

Mark B. Milstein

SC Johnson College of Business • Johnson Graduate School of Management • Cornell University
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EDUCATION

2004	Ph.D.	Strategic Management The University of North Carolina Kenan-Flagler Business School	Chapel Hill, NC
1997	MBA	General Management The University of Michigan Business School	Ann Arbor, MI
1997	MS	Natural Resource Policy and Behavior The University of Michigan School of Natural Resources & Environment	Ann Arbor, MI
1994		Certificate of Advanced Japanese Studies Nanzan University	Nagoya, Japan
1990	BA	Economics & Japanese The University of Michigan College of Literature, Science & Arts	Ann Arbor, MI

ACADEMIC APPOINTMENTS

2012 - present	Clinical Professor of Management Cornell University • Samuel Curtis Johnson Graduate School of Management
2010 - 2012	Senior Lecturer of Management & Organizations Cornell University • Samuel Curtis Johnson Graduate School of Management
2005 – 2010	Lecturer of Strategy, Innovation and Sustainable Global Enterprise Cornell University • Samuel Curtis Johnson Graduate School of Management
2004 – 2005	Post-Doctoral Fellow Cornell University • Samuel Curtis Johnson Graduate School of Management
2002 – 2004	Adjunct Assistant Professor The University of North Carolina at Chapel Hill • Kenan-Flagler Business School

PROFESSIONAL & ADMINISTRATIVE APPOINTMENTS

2006 – present	Faculty Director Center for Sustainable Global Enterprise Cornell University • Samuel Curtis Johnson Graduate School of Management
2023 – present	Faculty Director Semlitz Fellows Program Cornell University • S.C. Johnson College of Business
2022 – present	Faculty Co-Director Business of Sustainability Interdisciplinary Theme Cornell University • S.C. Johnson College of Business
2004 – 2006	Business Research Director Sustainable Enterprise Program • World Resources Institute
2001 – 2004	Director of Research Center for Sustainable Enterprise The University of North Carolina at Chapel Hill • Kenan-Flagler Business School

RECENT PUBLICATIONS

Li, Jie, Silver, C., Gomez, Miguel, Milstein, Mark B., Sogari, G. 2023. "Factors Influencing Consumer Liking for Meat and Meat Substitutes," *Future Foods*, Vol. 7, Article 100236, <https://doi.org/10.1016/j.fufo.2023.100236>.

Milstein, MB. (2022). Forward in *うろろうアリ_流し込み (The Playful Ants)* by Yasuhiro Karakawa. EB Publishing: Tokyo.

Dowell, G., J. Niederdeppe, J. Vanucchi, T. Dogan, K. Donaghy, R. Jacobson, N. Mahowald, M. Milstein, and T.J. Zelikova. 2020. "Rooting carbon dioxide removal research in the social sciences," *Interface Focus*, 10(5). <https://doi.org/10.1098/rsfs.2019.0138>.

Milstein, M. B. 2020. Foreword in *Leading sustainably: The path to sustainable business and how the SDGs changed everything* by T. Bridges and D. Eubank (1st edition). Routledge. ISBN 9780367428365.

Epler Wood, M., M. Milstein, and K. Ahamed-Broadhurst. 2019. *Destinations at risk: The invisible burden of tourism*. The Travel Foundation: <https://www.thetravelfoundation.org.uk/invisible-burden/>.

Hussein, M., V.V. Pillai, J. M. Goddard, H. G. Park, K. S. Kothapalli, D. A. Ross, Q. M. Ketterings, J. T. Brenna, M. B. Milstein, H. Marquis, P. A. Johnson, J. P. Nyrop and V. Selvaraj. 2017. "Sustainable production of housefly (*Musca domestica*) larvae as a protein-rich feed ingredient by utilizing cattle manure," *PLoS ONE*, 12(2): e0171708. doi:10.1371/journal.pone.0171708.

RECENT PRESENTATIONS

2024

"Sustainability Education" for Vin University, Ithaca, NY.

"Envisioning the Future of MBA Education for Social and Environmental Impact" for 2024 Cornell Reunion, Ithaca, NY.

2023

"Evolving Management Education to Meet the Moment" for 2023 United Nations Principles for Responsible Management Education (PRME) Global Forum, New York City.

"Balancing Tourism & Conservation" for 2023 The Business of Conservation Conference, Kigali, Rwanda.

"Sustainable Business" for AEM 4000 Grand Challenges Project, Cornell University.

"Just Transition: The Business Implications of the Social Impacts of Climate Change" for AllianceBernstein.

"Business of Sustainability" for eCornell Thought Leadership Keynote.

"Sustainable Tourism Destination Management" for eCornell Meeting of the Minds Keynote.

2022

"ESG: Fact, Fiction, Fantasy or Fad?" for Cornell SC Johnson College of Business Reunion 2022.

"Connecting Business Opportunities to the UN Sustainable Development Goals" for VinUni 2022 Big Ideas Competition Workshop.

"Business of Sustainability (BoS) Interdisciplinary Theme" for the Spring 2022 Cornell SC Johnson College of Business College Leadership Council Meeting

2021

"Expanding the Boundaries of Sustainability," for Cornell College of Agriculture and Lifesciences ReTHINKing Retail + Brands 2.0.

"Firm Incentives Toward Sustainability," for AEM 6940 Graduate Seminar Special Topics in Applied Economics and Management, Cornell University.

2020

“Rethinking Tourism and Its Discontents: Where Does Tourism Go From Here?” keynote for Hawaii Economic Association’s Finding Hawi’i’s New Economic Equilibrium Conference.

“Skill & Capacity Development Needs for Destinations,” for Building Back Better, Reconstructing Governmental Systems and Policies for Sustainable Tourism Roundtable, Harvard University.

“Expanding the Boundaries of Sustainability,” for Cornell College of Agriculture and Lifesciences ReTHINKing Retail + Brands Live Virtual Conference.

“Incentivizing Firms Toward Sustainability,” for Cornell SC Johnson College of Business-Wide Faculty Panel on Business, Environment and Sustainability, Cornell University.

“Sustainability in Business,” for Cornell Tech MBA Program, Cornell University.

OTHER PROFESSIONAL ACTIVITIES

Invited Moderator, fireside chat with Jennifer Layke, Global Director of Energy, World Resources Institute, New York, New York, November 2024.

Invited Panelist, Sustainable Tourism: An Industry/Academia Conversation, 2024 Cornell Global Hubs Network, October 2024.

Invited Moderator, From Ideas to Action: Future Directions in Sustainable Travel, Tourism, and Hospitality, New York, New York, September 2024.

Co-Organizer, Sustainability in Travel, Tourism, and Hospitality Roundtable, New York Climate Week, New York, New York, September 2024.

Invited Moderator, Joint Value Creation Through ESG panel of executive for Omnichannel, Ithaca, NY, July 2023.

Invited Moderator, fireside chat with Donnel Baird, Founder & CEO, Blocpower at 2023 Climate Cap Conference, Ann Arbor, MI, February 2024.

Invited Moderator, fireside chat with Sarah Slusser, CEO, Cypress Creek Renewables, New York, New York, November 2023.

Invited Panelist, Pursuing an Innovative Balance Between Tourism Growth and Conservation, 2023 World Travel & Tourism Council Global Summit, Kigali, Rwanda, November 2023.

Organizer & Instructor of sustainable tourism case study workshop for Rwandan faculty hosted by African Leadership University, October 2023.

Invited Speaker, eCornell online Keynote highlighting Sustainable Tourism Asset Management Program (STAMP), September 2023.

Co-Organizer, Host, Cornell ESG Investing Research Conference, Ithaca, NY, July 2023.

Invited Moderator, Joint Value Creation Through ESG panel of executive for Omnichannel, New York, NY, June 2023.

Christina Keller, CEO, Cascade Engineering, 2022 Cornell Families in Business Conference, Ithaca, NY, October 2022.

Organizer and Co-Chair, Cornell Energy Connection, New York City, November 2022.

Invited Moderator, fireside chat with Christina Keller, CEO, Cascade Engineering, 2022 Cornell Families in Business Conference, Ithaca, NY, October 2022.

Invited Participant, CHR Sustainability Roundtable, Ithaca, NY, September 2022.

Invited Speaker to address questions about the pros and cons of fossil fuel divestment for the New York State Teachers Retirement Fund (NYSTRS) board and senior management meeting, June 2022.

Co-Organizer, Host, Cornell ESG Investing Research Conference, Ithaca, NY, July 2022.

Panelist, Cornell@COP26 webinar, December 2021.

Guest Panelist, Live Morning Coffee Chat @ COP 26 on Buildings Enabling Low Carbon Infrastructure, Glasgow, UK, November 2021.

Attendee, Cornell Delegation, UN Climate Change Conference UK (COP 26), Scotland, November 2021.

Invited Participant, CHR Sustainability Roundtable, Ithaca, NY, October 2021.

Invited Participant, California-New York Climate Innovation Highway Summit, March 2021.

Guest Participant, Accounting for Sustainability (A4S) Driving Change in the Finance Community – How Education Can Re-shape the Future of Finance Roundtable, December 2020.

Invited Speaker, “Sustainability as Strategy” for AEM 5310 Global Strategy, Cornell University, December 2020.

Invited Moderator, Financing Sustainable Tourism Recovery Roundtable, Pacific Asia Travel Association, October 2020.

Invited Speaker, Genius Lunch x Brain Food: Sustainable Innovation, Capgemini, June 2020.

Invited Speaker, “Destinations at Risk: The Invisible Burden of Tourism,” for Environmental Management of International Tourism Development at the Harvard T.H. Chan School of Public Health, September 2020.

Invited Panelist, “Uncovering the ‘invisible burden’ of tourism in the Caribbean,” The Travel Foundation, March 2020.

Invited Panelist, College-Wide Faculty Panel on Business, Environment and Sustainability, Cornell SC Johnson College of Business, March 2020.

RECENT GRANTS, SPONSORSHIP, & COOPERATIVE AGREEMENTS

Co-PI, “GrooveLam,” (with F. Heisel (PI) and co-PIs D. Bergsagel and M. Reiter), NYSERDA, 2024-2025 (\$50,000)

PI, “Sustainable Tourism Planning Support and Destination Management Education Project for El Yunque National Forest,” USDA US Forest Service, (\$966,244)

PI, “FoodMap NY,” New York University Center for Sustainable Business Invest NYC SDG Initiative, 2022-2024 (\$210,000)

PI, “Sustainable Destinations Management Online Training,” The Travel Foundation, 2021-2022 (\$183,515)

Co-PI, “CI:RCLE – Circular Ithaca: Researching Construction in the Local Economy,” (with F. Heisel (PI)), Cornell Office of Engagement Initiatives Engaged Research Grants, 2021-2023 (\$49,732)

Co-PI, “Upcycling ash to glulam: Towards new manufacturing technology and sustainable market applications for Emerald Ash Borer (EAB) infested tree populations,” (with S. Zivkovicu (PI) and co-PIs C. Cott, K. Gebremedhin, and P. Smallidge), Cornell Atkinson Academic Venture Fund, 2020-2022 (\$139,199)

PI, “Animal fibers: Connecting rural economies and urban markets through strengthened local supply chains,” (with co-PIs M. Gomez, T. Lewis, A. Rangarajan, and M. Thonney), Atkinson Center for a Sustainable Future Academic Venture Fund, 2018-2020 (\$101,227)

PI, “Animal fibers: Connecting rural economies and urban markets through strengthened local supply chains,” (with co-PIs M. Gomez, T. Lewis, A. Rangarajan, and M. Thonney), Engaged Cornell, 2018 -2020 (\$10,000)

RECENT PROFESSIONAL SERVICE

2025

Cornell University Academic Programs and Policies Committee (CAPP) (Chair from 2021; member since 2013)

Cornell University International Committee (since 2024)

Cornell University Global Hubs Faculty Advisory Committee (ex-officio member since 2021)

Cornell Program in Infrastructure Policy Faculty Affiliate (since 2012)

Cornell Climate Change & Sustainability Curriculum Working Group (since 2024)

Academy of Management Perspectives Editorial Board Member (since 2024)

2024

Cornell University International Council (2023-2024)

2023

Cornell Atkinson Faculty Advisory Board (2008-2023)

2022

Animal Fiber Program Work Team, Cornell Cooperative Extension (since 2020-2022)

2021

Johnson School Faculty Policy Committee (2020-2021)

Reviewer, Academy of Management Annual Meeting Organizations & Natural Environment (ONE) and Social Issues in Management (SIM) Divisions (1998-2021)

2020

Network for Business Sustainability's Sustainability Centres Community Advisory Board (2017-2020)

Johnson School Faculty Policy Committee

Ad-hoc reviewer, Israel Science Foundation

TEACHING

(MBA)

Sustainable Global Enterprise Practicum (NBA 6580) (2006-2024)

Experiential-based program in which multi-disciplinary teams of graduate students work on sponsored projects that source from a variety of firms and other organizations that have included:

Agriculture

Acumaya
Bu[zz]up
Cargill
Fieldrise
International Livestock Research Institute
Invest NY
John Deere
Larvae Co.
New Holland Agriculture
United Soybean Board

Apparel

Steve Madden
Nike

Consulting

Resonance

Consumer Goods

Amorepacific
Method Home
Promotion in Motion
SC Johnson

Economic Development

Cheetah Conservation Fund

COMACO

ECOM
El Nido Foundation
Emerging Markets Group
FEDEC
Freeplay Energy – Freeplay Foundation
Livelihood BASIX
Microvest Holdings
Newsweek Daily Beast – Women in the World Foundation
Novo Nordisk
Oxfam
Plebys International LLC
Seneca Women
SNV
Unchain
University of Cauca (Colombia)
Visionspring – Acumen Fund

Energy

A123 Systems
Acciona
AES Electropaulo
American Governor Company
AVANGRID

CARE USA

Clean Energy Group
Clënera
Consolidated Edison
Cornell University
Distributed Sun
EDF Renewables
Environmental Credit Corporation
Enel Green Energy North America
GE
Intelligen Power Systems
IOSIL Energy
Novozymes – Cleanstar
Millennium Investment
Mozambique
OXTO Energy
PFS Energy
POET
Principle Energy
ProcytoTerra
Renewable Energy New England – Boreas Renewables
Second Nature
SOCOTA
Standard Hydrogen Corporation
Suncor Energy

SunEdison
 Team Planet
 The Nature Conservancy
 Toughstuff
 Visaka Industries
 Widetronix
 WGL
 Yingli Solar

Financial Services
 Barclays
 Calvert Research & Management
 Grassroots Business Fund
 Karner Blue Capital

Food & Beverage
 Danone North America
 Gellert Global Group
 Google
 The Hain Celestial Group
 Invest NY SDG Initiative
 Kewpie Group
 Land O'Lakes
 Made In Nature
 MOVE Systems
 Novozymes
 Ocean Spray
 Sodexo
 Starbucks
 Subway

Healthcare
 Johnson & Johnson

Hospitality & Tourism
 Barbados Tourism Management, Inc.
 Belize Tourism Board – Planeterra – Gap Adventures – Eplerwood International
 Caesars Entertainment
 Explora
 The Hersha Group
 Hilton Worldwide
 Las Vegas Sands Corporation
 Long Caye Belize
 MGM Resorts
 Palau Pledge
 Starwood Hotels & Resorts
 US Forest Service

Industrials/Manufacturing
 ArchPoint/Acadian Crossing
 BASF
 Boeing
 BraunAbility
 Corning
 Dow
 Dow Corning
 Dupont
 Emerson
 GE
 Holcim
 Insinger Machine Company
 John Deere
 Pratt & Whitney

Tandus Group

Retail
 Target

Services
 Gates Automotive Center – Sherwin Williams – NAPA
 IBM

Transportation
 Honda
 New York City Transit Authority

Technology
 Circular Construction Lab
 Cornell University Borehole Observatory
 eBay
 Google
 Global Power Enterprises
 Grameen-Intel Social Business
 NEXUS-NY
 Robotic Construction Lab

Waste Management
 Closed Loop Fund
 World Bank

Water Services
 Cascade Engineering
 Waterhealth International, Inc.
 The Water Initiative

Sustainable Global Enterprise in Practice (NBA 6585) (2022-2024)

Interactive course in which students: 1) apply problem-solving tools to understand complex problems, synthesize data, and communicate insights to effectively influence sustainability-related business decision-making; and 2) articulate personal visions and goals, hone communication skills, and provide a stronger foundation for long-term sustainability-related career development.

Strategies for Sustainability (NBA 6030) (2008, since 2022)

Case- and lecture-based course to help students develop a strong understanding of the key concepts and issues relating to business and sustainability.

Negotiation Essentials (NBA 6820) (2018-2022)

Finance & Sustainable Global Enterprise Colloquium (NBA 6380) (since 2012)

Invited speaker course focused on the intersection of finance and sustainability.

Leaders in Sustainable Global Enterprise Colloquium (NBA 6190) (since 2011)

Invited speaker course focused on the broad field of business and sustainability.

Big Red MicroEnterprise (NMI 5090) (since 2010)

Experiential-based course in which student teams coach local low-income entrepreneurs. Recent business include: Absolute EHS, AficaPure, Anna's Movement Arts, Arguetta's Coffee, Balance Acupuncture, Bald Goddess, Camp Earth Connection, Conscious Connections Consulting, Cornell Dairy, CosmicLove Creations, Dish Truck, EpiWell, Finger Lakes ReUse, Fine Spirit Yoga, Food & Ferments, Gardella's Goodies, Hammerstone School, Herb Therapy by ApotheKara, Hollenbeck's Cider Mill, Indogro, Ithaca Soap Company, Ithaca Toy Company, Larson Publications, Laughing Goat Fiber Farm, LEV Kitchen, LifestyleEating Personal Chef, Mama Said Handpies, Metadreams, Michael Biron LLC, Mindful Products, Modern Alchemy Game Bar, Navigating AWETism, New Roots Charter School, Nia Nunn LLC, Northstar House, Paw to Heart Pet Services, Pristine Cleaning, Radical Mama Housing, Regeneration & Elements in Design, Rezcue Signaling LLC, SEEDLY, Service in Unity, She Messy Tacos, Shibui Bath, Stone Bend Farm, Sunny Days, Surgical Fundamentals for Future Veterinarians, The Learning Farm, and Via's Cookies.

Experiences in International Management – Japan & Korea (NBA 5920) (since 2010)

Classroom instruction coupled with two-week trip to focus countries.

Green Revolving Fund (2014-2018)

Experiential-based course in which students identified, developed, proposed, evaluated, funded, implemented, and managed energy efficiency investment projects around campus in coordination with the University's Infrastructure, Property and Planning (IPP, formerly Finance, Investment, and Facilities) office.

(Executive MBA)

Strategies for Sustainability (NBAB 6030) (since 2023)

Americas Executive MBA Program, Cornell University

Case- and lecture-based course to help executive MBA students develop a strong understanding of the key concepts and issues relating to business and sustainability.

Global Business Study (NBAE 5980) (2021)

Metro Executive MBA Program, Cornell University

Experiential-based course in which students worked on projects with Japanese companies, including: ADDRESS, Kibidango, Kodo, Sony, Toyotomi, and Yamasa.

Study Tour to Japan (NBAE 5980) (2019)

Metro Executive MBA Program, Cornell University

(Non-Degree)

Sustainability as Strategy (2019)

Yonsei University Executive Education Program, Cornell University

Sustainable Enterprise & Social Entrepreneurship (2018, 2019)

Ritsumeikan – Asia Pacific University, Oita, Japan

(Non-MBA)

Environmental Finance & Impact Investing (EFII) Practicum (PADM 5979) (since 2022)

Cornell University

Mentor EFII Fellows as they complete their capstone projects.

The Circular Economy: The Business and Science of Construction (ARCH 4619/6505) (2021)

Cornell University

Experiential-based course in which students worked on projects with support from local organizations, including: Finger Lakes ReUse, Ithaca Neighborhood Housing Services, Cornell Cooperative Extension of Tompkins County, Trade Design Build, and Taitem Engineering.

(Online)

Sustainable Business Certificate Program (launched 2022)

eCornell

Course titles: Sustainable Business Foundations; Applying Sustainability Strategy

Sustainable Tourism Destination Management (launched 2022)

eCornell

Graduate Committees

Francine Barchett (PhD, Natural Resources, Cornell University), member, “Sustainable Tourism Hunting in Sub-Saharan Africa,” expected completion May 2025

Yasuhiro Karakawa (PhD, Management, Vrije Universiteit Amsterdam), member, “Connecting the Dots – How Leisure Crafting and Job Crafting are Connected Through Paradox Mindset,” expected completion 2026

Iskender Usupbaev (MS, Global Development, Cornell University), advisor, “Business Incubators as a Means to Achieve the United Nations Sustainable Development Goals,” expected completion June 2023

Tewodros Abera (MS, Global Development, Cornell University), advisor, “Private and Non-Profit Housing Developers’ Approach to Energy Efficiency Investments in Affordable Housing,” completed December 2022

Martin Liu (PhD, Food Science, Cornell University), member, “Improving Plant Protein Functionality by Germination and Ultrafiltration: A Case Study on Hemp Seed Protein,” completed December 2022

Mi Yan (MS, Natural Resources, Cornell University), member, “The Social Impacts of a Nature Center: Perspectives of Nature Center Leaders and Staff,” completed August 2022

Justine Sequeira (MS, Global Development, Cornell University), advisor, “The Effects of Investment Design on Emissions Reduction in the Brazilian Amazon,” completed August 2021

Luis Perez (MS, Applied Economics & Management, Cornell University), member, “An Analysis of the Impact Agricultural Certifications Have on Farmer Incomes – The Case of Colombia Avocado Growers,” completed August 2021

Casey Silver (MS, Applied Economics & Management, Cornell University), member, “Consumer Perceptions of Various Meat and Meat-Substitutes: A Lab Based Study,” completed May 2021

Dana Havas (MS, Applied Economics & Management, Cornell University), member, “Analyzing Pre-Farm Gate Practices and Policies for a Sustainable Sheep Farm Enterprise Using System Dynamics: Focusing on Fiber Production and Marketing,” completed August 2020

BOARD SERVICE

Renewable Energy Market Standards Steering Committee (since 2024)

Livelihoods Basix Inc. Board of Directors (since 2013)

Johnson & Johnson Earthwards Advisory Board (2013-2020)

PROFESSIONAL MEMBERSHIPS

Academy of Management, 1997-present