



NEWSLETTER

of the

**ERASMUS Ph.D. PROGRAM on CLEANER PRODUCTION, CLEANER
PRODUCTS, INDUSTRIAL ECOLOGY & SUSTAINABILITY**

**Volume 9,
Number 1,
February 2009.**

Introduction

We hope all of you are doing fine in this new year!

In addition to a brief announcement about our 2009 Ph.D. Intensive, we add 2 appendices for your information and for you to provide us information. The appendices include, respectively, Appendix 1 lists the current information we have about your SKYPE addresses and Appendix 2 is a file of the Erasmus University brochure about plagiarism.

The 2009 Ph.D. INTENSIVE in Cairo, Egypt

The preparation for the 2009 Ph.D. Intensive has started in co-operation with staff of the American University of Cairo (AUC), Egypt. The Ph.D. Intensive will be the first formal result of the evolving co-operation between Erasmus University and AUC in our International Off-Campus Ph.D. Program.

The 15th Ph.D. Intensive will be held at the campus of the American University of Cairo (AUC), Egypt. Following the work week structure of the region, we will start on Sunday 25 October and end on Thursday 5 November, 2009. Please put this block of time into your planning agenda.

We will meet the new Ph.D. candidates beginning with dinner on Saturday, 24 October 2009. We will then work intensively with them until Wednesday, 28 October, at which time we expect the “older class” Ph.D. candidates to join us in a 2-days symposium on Climate Change and Water Management. After the symposium, we will all co-work until 5 November. More details about the Intensive will be included in subsequent issues of the Newsletter.

On-Campus work of our Ph.D students at Erasmus University and the University of Tennessee, Knoxville

Lama El Hatow has visited her advisors JanJaap Bouma and Wim Hafkamp on 13 February, 2009.

Margarita Juarez will fine-tune her draft thesis at Erasmus University during the period 19 February – 9 May 2009.

Viking Club Member Masa Suzuki will visit us at Erasmus University on 3 or 4 March, 2009.

John Paul Kusz will work with Don at the University of Tennessee on 4 March, 2009

We welcome all such ON-CAMPUS work and meetings of any of you at Erasmus and/or with Don at the University of Tennessee in Knoxville.

Reflection on Masa Suzuki's Ph.D. Thesis

Introduction

On October 31st 2008 Masachika Suzuki held his public defense of the Ph.D. dissertation titled *Business Strategy of Climate Change*. The study presents the results of an empirical study of the steel industry sector. The thesis focuses on the roles and responsibilities of steel industry. The research shows that the steel sector is responsible for a large part of the global anthropogenic GHG emission release. The role of industry sector is critical in the climate change regime. It can provide technological solutions to help to reduce GHG emissions. On the other hand, it can also interfere with political initiatives to reduce emissions releases. Since the climate negotiations officially began in 1992, the degree of involvement of the industry sector began in 1992, the degree of involvement of the industry sector negotiations has increased greatly. The study by Suzuki is an example to other Ph.D. candidates in the Erasmus off-campus program for several reasons.

A study from an economic, technological and institutional perspective

The study shows how finding appropriate solutions for global environmental problems involves many countries with a large number of stakeholders. Industries, governments and non-governmental organizations need to collaborate. However, the industries will have their own business strategies. The study shows how, from a theoretical embedded framework, business strategies can be mapped and analyzed. Three dimensions are examined: economic, technological and institutional. There are many other research initiatives to analyze corporate climate change strategies within the scope of the individual dimensions. This research is an attempt to develop and to test a framework to examine, simultaneously, the three dimensions of corporate climate strategy. In that sense, the study is a unique attempt to study drivers behind climate change in an integrated manner.

Results that contribute to a more Sustainable Development

The research is a unique effort since the researcher attempted to analyze corporate climate change strategy among the three dimensions of sustainability. By answering the following questions, he obtained insights from which both governmental policy makers and the business sector can further develop their initiatives to handle Climate Change.

- What are the similarities and differences in corporate strategies and management on GHG emissions reductions among firms?
- What are the similarities and differences in corporate responses to climate change policy instruments among firms (including both Kyoto and post Kyoto policy instruments)?
- What are the main factors that contribute to the formulation of a firm's responses to climate change policy instruments? Are they economic, technological or institutional factors? Or do all three play crucial and different roles?

The steel companies that are investigated are located in Japan, the EU, the U.S. and South Korea. The GHG emissions from the steel sector make a significant contribution to total GHG emissions. In Japan, the CO₂ emissions from the steel sector account nearly 15% of total CO₂ emissions in Japan.

Limitations of the study

As is common to most Ph.D.'s the researchers themselves learn to better understand what theoretical shortcomings there still are to analyze the causes of environmental problems and the acknowledgement of the existence of the still hidden empirical insights.

Mapping and analyzing business behavior of industry will remain a continuous challenge for many participations of the off-campus program. The empirical study of Suzuki focuses only on Arcelor and Corus Group in the EU region. Generalizations remain difficult, because there are many differences among European steel companies as to their business strategies and management, business models, cost structures and quality of produced steel as well as corporate strategies on Climate Change. Also, the differences with respect to the technological and economic circumstances of the steel sector in different countries may be significant. Comparisons among the European, Japanese and Korean steel industry is also difficult because of the heterogeneity of the quality and scope of empirical data. It remains difficult to describe the strategies of firms when there are inconsistencies within a firm and across the firm's operations.

Masa Suzuki is aware of these difficulties and identifies that the views among business operations such as finance, marketing and procurement may vary greatly within a firm. Nevertheless, building upon the insights gained and understanding the limitations of research that is achievable within the scope of a Ph.D. study within its own constraints, Suzuki was able to provide, in his current work to make a difference in coping with the problem of Climate Change. Other research initiatives on global environmental problems can build upon the results he obtained.

Laudatio for the Ph.D. Defence of Masa Suzuki

After Masa received his degree, Jan Jaap Bouma gave the customary 'Laudatio', words of praise to the candidate. By looking back on a period of intensive work by Masa, he was praised with not only the successful completion of his research. Also, he was congratulated with the successful way in which he managed to combine his research ambitions with a successful personal career development.

Ph.D. research design

We have sent letters to you with respect to a more structured interaction about the progress of your Ph.D. research between you and your supervisor(s). We have sent a schedule for helping to design the research plan to the new candidates.

In the meantime, we are combining Frank Boon's graphical diagram about the progression of research that he presented in the Ph.D. Intensive in 2002 for the first time, and a text about the interaction between literature research, reflection, and analysis for developing your research design. Our former colleague Professor Nigel Roome has written that text in 2003, especially for our Ph.D. Program. We will add the document *Ph.D. Research Design* in the next newsletter.

Finally, we wish to remind you that Professor Rob van Tulder, the author of the "Skill Sheets", has proposed that whenever you have specific questions on theory and methodology applications, or other issues related to the content of his book that he

would welcome your questions. He invites you to contact him at his e-mail address: rtulder@rsm.nl

Our Ph.D. Program Skype ID list

As we wrote in our newsletter 8.4, the sending of the overall list with data of all Ph.D. candidates, Viking Club members and staff has triggered several of you to provide updates of your data, including your SKYPE IDs (*Please keep us informed of any changes in your position, postal mailing address and e-mail addresses*).

We now add, in Appendix 1, the information we have from some of you on your SKYPE ID. We re-invite ALL of you who have not done so to obtain SKYPE and to provide us with information of your SKYPE ID so we can complete this table and can share it with all. We find that SKYPE is a valuable tool to compliment normal e-mails, our e-mail list serve, owner-cleanprod-1@eur.nl, and this newsletter in our efforts to continue to improve our communication to and from each other and to and from all.

We as faculty wish to be available to work with you via these modalities. We invite all faculty and students to obtain their SKYPE ID as soon as possible so that all of us can use all three modalities as desired.

In Newsletter 8.4 we invited inputs via SPECIAL NOTES FROM THE PH.D CANDIDATES, VIKING CLUB MEMBERS AND FROM THE FACULTY UNDER THOSE THREE HEADINGS.

For future newsletters, we once again invite/welcome/encourage any/all of you to submit a brief note on any relevant issue you wish to share or on any question for which you hope to receive an answer or comment. You may also wish to inform us about lessons learned at conferences you have attended or other special events in your research/work, etc. We look forward to your involvement. This newsletter is yours. Help us to help you to make it come alive for all of us!

Notes from Alumni

Viking Club Member Melissa Everett is still exploring with Wim and Leo about preparations for both, **green technology, planning and policy exchanges**, as well as the possibility of starting **twin-city links**, between centres/cities in New York and the Netherlands during this year's Quadricentennial (the historical link between New York and the Netherlands).

Wim will visit New York in the framework of this knowledge exchange in May 2009.

Notes from Current Students

Notes from the Faculty

The Erasmus centre on Sustainability and Management (ESM) has become integrated within in the Department of Public Administration since 1 January, 2009. This development partly illustrates that environmental issues are no more “stand alone” issues but are now part of several relevant scientific disciplines and societal activities.

ESM will celebrate its 25-year anniversary this year; the results of ESM's activities will be reflected upon in a special symposium that is organized in September 2009. We will inform you about this event later in more detail.

Plagiarism

In times of easy access to all types of electronic information, lecturers are asked to pay special attention to the use of references and modified scientific texts. Although it is difficult to state what plagiarism really is, it is clear that as we use the materials of other, we must, not quote too extensively but restrict direct quotes to a relatively small amount of original text from relevant authors. Then you must integrate that information, into the flow of your document, in your own words so that it is clear how you are building upon the insights of others. Of course proper citations of all materials is essential.. To help you with these challenges, we provide for your benefit, a file of the Erasmus University brochure, '*Cheating and Plagiarism,*' as Appendix 2.

Cordially yours,

Don, Frank, Jan Jaap, Leo and Wim,
Knoxville/Rotterdam,
February 19, 2009