



Report on sustainability research at BI Norwegian Business School



THE GLOBAL GOALS

BI

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1. introduction

«Shaping people and business for an international, digital and sustainable future.»
- BI Strategy 2025

Through our research, education, and close contact with business and society, BI Norwegian Business School delivers knowledge decision-makers can build on in solving the greatest challenges we face.

Responsibility is one of our core values. We contribute to sustainability and corporate responsibility by integrating the United Nations Sustainable Development Goals (SDGs) into our research, education, operations, and collaboration with stakeholders.

BI is a research-based business school and is well-positioned for contributing to the sustainability agenda through relevant research. Research plays a pivotal role in providing us with the knowledge we need to change practices and find better ways to organize the society. Be it business models that allow for greater value creation and reduced waste, better health care management and collaborations, reduction of white-collar crime and corruption or macroeconomic modelling and forecasting to predict and prevent crises.

This report gives an insight into how the research we produce is relevant to reaching the Sustainable Development Goals.

Methodology

It is notoriously difficult to measure and quantify the impact of research on society and business. It can take years and decades before findings filter down to decision-makers. Our approach in this report is therefore to identify research with clear relevance to reaching concrete SDGs. We do this in the following way.

Each SDG has a number of targets. For instance, Goal 12 – Responsible consumption and production includes target 12.5 *By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse.*

In this report, we define a publication or research project as relevant to the SDGs if it is relevant to reaching at least one such target. For example, a paper on the business model of recycling electronic components would be relevant to reaching SDG 12.

We used the Current Research Information System in Norway (CRISTIN) to gain an overview of all research published by BI-affiliated researchers in 2020 and 2021 and subsequently assessed each publication as stated above.

The report first presents overall findings for BI, before breaking it down by department. In the end we provide a full list of all the publications from 2020 and 2021 that have been picked out as relevant for the SDGs.

Scientific quality

BI uses the journal ranking of the Chartered Association of Business Schools (ABS) to assess the scientific quality of publications. The ABS ranks journals between 1 and 4 according to journal metrics, acceptance rates and general quality of published papers. The very best journals are ranked 4* (4 star). BI considers journals ranked 3 and above to be top journals. Journals rankings are used as input in the selection examples from each department.

Overall, we find that much of the research at BI is relevant to the UN Sustainable Development Agenda.

- In the period 2020-2021, about 30 percent of publications by BI affiliated researchers are directly relevant to reaching at least one SDG.
- All nine departments publish on topics relevant to sustainability.
- BI research covers all 17 SDGs.
- The top five SDGs BI's academic work contributes to are:
 - SDG 3 – Good health and well-being
 - SDG 8 –Decent work and economic growth
 - SDG 12 – Responsible Consumption and Production
 - SDG 16 – Peace, justice and strong institutions
 - SDG 17 – Partnership for the goals.

This is the third time BI produces a report of relevance of our research for sustainability, and I am grateful to my colleague Knut Myrum Næss for being in charge of drafting this report.

We are proud of the breadth of our sustainability relevant research, while recognizing the monumental challenges posed by the 2030 agenda. We will continue to develop our research to provide a relevant knowledge base in order to respond to the global challenges.

Hilde C. Bjørnland

Provost of Research and Academic Resources

July 31, 2022

2. Overview over sustainability related research at BI

BI's mission states that we should "engage students, academics and business professionals in co-creating a more sustainable future". As a part of our sustainability effort, we are committed to contribute to achieving the SDGs.



Out of a total of 712 publications at BI in the period 2020-2021, 221 are relevant to at least one SDG. Over 80 percent of these publications are journal articles, with the remainder being monographs and book chapters. As shown in the figure below, around 35 percent of journal articles were published in top journals (ASB 3 or higher).

Publications

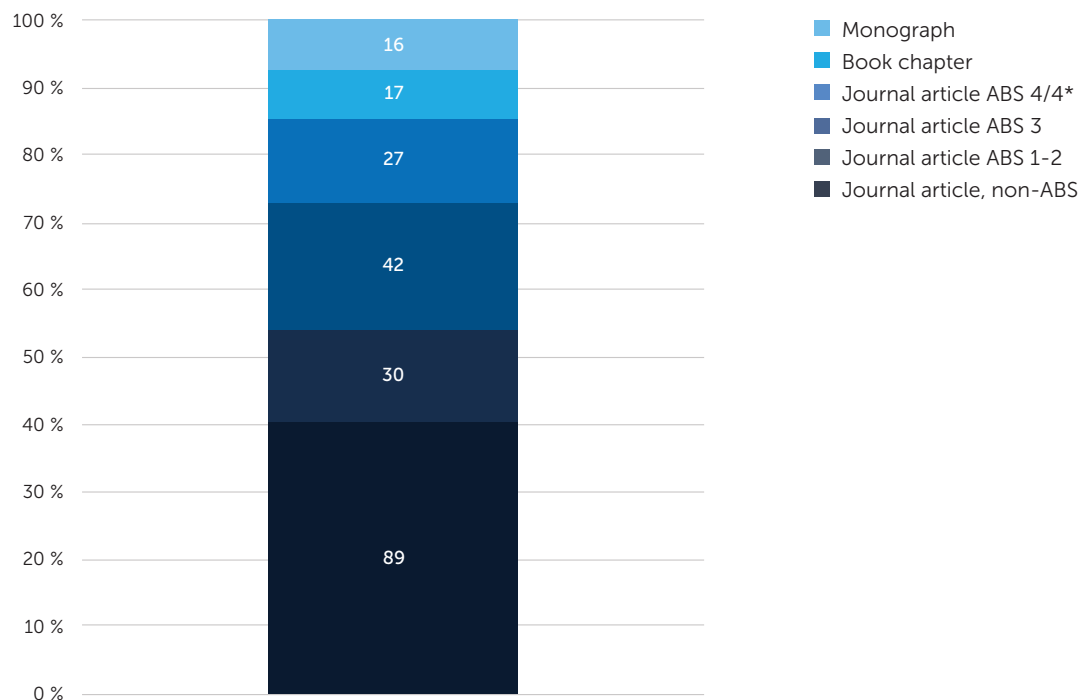


Figure 1: Sustainability relevant publications per ABS level

Institution-wide statistics

Much of research at BI is relevant to the UN Sustainable Development Agenda.

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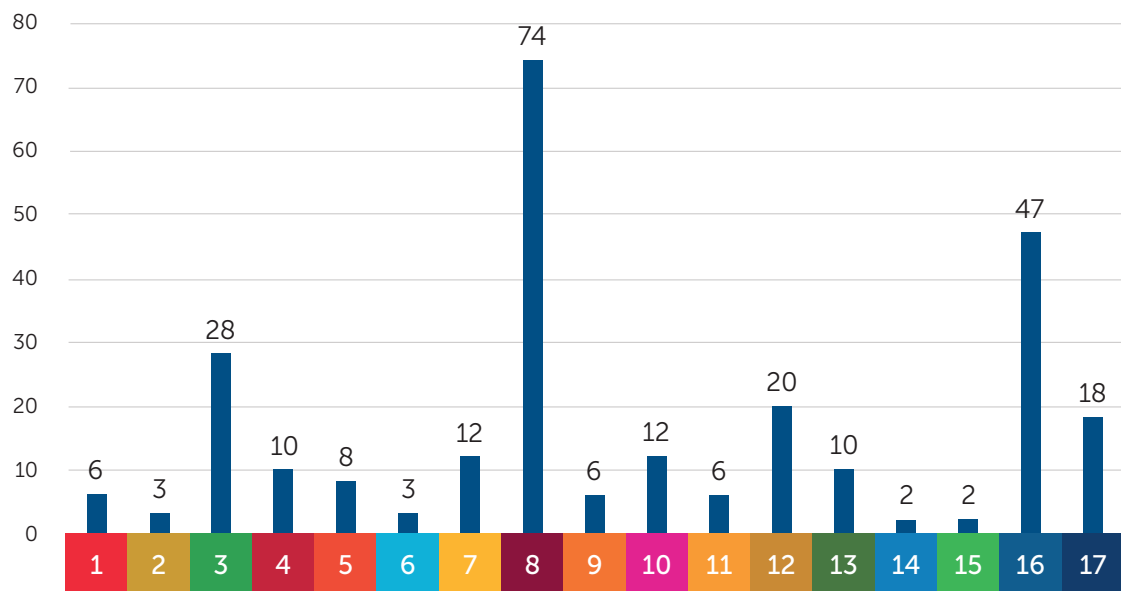


Figure 2: Number of publications per SDG

Three research areas make up around two thirds of sustainability relevant research.

BI is home to leading research groups on **health care management, medical supply chains and health technology**. BI researchers head several major research projects on these topics and provide education to health care managers nationwide. These are key issues for SDG 3 Good Health and Wellbeing.

As one of Europe's leading business schools, a major area for BI is the **sustainable leadership and management of people**. The goal of much of this research is productive and decent employment for all. Key to SDG 8 Decent Work and Economic Growth.

BI affiliated researchers work extensively on **electoral and public administration questions, corruption, and white-collar crime**. Effective and fair government is key to SDG 16 Peace, Justice and Strong Institutions.

Major ongoing initiatives at BI relevant to the SDGs

Below we highlight especially notable externally funded research projects and research centres at BI.

Research Centres

Four of the nine Research Centres at BI have a clear relevance to reaching the Sustainable Development Goals.

- **Research Centre for the Construction Industry** works with sustainability and climate questions pertaining to the construction industry. This is relevant to SDG 9 Industry, Innovation and Infrastructure, and SDG 13 Climate Action.

- **Research Centre for Health Care Management** is one of Norway's leading research communities on leadership, organization, innovation, interdisciplinary collaboration, learning and economics within the health care sector. Their research is relevant to SDG 3 Good Health and Wellbeing.
- **Research Centre for Applied Macroeconomics and Commodity Prices** works with macroeconomic stability, forecasting and prevention of economics crises, and is relevant to SDG 17 Partnerships for the Goals.
- **Research Centre for Internet and Society** works on questions related to digital inequality and social and labour characteristics of the sharing economy and is relevant to reaching SDG 10 Reduced Inequalities and SDG 8 Decent Work and Economic Growth.

Research projects with external financing

BI hosts and partners with a range of externally funded research projects. Below is a list of the ones most relevant to the sustainable development agenda. BI heads the following major projects:

- **Spatial Inference on Oil and Economic Development** studies how oil and gas activity affects economic, social, and demographic outcomes, across space and time. The project is funded by The Research Council of Norway. The project is relevant to SDG 8 Decent work and Economic Growth, and SDG 17 Partnership for the Goals.
- **MACROCAMP on the corona crisis, structural change and macroeconomic policy**, a central aim of the project is to set up an early warning system for global economics incident like the pandemic and learn more about how this affects the economy. The project is funded by the Research Council of Norway. Relevant to SDG 17 Partnerships for the Goals
- **Funding Frictions after the Global Financial Crisis**, the goal of the project is to study current tensions in the financial system and help policy makers better respond to future challenges. The project is funded by the European Research Council and is relevant to SDG 17 Partnerships for the Goals.
- **Inequality in 3D – Measurement and Implications for Macroeconomic Theory** aims to better understand inequality along the three dimensions of consumption, income, and wealth. The project is funded by the European Research Council and is relevant to SDG 10 Reduced Inequalities.
- **Future Ways of Working in the Digital Economy** aims to understand how individual digital workers can create a sense of belonging and meaning, in an increasingly remote and fragmented digital economy. The project is funded by the Research Council of Norway and is relevant to SDG 8 Decent Work and Economic Growth, and SDG 10 Reduced Inequalities.
- **Measures for Improved Availability of Medicines and Vaccines** aims to help key stakeholders make evidence-based decisions to reduce medicine and vaccine shortages. The Covid Project expands on this to investigate how Covid-19 impacts medical supply chains. Both projects are funded by the Research Council of Norway and are relevant to SDG 3 Good Health and Wellbeing.
- **Artsformation** looks at how the arts can help bring about a sustainable and inclusive digital future. The project is funded by the EU and is relevant to SDG 10 Reduced Inequalities.

BI is a partner in the following major projects:

- **Climate 2050** is financed by the Research Council of Norway. The project is headed by SINTEF and aims to reduce the societal risk tied to climate impacts on the built environment. Relevant to SDG 9 Industry, Innovation and Infrastructure.
- **Centre for Connected Care (C3)** is financed by the Research Council of Norway. The aim of the project is to accelerate the adoption of integrated patient-centric services for municipalities, hospitals and companies. C3 is headed by Oslo University Hospital. Relevant to SDG 3 Good Health and Wellbeing.

3. Overview by department

The departments of Accounting and Operations Management, Data Science, Economics, and Finance

These departments are quantitatively oriented, and much of the research is based on advanced mathematical and statistical methods.

The departments provide research-based teaching and knowledge in financial management, business economics, accounting and auditing, all areas of finance, international macroeconomics, industrial economics, competition policy, monetary and financial policy, mathematics, statistics, data analytics, and econometrics.

Almost a third of publications in this group of departments in the period 2020-2021 is relevant to reaching one or more SDGs.

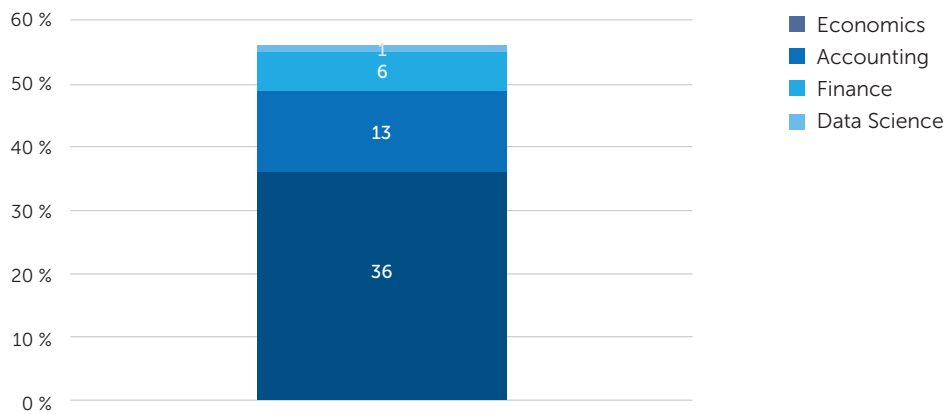


Figure 3: SDG relevant publications per department

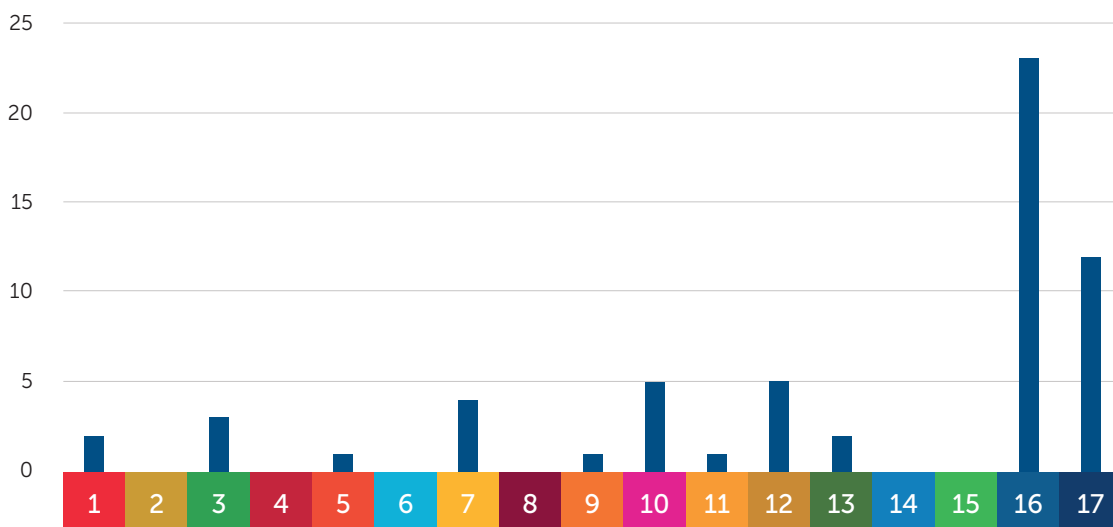



Figure 4: Number of publications per SDG

Almost 40 percent of publications by **the Department of Economics** are SDG relevant. Most of these are related to SDG 16 Peace Justice and Strong Institutions, and SDG 17 Partnerships for the Goals. Topics include effective government and public administration, elections, and macroeconomics.

The Department of Accounting and Operations Management is home to a leading research group on humanitarian logistics. They also conduct research on sustainable supply chains. Their research is particularly relevant to SDG 12 Responsible Consumption and Production, and SDG 1 No Poverty.

<p>Department of Economics</p> <p>Follow the Leader? Leader Succession and Staff Attitudes in Public Sector Organizations</p> <p><i>Benny Geys et.al., 2020</i></p>	
<p>Public administration Review</p> <p>The study shows that leadership succession can trigger meaningful shifts in subordinates' stated attitudes regarding the European Commission's supranational identity. These findings are important because staff attitudes about organizational values and aims represent a key driver of individual and organizational performance.</p> <hr/> <p>ABS: 4*</p>	

<p>Department of Accounting and Operations Management</p> <p>Short of drugs? Call upon operations and supply chain management</p> <p><i>Marianne Jahre, Kim van Oorschot et.al., 2020</i></p>	
<p>International Journal of Operations and Production Management</p> <p>The paper discusses ways in which Operations and Supply Chain Management can help drug shortages: (1) Developing an evidence-based system view of drug shortages; (2) Studying the comparative cost-effectiveness of key government interventions; (3) Bringing supply chain risk management into the government and economics perspectives and vice versa.</p> <hr/> <p>ABS: 4</p>	

Faculty from the Department of Finance head major research projects on wealth inequality. They publish extensively on global financial markets and macroeconomics. The department's research is especially relevant to SDG 10 Reduced Inequalities, and SDG 17 Partnerships for the Goals.

The Department of Data Science was founded in 2020 and is relatively small compared to BI's other departments. In 2021 it had one publication relevant to SDG 7 Affordable and Clean Energy.

Department of Finance

Heterogeneity and Persistence in Returns to Wealth

Andreas Fagereng et.al., 2020

10 REDUCED INEQUALITIES



Econometrica

This paper finds that, (1) individuals earn markedly different average returns on their net worth; (2) returns are heterogeneous even within narrow asset classes; (3) Returns are positively correlated with wealth; (4) individual wealth returns exhibit substantial persistence over time. Finally, wealth returns are correlated across generations

ABS: 4*

Department of Data Science and Analytics

Comparing the forecasting performances of linear models for electricity prices with high RES penetration

Francesco Ravazzolo et.al., 2020

7 AFFORDABLE AND CLEAN ENERGY



International Journal of Forecasting

The paper compares alternative models for forecasting electricity prices, both with and without renewable energy sources. The accuracy of point and density forecasts is inspected in four main European markets (Germany, Denmark, Italy, and Spain) characterized by different levels of renewable energy power generation. Results reveal the most effective forecasting methods.

ABS: 3

The departments of Marketing, Communication and Culture, Leadership and Organizational Behaviour, and Strategy and Entrepreneurship

These departments are more qualitatively oriented than the first group, even though they also use quantitative methods. Are four departments are also oriented towards the field of management and collaborate widely with businesses.

Taken together, these departments represent almost two thirds of all scientific publications at BI.

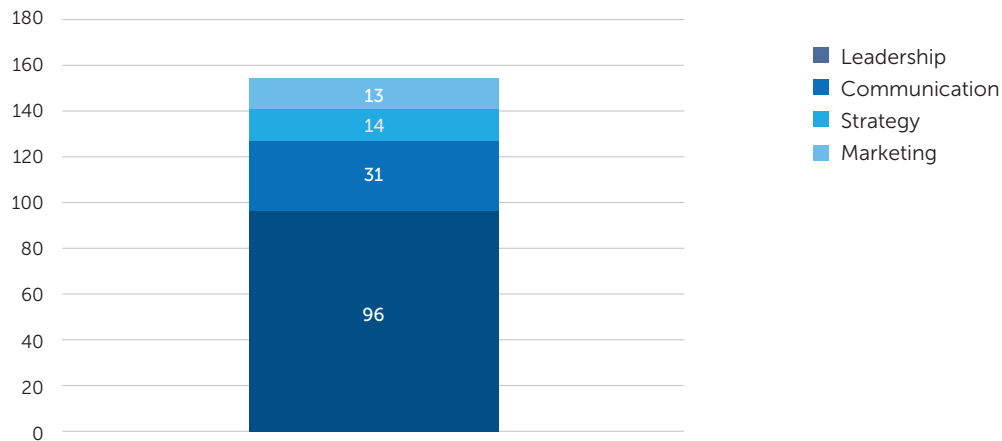


Figure 5: SDG relevant publications per department

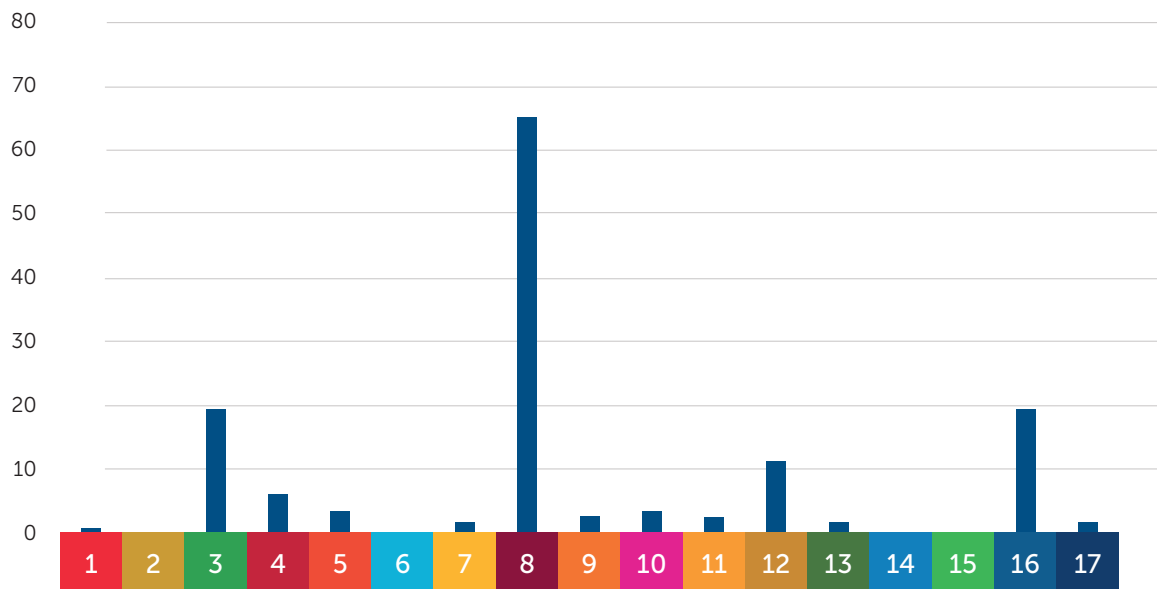


Figure 6: Number of publications per SDG

Around 30 percent of total publications are relevant to at least one SDG.

Over 40 percent of publications from the Department of Leadership and Organizational Behaviour are SDG relevant. By far most of these are related to SDG 8 Decent Work and Economic Growth, in particular wellbeing of employees and a good working environment. Many publications are also relevant to SDG 3 Good Health and Wellbeing, and SDG 16 Peace Justice and Strong Institutions.

The Department of Communication and Culture conducts a lot of research on management and a good working environment, including for marginalized workers. Their research is especially relevant to SDG 8 Decent work and Economic Growth, SDG 4 Quality Education, and SDG 10 Reduced Inequalities.

Department of Leadership and Organizational Behavior

Psychological contract breach and organizational cynicism and commitment among self-initiated expatriates vs. host country nationals in the Chinese and Malaysian transnational education sector

Émilie Lapointe et.al., 2020

8 DECENT WORK AND ECONOMIC GROWTH



Asia Pacific Journal of Management

The paper finds that compared to HCNs (host country nationals), SIEs (self-initiated expatriates) experienced more organizational cynicism and less affective, normative, and continuance commitment. Moreover, the breach-organizational cynicism relationship was stronger (i.e., more positive) among SIEs than HCNs. The indirect relationships between breach and affective and continuance commitment, as mediated by organizational cynicism, were also stronger (i.e., more negative) among SIEs than HCNs.

ABS: 3

Department of Communication and Culture

From crafting what you do to building resilience for career commitment in the gig economy

Sut I Wong and Christian Fieseler et.al., 2021

8 DECENT WORK AND ECONOMIC GROWTH



Human Resource Management Journal

The study investigates how individual and collaborative job crafting may help digital labourers to build resilience and career commitment in the gig economy. Results based on a time-lagged survey from 334 digital labourers indicate that those who engaged in higher individual job crafting reported subsequently higher resilience at the outset. Moreover, high collaborative job crafting compensated for low individual crafting efforts in reaching higher resilience and subsequently higher career commitment in the gig economy.

ABS: 4*

The Department of Strategy and Entrepreneurship delivers education programmes to the Norwegian health sector and is home to leading researchers on health management and health technology. They also conduct research on a sustainable construction sector. Research is especially relevant to SDG 3 Good Health and Wellbeing, and SDG 11 Sustainable Cities and Communities.

Faculty from the Department of Marketing research the marketing and consumer uptake of sustainable foods and other green products. Their research is particularly relevant to SDG 12 Responsible Consumption and Production.

Department of Strategy and Entrepreneurship

How Business Models Evolve in Weak Institutional Environments: The Case of Jumia, the Amazon.Com of Africa

Marcus M. Larsen et.al., 2021

8 DECENT WORK AND
ECONOMIC GROWTH



Organization Science

This paper advances research on business model design by integrating institutional and imitation theories to explore how the business models of new ventures evolve in a weak institutional environment. The model explains how new ventures surrounded by considerable uncertainty deliberately seek to learn vicariously by imitating the business model template of successful firms. However, because of significant institutional voids, the ventures' intentional imitation is progressively replaced by experiential learning that blends business model imitation with innovation.

ABS: 4*

Department of Marketing

Contextual acceptance of insect-based foods

Carlos Velasco et.al., 2020

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



Food Quality and Preference

The study examines how social companions and location are associated with people's willingness to eat insect-based foods. We also examined the positive arousing (fun, excitement) and positive calming (romance, tranquility) emotions that were evoked by several eating contexts. The results of Studies revealed that participants expected that they would be more willing to eat insect-based foods with friends (vs. alone, family, acquaintance, partner) and in pubs and at food festivals (vs. in a cafe, bar).

NON-ABS

The Department of Law and Governance

The Department of Law and Governance at BI has one of Norway's largest academic communities within business law, and leading faculty within corporate social responsibility, banking and insurance, political economy, and climate strategy.

For the period 2020-2021, faculty from the department produced 11 SDG relevant publications. That is around 15 percent of all publications.

Faculty from the department also publish extensively on energy policy and climate strategy.

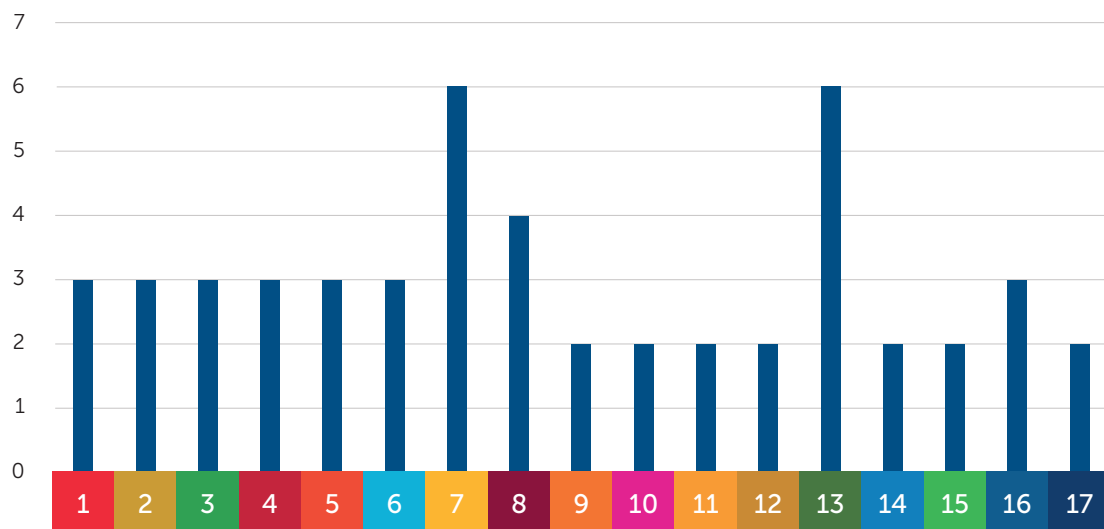


Figure 7: Number of publications per SDG

1 NO POVERTY	2 ZERO HUNGER	3 GOOD HEALTH AND WELL-BEING	4 QUALITY EDUCATION	5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION	7 AFFORDABLE AND CLEAN ENERGY
<p>Law and Governance</p> <p>Human well-being in the Anthropocene: limits to growth</p> <p><i>Per Espen Stoknes et.al., 2021</i></p> <p>Cambridge University Press</p> <p>Transformation of the world towards sustainability in line with the 2030 Agenda requires progress on multiple dimensions of human well-being. We track development of relevant indicators for Sustainable Development Goals (SDGs) 1–7 against gross domestic product (GDP) per person in seven world regions and the world as a whole. Across the regions, we find uniform development patterns where SDGs 1–7 – and therefore main human needs – are achieved at around US\$15,000 measured in 2011 US\$ purchasing power parity (PPP).</p> <p>NON-ABS</p>						

Sustainability Relevant Publications 2020-2021¹

Alm, Kristian, and David S. A. Guttormsen. "Enabling the Voices of Marginalized Groups of People in Theoretical Business Ethics Research." *Journal of Business Ethics*, 2021, 1-18.

Almås, Ingvild, Andreas Kotsadam, Espen R. Moen, and Knut Røed. "The Economics of Hypergamy." *The Journal of Human Resources*, 2020, 1219.

Alonderiene, Raimonda, Ralf Muller, Margarita Pilkiene, Saulius Simkonis, and Alfredas Chmieliauskas. "Transitions in Balanced Leadership in Projects: The Case of Horizontal Leaders." *IEEE Transactions on Engineering Management*, 2020, 1-13.

Alstadheim, Ragna, Hilde C Bjørnland, and Junior Maih. "Do Central Banks Respond to Exchange Rate Movements? A Markov-switching Structural Investigation of Commodity Exporters and Importers." *Energy Economics* 96 (2021): 105138.

Amdam, Rolv Petter, and Allison Louise Elias. "Business Schools and the Role of the Executives' Wives." *Academy of Management Learning & Education* 20, no. 3 (2021): 300-19.

Andersen, Jørgen Juel, Frode Martin Nordvik, and Andrea Tesei. "Oil Price Shocks and Conflict Escalation: Onshore versus Offshore." *The Journal of Conflict Resolution* 66, no. 2 (2022): 327-56.

Azid, Toseef, Umar Burki, and Robert Francis Dahlstrom. "Sustainability and morality." In *Foundations of a Sustainable Economy*, 1-17, 1st ed. Routledge, 2021.

Bakker, Arnold B, Jørn Hetland, Olav Kjellefold Olsen, Roar Espevik, and Juriena D De Vries. "Job Crafting and Playful Work Design: Links with Performance during Busy and Quiet Days." *Journal of Vocational Behavior* 122 (2020): 103478.

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Boeri, Tito, Pietro Garibaldi, and Espen R Moen. "In Medio Stat Victus: Labor Demand Effects of an Increase in the Retirement Age." *Journal of Population Economics* 35, no. 2 (2021): 519-56.

Briscoe, Jon P, Robert Kaše, Nicky Dries, Anders Dysvik, Julie A Unite, Ifedapo Adeleye, Maike Andresen, Eleni Apospori, Olusegun Babalola, Silvia Bagdadli, K. Övgü Çakmak-Otluglu, Tania Casado, Jean-Luc Cerdin, Jong-Seok Cha, Katharina Chudzikowski, Silvia Dello Russo, Petra Eggenhofer-Rehart, Zhangfeng Fei, Martina Gianecchini, Martin Gubler, Douglas T Hall, Ruth Imose, Ida Rosnita Ismail, Svetlana Khapova, Najung Kim, Philip Lehmann, Evgenia Lysova, Sergio Madero, Debbie Mandel, Wolfgang Mayrhofer, Biljana Bogicevic Milikic, Sushanta Mishra, Chikae Naito, Ana D Nikodijević, Astrid Reichel, Noreen Saher, Richa Saxena, Nanni Schleicher, Florian Schramm, Yan Shen, Adam Smale, Vivien Supangco, Pamela Suzanne, Mami Taniguchi, Marijke Verbruggen, and Jelena Zikic. "Here, There, & Everywhere: Development and Validation of a Cross-culturally Representative Measure of Subjective Career Success." *Journal of Vocational Behavior* 130 (2021): 1-23.

¹ The list only includes publications in highly rated scientific journals. That is journals rated ABS 3 or higher, journals among the top 10% most cited or journals classified as level 2 by the Norwegian Directorate for Higher Education and Skills.

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Burki, Umar, Toseef Azid, and Robert Dahlstrom. "Sustainability and morality" in *Foundations of a Sustainable Economy : Moral, Ethical and Religious Perspectives*. Finance, Governance and Sustainability Ser. London: Routledge, Taylor & Francis Group, 2021.

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Chodorow-Reich, Gabriel, Plamen T Nenov, and Alp Simsek. "Stock Market Wealth and the Real Economy: A Local Labor Market Approach." *The American Economic Review* 111, no. 5 (2021): 1613-657.

Cirone, Alexandra, Gary W Cox, and Jon H Fiva. "Seniority-Based Nominations and Political Careers." *The American Political Science Review* 115, no. 1 (2021): 234-51.

Connelly, Catherine E, Christian Fieseler, Matej Černe, Steffen R Giessner, and Sut I Wong. "Working in the Digitized Economy: HRM Theory & Practice." *Human Resource Management Review* 31, no. 1 (2021): 1-7.

Cooper, Ilan, Andreea Mitache, and Richard Priestley. "A Global Macroeconomic Risk Model for Value, Momentum, and Other Asset Classes." *Journal of Financial and Quantitative Analysis* 57, no. 1 (2022): 1-30.

Cox, Gary W, Jon H Fiva, and Daniel M Smith. "Measuring the Competitiveness of Elections." *Political Analysis* 28, no. 2 (2020): 168-85.

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Dahlstrom, Robert Francis. "Sustainability principles and triple bottom line performance in supply chains." In *Foundations of a Sustainable Economy*, 21-34, 1st ed. Routledge, 2021.

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Denis, Etienne, Claude Pecheux, and Luk Warlop. "When Public Recognition Inhibits Prosocial Behavior: The Case of Charitable Giving." *Nonprofit and Voluntary Sector Quarterly* 49, no. 5 (2020): 951-68.

Dries, Nicky. "Individual Career Outcomes." In *The Routledge Companion to Career Studies*, 143-61. 1st ed. Routledge, 2020.

Einarsen, Kari, Morten Birkeland Nielsen, Jørn Hetland, Olav Kjellevold Olsen, Lena Zahlquist, Eva Gemzøe Mikkelsen, Justine Koløen, and Ståle Valvatne Einarsen. "Outcomes of a Proximal Workplace Intervention Against Workplace Bullying and Harassment: A Protocol for a Cluster Randomized Controlled Trial Among Norwegian Industrial Workers." *Frontiers in Psychology* 11 (2020): 2013.

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