nature, among others. Her 2013 co-authored paper, Planetary Boundaries: Ecological Foundations for Corporate Sustainability, in the Journal of Management Studies has been used by the WBCSD as a conceptual foundation for their new strategy, Action2020. She is currently coordinating a research team working on the ICE-ARC research project funded by an EU FP7 grant, and leading the research team modelling the global economic impacts of Arctic change. Related to this work, an integrated assessment analysis of potential methane release in the East Siberian Sea was published in 2013 with Chris Hope and Peter Wadhams (University of Cambridge) as a peer-reviewed Comment in Nature on the “Vast Costs of Arctic Change.”
Dr. Paolo Perego  
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Paolo Perego graduated in business administration at Bocconi University of Milan in 1996 with a thesis on the evaluation of corporate environmental liabilities. He obtained his Master's degree in environmental management in 1997 at the Ecole Polytechnique Federale de Lausanne. After a period of internship at Ecobilan Italy, he was employed in ENI Agip Petroli to assist the implementation of an ISO 14001 environmental management system in three oil facilities in Italy. Subsequently he was Junior Manager at URS Dames & Moore in Rome where he performed consultancy tasks in the area of environmental and quality management. In July 1999 he entered a Ph.D. programme in management accounting at the Department of Business Studies of the University of Amsterdam.

The doctoral dissertation was finalized at the Nijmegen School of Management in 2005. Since then he has been working as assistant professor in Management Accounting and Management Control at the Rotterdam School of Management. He teaches the master core course 'Accounting for Decision Making' in the Master Accounting & Control program and 'Management Accounting' in the Bachelor IBA program. His research interests are focused on management control and performance measurement systems for sustainability and in not-for-profit organizations (healthcare and charities). He has published in international journals like Abacus, the European Accounting Review, Journal of Management Studies, Journal of Business Ethics, Business Strategy and the Environment.

Dr. Steve Kennedy  
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Steve Kennedy is an Assistant Professor researching corporate sustainability, climate change and sustainability-orientated innovation within the Centre of Corporate Eco-Transformation at Rotterdam School of Management, Erasmus University. Dr Kennedy’s current research focuses on how corporate sustainability strategies are translated into successful innovation and the formation of future-ready sustainable business models. In recognition of its academic contribution his thesis on the challenges of operationalizing sustainability at the local-level was highly commended at the prestigious Emerald/EFMD Outstanding Doctoral Research Awards 2010. Dr Kennedy combines his research role with teaching 'Climate Change Strategy Role-Play' and 'Sustainability Leadership and Planetary Boundaries' at the MSc level.
Guest Speakers

**Prof. Dr. Des Gasper**
professor of States, Societies and World Development
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Des Gasper works at the International Institute of Social Studies in The Hague, a graduate school in EUR, currently as Professor of Human Development, Development Ethics and Public Policy. He studied economics, international development and policy analysis in Britain, worked through the 1980s as a government planner and university lecturer in Africa, and was a Visiting Professor in 2005-08 for the Research Centre on Well-Being in Developing Countries at the University of Bath. He has undertaken work in Bangladesh, Botswana, India, Malawi, Namibia, South Africa and Zimbabwe. In recent years his main research has been on theories of well-being, human security and development ethics, including in relation to the fields of migration and climate change.

The work on climate change investigates whose interests are considered and prioritised, in research, policy analyses and declared policies, and actual institutions and practices. He contributed in the Battelle Foundation study in the 1990s and the GEO-4 study in 2004-6. Publications include:

- 2013: Climate Change and the Language of Human Security, *Ethics, Policy and Environment*, 16(1)

This work uses methods of interpretive policy analysis and perspectives from development ethics and global ethics, such as discussed in: 1996: *Arguing Development Policy* (co-editor R. Apthorpe; Frank Cass); 2004: *The Ethics of Development* (Edinburgh University Press; and Sage India, 2005); and 2010: *Development Ethics* (co-editor, A.L. St. Clair; Ashgate).
Diana den Held
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Diana den Held is a strategist with 18 years of professional experience in influencing opinions/attitudes, implementing intentions and initiating specific behaviours. She works as a senior researcher at prof. dr. Michael Braungart’s Academic Chair on the implementation of Cradle to Cradle. Diana started her first company, Letterlijk & Figuurlijk (LeF) in late 1994, during her studies in Social Psychology and Communication Sciences at Radboud University Nijmegen. She has worked for such companies as IKEA and Yamaha, walked the red carpet at the Cannes International Advertising Festival, and had a starring role in a documentary about young advertising talent. In 1999, she was asked by TBWA, at that time the largest advertising agency in the Netherlands, to come work “through the line” for companies like Telfort, Postbank, Novib and Freeler, which led to a silver Esprix award and a FEDMA-‘best of Europe’ award, amongst other recognitions.

Between 2002 and 2008, Diana was a pioneer – one of the very few specialists working in the area of online strategy at the time. She has worked on websites for clients like ABN (MoneYou, MNF, Florius), Rabobank (Moviq), VBO (Woonwijzer) and NVM (Funda). With her ample experience in the area, Diana feels that online media are nothing more (and nothing less) than tools for communication - communication aimed at achieving strategic goals.

Currently, she works as strategic advisor for Prof.dr. Michael Braungart, as a senior researcher at the C2C Chair at Erasmus University and as CSD at Braungart Consulting. She contributes to various projects implementing Cradle to Cradle in companies and governments, and was a team member in the Cradle to Cradle Islands project, as well as Project Director for phosphate recovery. Diana gives lectures and workshops on Cradle to Cradle and is one of the 49 renowned scientists invited by ‘Groene Zaak’ to contribute to the ‘Groene Brein’.

Books
2. Inspired by Cradle to Cradle; Cradle to Cradle Practice in Education” (2011).
3. Wat managers kunnen leren van Tango! Een inspiratiebron voor mensen die willen innoveren (What managers can learn from Tango, a source of inspiration for people who want to innovate) (2006).
Dr. Rodney Irwin
Director, Reporting & Investment, World Business Council for Sustainable Development

Dr Rodney Irwin is the Director of Reporting and Investment at the World Business Council for Sustainable Development in Geneva. In this role, Dr Irwin is responsible for a portfolio of projects designed to advance corporate reporting taking sustainable development into the mainstream reporting of an organization. He is the link between WBCSD members and standard / regulation setters and he is leading progressive projects in risk management, taxation, mandatory reporting and is developing education programs designed for senior finance staff. Prior to this role, Dr Irwin was the Group Director of Risk Management, Control and non-Financial Reporting at TNT NV. and he has held senior positions in Motorola, Abbey National and started his career at Ernst & Young. He holds a degree in Economics, a master’s degree in management and a Doctorate where he researched comparative corporate governance and its interrelationship with ethical decision making and reporting. Dr Irwin has also completed in 2012 a Masters in Sustainability Leadership at Cambridge University as a member of the inaugural cohort. In addition, Dr Irwin is a fellow of the Institute of Chartered Accountants in Ireland, a Certified Fraud examiner, a Certified Compliance and Ethics Professional and a Specialist member of the Institute of Risk Management. Rodney is also a member of the Advisory Council of the Sustainability Accounting Standards Board.

Prof. Dr. Ans Kolk
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Ans Kolk is full professor at the University of Amsterdam Business School, The Netherlands. Her areas are in corporate social responsibility and sustainability, especially in relation to international business firms and their interactions with stakeholders and society. Specific topics have included climate change and energy; codes of conduct and non-financial reporting; stakeholders and governance; partnerships; poverty and development; bottom of the pyramid and subsistence markets.

She has published numerous articles in a range of international journals (including e.g. Journal of International Business Studies, Journal of Management Studies, California Management Review, Management International Review, Journal of World Business, World Development, and Journal of Business Ethics) as well as book chapters and books. Professor Kolk is a regular reviewer for international journals, serves as editorial board member for major journals in her field, and has (co-) edited several special issues. In 2009, Professor Kolk received the prestigious EABIS/Aspen Institute Faculty Pioneer European Award (Lifetime Achievement Award), which recognises exceptional
faculty who are leaders in integrating environmental and social issues into their research and teaching both on- and off-campus (akolk@uva.nl; http://www.anskolk.nl).

Dr. Martina Linnenluecke
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Dr Martina Linnenluecke is a Senior Lecturer in Sustainability at UQ Business School and the Program Director of the School’s Bachelor of Business Management Program. Her expertise is in the firm and industry adaptation and resilience field. Her research explores the strategic adaptation and resilience of business organisations and industries to climate change and the expected increase in the number and severity of weather extremes. Her expertise in the field has been demonstrated through a number of prestigious awards, such as the Carolyn Dexter Best International Paper Award at the Academy of Management Conference, the leading conference in the field. Dr Linnenluecke has also been the recipient of a Smart State Grant from the Queensland State Government, Department of the Premier and Cabinet. Dr Linnenluecke has extensive experience in working with government and industry related to organisational climate adaptation strategies, assessments and planning.

Michael De Man
Ecosystem Return Foundation

Michiel is a member of the Ecosystem Return Foundation. He provides the Foundation with expertise on business development, strategy, innovation and sustainability. His drive is to build on the innovation power of enterprise to improve people’s lives and solve environmental challenges.

Previously, Michiel worked as a strategy consultant focusing on sustainability and innovation. Recently he worked as an innovation adviser at DSM and as a researcher in business and ecology, at the Copernicus Institute of Utrecht University.

Michiel holds a MA in Development Studies from Utrecht University and a MSc. in Strategic Management from Erasmus University Rotterdam.
**Simon Theeuwes**
Schiphol Group

Simon Theeuwes has been 6 years with Schiphol Group, where he is responsible for Investor Relations and External Financial Reporting & Communication including the company's integrated annual report. At the same time he is part of the group's corporate Treasury & Corporate Finance team. Schiphol Group is a leading airport operator with Amsterdam Airport Schiphol being its key asset. His previous job was vice president of Investor Relations and Corporate Communication at a large listed global IT company. Simon also worked for almost 10 years as a financial (equity) analyst for UBS, ABN AMRO and a well-known Dutch private equity firm. Simon has been taking part in the Executive Master in Finance & Control (RC) programme at the Vrije Universiteit (VU University). Currently, he has developed a specific academic and practitioner's interest in the area of Green Controlling. Simon has a Master of Science degree in Economics and Business Administration from the University of Maastricht, with a specialisation in Finance.

Schiphol Group (or NV Luchthaven Schiphol) is one of 11 Dutch companies that joined the International Integrated Reporting Council (IIRC) pilot programme from the start. Simon has been a driving force behind the company's reporting journey in the past 5 years and has actively participated in the IIRC pilot programme since its inauguration.

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**Prof. Chris Wright**
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Christopher Wright is Professor of Organisational Studies and leader of the Balanced Enterprise Research Network at the University of Sydney Business School. His research focuses on the diffusion of management knowledge, managerial and occupational identity, consultancy, and organisational and workplace change. His current research explores individual, organizational and societal responses to anthropogenic climate change. He is particularly interested in how managers and business organizations interpret and respond to climate change and has published on this topic in relation to issues of corporate citizenship, emotionology, organizational justification and compromise, risk, narrative identity and future imaginings.

His research has appeared in a broad range of leading journals including: *Organization Studies, Journal of Management Studies, Research Policy, Environment & Planning A, Human Relations, Organization* and the *British Journal of Sociology*. As well as chapters in edited collections, he is the author of several monographs including *The Management of Labour: A History of Australian Employers* (Oxford University Press, 1995). He has been a Chief Investigator on a range
of major research projects and is the team leader on a current Australian Research Council Discovery project (2011-2013) into business responses to climate change.

PhD Researchers

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Anthony Alexander MBA (Warwick) MA (Leeds) is a Research Fellow at the Cardiff Business School, Wales, UK. He is on a three year doctoral fellowship from the UK Economic and Social Research Council, the British Academy of Management and the Society for the Advancement of Management Studies. His PhD is researching Sustainable Supply Chain Management and uses decision theory to explore supply chain visibility, complexity and uncertainty.

After a first class BA(Hons) and MA in Communications, in 1996 he began a career in the media industry. After working for large companies, he started his own strategic communications consultancy in 2002. This led to work on environmental policy, including at the United Nations climate conference in Montreal 2005, and new UK planning regulations. In 2006, he moved from policy work to practical delivery of sustainability by becoming Director of Research for a major London-based consultant engineers practice. Here he worked on sustainable real estate projects for a range of government and private sector clients in the UK and internationally, plus conducting internal transformation and knowledge management programmes, and academic research based on the first-hand knowledge of the practice.

He has published extensively in professional, mainstream and academic publications. Part of his current research is forthcoming in Supply Chain Management: An International Journal. He has taught on MBA modules in Strategic Operations Management and Purchasing & Supply Management, as well as on the Cardiff University MSc in Sustainable Design and Prince of Wales' School of Architecture MA in Sustainable Urbanism.
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I am a PhD candidate at the School of Management, University of Bath, under the subject groups of ‘accounting & finance’ and ‘business, society & business economics’. My research applies the social-ecological system perspective in constructing a normative framework of corporate sustainability reporting. I take an academic and an industrial interests in the Planetary Boundaries framework, particularly in its implication to firms’ roles in the ecological and social sustainability agendas and to the concept of corporate sustainability.

Born in Malaysia, a country with one of the highest rate of deforestation and loss of biodiversity, the root of the aspiration to contribute to the sustainability agenda is personal; my convictions are universal. Prior to the PhD, I worked in the areas of corporate environmental and social impact assessment and corporate philanthropy in the banking sector. I received an MBA in CSR from University of Nottingham in 2011.

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I am currently a PhD student in international business at the Amsterdam Business School (ABS) and my PhD research focuses on multinationals, institutions and sustainability in the EU energy sector. Sustainability issues are often addressed by governments in diverse ways across countries and in different time periods. I am particularly interested in investigating, through comparative and longitudinal studies, institutional complexity and change around sustainability issues and how multinational energy firms respond to them.

Prior to joining ABS, I worked as a teaching assistant in international strategy at the University of Nêuchatel (Switzerland), and as a trainee at the Directorate-General for Development and relations with ACP countries of the European Commission, at the Italian Mission to the WTO and in the private sector.

I hold a MSc in Marketing Management from Bocconi University and a Bachelor degree in Business Administration from Bologna University and I studied, in the framework of exchange programmes, at Reims Management School and HEC Montréal. I am fluent in Italian (native), English, French and Spanish and I am a beginner in Portuguese and German.
Kimo van Dijke
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Kimo van Dijk is doing his PhD research on nutrient management and phosphorus security at Wageningen University. He analyses the present P flows in Europe (EU-27) at the country level, develops dynamic nutrient flow models, and simulates potential future P use by scenario analyses. Additionally, he supervises MSc students studying the P flows and future nutrient management options at the local level in cities (Rotterdam and Wageningen). In the past he did scientific studies for the Dutch government about the options for sustainable P use in the Dutch, West-European and European society. Besides his scientific work he also actively participates in the Dutch Nutrient Platform and the European Sustainable Phosphorus Platform, and other networks.

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Katharina Hölscher is a PhD student at the Dutch Research Institute for Transitions (DRIFT) of the Erasmus University Rotterdam. Katharina’s work is part of the EU FP7-project IMPRESSIONS (Impacts and risks from higher-end scenarios: Strategies for innovative solutions) and focuses primarily on advancing and developing decision-making tools for sustainability governance. The aim is to enhance and build governance strategies and capacities that enable dealing with high-end climate change on urban and regional levels in the long-term. It is hereby touched upon the uncertainties created by complex interdependencies of the Earth System and potential threshold effects.

Next to this work Katharina contributes to the development of a reader on Transition Management for Urban Sustainability as part of the SUSTAIN-project, which aims to improve the quality of education in sustainable urban development in Europe and Asia.

Her academic background encompasses Environmental Governance (MSc; Utrecht University) and European Studies (BA; University of Passau and University of St. Petersburg), including the study of political systems, governance arrangements, policy analysis and cultural studies. Katharina has additional work experiences in journalism and project management.
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I am currently in the first year of my PhD at the Vlerick Business School and University of Ghent in Belgium, researching sustainability driven innovation processes in multi-actor platforms. These platforms that bring together various stakeholders (e.g. businesses, consumers, government agencies, research institutions, NGOs etc) are now being increasingly used to develop new solutions for sustainability, following the understanding that large-scale social issues such as sustainability also require social approaches to address the problems. My previous academic background is in environmental studies. I am originally from Estonia, but moved to the UK to do a BSc degree in Environmental Economics and Environmental Management at the University of York, after which I went on to study for a MSc degree in Nature, Society and Environmental Policy at the University of Oxford. For my PhD, which is part of a EU project called ‘Innovation for Sustainability’, I am now approaching the topic of sustainability from a business perspective. Additionally to my academic background, I also have a strong personal interest in the work on Planetary Boundaries and I am looking forward to developing my knowledge on this topic further in Rotterdam in the company of other like-minded people.

Taryn Mead  
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Taryn Mead is a management researcher, biologist, sustainability strategist and Certified Biomimicry Professional who has consulted with over 30 corporate, municipal and nonprofit clients using biomimicry as a tool for innovation and sustainability. As a pioneering practitioner of biologically-inspired innovation, she has worked on domestic and international projects ranging from new product design to industrial ecosystems to new cities for 2 million inhabitants. She has also served as the lead facilitator for numerous workshops with corporate clients and blossoming biomimics and lectured for large audiences. She is currently pursuing a PhD in Management Studies, researching Biomimicry for Business Management Innovation at the University of Exeter in the UK. In addition to biomimicry, her current research interests include sustainability-oriented innovation, planetary boundaries and the role of corporations in sustainable development.
Prior to commencing at the University of Queensland Business School, Cristyn worked in the private, not for profit and government sectors, in business sustainability, environmental consulting and financial services. With a broad range of roles including project management, research, guest lecturing and guest speaking, community engagement, vegetation management, and financial modelling, her clients have included top domestic and international firms including Oxfam International, Jones Lang LaSalle, Stockland and Queensland Government to mention a few. Cristyn has worked with numerous businesses to improve their sustainability, advising business sustainability consultants, and delivering guest speeches and guest lecturers on the topic. Her research seeks to contribute to the emerging field of research on natural capital, specifically the impact likely to be experienced by organizations as a result of their dependence on natural capital given its current severe decline.

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Gaia Melloni is a 3rd year Ph.D fellow in Management at the Graduate School of Economics and Management, a joint doctorate programme of University of Padua, Venice and Verona. During the Ph.D and her visiting period in Melbourne at RMIT University she focuses her research interests in accounting, sustainability and corporate governance and is currently writing a Ph.D thesis on the topic of “Integrated Reporting”. She has attended advanced doctoral courses in Accounting, Corporate Governance, Management, Organization, Finance, Econometrics, Microeconomics, Statistics, Game Theory and Mathematics. She is tutor in the course of Financial Accounting of University of Verona.
My name is Saphira and I am a 25-year-old girl from the Netherlands. I grew up in a small town called “Panningen” in the South of the Netherlands. I have done a Bachelor’s degree in International Business at the Tilburg University followed by a Master’s in Finance at this same university. Having spent 9 months in Sydney and around Australia after high school, plus 6 months in Melbourne on an exchange program during my Bachelor’s, I have become a great fan of Australia.

I have grown up in an ‘environmentally conscious’ family, though I must admit not having a particular interest in this field until just after I started my bachelor degree. During my studies I obtained a growing interest in the field of Sustainability and particularly my Master’s became a big challenge, as the field of sustainability seems to be almost an opposite of the field of (at least mainstream) finance. I wanted to obtain more education in my field of interest, preferably in Australia, and a scholarship helped me to fund a Graduate Diploma in Sustainable Systems at the University of Queensland (UQ), Australia. After working as a research assistant at UQ during and after my studies, and doing freelance data analyst and consultancy work for a Dutch company (First Investments), I applied for a scholarship to do a PhD in Corporate Sustainability at the University of Queensland. The application was successful and I will commence my PhD in October this year. The PhD project draws heavily upon the 9 planetary boundaries concept, and its working title is “A New and More Effective Approach to Measuring Corporate Sustainability: Converting Limits to Ecological Systems into Meaningful and Scientifically Derived Sustainability Guidelines.”

Felix holds a Master of Science in sustainable development and climate change from University College London and a Bachelor of Liberal Arts and Sciences from University College Maastricht. In his PhD, he develops a conceptual framework to understand the process of scaling the impact of transition initiatives. Felix is also one of the co-founders of Maastricht University Green Office (www.greenofficemaastricht.nl) and rootAbility (www.rootAbility.com).
My name is Elisa Breuer Vasco. I am Belgian-Spanish. I was born in Namur, Belgium, on 27th March 1985. I hold a double degree in Business Administration and International Management from Louvain School of Management – Université Catholique de Louvain, Belgium. Last year, I completed a third Master’s Degree in Research in Business Administration at the University Pablo de Olavide, Seville, Spain, in preparation for a doctoral thesis in Social and Environmental Accounting Research under Pr. Carmen Correa’s supervision at the same university.

Broadly speaking, my research interests lie in the interface between business, society and the natural environment. My project seeks to understand the role of private corporations and business world in the societies’ struggle with the global environmental challenges. More specifically, based on the areas of corporate social and environmental accounting and reporting, my work relates to the question of whether the increased popularity of the so called sustainability accounting and reporting actually enhances societies’ pursuit of sustainability.

In January 2014, I presented my work-in-progress titled CEO letters in times of “sustainability crisis”: an interpretive analysis within the Spanish financial sector at two conferences, both hosted in Burgos, Spain: XIX Workshop on Accounting and Management control “Memorial Raymond Konopka”, and the 9th Spanish Conference on Social and Environmental Accounting Research. On 26-29 August, I will also be attending the CSEAR 2014 Emerging Scholars Colloquium and the 26th International Congress on Social and Environmental Accounting Research, which are being held at the University of St Andrews School of Management, Scotland.

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I am a PhD Candidate at Rotterdam School of Management, Erasmus University. At RSM, I am a member of the Eco-transformation team that seeks to understand corporate solutions for global sustainability. The focus of my thesis project is transformative sustainable innovation. I am conducting case study qualitative research and looking at the organizational processes that companies undergo in order to drive systemic transformative change. I take a systems perspective in my research and draw on concepts from resilience thinking. My research is conducted in collaboration with the
World Business Council for Sustainable Development and the Innovation for Sustainability (I4S) Marie Curie Training Network. About myself, I was born in New York State. I did a Bachelor’s degree in Graphic Media at Rochester Institute of Technology. Then I worked in marketing while doing an MBA in Sustainability Management also at Rochester Institute of Technology. I then did a Master’s in research at ESSEC in France before moving to the Netherlands about a year ago to start my PhD.

Support & Logistics

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Hassan is a 2nd year research master’s student at the Center of Eco-transformation. He is currently conducting his thesis research on corporate sustainability with a focus on agribusiness and the ecological challenges of nitrogen and phosphorus. He got his BSc in pharmaceutical sciences and his MBA from Cairo, Egypt. He will start the PhD program at the University of Oregon, Lundquist college of Business in September 2014.