

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

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.

2019

“Sustainability & Business: Signal or Noise?” for Johnson Club of the Finger Lakes

“Destinations at Risk: The Invisible Burden of Tourism,” for Planning Toward 2030: Challenges and Rewards of Sustainable Urban Tourism as part of 2019 UN Climate Week

“Working with Companies,” for Integrated Land Management for Behind the Brands PhD Workshop, Cornell University

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

“Business of Sustainability,” for Cornell EMBA Americas Program, Cornell University.

“Investing in Destinations at Risk,” for The Travel Foundation Webinar Series *Confronting the ‘Invisible Burden’ of Tourism and Overtourism: Getting to the Root of the Problem.*

“Sustainability & Business: Signal or Noise?” for Thought Leadership Series, Cornell University.

OTHER PROFESSIONAL ACTIVITIES

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.

Organizer, Co-Chair, and Moderator, Cornell Energy Connection, New York City, November 2019.

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 2019.

Invited Panelist, “Destinations at Risk: The Invisible Burden of Tourism” for Climate Week NYC event Urban Tourism: Planning Towards 2030, New York, NY, September 2019

Invited Panelist, “Inclusion and Diversity in Organizations” at Ristsumeikan – Asia Pacific University, Beppu, Japan, July 2019.

RECENT GRANTS & SPONSORSHIP

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. Zivkovic (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)

Co-PI, “Achieving sustainable energy through integration of intermittent renewables with algorithm-controlled heat pumps at scale,” (with C. Anderson, (PI) and co-PIs J. Tester, M. Moore, and T. Mount), Atkinson Center for a Sustainable Future Academic Venture Fund (AVF), 2017-2019 (\$95,967)

PI, “Addressing Food Waste & Loss Through Business Innovation,” Rockefeller Foundation, 2016-2017 (\$280,000)

RECENT PROFESSIONAL SERVICE

2024

Cornell University Academic Programs and Policies Committee (CAPP) (Chair from 2021; member since 2013)
Cornell University International Council (ex-officio member since 2021)
Cornell University Global Hubs Faculty Advisory Committee (ex-officio member since 2021)
Cornell Program in Infrastructure Policy Faculty Affiliate (since 2012)

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

2019

Reviewer for Atkinson Center for a Sustainable Future Cornell-TNC Awards
Cornell University Sustainable Cornell Leadership Council (SCLC) (2018-2019)
Reviewer for Atkinson Center for a Sustainable Future Academic Venture Fund Proposals (2014-2019)
Reviewer for Atkinson Center for a Sustainable Future Postdoc Fellow Proposals (2015-2019)

TEACHING

(MBA)

Sustainable Global Enterprise Practicum (NBA 6580) (since 2006)

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

Agriculture	Nike	Method Home
Acumaya	Consulting	Promotion in Motion
Cargill	Resonance	SC Johnson
Fieldrise	Financial Services	Economic Development
International Livestock Research Institute	Barclays	Cheetah Conservation Fund
Invest NY	Calvert Research & Management	COMACO
John Deere	Grassroots Business Fund	ECOM
Larvae Co.	Karner Blue Capital	El Nido Foundation
New Holland Agriculture	Microvest Holdings	Emerging Markets Group
United Soybean Board	Plebys International LLC	FEDEC
Apparel	Consumer Goods	Freeplay Energy – Freeplay Foudnation
Steve Madden	Amorepacific	Livelihood BASIX

Sustainable Global Enterprise Practicum (NBA 6580) (continued)

Newsweek Daily Beast – Women in the World Foundation	American Governor Company	Intelligen Power Systems
Oxfam	AVANGRID	IOSIL Energy
Seneca Women	CARE USA	Novozymes – Cleanstar
SNV	Clean Energy Group	Millennium Investment
Unchain	Clënera	Mozambique
University of Cauca (Colombia)	Consolidated Edison	OXTO Energy
	Cornell University	PFS Energy
Energy	Distributed Sun	POET
A123 Systems	EDF Renewables	Principle Energy
Acciona	Environmental Credit Corporation	ProyectoTerra
AES Electropaulo	Enel Green Energy North America	
	GE	
Renewable Energy New England – Boreas Renewables	Visionspring – Acumen Fund	Tandus Group
Second Nature		
SOCOTA	Hospitality & Tourism	Retail
Standard Hydrogen Corporation	Barbados Tourism Management, Inc.	Target
Suncor Energy	Belize Tourism Board – Planeterra	Services
SunEdison	– Gap Adventures – Eplerwood International	Gates Automotive Center – Sherwin Williams – NAPA
Team Planet	Caesars Entertainment	IBM
Toughstuff	Explora	Transportation
Visaka Industries	The Hersha Group	New York City Transit Authority
Widetronix	Hilton Worldwide	
WGL	Las Vegas Sands Corporation	Technology
Yingli Solar	Long Caye Belize	Circular Construction Lab
Food & Beverage	MGM Resorts	Cornell University Borehole Observatory
Danone North America	Palau Pledge	eBay
Google	Starwood Hotels & Resorts	Google
The Hain Celestial Group	Industrials/Manufacturing	Global Power Enterprises
Invest NY SDG Initiative	ArchPoint/Acadian Crossing	Grameen-Intel Social Business
Kewpie Group	BASF	NEXUS-NY
Land O'Lakes	Boeing	Robotic Construction Lab
Made In Nature	BraunAbility	
MOVE Systems	Corning	Waste Management
Novozymes	Dow	Closed Loop Fund
Ocean Spray	Dow Corning	World Bank
Sodexo	Dupont	
Starbucks	Emerson	Water Services
Subway	GE	Cascade Engineering
Healthcare	Holcim	Waterhealth International, Inc.
Johnson & Johnson	Insinger Machine Company	The Water Initiative
Novo Nordisk	John Deere	
SNV	Pratt & Whitney	

Sustainable Global Enterprise in Practice (NBA 6585) (since 2022)

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, Herb Therapy by ApotheKara, Ithaca Toy Company, Ithaca\$h, Larson Publications, Laughing Goat Fiber Farm, LEV Kitchen, LifestyleEating Personal Chef, Mama Said Handpies, Michael Biron LLC, Modern Alchemy Game Bar, Navigating AWetism, Nia Nunn LLC, Paw to Heart Pet Services, Pristine Cleaning, Radical Mama Housing, She Messy Tacos, Shibui Bath, Stone Bend Farm, Sunny Days, Surgical Fundamentals for Future Veterinarians, and The Learning Farm.

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 2024

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

Livelihoods Basix Inc. Board of Directors (since 2013)

Johnson & Johnson Earthwards Advisory Board (2013-2020)

PROFESSIONAL MEMBERSHIPS

Academy of Management, 1997-present