Research Seminar: Dr. Adel Guitouni
Associate Professor, Gustavson School of Business

Title: Toward a Better Understanding of Value Creation Within Global Value Chains: A Nested Model of Decision Making
Friday, March 23, 2018 from 12:00-1:30 PM in the Business & Economics Building, room 402

ABSTRACT
Scholars have argued in the management and finance literature that rational decision making is implausible without using a single corporate objective function as a guide (e.g., shareholder wealth maximization, stakeholder happiness enhancement, etc.). Yet, decision making within the very large organizational clusters that comprise global value chains (GVCs: groups of vertically related but independent firms that each have their own objectives organized to convert raw materials into finished products and services) continue to function (although imperfectly) despite these supposed impediments. Clearly, our understanding of decision making within large, diverse groups of organizations is lagging despite the urgency of this challenge. To address this shortcoming, we extend Mitchell, Weaver, Agle, Bailey, and Carlson’s (2016) stakeholder agency decision-making framework by developing a nested model that incorporates ‘global’ value measurement along the GVC, Pareto multi-objective aggregation under incommensurability, pluralistic value aggregation across stakeholders, and temporality under informational uncertainty. We believe the nested model contributes as well to the conversations on intracorporate marketplace and sustainability.

To RSVP please contact Sheryl at GSBfacultysupport@uvic.ca or call 250-472-5647