

## JENNIFER C. GOODMAN

Associate Professor, Department of Business and Society, Audencia Business School

### Audencia Business School

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France

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### TEACHING & RESEARCH INTERESTS

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Business, Government & Society; Sustainability & Innovation; CSR; Stakeholder Engagement; Political Role of the Firm; Responsible Investment

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### ACADEMIC EXPERIENCE

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06/17-present **Associate Professor of CSR** – Business and Society Dept., Audencia Business School

07/15-04/17 **Post-Doctoral Researcher & Lecturer** – Dept. of Management Studies, Aalto University Business School

09/13-12/13 **Visiting Researcher** – Carleton Centre for Community Innovation, Carleton University

09/11-06/14 **Teaching Assistant** – MBA & MSc, Business in Society, ESADE Business School

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### ACADEMIC QUALIFICATIONS

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09/11-06/15 **PhD in Management Sciences** – Institute for Social Innovation, ESADE Business School, Ramon Llull University, Spain

09/10-09/11 **Master of Research in Management Sciences** – ESADE, Spain

07/06-03/10 **Master in Business Administration** – Warwick Business School, UK

09/95-06/99 **BA (Hons) International Business with French** - University of Plymouth, UK

08/97-06/98 **Diplôme de Commerce International** - EPSCI - Groupe ESSEC, France

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### PUBLICATIONS

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Arenas, D., Albareda, L. & Goodman, J., (forthcoming) Contestation in Multi-Stakeholder Initiatives: Enhancing the Democratic Quality of Transnational Governance, *Business Ethics Quarterly*

Goodman, J., Korsunova, A., & Halme, M., (2017) Our Collaborative Future: Activities and Roles of Stakeholders in Sustainability-Oriented Innovation. *Business Strategy & the Environment*, 26(6), 731-753

Goodman, J., (2015) Religious Organisations as Shareholders: Characteristics, Tendencies and Implications. In M. Goranova & L. Ryan (Eds), *Shareholder Empowerment: A New Era in Corporate Governance*. Palgrave-Macmillan (Book chapter)

Goodman, J. & Arenas, D., (2015) Engaging Ethically: A Discourse Ethics Perspective on Social Shareholder Engagement. *Business Ethics Quarterly*, 25(2), 163-189

Goodman, J. Louche, C., van Cranenburgh, K. C., Arenas, D., (2014) Social Shareholder Engagement: The Dynamics of Voice and Exit. *Journal of Business Ethics*, 125(2), 193-210

van Cranenburgh, K., Arenas, D., Goodman, J. & Louche, C., (2014). Religious Organisations as Investors: a Christian Perspective on Shareholder Engagement. *Society & Business Review*, 9(2), 195-213

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## WORKING PAPERS

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Goodman, J. & Mäkinen, J., The Democratic Deficit In Political Corporate Social Responsibility: A Dynamic Multi-Level Phenomenon (pre-submission)

Goodman, J., Juntunen, J. & Halme, M., Grand Societal Challenges and Responsible Innovation: Achieving Systemic Change with Stakeholders. (pre-submission)

Mària SJ, J. F., Goodman, J., Bwenda, C. & Onyango Ogola, F., Collaboration and Confrontation in Strategies of Community Investment. The Case of a Mining Company in the DR of Congo (working paper)

Goodman, J., Hebb, T. & Hoepner, A., Socially Motivated Shareholder Dialogue: Behind The Scenes At The Interfaith Centre On Corporate Responsibility Shareholder Dialogue Behind The Scenes: Addressing The Bulk Of The Iceberg. (working paper)

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## PRACTITIONERS REPORTS & COMMUNICATIONS

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Raising Awareness for more Effective Action (2019) Audencia Alumni magazine. The Mag #10 <https://emag.audencia.com/the-mg/10---october---10/raising-awareness-for-more-effective-action>

SDG13 Climate Action (2018). Interview with Hugues Chenet. Audencia in collaboration with CR3+ and PRME Champions. November 2018 <https://www.youtube.com/watch?v=41s10kbGBSY&list=PLpndv-Wbs4WKRSHpR21zyDN5zVo7C-On&index=14&t=0s>

Innovating with Stakeholders for a Sustainable Future (2018). Audencia Rn'B Lab. July 2018 <https://www.youtube.com/watch?v=LIB8uRoyJP4>

RSE: Enjeu Central pour le Manager de Demain (2018). Campus Channel. May 2018 <http://www.campus-channel.com/fr/audencia-business-school-rse-enjeu-central-pour-le-manager-de-demain.html>

Goodman, J., Korsunova, A. & Halme, M., (2017) *Cookbook for Sustainability Innovation: Recipes for Co-Creation* April 2017, EU-InnovatE <https://aaltoglobalimpact.org/cookbook-for-sustainability-innovation-encourages-co-creation-with-diverse-stakeholders/>

Ruiz, S., Arenas, D., Goodman, J. & Hai, S., (2016) *Innovating in Search of Sustainability: Citizens, Companies and Entrepreneurs* December 2016, Institute for Social Innovation, ESADE <https://www.slideshare.net/ESADE/innovating-in-search-of-sustainability-citizens-companies-and-entrepreneurs>

Van Cranenburgh, K. C., Goodman, J., Louche, C. & Arenas, D., (2012) *Believers in the Boardroom* May 2012, 3iG [http://www.3ignet.org/resources/3iG\\_rse\\_practicioners\\_report\\_final\\_2012.11.19.pdf](http://www.3ignet.org/resources/3iG_rse_practicioners_report_final_2012.11.19.pdf)

Goodman, J. & Murillo, D., (2011) *Antenna for Social Innovation* June 2011, ESADE [http://proxymy.esade.edu/gd/facultybio/publicos/1323427601295Antenna\\_for\\_Social\\_Innovation\\_The\\_top\\_10\\_inspiring\\_and\\_acclaimed\\_social\\_innovations\\_from\\_around\\_the\\_world.pdf](http://proxymy.esade.edu/gd/facultybio/publicos/1323427601295Antenna_for_Social_Innovation_The_top_10_inspiring_and_acclaimed_social_innovations_from_around_the_world.pdf)

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## PROJECT PARTICIPATION

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- 06/14-12/16      Researcher/Work Package Administration - **European Project FP7 EU-InnovatE. Sustainable Lifestyles 2.0: End User Integration, Innovation and Entrepreneurship.** Funded by European Union 2014-2016
- 09/13-12/13      Visiting Researcher - **Responsible Investing Initiative Community University Research Alliance.** Funded by Canada's Social Science and Humanities Research Council (SSHRC) 2011-2016

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## TEACHING EXPERIENCE

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- 09/18-present      Audencia Business School, Nantes, France  
**Grand Ecole CSR major 'Sustainability Challenges in Business' / 'Developing Cross-Sector Solutions'**  
Course designer, leader and lecturer.
- 09/17-present      **MSc International Master in Management 'Audencia Plastic Forum'**  
Co-designer, leader and lecturer of a two-day event with over 100 students to introduce the challenge of plastic pollution, analyse stakeholder interests and develop innovative business solutions.
- 09/17-present      **MSc International Master in Management 'Rethinking Business for Society'**  
Course designer, leader and lecturer.
- 09/17-present      **MSc Management & Entrepreneurship in the Creative Economy 'Sustainable Business Models'**  
Course leader, syllabus development and lecturer.
- 09/17-present      **MBA 'CSR Driven Innovation'**  
Course co-designer, syllabus development and lecturer.
- 09/17-present      **George Washington MBA CSR Study Tour 'CSR in the European Context: The Role of Government'**  
Course leader, syllabus development and lecturer.
- 10/15-12/16      Aalto University, Helsinki, Finland  
**MSc Creative Sustainability 'Sustainable Business & Consumption'**  
Course leader, syllabus development and lecturing on this introductory, multi-disciplinary course to business and sustainability for two years consecutively. Coordinating online learning platform and interactive simulation.
- 10/16-12/16      **EIT Digital Master and Doctoral Schools 'Business Ethics and Sustainability'**  
Content development and delivery on film for EIT Digital and Aalto University
- 09/16                **CEMS Block Seminar 'Sustainability Management & Corporate Responsibility'**  
Syllabus development and co-teaching with Aalto University and the Graduate School of Management, St. Petersburg State University.
- 01/13-01/15      ESADE Business School, Barcelona, Spain  
**MBA 'Business, Government & Society' / 'Global Context of Management'**  
Assisting with group lectures for 50-60 students and leading weekly breakout sessions (20 students) facilitating role plays and discussing case studies. Marking and grading of coursework, presentations and final exams.

- 09/12-12/12      **MSc International Management 'Business in Society'**  
Marking and grading of coursework, presentations and final exams.
- 09/11-12/11      **MSc Finance 'Business in Society'**  
Assisting with group lectures for 50-60 students and leading group sessions.

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## ACADEMIC CONFERENCES

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- Goodman, J., Juntunen, J. & Halme, M., Grand Societal Challenges and Responsible Innovation: Achieving Systemic Change with Stakeholders. **EGOS Colloquium**, Edinburgh, July 2019
- Goodman, J., Juntunen, J. & Halme, M., Grand Societal Challenges and Responsible Innovation: Achieving Systemic Change with Stakeholders. **Sustainability Science Days**, Helsinki, May 2019
- Arenas, D., Albareda, L. & Goodman, J., Contestation in Multi-Stakeholder Initiatives: Enhancing the Democratic Quality of Transnational Governance. **EURAM**, Reykjavik, June 2018
- Goodman, J. & Mäkinen, J., The Democratic Deficit In Political Corporate Social Responsibility: A Dynamic Multi-Level Phenomenon. **IABS**, Hong Kong, June 2018
- Arenas, D., Albareda, L. & Goodman, J., Understanding Internal Conflict in Multi-stakeholder Initiatives: Corporate Responsibility and Deliberation. **Academy of Management**, Atlanta, Aug. 2017
- Goodman, J. & Mäkinen, J., The Democratic Deficit In Political Corporate Social Responsibility: A Dynamic Multi-Level Phenomenon. **CR3+ Conference**, Helsinki, April 2017
- Goodman, J., Korsunova, A. & Halme, M. Our Collaborative Future: Activities and Roles of Stakeholders in Sustainability-Oriented Innovation. **Academy of Management**, Anaheim, Aug. 2016
- Goodman, J. & Mäkinen, J., Corporate Social Responsibility and Irresponsibility: A Political Perspective. **EGOS Colloquium**, Naples, July 2016
- Goodman, J., Configuring Political Spaces for Democratic Deliberation in Business Firms. **Society for Business Ethics**, Vancouver, August 2015
- Korsunova, A., Halme, M. & Goodman, J., Understanding Stakeholder Engagement in Sustainability-Oriented Innovation Processes of Business Enterprises. **EGOS Colloquium**, Athens, July 2015
- Goodman, J., Hebb, T. & Hoepner, A., Behind-the-Scenes Shareholder Dialogue: Opening the Black Box of Engagement. **UNPRI Academic Network Conference**, Montreal, Sept. 2014
- Goodman, J., Hebb, T. & Hoepner, A., Shareholder Dialogue Behind the Scenes: Addressing the Bulk of the Iceberg. **Academy of Management**, Philadelphia, August 2014
- Goodman, J. & Arenas, D., A Discourse Ethics Approach to Social Shareholder Engagement: Developing a Normative Perspective. **Academy of Management**, Philadelphia, August 2014
- Goodman, J., Hebb, T. & Hoepner, A., Participation and Discourse in Shareholder Engagement: Behind the Scenes at ICCR. **EGOS Colloquium**, Rotterdam, July 2014
- Goodman, J., Louche, C., van Cranenburgh, K. & Arenas, D., Voice and Exit in Social Shareholder Engagement. **Academy of Management**, Orlando, August 2013

Goodman, J., Louche, C., van Cranenburgh, K. & Arenas, D., Social Shareholder Engagement: An Interplay Between Voice and Exit, **EBEN Research Conference**, Pamplona, June 2013

Goodman, J. & Arenas, D., A Discourse Ethics Approach to Social Shareholder Engagement: Consolidating Theory and Opening New Perspectives, **Louvain/Vlerick CSR Research Seminar**, Brussels, May 2013

Goodman, J. & Arenas, D., Social Shareholder Activism: A Literature Review and a Deliberative Democracy Perspective, **EBEN Research Conference**, Newcastle, June 2012

Goodman, J. & Arenas, D., Social Shareholder Activism: A Literature Review and a Deliberative Democracy Perspective **Young Scholars Finance Academy** – oikos/UNPRI, Gais, Feb. 2012

Goodman, J. & Arenas, D., Mapping the Theoretical Approaches to Socially Driven Shareholder Activism, **EBEN Annual Conference Doctoral Workshop**, Antwerp, Sept. 2011

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## PROFESSIONAL SERVICE

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|--------------|--|
| 2019         | Represented Audencia at PRME Champions Meeting March 2019 in Johannesburg  |
| 2018-present | Reviewer - CSR Seminar   |
| 2017-present | Audencia DBA, MBA and Masters thesis supervision (12 students to date)   |
| 2017-18      | Joint conference organizer and track convenor for CR3+ conference, Audencia  |
| 11/15-04/17  | Masters thesis & Exec. Ed. project supervision - Aalto University (3 students)   |
| 2015-present | Reviewer - Business & Society, Corporate Governance: International Review; Journal of Business Ethics; Business Ethics Quarterly; Business Ethics: A European Review |
| 2014-present | Reviewer - Academy of Management Annual Meeting, SIM Division  |
| 01/14-06/15  | Research seminar coordinator - Institute for Social Innovation   |
| 03/13        | Reviewer - Socially Responsible Investment in the 21 <sup>st</sup> Century: Does it Make a Difference for Society?, Eds. Louche, C. & Hebb, T., Emerald, 2014.       |
| 09/12-09/13  | Board Member of ESADE Doctoral Society   |
| 09/10-06/11  | Elected joint class representative (Masters of Research) – ESADE   |

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## ACHIEVEMENTS & AWARDS

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| 05/16       | Finalist BEQ Best Article Award for 2015   |
| 05/16       | Travel Grant, HSE Foundation, Aalto  |
| 08/14       | Best Paper Proceedings, Academy of Management, SIM Division  |
| 09/13-12/13 | Mobility grant for visiting research period, ESADE. Collaborated with Tessa Hebb and Andreas Hoepner in SSHRC funded RII CURA, Carleton University, Ottawa |
| 03/12-03/15 | AGAUR FI 3-year PhD research grant, Catalan Government   |
| 07/11       | Talent scholarship for Masters of Research, ESADE, Barcelona   |

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## LANGUAGES

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English: Native

Spanish: Advanced

French: Intermediate DELF B2

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## OTHER EMPLOYMENT EXPERIENCE

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| 02/08-02/09 | <b>Financial Analyst and Researcher - SIA, Barcelona, Spain</b><br>Research, analysis, valuations and recommendations for potential investment targets in mining and consumer staples sectors globally. |
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- 08/03-02/08     **Director of Studies and Teacher Trainer - Oxford TEFL, Barcelona, Spain**  
Managed and developed the in-company training department, timetabling over 250 class hours/week. Recruited and supported a staff of 40 in-company teachers. Developed and implemented new on-line and modular courses.
- 01/00-07/03     **Language Teacher and Course Coordinator - Mexico, UK and Spain**  
Designed and delivered executive language training, general and business English courses and TEFL workshops to primary school teachers.

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## **INTERESTS AND ACTIVITIES**

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- Strong cultural awareness and sensitivity with experience of internationally diverse groups.
- Lived/worked in UK, France, Mexico, Spain, Canada and Finland, and travelled to 28 countries.
- Interests: beach volleyball, the great outdoors, half marathon runner, yoga, photography, music and all things sustainable.