

## 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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### RESEARCH INTERESTS

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Business, Government & Society; Sustainability & Innovation; CSR; Stakeholder Engagement; Governance; 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, Audencia Business School  
07/15-04/17 **Post-Doctoral Researcher** – 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., (2020) Contestation in Multi-Stakeholder Initiatives: Enhancing the Democratic Quality of Transnational Governance, *Business Ethics Quarterly*, 30(2), 169-199

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 (under review)

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

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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¿Existen alternativas al manejo del plástico de un solo uso? (2020) Encuentros por la Sostenibilidad Webinar, Universidad de los Andes, 9th July 2020

Plastic and the Art of Stigmatisation – Is Something Amiss? (2020) The Conversation. 7<sup>th</sup> May 2020  
<https://theconversation.com/plastic-and-the-art-of-stigmatisation-is-something-amiss-136442>

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-Qn&index=14&t=0s>

Innovating with Stakeholders for a Sustainable Future (2018). Audencia Rn'B Lab. July 2018  
<https://www.youtube.com/watch?v=LIB8uRoyIP4>

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 <https://www.esadeknowledge.com/view/antenna-for-social-innovation-the-top-10-inspiring-and-acclaimed-social-innovations-from-around-the-world-154041>

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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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- 07/20                      Universidad de los Andes, Bogotá, Colombia  
**International Summer School 'Sustainability Strategies for Grand Challenges: Plastic Pollution'**  
Course designer, leader and lecturer. Fully virtual course.
- 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        **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.
- 09/17-20                **MSc Management & Entrepreneurship in the Creative Economy 'Sustainable Business Models'**  
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, multidisciplinary 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., Sustainability-Oriented Innovation with Stakeholders: Achieving System Level Impacts. **Academy of Management**, virtual, Aug. 2020
- 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, Gaïis, 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
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 **Financial Analyst and Researcher - SIA, Barcelona, Spain**  
Research, analysis, valuations and recommendations for potential investment targets in mining and consumer staples sectors globally.
- 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.