



# Multinational Enterprises and Sustainable Development

**MESD'17 International Conference**  
**Sustainable Development Goals: What  
Can MNEs Do?**

**December 7 – 9, 2017, Atlanta, Georgia**

Organized by

The Georgia Tech Center for International Business Education & Research

In partnership with

The Ray C. Anderson Center for Sustainable Business,

Aalborg University

ICN Graduate School of Business,

and

CEREFIGE of the University of Lorraine

With the support of the

The Ernest Scheller Jr. College of Business,

The Ivan Allen College of Liberal Arts

The Office of the Vice Provost for International Initiatives

The Sham Lyal College, The University of Delhi

Conseillers du Commerce Extérieur de la France, Southeast USA Chapter



The MESD association (<http://www.mesd.org/index.htm>) was established as a not-for-profit academic association in Nancy, Lorraine, France in 2006. Previous events were held once in Atlanta in 2006, in France, in India, in Portugal with partner institutions. Georgia Tech is closely tied to the Region of Lorraine with the location of its European extension research campus in Metz <http://lorraine.gatech.edu/about>

MESD'17 focuses on the following broad topical areas:

- The manner in which MNEs contribute, in countries where they operate, to alleviating poverty and hunger, ensuring equitable education for all, achieving gender equity, ensuring sustainable management of water, offering decent conditions of work for all workers, fostering sustainable innovation, ensuring sustainable production and consumption, combating global warming, or conserving and sustainably using water resources.
- Ways MNEs can positively or negatively influence agenda-setting and political decision-making of governments of countries in which they operate.
- Multinationals' corporate governance frameworks, decisional structures, organizational behavior, accounting and accountability practices, and/or implementation strategies in various functional areas (human resources, marketing, technology, communications, etc.) for sustainable development.
- The role of macroeconomic (political, social, legal, institutional, cultural, etc.), microeconomic (market, competition, stakeholders, industry sectors, etc.), and organizational (size, hierarchy, executive management, etc.) factors on the emergence and continuity of MNEs' sustainable practices.
- The impact of MNEs' sustainable strategies on relevant national, regional and/or international regimes (trade agreements, treaties, codes, norms, standards, monitoring systems, etc.)
- MNEs' engagement with outside institutions (other MNEs, NGOs, local governments, etc.) to effectively implement sustainable development goals.
- Role of emerging economies on MNEs' sustainable development strategies.

## Schedule

**Thursday, December 7, 2017**

**6:00-8:00 p.m. Reception**, *The Georgia Tech Historic Academy of Medicine*, 875 W Peachtree St NW, Atlanta, GA 30309

Location: <https://goo.gl/maps/YZ5hjeZDgFE2>

**Friday, December 8, 2017**

*Location: The Georgia Tech Historic Academy of Medicine*

**8:30-8:45 Registration**  
**Rotunda**

**8:45 Welcome and Introduction**  
**Magnolia Room**

Dr. Yves Berthelot, Professor of Mechanical Engineering, Denning Globalization Chair, Vice Provost for International Initiatives, Georgia Tech

Dr. Silvester Ivanaj, ICN Graduate School of Business, President, MESD Association

Dr. John R. McIntyre, Professor of Management, Conference Host, CIBER National Center Executive Director, Scheller College of Business

**9:00-9:30 Keynote Address**  
**Magnolia Room**

Dr. Raymond Saner, Professor, Basel University, Switzerland and Sciences-Po, Paris; co-founder CSEND, the Center for Socio-Economic Development, Geneva, Switzerland  
[www.csend.org](http://www.csend.org)

*Implementing the SDGs through Partnerships: Policy Options and Responsibilities for MNEs*

Introduced by Prof. Beril Toktay, Brady Family chair, Faculty Director of the Ray C. Anderson Center for Sustainable Business, Professor of Operations Management

**9:30-10:30 Panel I**

***Corporate Governance: The Emergence of Sustainable and Global Enterprise  
Magnolia Room***

Moderator: John R. McIntyre, Professor of Strategy and Innovation, Scheller College of Business

Jeffrey Hales, Catherine W and Edwin A Whalen Jr Professor of Accounting

*The Changing Landscape of Sustainability Reporting*

Manpreet Hora, Associate Professor of Operations Management, Scheller College of Business,

*When Do Appointments of Corporate Sustainability Executives Affect Shareholder Value?*

Omar Rodriguez-Vila, Assistant Professor of Marketing, Scheller College of Business,

*Competing on Social Purpose – the Challenge, Promise, and Practice of Turning Societal Benefits into Growth for your Brand.*

**10:30-10:45 Break**

**10:45-12:00 Panel II**

***New Approaches to Sustainability, Enterprise and Development  
Magnolia Room***

Moderator: Dr. Jan Youtie, Director of Policy Research Services, Georgia Tech Enterprise Innovation Institute

Valerie Thomas, Anderson Interface Professor of Natural Systems, H. Milton Stewart School of Industrial & Systems Engineering and School of Public Policy, Georgia Tech

*Innovative Approaches for Developing Sustainable Industrial Ecologies*

Omar Isaac Asensio, School of Public Policy, Georgia Tech

*Corporate Sustainability Strategies: Insights from the Rollout of Evs (electric vehicles)*

Philip Shapira, Manchester Institute of Innovation Research, Alliance Manchester Business School, University of Manchester & School of Public Policy, Georgia Tech

*Responsible Innovation, Emerging Technologies, and Development*

***12:00-13:30 Lunch and Keynote Address***  
**Magnolia Room**

William Strang, President, Operations and eCommerce, TOTO USA

*Foreign Direct Investment and the Power of Transparency*

Introduced by Dr. Michael E. Chang, Deputy Director of the Brook Byers Institute for Sustainable Systems, Georgia Tech.

***1:45-3:00 Panel III***

**Best Corporate Sustainable Practices in Global Firms**

**Crystal Dining Room**

Moderator: Dr. John McIntyre, Executive Director, GT CIBER National Center

Jennifer Ann Ragland, Senior Director, Government & Stakeholder Relations, The Coca-Cola Company,

*Embedding the SDGs at The Coca-Cola Company*

Jessica Sanderson, Director of Sustainability, Novelis Inc.

*Creating Value Through Sustainability*

Joel M. Pollino, Senior Research Scientist, Solvay

*The Solvay Way—Sustainable Development as a Source of Opportunity and Value Creation*

***3:00-3:15 Break***

***3:15-5:00 Panels IV A and Panel IV B (parallel sessions)***

***Panel IV A: Internationalization of the Firm, Sustainability, Innovation***

***Magnolia Room***

Moderator: Dr Francis Ulgado, Associate Professor of Marketing and CIBER Faculty Director

Jimmi Normann Kristiansen, Assistant Professor of Innovation Management, International Business Center, Department of Business and Management, Aalborg University, Denmark

*Multiple Modes of Innovation to Support Sustainable Growth*

Olav Jull Sorensen, Professor of International Business, International Business Center, Department of Business and Management, Aalborg University, Denmark

*Internationalization of Innovation in a Global Value Chain and Triple Helix Perspective*

Poul Houman Andersen, Professor of Business Marketing, Department of Business and Management, Aalborg University, Denmark

*Pump up the Volume: Firm and Fluid Mechanics for Engaging the Sociotechnical in Developing Economies*

Marin Alexandrov Marinov, Professor of International Business, International Business Center, Department of Business and Management, Aalborg University, Denmark

*Intensity and Sustainability of Internationalization of Small and Medium-Sized Firms*

***Panel IV B Country and Regional Level Perspectives on Sustainable Development Policies***

***Crystal Dining Room***

*Moderator:* Fatemeh Shafiei, Associate Professor and Chair of the Department of Political Science; Director of the Environmental Studies, Spelman College Atlanta, GA

Brian Woodall, Professor, Sam Nunn School of International Affairs, Georgia Tech

*Institutions, Values, and Regional Prosperity, Transportation Infrastructure, Equity and Sustainable Development in the USA, Japan, and Denmark*

Diana Alleva Caceres, Sam Nunn School of International Affairs, Georgia Tech

*Rebalancing Economic Growth: From Traditional to Science and Technology-based Industries: Where does Sustainability Fit?*

Alasdair Young, Professor, Co-Director, Center for European and Transatlantic Studies (a Jean Monnet Center), Sam Nunn School of International Affairs, Georgia Tech

*Do as we Say and as we Do: The European Union Sustainability Policies*

Anjali Thomas Bolhken, Assistant Professor, School of International Affairs, Georgia Tech

*Improving Water Access in Mumbai's Slums*

***Saturday, December 9, 2017***

***Location: Scheller College of Business, enter from West Peachtree Street Side  
800 West Peachtree St. NW, Atlanta, GA 30308***

<https://www.scheller.gatech.edu/why-scheller/visit-campus/directions-parking.html>

***8:45-9:00 Breakfast***

***9:00-10:30 Panels V A, B, and C***

***Panel V-A: Innovation and Sustainable Development  
Room 101***

Moderator: Vera Ivanaj, Associate Professor, Management Sciences, University of Lorraine, Nancy, France

Marin A. Marinov, Professor of International Business, Aalborg University, Denmark

*Contextualizing the Meanings and Interpretations of Value Creation*

Olav Jull Sorensen, Professor, Aalborg University

*SMEs and Innovation in the New Global Context*

Dina M. Abdelzaher, Assistant Professor, University of Houston at Clear Lake, Texas

*The Impact of a Market's Degree of Innovation on Climate Change*

Jerry Patchell, Associate Professor, Hong Kong University of Science and Technology, Hong Kong SAR

*Placing the Cloud: Economic and Environmental Parameters of Cloud MNE Data Center Strategies*

Sanjay Bhāle, Research Scholar, Indira Institute of Management, Pune, India

*Scaling up the Inclusive Development Mechanism Through Innovation*

***Panel V B Comparative Perspectives on the U.N. SDGs  
Room 102***

Moderator: Silvester Ivanaj, Assoc. Professor, ICN School of Business, Nancy, France

Edina Eberhardt-Toth, Assistant Professor, ICN Business School, Nancy, France  
David M Wasieleski, Professor of Management and Business Ethics, Chair, Management and Marketing Department, Palumbo-Donahue School of Business, Duquesne University  
Haresh Mavoori, Associate Professor, ICN Business School, Nancy, France

*A French and American Comparison of Ethical Sensitivity to Sustainability*

Etienne Musonera,  
Associate Professor, Stetson School of Business and Economics  
Mercer University-Atlanta

Dr. Michael Weber is the Senior Associate Dean and Professor of Marketing in the Stetson School of Business and Economics, Mercer University, Atlanta Campus

*Can Sub-Saharan Africa Attract Multinationals and Achieve Sustainable Development?  
The Case of Rwanda*

Dorcas Adetula, Senior Lecturer  
Covenant University, Ota, Nigeria

*Sustainable Development Goals and Listed Multinational Enterprises in Nigeria*

Nancy Vas D' Costa, Assoc. Prof. and Dean of Arts  
St. Agnes College, Mangalore, India

*A Case for MNEs in the Green Economy: Sustainable Development of Mangaluru*

***Panel V C Sustainable Development, Global Process, Motivations and Alliances  
Room 103***

*Moderator: Francis Ulgado, Associate Professor of Management and CIBER Faculty Director*

Jayanthi Rajan, William and Mary Endowed Chair in Business  
Albright College, Reading, PN

Soma Ghosh, Assoc. Prof., Economics, Albright College,

*What Motivates MNEs Commitment to SDGs? An Analysis of MNEs in Emerging Economies*

Kalim U.Shah, Assistant Professor, Indiana University



*The Role of Business and Industry Associations in Advancing the UN SDGs in Countries in Development*

Thierry Houé, ICN School of Business, Nancy, France

*Strategic Perspectives for Multinational Enterprises in Rail Freight in France: A Resource-Based Approach*

Poul Houman Andersen, Professor, Aalborg University, Denmark

*Weaving a Strategy for a Base-of-the-Pyramid Market: The Case of Grundfos LIFELINK*

**10:30-10:45 Break**

**10:45-12:15 Panel VI A, B, C**

**Panel VI A Economic Approaches and Perspectives  
Room 101**

Moderator: Mona Ray, Associate Professor of Economics, Morehouse College, Atlanta

Justin Johnson Kakeu, Assistant Professor of Economics, Morehouse College, Atlanta

*Triple-Bottom-Line Business and Profitability: An Economic Model Approach*

Zuoming Liu, Lynchburg College, Lynchburg, Virginia

*Unravelling the Complex Relationship between Environmental and Financial Performance*

Qian Cecilia Gu, Assistant Professor, J. Mack Robinson College of Business, Georgia State University, Atlanta

Jun Xia, University of Texas at Dallas

Marshall S. Jiang, Brock University

Zhouyu Lin, Fuzhou University, China

*Spillovers and Barriers to Imitation: How do Local Firms Respond to Horizontal Foreign Direct Investment through Internal R&D*

Eren Cifci, School of Economics, Ivan Allen College, Georgia Tech

*Reassessing Economic Growth, Carbon Emissions, and the UNFCCC: A Difference-in-Differences Approach*

**Panel VI-B Linking Issues for the MNE: Gender equity, CSR, IPR, and urban indicators:  
Implications for Sustainable Development Goals**

**Room 102**

*Moderator: John R McIntyre, Professor, Scheller College of Management*

Salwa Mamoun Beheiry, Associate Prof., Civil Engineering, Associate Dean, American University of Sharjah, United Arab Emirates

*Multinational Enterprises and Gender Equity in STEM*

Sanjay K. Jain, Department of Commerce, Delhi School of Economics, University of Delhi, Delhi, India

Geeta Devi, Department of Commerce, Bhagat Singh College, University of Delhi

Sonali Jain, Department of Commerce, Bharati College, University of Delhi

*Strategic Corporate Social Responsibility (CSR) as a Means to Attaining Sustainable Development: Insights from Experiences of MNCs and Other Corporations*

Amanda J. Phalin, University of Florida, Gainesville, Florida

*Patent Quality, Intellectual Property Rights, and Technology Transfer in the Solar Sector: All in the Family?*

Neeraj Sharma, Senior Research Scholar, Department of Management Studies, Indian Institute of Technology-Roorkee, India

*Prioritizing Urban Economy, Health and Environmental Indicators: Key Takeaways from Selected Cities across the Globe*

***Panel VI-C Country Perspectives on UN SDG Implementation and the Enabling Role of MNEs  
Room 103***

Moderator: Marin Marinov, Professor, Aalborg University, Denmark

Blerta Ferra, Faculty of Economics, University of Tirana, Albania

Margerita Topalli, Research Department, Central Bank of Albania

*Sustainable Development Goals: Multinational Enterprises and Poverty Reduction in Western Balkans*

Koleayo Omoyajowo, National Center for Technology Management, Lagos, Nigeria

*Role of MNEs in Achieving Sustainable Development Goals in Developing Countries: Is 2030 Feasible?*

Sanjay K Jain, Department of Commerce, Delhi School of Economics, University of Delhi

Geeta Devi, Bhagat Singh College, University of Delhi

Sonali Jain, Bharati College, University of Delhi

*Consumer Expectations of CSR Actions and Willingness to Support Socially Responsible Companies: Insights from Investigations in the Indian Context for Evolving Sustainable Development Corporate Strategies*

Ijeoma Mercy Onwuama, Strategic Business School (SBS), Lagos, Nigeria

*What will Follow the Emergence of China as a Leader of Globalization and Trendsetter for Sustainable Development Policies*

**12:15-1:30 Box Lunch and Ethics Discussion**

Bryan G. Norton, Distinguished Emeritus Professor of Ethics and Public Policy, Georgia Tech, Author of *Sustainable Values, Sustainable Change: A Guide to Environmental Decision Making* (University of Chicago Press)

*Noneconomic Values: The Often-Neglected Elements in Sustainability Discussions*

Alex Shapiro, Scholar

*Towards a Stewardship Framework of CSR: Levinas and Multinational Responses to Climate Change*



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