

## **Jorge E. Rivera**

Associate Professor

Department of Strategic Management and Public Policy  
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### **EDUCATION:**

Joint Ph.D. in Environmental Policy and Business Strategy, December 2000

Duke University, North Carolina.

Dissertation: Best Paper Award 2001, Academy of Management's Organizations & the Natural Environment Division

Master of Natural Resources Management, 1994

Harvard Affiliated Central American Institute of Business Administration (INCAE), Costa Rica.

Concentration: Business Administration. Graduated third in my class. Co-editor of Student's Newspaper.

Bachelor of Science, Chemistry, 1992

San Carlos University, Guatemala (Guatemala's National University)

Graduated first in my class. Best Honors Thesis of the School of Chemistry, 1992.

### **ACADEMIC EXPERIENCE:**

Visiting Research Fellow (Jan 2009-)

CATIE, Costa Rica

Associate Professor (with tenure, 2008-)

Assistant Professor (2004-2008)

The George Washington University, School of Business,  
Department of Strategic Management and Public Policy

Assistant Professor (2002-2004)

George Mason University, Departments of Public Affairs and Environmental Science and Policy

Assistant Professor of Public and Business Policy (2001-2002)

Graduate School of Public Affairs, University of Colorado

Visiting Lecturer, Duke University. (2000-2001)

Researcher, INCAE Costa Rica (1994-1996)

### **RESEARCH WORK IN PROGRESS:**

#### **Books:**

2. Rivera, J. (Forthcoming). Business and Public Policy: Responses to Environmental & Social Protection Processes. Cambridge, UK: *Cambridge University Press*.

1. deLeon, P., and Rivera, J. (Eds.) (Forthcoming). Voluntary Environmental Programs: A Policy Perspective. Maryland: *Lexington Books* for the Policy Studies Organization.

#### **Manuscripts:**

2. Tashman, P., and Rivera, J. Are Members of Business for Social Responsibility More Responsible?

- Best paper award nominee, Social Issues in Management Division, Academy of Management Conference, 2008.

1. Rivera, J. and Shah, K. International industry associations and corporate social responsibility.

## **PUBLICATIONS:**

### **Refereed articles:**

14. Husted, B., Allen, D. and Rivera, J. (Forthcoming) Governance choice for strategic corporate social responsibility: Evidence from Central America. *Business and Society*.
13. Rivera, J., Oetzel, J., de Leon, P., and Starik, M. (2009). Business Responses to Environmental and Social Protection Policies: Towards a Framework for Analysis. *Policy Sciences*, 42:3–32
12. Rivera, J. and deLeon, P. (2008). Voluntary Environmental Programs: Are carrots without sticks enough? *Policy Studies Journal*: Vol. 36(1): 61-63.
11. deLeon, P. and Rivera, J. (2007). Voluntary Environmental Programs: A Symposium. *Policy Studies Journal*: Vol. 35(4): 685-688
10. Shah, K., and Rivera, J. (2007). Export processing zones and corporate environmental performance in emerging economies: The case of the oil, gas, and chemical sectors of Trinidad and Tobago. *Policy Sciences*: 40(4):265-285.
9. Steelman, T., and Rivera, J. (2006). Voluntary environmental programs in the United States: Whose interests are served? *Organization & Environment*, 2006, Vol. 19, No. 4: 505-526.
8. Rivera, J., de Leon, P. and Koerber, C. (2006). Is greener whiter yet? The Sustainable Slopes Program after five years. *Policy Studies Journal*, Vol. 34, No. 2: 195-224
  - This article has been mentioned in news stories published by the Denver Post.
7. Rivera, J., and de Leon, P. (2005). Chief Executive Officers and voluntary environmental performance: Costa Rica's Certification for Sustainable Tourism. *Policy Sciences*, 38(2-3): 107-127.
6. United Nations. (2005). Millennium Ecosystem Assessment: Business Synthesis Report. New York: United Nations. (One of 16 co-authors).
  - The Millennium Ecosystem Assessment has been mentioned in stories by newspapers around the world including the New York Times, the Financial Times, the Washington Post, the Times in India, the People's Daily in China, the New Times in Malaysia, Pravda in Russia, the Guardian, the Globe and Mail, the Taipei Times, BBC News, and CNN International.
5. Rivera, J., and Delmas, M. (2004). Business and Environmental Policy: An Introduction. *Human Ecology Review*, Vol. 11, No. 3, winter 2004, 230-234.
4. Rivera, J. and de Leon, P. (2004). Is greener whiter? The Sustainable Slopes Program and the voluntary environmental performance of western ski areas. *Policy Studies Journal*, Vol.32, (3), 417-437.
  - This article has been mentioned in news stories published by the New York Times, MIT Technology Review, the Los Angeles Times, the Denver Post, the Seattle Post, Associated Press, MSNBC, and CBS News among others.
  - In 2007, this article was selected by the U.S. Environmental Protection Agency, among over 200 publications, as one of "ten illustrative examples" of research available on the compliance and environmental behavior literature between 1999-2007.
  - In January 2007, this article was listed on the Social Science Research Network's Top Ten download list for the "Public/Private Partnerships (Topic)"
3. Rivera, J. (2004). Institutional pressures and voluntary environmental behavior in developing countries: Evidence from Costa Rica. *Society and Natural Resources*, Vol. 17:779-797.
2. Rivera, J. (2002). Assessing a voluntary environmental initiative in the developing world: The Costa Rican Certification for Sustainable Tourism. *Policy Sciences*, Vol. 35: 333-360.
  - Policy Sciences Society's McDougal Prize for best policy sciences published paper, 2003.
1. Ickis J., and Rivera J. (1997) Cerro Cahuí: A case study of the relationship between tourism,

environmental protection, and competitiveness. *Journal of Business Research*, Vol. 38, No.1; 47-56.

#### **Refereed journal special issues edited:**

3. Rivera, J. and de Leon, P. (Eds) (2008). Symposium on voluntary environmental programs: Are carrots without sticks enough? *Policy Studies Journal*, Vol. 36(1): 61-166.
2. deLeon, P., and Rivera, J. (Eds.) (2007). Voluntary environmental programs: A symposium. *Policy Studies Journal*, Vol. 35(4): 685-792.
1. Rivera, J., and Delmas, M. (Invited co-Editors) (2004). Special Issue on Business and Environmental Policy. *Human Ecology Review*, Vol. 11, No. 3, winter 2004, 235-291.

#### **Book chapters and sections:**

4. United Nations. (2006). Choosing environmental policy responses. In the *Millennium Ecosystem Assessment's Policy Responses Global Assessment Report*. New York: United Nations. (One of 7 co-authors).
3. Jones, et al. (2000). Strategic Issues in the Design of a Green Certification Program for Tourism. In *Environment for Growth and Competitiveness in Central America*. Cambridge, MA: Harvard University Press.
2. Rivera, J. (1998). Foreign investment and the environment: The tourism industry in Costa Rica. In: Gentry, B. Ed. *Private Capital Flows and the Environment: Lessons from Latin America*. Yale University. Northampton, MA: Edward Elgar.
1. Rivera, J. (1998). The Costa Rican banana industry: Competitiveness and environmental performance. In: Gentry, B. Ed. *Private Capital Flows and the Environment: Lessons from Latin America*. Yale University. Northampton, MA: Edward Elgar.

#### **Book reviews:**

1. Rivera, J. and Turcotte, M. (2005). Community-Driven Regulation: Balancing Development and the Environment in Vietnam, by Dara O'Rourke, London: MIT Press, 2003, 299 pages. *Policy Sciences*, Vol. 37, No. 3-4: 377 – 381.

#### **Refereed conference proceedings**

3. Tashman, P., and Rivera, J. Are Members of Business for Social Responsibility More Responsible? Anaheim, CA: *Academy of Management Best Paper Proceedings*, 2008.
2. Husted, B., Allen, D., and Rivera, J. Making, buying, or collaborating for corporate social responsibility: Evidence from Central America and Mexico. *Proceedings of International Association of Business and Society's Annual Meeting*
1. Rivera, J. (2001). Does it pay to be green in the developing world? Participation in voluntary environmental programs and its impact on firm competitive advantage. Washington DC: *Academy of Management Best Paper Proceedings*.
  - 2001 Best Paper Award for the Organizations and the Natural Environment Division

#### **PRESENTATIONS:**

##### **Refereed conferences:**

23. Rivera, J. (2007). Country context and business responses to environmental policy processes. Policy Sciences Society Annual Meeting. Claremont, CA.
22. Shah, K., and Rivera, J. (2007). Export processing zones and corporate environmental performance in emerging economies. *Academy of Management Conference*, Philadelphia, August 2007.
21. Rivera, J., et al. (2007). Business and Public Policy. *Academy of Management Conference*, Philadelphia, August 2007.
20. Rivera., et al. (2007). Corporate political activity and the policy process. *Conference of International Association for Business and Society*, 2007.
19. Rivera, J., Oetzel, J., de Leon, P, and Starik, M. (2006). Business and the protective policy process in

- emerging markets. *Academy of International Business Conference*, Beijing, China, June 2006.
18. Rivera, J., Oetzel, J., de Leon, P, and Starik, M. (2006). The policy process and business political environmental management strategies in developing nations. *Academy of Management Conference*, Atlanta, August 2006.
  17. Rivera, J., Oetzel, J., de Leon, P, and Starik, M. (2006). Business and environmental policy: the moderating effect of country context. *Conference of the Association of Public Policy Analysis and Management*. Madison, WI. November 2006.
  16. Steelman, T., and Rivera, J. (2005). Do voluntary environmental programs promote the public interest? A policy sciences approach. *Policy Sciences Society Annual Meeting, New Haven, November, 2005*.
  15. Rivera, J., deLeon, P., and Koerber, C. (2005). Pooled time-series assessment of the voluntary environmental performance of the U.S. Ski Industry. *The Association for Public Policy Analysis and Management, Washington DC, 2005*.
  14. Rivera, J, de Leon, P, and Koerber, C. (2005). Is greener whiter yet? The Sustainable Slopes Program after five years. *Academy of Management Conference, Honolulu, August 2005*.
  13. Rivera, J., de Leon, P, and Starik, M. (2005). The policy process and corporate political environmental behavior. *Academy of International Business, 2005 Conference, Quebec City*.
  12. Husted, B., Allen, D. and Rivera, J (2005). Making, buying, or collaborating for corporate social responsibility: Evidence from Central America and Mexico. *International Association for Business and Society, 2005 Conference, Santa Rosa, California*.
  11. Rivera, J. (2004). Environmental protection in the U.S. western ski industry. *Policy Sciences Society Annual Meeting, New Haven, November, 2004*.
  10. Rivera, J. (2004). Is greener whiter? The Sustainable Slopes Program and the voluntary environmental performance of western ski areas. *Academy of Management Conference, New Orleans, August 2004*.
  9. Rivera, J. and deLeon, P. (2003). Voluntary environmental performance of western ski areas: Are participants of the Sustainable Slopes Program greener? *The Association for Public Policy Analysis and Management, Washington DC, November 6-8, 2003*
  8. Rivera, J. and Oetzel, J. (2003). Institutional pressures and voluntary beyond compliance environmental behavior in developing countries: Evidence from Costa Rica. *Academy of Management Conference, Seattle, August 2003*.
  7. Rivera, J. and Oetzel, J. (2002). Foreign investors and environmental performance in emerging markets. *Association of Public Policy Analysis and Management Conference, Dallas, 2002*.
  6. Rivera, J., et al. (2002). Networks between businesses and regulators: A win-win approach to environmental protection? All-Academy Symposium organized for the *Academy of Management Conference, Denver, 2002*.
  5. Rivera, J., and P. deLeon. (2002). Assessing public-private voluntary environmental initiatives: The Sustainable Slopes Program for ski resorts. *Academy of Management Conference, Denver, 2002*.
  4. Rivera, J. (2001). Does it pay to be green in the developing world? *Academy of Management Conference, Washington, D.C., 2001*.
  3. Rivera, J. (2000). A Cognitive view of environmental policy and management. *Academy of Management Conference, Toronto, August 2000*.
  2. Rivera, J. (1999). A punctuated equilibrium view of competitive green businesses in emerging markets. Presented at the *Greening of Industry Network Annual Conference, Chapel Hill, NC, November 1999*.
  1. Rivera J. (1999). Environmental responsibility and business performance: The moderating role of top management cognitive base and values. Presentation at the *Annual Conference of the Business Association for Latin American Studies, New Orleans, April 1999*.

**Recent invited presentations:**

8. Voluntary environmental programs: Are carrots without sticks enough? Tropical Agricultural Research

- and Higher Education Center (CATIE for its initials in Spanish), Costa Rica, May 2008.
7. Country context and business responses to environmental policy processes. CATIE, Costa Rica, May 2008.
  6. Green certification programs: an overview. National Science Council, Guatemala. June 2006.
  5. Opportunities for business and environmental protection in developing countries. Del Valle University, Guatemala. June 2006.
  4. Voluntary environmental certification: The case of Costa Rica. Vrije University, Department of Public Administration and Organization Studies, Amsterdam the Netherlands. January, 2005
  3. Environmental protection in the US western ski industry. US EPA National Center for Environmental Economics Seminar Series. May 2004.
  2. Corporate Environmental Behavior and the Effectiveness of Government Interventions Workshop, US EPA's National Center for Environmental Economics, 2004.
  1. Corporate environmental management and the tourism industry in Costa Rica. Environmental and Social Sustainability Initiative. The George Washington University. February, 2004.

#### **OTHER PUBLICATIONS:**

##### **Case studies published in Spanish:**

9. Rivera, J. (1996). Public-private partnership for the Environment: The tourism industry in Costa Rica. INCAE, Costa Rica.
8. Rivera, J. (1996). The Banana Industry and the environment: The case of Costa Rica. INCAE, Costa Rica.
7. Rivera, J. (1996). Sustainable Development Indicators for the tourism industry. Costa Rican Institute of Tourism. San Jose, Costa Rica.
6. Rivera, J. (1996). Soil Conservation Technology: Linking Productivity and Conservation Policy. Institute for Agriculture Cooperation (IICA). San José, Costa Rica.
5. Rivera, J. (1995). INCSA and the Environment (Corporate Environmental Management). Case study in Costa Rica. INCAE.
4. Rivera, J. (1995). Guaymango (Soil conservation policy). International Maize and Wheat Improvement Center (CIMMYT). México, D.F.
3. Rivera, J. and Rumazo J. (1995). Policies Against Air Contamination in Quito, Ecuador. Case Study in Ecuador. INCAE, Costa Rica.
2. Rivera, J. and Rumazo J. (1995). Parque Metropolitano Bellavista: Parks, Tourism and Conservation Policy. Case study in Ecuador. INCAE, Costa Rica.
1. Rivera, J. and Quijandria G. (1995). Centromin Peru (Privatization and Environmental protection). Case Study in Peru. INCAE, Costa Rica.

#### **HONORS AND AWARDS:**

10. Best paper award nominee, Social Issues in Management Division, Academy of Management Conference, 2008.
9. Dean's Research Scholar 2008-2010. School of Business, The George Washington University.
8. In 2007, my paper (Rivera & de Leon, 2004) examining the voluntary environmental behavior of the US ski industry was selected by the U.S. Environmental Protection Agency among over 200 publications as one of "ten illustrative examples" of research available on the compliance and environmental behavior literature between 1999-2007. See US EPA Report at: <http://www.epa.gov/compliance/resources/reports/compliance/research/index.html>
7. Zayed International Environmental Prize, given to the authors of Millennium Ecosystem Assessment for scientific and technological achievements in environment. 2006
6. Policy Sciences Society's McDougal Prize for Best Published Paper, 2003.
5. Appointed as a Lead Author to the Policy Response Options Group of the United Nations' Millennium Ecosystem Assessment, January 2003 to 2006.
4. Duke University Distinguished Service Award for "outstanding achievement and service in collegiate

activities," 2001.

3. Academy of Management's 2001 Best Paper award for the Organizations and the Natural Environment Division
2. Finalist for the Academy of Management's 2001 William H. Newman Award for Outstanding Papers Based on a Dissertation.
1. San Carlos University (Guatemala's National University): Graduated first in my class. Best Honors Thesis of the School of Chemistry, 1992.

#### **RESEARCH GRANTS:**

9. GW Center for International Business Research Fellowships, 2006 and 2007
8. George Mason University's Summer Research Grant, 2003.
7. University of Colorado's Junior Faculty Development Grant, 2002.
6. Wirth Environmental Research Seed Grant, 2002.
5. MacArthur Foundation-INCAE Dissertation Field Research Fellowship, 1999-2000.
4. Tinker Foundation International Research Fellowship, 1997, 98 and 99.
3. Ford-MacArthur Foundation Social Science Studies Award, 1996.
2. Duke University Latin American Studies Fellowship for Doctoral Studies, 1996-1999.
1. INCAE Business School, Costa Rica: Honors Scholarship for Master's Studies, 1992-94.

#### **GRADUATE STUDENT ADVISING**

5. Peter Tashman, doctoral studies main advisor, 2007.
4. Kristin Lamoureux, dissertation committee member.
3. Michelle Westermann-Behaylo, dissertation committee member.
2. Kalim Shah, dissertation chair, 2005-2007.
  - Mr. Shah was a Fulbright Scholar and a doctoral student at George Mason University.
  - Appointed Director of the Environmental Science Policy Program and the University of Trinidad and Tobago. 2008.
1. Seong-gin Moon, member of dissertation committee at the University of Colorado, 2003-2005

#### **PROFESSIONAL SERVICE ACTIVITIES:**

##### **Refereed journals:**

3. *Business & Society*, Associate Editor (2008-)
2. *Policy Sciences*, Associate Editor (2009-) (Editorial Board Member 2006-2008)
1. *Organization & Environment*, Editorial Board Member (2006-)

##### **University and school Service:**

3. Member of the School of Business's Doctoral Program Committee. Fall 2005 and fall 2006 to date
2. Member of the Advisory Board of the School of Business' Center for Latin American Studies. Fall 2004 to date.
1. School of Business' Representative to GW's Honors Program. Fall 2007.

##### **Other service:**

8. Program Chair-Elect, Academy of Management's Organizations and the Natural Environment Division
7. Elected Secretary of the Policy Sciences Society's Executive Council. 2006-2007.
6. Elected Executive Council Member of the Policy Sciences Society, October 2005-08.
5. Elected Program Team Officer of the Organizations and the Natural Environment Group of the American Academy of Management. 2002 to date.
4. Elected to serve as Co-Chair of Internationalization Team of the Organizations and the Natural Environment Group of the American Academy of Management. 2001-2002

3. Director, Student International Discussion Group, Duke's Nicholas School of the Environment, 1996-2000. Responsible for fundraising more than \$50,000 from sources outside the University. Administered fellowship program for international summer research that provided about \$35,000 in seed grants to more than 25 students.
2. Co-editor of Student's Newspaper. INCAE Business School, Costa Rica. 1993-94
1. Founding Member of Guatemala National University's Chemistry Students Organization, 1988.

#### **PROFESSIONAL AFFILIATIONS:**

4. Academy of Management
3. Association of Public Policy Analysis and Management
2. International Association for Business and Society
1. Policy Sciences Society

#### **MEDIA CITATIONS OF MY RESEARCH**

##### **A. The New York Times:**

1. Johnson, K. 2004. Of Growing Interest: How Green Is My Mountain? *The New York Times*, Sunday, November 14, 2004, D3.

##### **B. The Los Angeles Times:**

1. Durring, C. 2004. Ski resorts not so green. *The Los Angeles Times*, August 31, 2004.

##### **C. National Public Radio:**

1. Fereca, J. 2006. Wal-Mart Into Organics. *National Public Radio, Here on Earth*: Interview. May 20, 2006 Saturday

##### **D. MIT Technology Review**

1. Ashbrand, D. 2004. The slippery slope of voluntary environmentalism. *MIT Technology Review*, September 8, 2004.

##### **E. The Denver Post and The Rocky Mountains News:**

5. Dunn, J. 2006. Study: Going "green" and slippery slope. *The Denver Post*, Tuesday, July 11, 2006. Business section front page.
4. Erickson, J. 2005. Skiing green on Colorado's slopes. *The Rocky Mountains News*, March 19, 2005.
3. The Denver Post Editorial. 2004. Ski "green" policies genuine? *The Denver Post*, Saturday, September 4, 2004 Editorial, page. 15C.
2. Blevins, J. 2004. It is not easy being green. *The Denver Post*, Monday, August 30, 2004. Business section front page.
1. Blevins, J. 2004. Study pans ski areas' green effort. *The Denver Post*, Wednesday, August 25, 2004. Business section front page.

##### **F. Other news media outlets**

22. Vargas, M. 2007. Environmental protection is fundamental for business competitiveness. *Costa Sur*, Year 3, No. 12: March-April 2007. (story published in Spanish in Guatemala).
21. Pacheco, M. 2006. A lover of nature and science. *Siglo XXI*, Monday, August 28, 2006. (story published in Spanish in Guatemala).
20. Calito, I. 2006. Scientists wish to work in the Country. *Prensa Libre*, Tuesday, July 25, 2006. (story published in Spanish in Guatemala).
19. Propson, D. 2006. How green is my hotel? *Travel & Leisure*, August, 2006, page 146-47
18. Rodebaugh, D. Evaluation: Ski areas not so green. *The Durango Herald*, July 20, 2006.
17. Mangu-Ward, K. 2006. The age of corporate environmentalism. *The Reasononline*, February 2006.
16. Berwyn, B. 2006. Ski areas' 'green' image not backed by action. *International Ecotourism Society Newsletter*, Issue 1, 2006.
15. Honey, M. 2006. Green on white: Reforming ski tourism. *International Ecotourism Society Newsletter*, Issue 1, 2006.

14. Blaine, J. 2005. Real greening or just PR? *Forest Magazine*, winter 2005: 8-9.
13. Lowy, J. 2005. New angles on the environment. *Congressional Quarterly Weekly*, April 30, 2005.
12. Johnson, K. 2004. Skiing green: Environment-friendly resorts – or are they? *Seattle Post-Intelligencer*, Thursday, November 11, 2004.
11. Dorsey, J. 2004. Debunking the SACC scorecard. *National Ski Areas Association Journal*, October-November 2004: 11-13.
10. The Green Business Letter. 2004. Is ski industry ‘sustainability’ a snow job? *The Green Business Letter*, September, 2004.
9. The Rutland Herald. 2004. Ski industry's 'green' record questioned. *The Rutland Herald*, Vermont, Aug 25, 2004.
8. The Daily Herald. 2004. Report blasts ski industry's environmental efforts. *The Daily Herald*, Thursday, August 26, 2004.
7. The Vail Daily. 2004. The Report blasts ski industry’s environmental efforts. *The Vail Daily*, August 26, 2004.
6. Hooper, T. 2004. Ski critics give Aspen credit where credit is due. *Aspen Daily News*, Monday, August 30, 2004.
5. D’Ambrosio, D. 2004. Ski industry’s care for the land poor, study says. *The Durango Herald*, Monday, August 30, 2004.
4. Blevins, J. 2004. Ski industry’s ‘green’ claims questioned. *The Salt Lake Tribune*, Monday, August 30, 2004.
3. The Associated Press. 2004. Report blasts ski industry’s environmental efforts. *The Boston Globe*, Monday, August 30, 2004.
2. The Albuquerque Journal. 2004. Skiing Industry Takes Heat. *The Albuquerque Journal*, Thursday, August 26, 2004
1. Local CBSNews: Denver. 2004. Ski slopes’ enviro rules slipping. *CBS News*, August 25, 2004.

#### **PERSONAL REFERENCES:**

1. **William Ascher**, Dean of Claremont McKenna College (former Director of the Center for International Development Research; Duke University). Phone. (909) 607-3071; Email: [william.ascher@mckenna.edu](mailto:william.ascher@mckenna.edu)
2. **Garry Brewer**, Frederick K. Weyerhaeuser Professor of Resource Policy and Management, Yale University. Phone: (203) 432-6379. [Garry.Brewer@yale.edu](mailto:Garry.Brewer@yale.edu)
3. **Stuart Hart**, Samuel C. Johnson Professor of Sustainable Global Enterprise, Johnson School of Management, Cornell University. Phone. (607) 255-0112 ; E-mail: [slh55@cornell.edu](mailto:slh55@cornell.edu)
4. **Robert Healy** (Dissertation Chair), Professor of Environmental Policy and Director of the Center for North American Studies; Duke University. Phone. (919) 613-8025; E-mail: [healy@duke.edu](mailto:healy@duke.edu)
5. **Peter de Leon**, Professor of Public Policy, Graduate School of Public Affairs, University of Colorado at Denver. Phone (303) 556-5978; Email: [pdeleon@carbon.cudenver.edu](mailto:pdeleon@carbon.cudenver.edu).