

**COURSE: SUSTAINABILITY IN CLUSTERS AND GLOBAL
VALUE CHAINS (GVCS)
 (“Sostenibilidad en clusters y cadenas logísticas globales”)**

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COURSE: SUSTAINABILITY IN CLUSTERS AND GLOBAL VALUE CHAINS (GVCS)

The course provides a systematic view of the sustainability challenges in clusters in developing countries. It addresses questions such as how to build capacity in organizations to deal with a rapidly changing context in Global Value Chains (GVCs)? How to create business strategies to work in industrial clusters and participate in GVCs sustainably? What is the role of managers? How is value created, captured, and distributed along value chains? What are the interdependencies and tensions between social, economic and environmental upgrading in industrial clusters and GVCs?

Objectives

- **General objective:** Provide students with a comprehensive understanding of the dynamics shaping economic, social and environmental dimensions of modern industrial cluster formation and Global Value Chains (GVCs)
- **Specific Objectives:**
 - Analyze how to boost innovations in companies that improve industrial cluster ecosystems.
 - Provide a systematic view for addressing questions and sustainability challenges to clusters in developing countries.

Instructor/Professor



Jose A. Puppim de Oliveira holds a Ph.D. in Planning from the Massachusetts Institute of Technology (MIT) and is a faculty member at FGV (Fundação Getulio Vargas), Brazil. He has extensive international experience in teaching, research and academic management in the areas of public and business administration for global environmental change. His experience comprises work in more than 20 countries in all continents. He has been an instructor, consultant and researcher for several organizations such as different United Nations agencies, the OECD, the World Bank, sub-national and national governments, and various NGOs and small and large firms. He has published twelve books and more than 100 articles in peer-reviewed journals and is among the most influential researchers worldwide (<https://elsevier.digitalcommonsdata.com/datasets/btchxktzyw/6>).

Course Structure

- **Class 1 - Global Value Chains and the Global South**

In this class we will introduce students to understanding international trade through the perspective of GVCs.

- **Class 2 - Business Strategy, Supply Chain and Global Environmental Issues**

We will discuss what are the challenges around GVCs and the impacts they cause on their surroundings as well as how climate change is impacting GVCs. Students will also be introduced to the concept of *upgrading* in GVCs that can help address sustainability issues.

- **Class 3 - Strategies for Sustainable Innovation in Clusters and GVCs**

In this class, students will be introduced to some of the innovative means of addressing sustainability challenges for competitive advantage.

Reading Material

- **Class 1 - Global Value Chains and the Global South**

-World Bank (2019). World Development Report: Trading for Development in the Age of Global Value Chains, Washington D.C., World Bank Group. Chapter 1: The new face of trade (p.14-35)

-Horner, R. & Nadvi, K. (2018). Global value chains and the rise of the Global South: Unpacking twenty-first century polycentric trade. *Global Networks*, 18: 207–237.

- **Class 2 - Business Strategy, Supply Chain and Global Environmental Issues**

-De Marchi, V., & Gereffi, G. (2023). Using the global value chain framework to analyse and tackle global environmental crises. *Journal of Industrial and Business Economics*, 50(1), 149–159.

<https://doi.org/10.1007/s40812-022-00253-x>

-Puppim de Oliveira, J. A. & Jabbour, C. J. C. (2017). “Environmental Management, Climate Change, CSR, and Governance in Clusters of Small Firms in Developing Countries Toward an Integrated Analytical Framework”, *Business & Society*, 56(1), 130-151. <https://doi.org/10.1177/0007650315575470>

-Puppim de Oliveira, J. A., Mukhi, U., Quental, C., & de Oliveira Cerqueira Fortes, P. J. (2022). Connecting businesses and biodiversity conservation through community organizing: The case of babassu breaker women in Brazil. *Business Strategy and the Environment*, 31(5), 2618-2634.

<https://doi.org/10.1002/bse.3134>

- **Class 3 - Strategies for Sustainable Innovation in Clusters and GVCs**

-Krishnan, A., De Marchi, V., & Ponte, S. (2023). Environmental Upgrading and Downgrading in Global Value Chains: A Framework for Analysis. *Economic Geography*, 99(1), 25–50.

<https://doi.org/10.1080/00130095.2022.2100340>

-Hartley, S., McLeod, C., Clifford, M., Jewitt S. & Ray, C. (2019) A retrospective analysis of responsible innovation for low-technology innovation in the Global South. *Journal of Responsible Innovation* 6:143-162,

<https://doi.org/10.1080/23299460.2019.1575682>

-Franco, I. B., Puppim de Oliveira, J. A., & Ali, S. H. (2018). Peace with Hunger: Colombia’s checkered experience with post-conflict sustainable community development in emerald-mining regions.

Sustainability, 10(2), 504. <https://doi.org/10.3390/su10020504>



#3 THINK TANK IN THE WORLD (UPenn, 2021)

Gracias!

Thank you!

Obrigado!

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