

Readings: Do not let the number of readings scare you most are very short and accessible, and the class only has 11 substantive sections. Most readings are available on-line through the library via Blackboard. Instructions will be provided for obtaining the case materials via the web (there will be some cost involved). Ideally, all materials should be read before class. There will be some materials that I will absolutely expect

I: Introduction (Jan. 17th)

Lennox and Chatterji, Ch. 1.

II: Basic Concepts (Jan. 22nd, 24th)

Delmas, Intro and Ch. 1.

David P. Baron, and Thomas P. Lyon. 2012. "Environmental Governance," in *The Oxford Handbook of Business and the Natural Environment*.

David A. Anderson. 2013. *Environmental Economics and Natural Resource Management*, 4th edition. Ch. 3.

Andrew W. Savitz. 2013. *The Triple Bottom Line*, 2nd edition. Ch. 2.

V. Kasturi Rangan, Lisa Chase, and Sohel Karim. 2015. "The Truth About CSR," *Harvard Business Review* 93(1/2): 40-49.

David Kiron, Gregory Unruh, Martin Reeves, Nina Kruschwitz, Holger Rubel, et al. 2017. "Corporate Sustainability at a Crossroads," *MIT Sloan Management Review* 58(4): 1-24.

Elaine Conway. 2018. "Sustainability, the Triple Bottom Line, and Corporate Social Responsibility," in *Contemporary Issues in Accounting*.

III

Shared Value (Jan. 29th, Jan. 31st)

Lennox and Chatterji, Ch. 2.

Michael E. Porter and Claas van der Linde. 1995. "Toward a New Conception of the Environment-Competitiveness Relationship," *Journal of Economic Perspectives* 9(4): 97-118.

Runar Brännlund and Tommy Lundgren. 2009. "Environmental Policy without Costs? A Review of the Porter Hypothesis," *International Review of Environmental and Resource Economics* 3 (1): 75-117.

Michael E. Porter and Mark R. Kramer. 2011. "Creating Shared Value," *Harvard Business Review* 89(1/2): 62-77.

Stefan Ambec, Mark A. Cohen, Stewart Elgie and Paul Lanoie. 2013. "The Porter Hypothesis at 20: Can Environmental Regulation Enhance Innovation and Competitiveness?" *Review of Environmental Economics and Policy* 7(1): 2-22.

Andrew Crane, Guido Palazzo, Laura J. Spence, and Dirk Matten. 2014. "Contesting the Value of "Creating Shared Value," *California Management Review* 56(2): 130-153.

Mark R. Kramer and Marc W. Pfitzer. 2016. "The Ecosystem of Shared Value," *Harvard Business Review* 94(10): 80-89.

Additional (not required):

Cesare Antonio Fabio Riillo. 2017. "Beyond the Question "Does it Pay to be Green?": How Much Green? and When?" *Journal of Cleaner Production* 141(10): 626-640.

IV: Social Drivers Ia Citizen and Non-Citizen Demand (Feb. 5th, 7th)

Lennox and Chatterji, Ch. 5.

Delmas, Chs. 2-7.

Nielsen Global Corporate Social Responsibility Report. 2014.

National Association of Educational Purchasing. 2013. *2013 NAEP Green Purchasing Study*.

Timothy Simcoe and Michael Toffel. 2014. "Government Green Procurement Spillovers:

VI: Political D

VII: Economic Drivers I. Voluntary Programs (Feb. 28th class to begin at 9a.m. and end at 10:15!!! March 7th)

Delmas, Ch. 8.

Joaquin Canon-de-Francia and Concepcion Graces-Ayerbe. 2009. "ISO14001 Environmental Certification: A Sign Valued by the Market?" *Environmental and Resource Economics* 44(2): 245-262.

Andrew King and Michael Toffel. "Self-regulatory Institutions for Solving Environmental Problems: Perspectives and Contributions from the Management

VIII: (March 19th, 21st). Economic Drivers II. Supply Chain Management.

“Why “Green” Equals Good Business,” 2009. *Supply Chain Management Review* July/Aug. 2009 S56-60.

“Six Critical Conversations about Business and the Environment,” *Harvard Business Review*, pp. 24-40.

Schell, Orville. 2011. “How Walmart is Changing China,” *The Atlantic* Dec., 80-98.

Jira (Fern) Chonnikarn and Michael W. Toffel. 2013. “Engaging Supp

IX: (Mar. 26th, Apr. 2nd).

Economic Drivers III. Looking Inside the Firm

Lennox and Chatterji, Ch. 3.

Peter Clarkson, et al. 2008. "Revisiting the Relation between Environmental Performance and Environmental Disclosure: An Empirical Analysis," *Accounting, Organizations, and Society* 33(4-5): 303-327.

John Peloza, Moritz Loock, James Cerruti and Michael Muiyot. 2012. "How Stakeholder Perceptions Differ from Corporate Reality," *California Management Review* 55(1): 74-97.

Robert G. Eccles, Kathleen Miller Perkins and George Serafeim. 2012. "How to Become a Sustainable Company," *MIT Sloan Management Review* 53(4): 43-50.

Suzanne Fallander. 2012. "Integrating Sustainability into Strategy, Governance and Employee Engagement," *MIT Sloan Management Review* 53(4): 1-3.

XI: The 800 lb. Gorilla: Climate Change. (Apr. 16th, 18th)

Sir Nicholas Stern. 2009. "Stern Review: The Economics of Climate Change: Executive Summary."

S. Pacala and R. Socolow. 2004. "Stabilization Wedges: Solving the Climate Problem for the Next 50 Years with Current Technologies," *Science* 305: 968-972.

Robert Socolow. 2011. "Wedges Reaffirmed," *Bulletin of the Atomic Scientists*

Lowitt, Eric. 2014. "How to Survive Climate Change and Still Run a Thriving Business," *Harvard Business Review* 96 (2):86-92.

Business and Social Responsibility. 2016. "The Paris Agreement: What it Means for Business."

Robert Stavins. 2018. "Linkage will Prove Essential for Ultimate Success of Paris Agreement," *The Environmental Forum* 35(5): 15.

Andrew Winston. 2018. "The Scale of the Climate Catastrophe Will Depend on What Businesses Do Over the Next Decade." *Harvard Business Review Digital Articles*.

Case: "Global Climate Change and BP," HBS Case 9-708-206.

XII: Conclusions and the Future of Green Markets. (Apr. 23rd, Apr. 25th)

Delmas, Ch. 9.

Lennox and Chatterji, Ch. 6.

"Six Critical Conversations about Business and the Environment," *Harvard Business Review*, pp. 51-58, 73-87.

John Elkington and Charmian Love. 2012. "Tomorrow's C-Suite Agenda," in *The Oxford Handbook of Business and the Natural Environment*.

Stuart L. Hart. 2012. "The Third-Generation Corporation," in *The Oxford Handbook of Business and the Natural Environment*.

Andrew Winston. 2018. "The Story of Sustainability in 2018: We Have About 12 Years Left," *Harvard Business Review Digital Article*.

Exam II. (Apr. 30th)