



## **ESG Research Area**

### **Mission**

To investigate the essential question of how businesses, respond to the increased expectations to reduce adverse impacts on society and the natural environment and to become a pioneering force for sustainable developments.

### **Vision**

To become the “go-to place” in China and Asia for the generation and dissemination of cutting-edge knowledge related to sustainability and corporate social responsibility.

# What is ESG

ESG is the acronym for Environmental, Social and Governance, and measures the sustainability of a company in terms of environmental, social and corporate governance, respectively.

## Environmental

- Climate change
- Pollution
- Biodiversity
- Deforestation
- Water scarcity

## Social

- Customer satisfaction
- Data privacy
- Gender and diversity
- Human rights
- Labor standards

## Governance

- Board composition
- Executive compensation
- Bribery and corruption
- Whistleblower schemes
- Political contributions

# ESG Related Topics

## Strategy and Entrepreneurship

- Clean energy technologies develop as innovation ecosystem
- Competition and substitution between transitional and renewable energy
- Transition to renewable energy technologies in key industries
- Social benefits and implementations of CSR strategies
- Motivation of CSR/ESG participation
- CEO decision criteria/processes regarding ESG efforts
- Irresponsible innovation

## Marketing

- Refurbished and green products
- Competition in prosocial crowdsourcing
- Consumer prosocial behavior
- Consumer adaption and habit formation of green behaviors

- Sustainable marketing strategies
- Consumer rights and data privacy

### **Finance/Accounting**

- Track and measure environmental impacts internally
- Communicate ESG initiatives internally and externally/publicly
- Tangible/quantifiable financial benefits of ESG initiatives
- Pattern of greenwashing and regulatory arbitrage
- Lower cost of capital through ESG-conscious capital

### **OBHR**

- Sustainable development of family business
- Gender diversity and Labor standards
- Employment relationships
- Technology adoption among employees at workplaces
- Workplace ethics
- CSR and employer branding

### **Economics/Decision Sciences**

- Cost and benefit of carbon neutrality
- AI ethics and algorithmic bias
- Change the organizational culture
- Continuous Innovation
- Data security
- Climate change policies using market mechanisms

## **What We Can Do for You**

### **Contacting Alumni Companies**

#### **Developing ESG Related Courses and Cases.** Examples include:

- JD Logistics: Exemplifies Timely and Customer-Centric Services
- CSR at Sanquan: An Invisible Backbone
- We-Serve-Hospital: Supporting Doctors and Nurses in Their Fight Against Covid-19

#### **Supporting research on ESG and related issues through the CEIBS ESG Fund.** Examples include:

- Factors that determine firm engagement in ESG
- Consequences (financial and non-financial) of engaging in ESG
- Understanding the process of implementation of ESG
- Examining how different stakeholders interpret and respond to ESG activities
- Interconnections (competing claims) among stakeholders in the context of ESG
- Individual (executives, employees, customers, etc.,) roles in ESG