

Sarah Castaldi

Date of birth: 07/10/1986

Nationality: German

RESEARCH INTEREST

My general research interest – the governance of sustainable global supply chains - draws on theories used in international business, supply chain management and responsible business management. More specifically, I am interested in institutional and socio-cultural embeddedness of global supply chains, and how this influences cross-border transfer of sustainability practices across supply chain partners. The focus of my PhD dissertation is on the interplay between internal and external governance structures and how these affect the implementation of sustainability standards at the supplier firm. This emerges from my ambition to understand how firms from different institutional settings can apply and manage diverging organizational practices between geographical locations.

ACADEMIC WORK EXPERIENCE

Post-Doctoral Research Fellow **01/08/2018-Present**
Copenhagen Business School, Department of Management, Society and Communication

Lecturer **01/09/2017-31/07/2018**
University of Groningen, Department of Global Management & Economics

Teaching Assistant **01/09/2009-04/30/2010**
University of Windsor (ON), Department of Economics

Student Consultant **01/01/2010-30/04/2010**
University of Windsor (ON), Centre for Business Advancement & Research (CBAR)

- Offered business consultations to small and start-up businesses, and other organizations in the Windsor-Essex area
- Involved in marketing planning, promotion & executive work
- Created business plans in collaboration with upper year law students

Student Assistant **01/09/2009-31/08/2010**
University of Hohenheim, Department of Information Systems

- Performed analysis of Information Systems focusing on online negotiation platforms
- Created presentations for lectures and PhD seminars in English
- Conducted inquiries into various research topics

EDUCATION

PhD in Economics & Business **01/09/2013-01/11/2018**
University of Groningen, Department of Global Economics & Management

- **Doctoral Thesis Title:** Essays on Global Business Networks, Governance, and Institutions
- **Thesis supervision:** Prof. dr. Sjoerd Beugelsdijk, Prof. dr. Taco van der Vaart, and dr. Miriam Wilhelm
- **Brief Synopsys of Research:** This PhD research contributes to the understanding of how standards and practices can be transferred across global supply chains. More specifically, I investigate the following research question: how can we successfully implement social sustainability practices in the global supply chain? By cooperating with local trade and industry associations, as well as local researchers, I collected primary survey data on 650 textile and garment exporters located in 12 countries in Asia Pacific, Latin America, and Europe. The data was collected over a period of 18 months, and internally funded with a total financial support of 12,000 USD. I find empirical support for the concept of decoupling as a multi-dimensional construct and illustrate how organizational, relational, and institutional factors contribute to successful implementation of social sustainability practices in the textile and garment supply chain.

M.Sc. in Research Master in Economics and Business (MPhil Research) **01/09/2011-31/08/2013**
University of Groningen, Department of Global Economics & Management

- **Overall grade:** Cum Laude

Master Thesis title: International Diversification Strategies of Emerging Market Business Groups: Empirical Evidence from India (grade: very good)

- **Thesis supervision:** Prof. dr. Hans van Ees and dr. Sathyajit Gubbi

B.Sc. in Business & Economics Science (“Wirtschaftswissenschaft”) **01/09/2007-31/08/2011**
University of Hohenheim, Department of Business and Economics, Germany

- **Overall grade:** good
- **Bachelor Thesis title:** International Market and Competitive Analysis: The Chinese Market for Lawn & Garden Equipment (grade: very good)
- Bachelor Thesis written in cooperation with Bosch Lawn & Garden Ltd. in Stowmarket (United Kingdom) from Dec 08, 2010 until Feb 08, 2011
- One-year student exchange at the University of Windsor, Ontario, Canada from 01/09/2009 until 30/04/2010

SUMMARY OF AWARDS & CONSORTIA PARTICIPATION

AOM IM Doctoral Consortium **08/08/2015**
Selection and participation based on demonstrated academic excellence.

AOM OM Doctoral Consortium **02/08/2014**
Selection and participation based on demonstrated academic excellence.

AIB Doctoral Travel Stipend Awards **02/08/2014**
Awarded by the Sheth Foundation Grant and the AIB Foundations for selected full-time PhD students (financial support amounting 1,000 USD)

DAAD Study Abroad Scholarship **01/09/2009**
Landestiftung, Foundation Ontario-Baden-Wuerttemberg
Awarded to a student seeking study abroad opportunities with a demonstration of academic excellence (covers tuition fee at local research institute amounting 10,000 USD)

CONFERENCE PRESENTATIONS AND REVIEWING

Presentations:

Castaldi, S., Beugelsdijk, S., Van der Vaart, T., & Wilhelm, W. Implementation of CSR Best Practices in Global Supply Chains: a Supplier's Perspective, Paper presented at the 2017 Annual Meeting of the Academy of Management, Atlanta, United States.

Castaldi, S., Gubbi, S., Kunst, V.E., & Beugelsdijk, S., When and Where Does Business Group Affiliation Improve Foreign Subsidiary Performance?, Paper presented at the 2016 Annual Meeting of the Academy of Management, Anaheim, United States.

Castaldi, S., Gubbi, S., Kunst, V.E., & Beugelsdijk, S., When and Where Does Business Group Affiliation Improve Foreign Subsidiary Performance?, Paper presented at the 2016 Annual Meeting of the Academy of International Business, New Orleans, Canada.

Castaldi, S., Gubbi, S., & Kunst, V.E., Do Foreign Investments Benefit Business Group Affiliated Firms? Empirical Evidence from India, Paper presented at the 2014 Annual Meeting of the Academy of Management, Philadelphia, United States.

Castaldi, S., Gubbi, S., & Kunst, V.E., Do Foreign Investments Benefit Business Group Affiliated Firms? Empirical Evidence from India, Paper presented at the 2014 Annual Meeting of the Academy of International Business, Vancouver, Canada.

Reviewing:

Academy of Management (AOM)

Academy of International Business (AIB)

01/02/2013-Present

01/02/2013-Present

WORKING PAPERS**Working Papers:**

Castaldi, S., Gubbi, S., Kunst, V.E., & Beugelsdijk, S., Do Business Group Advantages Affect Foreign Subsidiary Performance?. *Revise and Resubmit at the Global Strategy Journal (2nd round)*

Abstract. We know business group affiliation affects the strategic behavior and performance of the affiliated (first-level) firms. But, whether group affiliation advantages also extend to foreign subsidiary (second-level) firms is theoretically unclear and empirically unknown. In this paper, we examine the extendibility of market and non-market advantages of group affiliation beyond the home market to foreign subsidiary performance. We predict that the group affiliation does impact foreign subsidiary performance. The nature of impact is contingent on certain boundary conditions such as the institutional quality of the host market and the nature of activity of the foreign subsidiary. Our model finds empirical support in a large panel of 541 foreign subsidiaries of 170 Indian multinational firms over the period 2003-2012.

Castaldi, S., Wilhelm, M., Van Der Vaart, T., & Beugelsdijk, S. Buyer-supplier collaboration for social sustainability in global supply chains: The moderating role of institutions. Journal Submission by Winter 2018. *Target:* Journal of International Business Studies

Abstract. Implementing sustainability practices in global supply chains is challenging for multinational enterprises. The literature on sustainable supply chains has highlighted the effectiveness of buyer-supplier collaboration—as opposed to a purely audit-driven approach—for ensuring higher levels of supplier compliance with sustainability practices. We suggest that the effectiveness of buyer-supplier collaboration for social compliance is dependent on the institutional context of the supplier. Specifically, we propose that buyer-supplier collaboration enhances a supplier's compliance with social sustainability practices, if the supplier is located in institutional settings with favorable formal and informal institutions that stimulate social sustainability compliance. Using data from 381 apparel and footwear suppliers, which supply to Western European or North American multinational enterprises and are located in both developed and emerging countries, we show that buyer-supplier collaboration is context-specific and only effective in favorable informal settings.

Castaldi, S., Wilhelm, M., Van Der Vaart, T., & Beugelsdijk, S. Implementation Practices in Global Supply Chains. Journal Submission by Spring 2019. *Target:* Organization Science.

Abstract. We advance and extend the theory on decoupling and practice implementation to understand how multinational enterprises can successfully coordinate practice transfer in their global supply chains. Using a unique sample of 438 firms supplying multinationals located in North America and Europe, we find that suppliers' quality of implementation differs in both degree and scope. We propose two underlying mechanisms, namely supplier motivation and multinational enterprise (MNE) involvement, which drive suppliers' practice implementation strategies. We find that both factors determine a supplier's degree and scope of implementation, and affect a supplier's quality of implementation. In fact, while supplier motivation is "necessary", MNE involvement displays a sufficient condition for a high quality of implementation. This has important implications for MNEs' governance relationships with their global supply chain partners.

Castaldi, S., Beugelsdijk, S., Van Der Vaart, T., & Wilhelm, M., Signaling or Window Dressing? The Effect of CSR on Financial Performance. *Target:* Strategic Management Journal.

Abstract. In this evolving paper, we are attempting to understand how CSR implementation affects firms' exporting behavior and its financial performance. The debate on the CSR-performance relationship is controversial with some studies reporting positive, negative, mixed or insignificant effects. Following previous literature on signaling theory, I contend that it depends on the organizational responses to CSR pressures as to whether or not CSR (positively) affects firm performance. We claim that export activities and subsequently performance of suppliers will increase when CSR is used to attract customers by signaling social responsibility, however, if suppliers "walk the talk" and bear the costs of CSR implementation, firm performance will be negatively affected.

COURSES TAUGHT

Master Thesis Supervisor M.Sc. International Business & Management, University of Groningen <ul style="list-style-type: none">• My supervisor supervised me efficiently (5.0/5.0)• In general, I am satisfied with the supervision (5.0/5.0)	01/09/2015-31/08/2017
Bachelor Thesis Supervisor B.Sc. International Business & Management, University of Groningen Student evaluations: <ul style="list-style-type: none">• My supervisor took sufficient time to answer my questions (4.6/5.0)• My supervisor provided me with useful feedback (4.8/5.0)	01/09/2014-31/07/2018
Tutor “Comparative Country Studies” B.Sc. International Business & Management, University of Groningen <ul style="list-style-type: none">• The instructor explained the course topic well (4.8/5.0)• Overall, I am satisfied with this instructor. (4.5/5.0)	01/02/2018-31/04/2018
Tutor “Cross-Cultural Management” B.Sc. International Business & Management, University of Groningen Student evaluations: <ul style="list-style-type: none">• The instructor explained the course topic well (4.4/5.0)• Overall, I am satisfied with the instructor (4.6/5.0)	01/09/2014-31/07/2018
Tutor “Organizational Structure” B.Sc. International Business & Management, University of Groningen Student evaluations: <ul style="list-style-type: none">• The instructor explained the course topic well (4.6/5.0)• Overall, I am satisfied with the instructor (4.7/5.0)	01/09/2017-31/11/2017
Guest Lecturer <ul style="list-style-type: none">• “Corporate Social Responsibility in the Global Value Chain” M.Sc. International Business & Management, University of Groningen• “International Economics & Business” B.Sc. International Business & Management, University of Groningen	01/09/2014-31/08/2018
Teaching Assistant “Intermediate Macro-Economics I and I B.Sc. Economics, University of Windsor, Ontario, Canada	01/09/2009-04/30/2010

TEACHING INTERESTS

Global Value/Supply Chains, Global Governance, CSR/Sustainability, Organization and Society, Comparative Country Analysis, International Management, Emerging Markets.

PROFESSIONAL WORK EXPERIENCE

Student Trainee, Sales Europe Central – Key Account Management Robert Bosch GmbH, Leinfelden-Echterdingen, Germany <ul style="list-style-type: none">• Organized and coordinated events and workshops for customer contact centres within Europe• Developed customer strategies for Key Accounts	21/02/2011-30/08/2011
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Intern, Country Management and International Sales**01/06/2010-11/02/2011**

Bosch Lawn and Garden Ltd., Stowmarket, United Kingdom

- Prepared business strategy presentation for the Managing Director
- Actively contributed to regional growth potential strategies and pricing analysis
- Assisted in the liaison between Country Management and regional sales organizations
- Planned and organized Key Account visits

Intern, Marketing & International Customer Service**01/01/2006-31/03/2006**

Aotera Tourism & Marketing, Christchurch, New Zealand

- Assisted in the identification and penetration of key markets in the tourism branch
- Maintained international customer liaison

OTHERS**Computer Skills**

Statistics (Stata, SPSS, Latent Gold, LISREL)

Survey Tools (Qualtrics)

Language Skills

	<i>Understanding</i>	<i>Speaking</i>	<i>Writing</i>
German	Mother tongue	Mother tongue	Mother tongue
English²	Superior	Superior	Superior
Dutch	Advanced	Advanced	Intermediate
Italian	Advanced	Intermediate	Intermediate
Spanish³	Intermediate	Intermediate	Intermediate

² TOEFL IBT 2013 (107/120)³ Certificate of Spanish school in Antigua (Guatemala): knowledge of intermediate Spanish skills