

Curriculum Vitae
Natalia Giugni Vidal

Anderson School of Management
University of New Mexico
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EDUCATION

- PhD **The University of British Columbia, Vancouver, Canada**
Sustainable Business Management, 2009
- MSc **The University of British Columbia, Vancouver, Canada**
Forestry, 2003
- BSc **Universidade Estadual Paulista, Botucatu, Brazil**
Forestry, 1998

PROFESSIONAL APPOINTMENTS

University of New Mexico
Anderson School of Management
Assistant Professor of Sustainable Business Management
2012-present

University of San Diego
School of Business
Post-Doctoral Program
2010-2012

PUBLICATIONS

Refereed Journal Articles

Spetic, W., Kozak, R., and Vidal, N. (2016). Critical Factors of Competitiveness for the British Columbia Secondary Wood Products Industry. Accepted for publication in the *BioProducts Business Journal* in April 2016.

- Vidal, N.G., R.A. Kozak, and E.N. Hansen (2015). Adoption and Implementation of Corporate Responsibility Practices: A Proposed Framework. *Business & Society*, 54(5), 701-717.
- Vidal, N., Smith, R., and Spetic, W. (2015). Designing and Teaching Business & Society Courses from a Threshold Approach. *Journal of Management Education*, 39(4), 497-530.
- Vidal, N., Berman, S., and Van Buren H. (2015). Stakeholder Theory and Value Creation Models in Brazilian Firms. *Brazilian Review of Business Management*, 17(55), 911-931. Special issue on Stakeholder Theory in Multiple International Contexts.
- Vidal, N.G., G.Q. Bull, and R.A. Kozak (2010). Diffusion of Corporate Responsibility Practices to Companies: the Experience of the Forest Sector. *Journal of Business Ethics*, 94, 553–567.
- Vidal, N.G. and R.A. Kozak (2008). Corporate Responsibility Practices in the Forestry Sector: Definitions and the Role of Context. *Journal of Corporate Citizenship*, 31 (Autumn 2008), 59-75.
- Vidal, N.G. and R.A. Kozak (2008). The Recent evolution of Corporate Responsibility Practices in the Forestry Sector. *International Forestry Review*, 10(1), 1-13.
- Molnar, A., D. Gomes, R. Sousa, N. Vidal, L. Arguelles, S. Kaatz, G. Donini, S. Scherr and D. Kaimowitz (2008). Community Forest Enterprise Markets in Mexico and Brazil: New Opportunities and Challenges for Legal Access to the Forest. *Journal of Sustainable Forestry*, 27(1-2), 87-121.
- Cohen, David H., R. A. Kozak, N. Vidal, W. Spetic, and R. Ide (2004). Performance Expectations and Needs of the Japanese House Consumer. *Forest Products Journal*, 55(5), 37-44.
- Vidal, N., Kozak, R. and Cohen, D. (2005). Chain of Custody Certification: An Assessment of the North American Solid Wood Sector. *Forest Policy and Economics*, 7 (2005), 345-355.

Conference Proceedings

- Vidal, N. and Volpone, S. (2016). *Process of Identification Between Member Companies and Corporate Responsibility Coalitions*. 2016 Annual Meeting of the International Association of Business and Society.

Manuscripts in Submission

- Vidal, N., Berman, S. & VanBuren, H. (under review). How Identity Formation Processes Affect the Definition of Corporate Responsibility Coalition Practices. Submitted to the *Journal of Business Ethics*.
- Vidal, N. and Croom, S. (under review). Integrating Best Practices in Sustainable Supply Chain Management. Submitted to the *Academy of Management Perspectives*.

Manuscripts in Preparation

- Vidal, N. and Volpone, S. Process of Identification Between Member Companies and Corporate Responsibility Coalitions. A paper to be submitted to the *Academy of Management Review*.
- Vidal, N. and Cavazos, D. The Effect of Group Membership on the Sustainable Behavior of Organizations: The Case of Corporate Responsibility Coalitions. A paper to be submitted to the *Strategic Management Journal*.
- Croom, S., Spetic, W., Vidal, N., Marshall, D., and McCarthy, L. The Impact of Responsible Practices on Operations Outcomes: a Study of US companies. A paper to be submitted to the *Supply Chain Management: An International Journal*.
- Vidal, N. and Panwar, R. Theories Used in the Study of Sustainability in Management Research: A Literature Review. A paper to be submitted to *Organization & Environment*.
- Cavazos, D. and Vidal, N. Industry Compliance with Private and Public Environmental Rules: A Pluralistic Examination of Divergent Compliance Practices. A paper to be submitted to *Business Strategy & the Environment*.
- Vidal, N., Zietsma, C., and Vertinsky, I. The dynamics of internal and external stakeholders' influences on organizational identity construction and evolution: Shifting shades of green in a forest product multinational. A paper to be submitted to *Organization Studies*.
- Vidal, N. and Smith, R. Organizational Learning About Sustainability: A Threshold Concept Approach. A paper to be submitted to *Organization Studies*.
- Vidal, N., Spetic, W., and Marquez, P. Connecting Ethical Identities and Practices: A Proposed Model of Identity Management. A paper to be submitted to the *Journal of Business Ethics*.
- Patterson, K., Block, E., and Vidal, N. Institutional Comparison of Industry Standards: Examples from the Chiropractor and Forestry Sectors. A paper to be submitted to *Administration Science Quarterly*.

Other Publications

- Bowyer, J.L., H. Resch and F. Hirsch with N.G. Vidal and R.A. Kozak (2008). "Policy Issues Related to Forest Products Markets in 2007 and 2008 (Chapter 2 in *Forest Products Annual Market Review, 2007 – 2008*)." United Nations Publications, Geneva Timber and Forest Study 23, pp. 23 -32.
- Bowyer, J.L., H. Resch and F. Hirsch with N.G. Vidal and R.A. Kozak (2007). "Policy Issues Related to Forest Products Markets in 2006 and 2007 (Chapter 2 in *Forest Products Annual Market Review, 2006 – 2007*)." United Nations Publications, Geneva Timber and Forest Study 22, pp. 15-30.

Vidal, N. (2004). *Forest Company-Community Agreements in Mexico: Identifying Successful Models*. Washington, DC: Forest Trends, 2004.

Vidal, N. (2004). *Forest Company-Community Agreements in Brazil: Current Status and Opportunities for Action*. Washington, DC: Forest Trends, 2004.

Cohen, D. H., N. Vidal, W. Spetic, R. Ide, and R. Kozak (2003). *Preliminary Assessment of Japanese Homebuyer Segments Survey*. Canadian Mortgage and Housing Corporation.

AWARDS AND HONORS

2009 – Social Policy Research Travel Award (UBC), \$1,500

2004-2007 – PhD Tuition Fee Award (UBC), \$7,200/year

GRANTS AND FELLOWSHIPS

2013-present – Daniels Fund Ethics Initiative Fellow, \$1,500/year

2013-2016 – UNM Research Allocations Committee Small Grant, \$7,800

2007 – University Graduate Fellowship (UBC), \$16,000

2006 – Vandusen Graduate Fellowship in Forestry (UBC), \$1,800

2006 – Weldwood of Canada Limited Scholarship in Forestry (UBC), 3,350

2005 – Partial University Graduate Fellowship (UBC), \$8,000

2005 – Braham G. GRIFFITH Memorial Scholarship in Forest Resources Management (UBC), \$500

2005 – SOPRON Alumni Fellowship (UBC), \$5,000

2004 – University Graduate Fellowship (UBC), \$16,000

2004 – Forintek Canada Corporation Fellowship (UBC), 2004

2000-2003 – International Partial Tuition Fee Scholarship (UBC), \$3,600/year

2001 – Forintek Canada Corporation Fellowship (UBC), \$10,000

2000 – Weldwood of Canada Limited Scholarship in Forestry (UBC), \$3,000

INVITED TALKS

2011 – Marketing and Sustainability: Principles and Strategies for Brazilian Businesses. 8th Fucape Symposium of Scientific Production, Vitória, ES, Brazil, August 11, 2011. [Marketing e Sustentabilidade: Princípios e Estratégia para Empresas Brasileiras. 8^o Simpósio Fucape de Produção Científica, Fundação Capixaba de Pesquisa, Vitória, ES, Brazil, August 11, 2011.]

CONFERENCE ACTIVITY/PARTICIPATION

Panels Organized

2016 – Co-Chair, ONE/SIM Junior Faculty Consortium. 76th Annual Meeting of the Academy of Management. August 4-9, 2016.

2015 – Co-Chair, ONE/SIM Junior Faculty Consortium. 75th Annual Meeting of the Academy of Management. August 7-11, 2015.

Papers Presented

2016 – The Impact of Responsible Practices on Operations Outcomes: a Study of US companies. 76th Annual Meeting of the Academy of Management. August 4-9, 2016.

2016 – Process of Identification Between Member Companies and Corporate Responsibility Coalitions. 2016 Annual Meeting of the International Association of Business and Society. June 16-19, 2016.

2016 – Impact of Identity Formation Processes on the Definition of Practices of Sustainable Business Coalitions. Sustainability, Ethics, and Entrepreneurship Conference. May 16-17, 2016.

2015 – The Impact of Identity Formation and Identity Elements on the Practices of Corporate Responsibility Coalitions. 2015 Annual Meeting of the International Association of Business and Society. March 12-15, 2015.

2015 – Connecting Ethical Identities and Practices: A Proposed Model of Identity Management. Western Academy of Management 2015 Conference. March 11-14, 2015.

2014 – Using Groups to Reduce the Uncertainty of Sustainability. 74th Annual Meeting of the Academy of Management. August 1-5, 2014.

2014 – Reducing the Risk of Sustainability for Business: A Group Identity Approach. Western Academy of Management 2014 Conference. March 19-22, 2014.

- 2014 – Best practices in Sustainable Supply Chain Management: A Literature Review. Western Academy of Management 2014 Conference. March 19-22, 2014.
- 2011 – Dimensions of sustainability in supply chain management research: A systematic review. 21st Annual North American Research Symposium. March 17-18, 2011.
- 2009 – From forest certification to corporate responsibility: factors influencing adoption and implementation of responsible practices. XIIIth World Forestry Congress. October 2009.
- 2007 – A Proposed Framework for the Diffusion of Corporate Responsibility Practices in the Forestry Sector. 2007 All Division 5 Conference of the International Union of Forest Research Organizations (IUFRO). November 2007.
- 2006 – Corporate Responsibility in the Forestry Sector. Forest Products Society 60th International Convention. June 2006.
- 2004 – Promising Business Models for Community-Company Collaboration. 10th Biennial Conference of the International Association for the Study of Common Property (IASCP). August 2004.
- 2004 – Acuerdos entre Comunidades y Empresas Forestales en México y Brasil. Expo Forestal 2004. July 2004.
- 2004 – Acordos Entre Empresas Florestais e Comunidades Florestais. Certified Brazil – FSC Certified Products Trade Fair. April 2004.
- 2003 – Chain of Custody Certification: How Is It Affecting Forest Businesses? Forest Products Society 57th Annual Meeting. June 2003.
- 2003 – Hokkaido Homebuyers – A Brief Summary of Results of Consumer Survey Conducted in 2001. Fuyosoken (The Winter Research Institute) Symposium on Healthy Housing. February 2003.
- 2003 – What do Japanese Homebuyers Want? - A Brief Summary of Results of Consumer Survey Conducted in 2001. The Truck Loggers Association Annual Convention and Trade Show, International Trade Forum. January 14, 2003.

Discussant

- 2015 – Session Chair: Creating Light from the Shadows: Using Resources to Create Economic Value. Western Academy of Management 2015 Conference. March 11-14, 2015.
- 2014 – Chair, Session #1542: New Perspectives on Corporate Social Performance. 74th Annual Meeting of the Academy of Management. August 1-5, 2014.

TEACHING EXPERIENCE

University of New Mexico, Anderson School of Management

The Ethical, Political and Social Environment of Business (Fall 2016, Spring 2016, Fall 2015, Fall 2014, Spring 2014, Fall 2013, Spring 2013, Fall 2012) – BBA, face-to-face

Business & Society (Intersession Fall 2015) – MBA, face-to-face

University of San Diego, School of Business Administration

Business & Society (Spring 2012, Fall 2011) – BBA, face-to-face

Seminar in International Business and Sustainability (Spring 2012) – MBA, face-to-face

Brandman University, School of Business and Professional Studies

Corporate Responsibility: Ethics and Sustainability (Spring 2012) – MBA, online

Business Process Analysis and Innovation (Spring 2011) – MBA, online

SERVICE TO PROFESSION

Journal Manuscript Review

2016 – Journal of Business Ethics, Business & Society, Journal of Cleaner Production, Managerial Auditing Journal

2015 – Business & Society, Social Responsibility Journal, Journal of Business Research, Journal of Marketing Channels, Journal of Cleaner Production

2014 – Journal of Business Ethics, Business & Society, Social Responsibility Journal, International Forestry Review

2013 – Journal of Business Ethics

2012 – Journal of Environmental Management

2011 – Journal of Business Ethics

2010 – Forest Policy & Economics

2009 – Forest Policy & Economics

2008 – Journal of Environment and Development

2007 – Journal of Forest Products Business Research

Conference Reviews

2016 – 76th Annual Meeting of the Academy of Management (Social Issues in Management and Organizations and the Natural Environment Divisions)

2015 – 2016 Annual Meeting of the International Association for Business and Society, 75th Annual Meeting of the Academy of Management (Social Issues in Management and Organizations and the Natural Environment Divisions)

2014 – 74th Annual Meeting of the Academy of Management (Social Issues in Management and Organizations and the Natural Environment Divisions)

2013 – 2014 Western Academy of Management, 73rd Annual Meeting of the Academy of Management (Social Issues in Management and Organizations and the Natural Environment Divisions)

2012 – 2013 Western Academy of Management, 72nd Annual Meeting of the Academy of Management (Social Issues in Management and Organizations and the Natural Environment Divisions)

Leadership Roles in Professional Associations

2017 – Best Paper Committee, International Association for Business and Society

2016 – Mentor, SIM Doctoral Consortium. Academy of Management.

2015-2016 – Program Team, Organization and the Natural Environment Division, Academy of Management

DEPARTMENTAL/UNIVERSITY SERVICE

Undergraduate Curriculum Committee, University of New Mexico, 2016

Strategic Management Search Committee, Anderson School of Management, 2016

Strategic Management Search Committee, Anderson School of Management, 2014

Library Committee, Anderson School of Management, 2014-2015

Policy and Planning Committee, Anderson School of Management, 2013-2014

Strategic Management Search Committee, Anderson School of Management, 2013

EXTRA-CURRICULAR UNIVERSITY SERVICE

UNM Undergraduate Net Impact Chapter, Faculty Advisor, 2015-present.

Albaum Lecture Series, Organizer. How Social Engagement Provides Business Benefits to Micro-Firms. Professor Rajat Panwar (University of British Columbia). May 6, 2016.

Albaum Lecture Series, Organizer. The Business and Politics of Sustainable Supply Chain Management. Dr. Jane Lister (University of British Columbia). November 18, 2015.

Albaum Lecture Series, Organizer. Outsourcing the Corporate Conscience: How organizations Look to Their Supply Chain Partners for Responsible Strategies. Professor Simon Croom (University of San Diego). November 20, 2013.

University of San Diego's Social Innovation Challenge, Competition Judge, 2011-present

Sustainability Coordinator, UBC Sustainability Office and Faculty of Forestry, 2006-2008

TEACHING AREAS

Business Ethics

Sustainable Business Management

Business & Society

Sustainable Development

Qualitative Research Methods

LANGUAGES

English: fluent

Portuguese: native

Spanish: good

PROFESSIONAL MEMBERSHIPS

Academy of Management, 2011-present

International Association for Business and Society, 2012-present

Western Academy of Management, 2012-present

Society for Business Ethics, 2012-present

Network for Business Sustainability, 2007-present