Contributors

**Markku Anttonen** is a researcher and a PhD candidate in the Department of Marketing and Management at Helsinki School of Economics (HSE). He received his Master’s degree at the University of Tampere in the Department of Regional Studies and Environmental Policy. His research focuses on innovative business models for eco-efficiency-enhancing services both in business-to-business and consumer sectors. His interests also cover social networks, social enterprises and their varying concepts and sustainability issues in public procurement. Before joining the HSE faculty he worked in Statistics Finland and as an environmental management consultant in Efektia Ltd.

**J. Alberto Aragón-Correa** is Professor of Strategic Management at the University of Granada (Spain), and Director of the PhD programme ‘Economics and Management’ (awarded a ‘Quality Mention’ by the Spanish Ministry of Science and Education). He has been a visiting professor at Rotterdam-Erasmus University (The Netherlands) and Saint Mary’s University (Canada). His topics of interests are the connections between business strategy and environmental management, stakeholders’ management, and between human management and the natural environment. He has published multiple works in journals such as the *Academy of Management Journal*, the *Academy of Management Review*, the *British Journal of Management*, *Long Range Planning* and the *Journal of Business Research*, among others. Alberto is founding member of the Group of Organizations and Natural Environment (GRONEN), a network of European and American scholars focused on environmental research.

**Luca Berchicci** is an assistant professor at the Centre for Entrepreneurship at the Rotterdam School of Management (Erasmus University). He received his PhD in innovation management at the Faculty of Industrial Design Engineering of Delft University of Technology. Luca’s primary interests focus on innovation management, entrepreneurship and business and the natural environment. His current research includes disruptive technologies and their effects at industry and firm level; environmental new product development; and the strategic determinants of market entry. He has published articles in *Technology Analysis and Strategic Management*,

xiii

Jouhaina Ben Boubaker Gherib is Assistant Professor of Strategic Management in the School of Accounting and Management (ISCAE) of the University of Manouba in Tunisia. Her research focuses on determinants and consequences of the adoption of sustainable development principles in SME strategies. Her other area of interest is entrepreneurial decision making. She focuses on the uses and misuses of emotion, intuition and rationality in decision-making processes in SMEs.

Mary Jean Bürer is a program manager in the investor team at Ceres, a network of investors, environmental organizations and other public interest groups working with companies and investors to address sustainability challenges, where she manages various projects of the Investor Network on Climate Risk (INCR). In 2007, she completed her PhD in Management at the University of St. Gallen’s Institute for Economy and the Environment in Switzerland, where her focus was on the interface of clean energy private equity investing and technology and innovation policy. She received her Master’s degree at UCLA in integrated manufacturing engineering for advanced transportation systems, and her Bachelor’s degree in environment, economics and politics. She has also worked to further develop and analyse climate policy at three UN agencies, a trade organization (International Emissions Trading Association, IETA), a major US environmental organization (National Resources Defense Council – NRDC), a US state government agency, and two major research institutions in the US and the UK – Lawrence Berkeley National Laboratory (LBL) and Imperial College.

Joaquín Cañón-de-Francia is an assistant professor at the Department of Economía y Dirección de Empresas, University of Zaragoza (Spain). He received his PhD in business and administration from the University of Zaragoza. He has done research at the Faculty of Economics in the University of Amsterdam (The Netherlands). He has analysed the economic repercussions of new environmental regulation in the European context. His research has been presented at several national and international conferences and has been published in national and international journals.

Nicky Dee joined the Institute for Manufacturing, University of Cambridge, in 2001 as a doctoral researcher following experience at the Cambridge Entrepreneurship Centre. Her research is with the Technology Enterprise Group in the Centre for Technology Management, and focuses
on the growth and development of early-stage environmental technology companies, with a particular emphasis on sustainable energy technologies. This work has drawn on practical experiences working with early-stage environmental companies. She has advised early-stage environmental technology companies on business development and strategy, both formally and informally. She spearheaded a new business creation competition within the university to promote and support environmental business. She has also managed a variety of consultancy projects, ranging from enterprise education, to building support for environmental technology ventures, to the provision of funding and support for European ICT high-growth companies. Clients include the Department of Trade and Industry, regional development agencies, the European Commission and a variety of new ventures.

Annekathrin Ellersiek is a PhD student in the Department of Organization Studies, Faculty of Social Science, at Tilburg University. She graduated in 2004 from Leipzig University where she obtained a diploma in work and industrial psychology. Her research interest lies in the differences between organizational strategic approaches towards sustainable development with a focus on collaborative arrangements.

Simon Ford is an AIM Research Fellow in the Centre for Technology Management, University of Cambridge. Under the auspices of the Engineering and Physical Sciences Research Council (EPSRC), the Economic and Social Research Council (ESRC) and the Advanced Institute of Management Research (AIM), his research forms part of the UK’s Innovation and Productivity Grand Challenge, focusing on how established firms generate breakthrough innovations. Simon holds three Master’s degrees in engineering from the University of Cambridge, including one in engineering for sustainable development. His doctoral thesis, which integrates the concept of technological obsolescence into innovation theory, was completed in 2007. Other than innovation and sustainability, his research interests include complexity and technological co-evolution.

Concepción Garcés-Ayerbe is an associate professor in the Department of Economía y Dirección de Empresas, University of Zaragoza (Spain). She received her PhD in business and administration from the University of Zaragoza. She has published articles in Environment and Planning A, Environmental Management, the Journal of Management and Governance, Environmental and Resource Economics, among others. Her research interests include strategic management, especially in the context of environmental management systems and corporate social responsibility.
Elizabeth Garnsey is Reader in Innovation Studies in the Centre for Technology Management, University of Cambridge. She obtained her doctorate at the University of California, Berkeley, and worked in the Department of Applied Economics, Cambridge, before taking up her lectureship in management studies at the Judge Institute of Management and Engineering Department at Cambridge. She has been an adviser to the Bank of England, HM Treasury and the Confederation of British Industry on high-tech enterprise, as well as an Expert Witness on the subject to parliamentary committees. She is a founder member of the Greater Cambridge Partnership, along with being the founder and academic organizer of the first Cambridge Enterprise Conference in 1997. Her research interests include the university–industry interface and the emergence, commercialization and evolution of new technologies.

Minna Halme is an associate professor at Helsinki School of Economics (HSE) and the Academy of Finland. Her current research focuses on business models for sustainable services and sustainability implications of the base-of-the-pyramid (BOP) approach. She has worked with a number of European and national research projects on sustainable household services, sustainable tourism, actor networks, responsible organization cultures and sustainable business strategies. She has been in a leading position in two multi-country EU-funded research projects and is presently heading a national project on material efficiency services to industry. She teaches corporate responsibility at Master’s, doctoral and executive MBA courses in Finland, Sweden and South Korea. Minna cooperates with the industry in action research projects, management training and consulting.

Jost Hamschmidt is a lecturer at the University of St. Gallen and Managing Director of oikos Foundation, an international reference point for sustainability research and teaching in business education. He received a PhD in management from the University of St. Gallen and teaches corporate sustainability with a focus on entrepreneurship and strategy. He has been a visiting scholar at the Haas School of Business, Berkeley (2001/02) and the Harvard Business School, Boston (2007/08). He is married to Dr Monika Kurath and a father of two children.

George I. Kassinis is an associate professor of management in the Department of Public and Business Administration of the University of Cyprus. He received his PhD in public policy from Princeton University. His research focuses on environmental stakeholders, environmental issues in services, social networks and industrial ecology. His work has been
published in journals such as the *Academy of Management Journal*, the *Strategic Management Journal*, *Production and Operations Management*, *Journal of Business Ethics*, *Journal of Environmental Planning and Management* and *Environmental Impact Assessment Review*. He serves on the editorial board of *Organization Studies*.

**Mika Kuisma** is a post-doctoral researcher in environmental management and sustainable business practices at the Department of Marketing and Management of the Helsinki School of Economics. His current research interests focus on the innovative and eco-efficient business models of business-to-business services and the transformation of business models in the international pulp and paper industry. His interests also include corporate environmental and social reporting and socially responsible investments (SRIs). He is a long-standing member of the jury of the Finnish national corporate sustainability reporting competition and he has authored multiple publications and reports to industry on sustainability reporting, ethical investing and environmental management in the forest industry. Earlier in his career he worked at the VTT Technical Research Centre of Finland, LTT Research Ltd, where his research focused upon national technology policy, and the logistics services of retail industry and the internationalization and growth strategies of high-tech SMEs.

**Rocío Llamas-Sánchez** is an assistant professor of management at the University of Granada in Melilla (Spain). She teaches organizational theory and human resource management. Her topics of interest are institutional theory, organizational change, organizational theory and environmental management. She received her PhD from the University of Granada in 2005. She has published works in various journals and books, and she has participated in a number of research projects.

**Inmaculada Martín-Tapia** is an assistant professor at the University of Granada (Spain) where she teaches Management and Natural Environment and also Human Resource Audit. She was awarded her PhD at the University of Granada in 2005. She has been a visiting professor at the University of Minnesota (Minneapolis) and the University of Kansas (Lawrence). Her research interests are strategic management and corporate social responsibility, in particular, the natural environment, strategic human resource management, and the relationships between them. She helped to organize the first conference of the Group of Organizations and Natural Environment (GRONEN). Also, she is an active member of several research projects and has published in various journals.
Viviane Ondoua Biwolé is a lecturer at the Faculty of Economics and Management of the University of Yaounde II, Cameroon. Her studies deal with entrepreneurship (namely, the monitoring of entrepreneurs) and sustainable development-related problems facing SMEs (the elements determining the adoption of sustainable development practices by SMEs). Her works have been published in research journals such as the 2000 Management Journal, the SME International Journal, and in International Symposia (in French and in English) with a review committee. She also belongs to several networks such as the AUF Entrepreneurship Network, the Network of Francophone Researchers on Public Management, and the International Courseware Library Network.

Kerstin Pichel is a lecturer in strategic management at Zurich University of Applied Sciences in Winterthur (Switzerland), and she also teaches research methods at the University of St. Gallen (Switzerland). After graduating in economics from Berlin University of Technology with a Master’s thesis on sustainable organizational development, Kerstin led a project to introduce environmental management in the business school curriculum. Through her teaching and consulting activities, as well as during her tenure with the corporate development department of Switzerland’s largest food retailer, she became interested in ways of enhancing employee motivation for environmental behaviour, and in understanding cultural influences on coping with change. Her PhD thesis focused on the impact of environmental management systems on ecopreneurship within the firm. Kerstin also works as a professional facilitator of workshops and future labs.

Marisa Ramírez-Alesón is an associate professor at the Department of Economía y Dirección de Empresas, University of Zaragoza (Spain). She received her PhD in business and administration from the University of Zaragoza. She held a two-year visiting professorship at Temple University (Philadelphia) in the Department of General and Strategic Management. She has published articles in Management International Review, Spanish Economic Review, the Quality Management Journal, the Journal of Economic Behavior and Organization, Environmental and Resource Economics and others. Her research interests include strategic management, especially in the context of international and product diversification, and intangible resources.

Stefan Schaltegger is Full Professor, Head of the Centre for Sustainability Management (CSM) and Vice-President of Research of the Leuphana University of Lüneburg, Germany. His primary research interests are in the areas of sustainability accounting, information management, sustainabil-
ity performance measurement and management, sustainable entrepreneurship and strategic sustainability management. He is chairman of the global and European Environmental and Sustainability Management Accounting Network (EMAN), chairman of the Board of Sarasin Sustainability Investments and member of the editorial board of various scientific journals including Business Strategy and the Environment, Eco-Management and Auditing, the relaunched journal Corporate Social Responsibility and Environmental Management, Greener Management International, Progress in Industrial Ecology, the International Journal of Business Environment and the Social and Environmental Accounting Journal. Stefan won a research prize (‘article of merit’) awarded by the Professional Accountants in Business (PAIB) Committee of the International Federation of Accountants (IFAC) in 2003 and the BAUM Award 2007 for the science category (award of the German Federal Association of Environmentally Responsible Companies).

Sanjay Sharma is Dean of the John Molson School of Business, Concordia University, Montreal. Before joining Concordia he was the Canada Research Chair in Organizational Sustainability, a Professor of Strategy and Sustainability and the Director of a Cross-University Centre for Responsible Organizations and at the School of Business and Economics, Wilfrid Laurier University, Waterloo, Canada. Sanjay’s research has been published in management journals such as the Academy of Management Review, the Academy of Management Journal, the Academy of Management Executive, the Strategic Management Journal, the Journal of Applied Behavioral Science, Business Strategy and the Environment, and Revue Française de Gestion. He has co-edited six books on research in corporate sustainability. As the Chair of the Organizations and the Natural Environment Group in the Academy of Management, he has worked to establish corporate sustainability as a field of scholarship. Before pursuing an academic career, Sanjay was a senior general manager with multinational corporations for 16 years. He consults extensively for governments and corporations on their sustainability strategies.

Andreas C. Soteriou is Associate Professor of Operations Management in the Department of Public and Business Administration of the University of Cyprus. He holds a PhD degree in business administration from the University of Southern California. His primary research interests are in the areas of operations management, quality and productivity improvement in the services sector. His work has been published in journals such as Management Science, Decision Sciences, Manufacturing and Service Operations Management, the Journal of Operations Management,
Production and Operations Management, the European Journal of Operational Research and Interfaces. He is an associate editor of Management Science and serves on the editorial boards of Decision Sciences, the Journal of Operations Management, and Production and Operations Management.

Martine Spence is Associate Professor of Marketing and Entrepreneurship at the Telfer School of Management of the University of Ottawa. Her research focuses on sustainable entrepreneurship, which is an emergent field exploring the characteristics of entrepreneurs who have adopted a triple bottom-line philosophy and assessing the relevance and performance of their strategies. Her other area of interest is SMEs’ internationalization processes and more specifically how these firms create value on their internationalization path, the impact of government programmes in their international expansion and what motivates their choices of foreign market entry strategies. Her work has been presented at international conferences and published in peer-reviewed journals in French and in English such as the International Business Review, Small Business Economics, Psychology and Marketing, the Journal of International Entrepreneurship, the Journal of Euromarketing, Management International, Humanisme et Société, Revue Internationale des PME and Gestion 2000. She is a member of the editorial board of the International Journal of Entrepreneurship and Small Business (UK), the Revue Congolaise de gestion (Congo Brazzaville) and the Review of Management and Economical Engineering (Romania). She has co-authored (with Georges Hénault) Marketing International: Synergie, éthique et liens (Québec, PUQ).

Mark Starik is Professor and Department Chair of Strategic Management and Public Policy in the George Washington University School of Business (GWSB). He researches, teaches and advises organizations and individuals in the areas of strategic environmental management, environmental and energy policy, environmental entrepreneurship and implementing solutions to climate crises. He is also interested in the connections among the fields of strategic management, business and public policy (including civil society), and sustainability, both domestically and internationally. His research includes publications in a wide variety of both academic and practitioner outlets, including the Academy of Management Review, the Academy of Management Journal, the Journal of Business Ethics and Business Strategy and the Environment and in the proceedings of several international organization conferences. He is the Director of the GW Institute for Corporate Responsibility Environmental Sustainability Program, which coordinates the research, teaching and service within
GWSB on the topic of sustainability, is a co-founder of several organizations, including the Institute for Sustainability Education and Action, and the Academy of Management Organizations and the Natural Environment Interest Division, and is a board member of several non-profit organizations, including the Sustainable Business Network of Washington, DC, Solar Household Energy, Inc., and the National Environmental Education Foundation. He has been the faculty adviser for GW Net Impact and its GW campus predecessor since their respective foundings. Mark received his doctorate in strategic management in 1991 from the University of Georgia (USA), his Master’s in natural resources policy and administration in 1978 and his undergraduate degree in economics in 1976, both from the University of Wisconsin-Madison (USA).

Patrick A.M. Vermeulen is Associate Professor of Organization Studies in the Department of Organization Studies, Faculty of Social Sciences, at Tilburg University. He received his PhD from the Nijmegen School of Management and previously worked at the Rotterdam School of Management. His main research interests focus upon processes of institutional change, the mobilization of collective action, and the development and dissemination of ‘green’ products. His work has been published in Organization Studies, the International Journal of Research in Marketing, the Journal of Small Business Management, the International Small Business Journal, Technovation and several other journals. He is academic director of the Base-of-the-Pyramid (BOP) learning laboratory™ for the Benelux.

Marcus Wagner is Assistant Professor in Technology and Innovation Management at the Technical University of Munich and was on leave from 2006 to 2008 on a Marie Curie Fellowship at the Bureau d’Economie Théorique et Appliquée (BETA), Strasbourg. He is also an associate research fellow at the Centre for Sustainability Management and has worked for several years in managerial functions in the chemicals and semiconductor industries.

Robert Wuebker is a PhD candidate in management at Rensselaer Polytechnic Institute (RPI) in Troy, New York, where he is a National Science Foundation fellow under the Integrative Graduate Education and Research (IGERT) programme. He holds an MBA from EDHEC-Institut Theseus and a BA (Hons) in philosophy from Ohio State University. At RPI he pursues a unique, interdisciplinary PhD programme that combines PhD seminars in management with engineering coursework focused on the manufacturing and design of fuel cells. His research interests include...
environmental entrepreneurship, new venture strategy, entrepreneurial finance and organizational theory. He has been a founder or early-stage participant in several start-up companies, and worked as an adviser to several private equity firms.

**Rolf Wüstenhagen** is Vice-Director of the Institute for Economy and the Environment and an assistant professor at the University of St. Gallen (Switzerland). He has held visiting faculty positions at the University of British Columbia in Vancouver and the Wilfrid Laurier University in Waterloo, both in Canada, and is a member of the faculty group for environmental management of the Community of European Management Schools (CEMS). He teaches corporate sustainability, marketing and innovation management, with a particular focus on renewable energy. His research addresses decision making of venture capital investors, management of regulatory risk and business models for distributed energy technologies. Prior to his current academic position he was a member of the investment team of one of the leading European energy venture capital funds. Rolf is a member of the Swiss Federal Energy Research Commission and of the Swiss Academies of Arts and Sciences’ task force on sustainable energy systems.