

The Hong Kong University of Science and Technology

Dept of Information Systems, Business Statistics
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Dept of Industrial Engineering & Decision Analytics
Joint Seminar Announcement



Corporate Social Responsibility in Supply Chain: Green or Greenwashing?

by

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Abstract: Perception regarding a focal firm's corporate social responsibility (CSR) depends not only on itself but also on its known suppliers. This paper provides the first empirical evidence linking CSR and supply chain information disclosure together. We uncover robust evidence that listed firms voluntarily disclose environmentally responsible suppliers while selectively not disclosing "bad" ones, effectively greenwashing their supply chain image. This selective disclosure of green suppliers is prevalent among listed firms across the world. Such corporate behavior is increasing in public awareness of climate change, decreasing in regulations on CSR information transparency. It is more salient for firms who face higher competition or care more about their brand awareness, and for firms that are more profit-driven or held more by institutional investors. Firms that greenwash supply chains observe an increase in sales and valuation, suggesting that consumers and investors do not fully take greenwashing of listed firms into account.

Bio: Prof Jing Wu is an Assistant Professor in the Department of Decision Sciences and Managerial Economics at The Chinese University of Hong Kong (CUHK) Business School. He graduated from Tsinghua University with a bachelor's degree in Electronic Engineering, and received his MBA and PhD from the University of Chicago Booth School of Business. His main research fields are the operations-finance interface, global supply chains, FinTech, and business intelligence. His papers are published in leading journals such as Management Science, M&SOM, and POMS. His articles appear in magazines such as MIT Sloan Management Review, the Economist, and Forbes. His research findings on the supply chain impact of COVID-19 and Trade War are covered by 400+ media in 20+ countries globally. Prior to academia, he worked as a Quantitative Strategist at Deutsche Bank New York.

All interested are welcome!

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