

John W. Maxwell

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Business Economics and Public Policy,
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Citizenship: USA and Canada

Education

- Ph. D. (Economics) Queen's University, Canada, October 1993.
- M. A. (Economics) Queen's University, Canada, October 1987.
- BSc. Specialization (Mathematics) Acadia University, May 1986.

Fellowships

- FRSA.
- Research Fellow CCISSR (The China Center for Insurance and Social Security Research) Peking University (Beijing University).
- Senior Fellow, ZEI (Center for European Integration Studies) University of Bonn, Germany.

Research

- Corporate Environmentalism and Public Policy
 - Non-market Strategy/ Risk Management
 - Contest Games/Conflict Dynamics Involving Resource Scarcity

Professional Experience

- W. George Pinnell Professor of Business Economics and Public Policy, Kelley School of Business, Indiana University 2009- present.
- Chairperson, Department of Business Economics and Public Policy, Kelley School of Business, Indiana University. 2010- 2016.
- Research Professor, Richard Ivey School of Business, University of Western Ontario, 2009 – present.
- Board Member, Alliance for Research in Corporate Sustainability, 2008- present.
- Research Fellow China Center for Insurance and Social Security Research, Peking University, 2008 – present.
- Senior Fellow, ZEI (Center for European Integration Studies) University of Bonn, Germany. 1998 - present.
- Professor, Business, Economics and Public Policy. Richard Ivey School of Business, University of Western Ontario, 2008 – 2009.
- Academic Director, Lawrence National Center for Policy and Management, Richard Ivey School of Business, 2008 - 2009.
- Professor, Department of Business Economics and Public Policy, Kelley School of Business, Indiana University. 2007 - 2009.
- Chairperson, Department of Business Economics and Public Policy, Kelley School of Business, Indiana University. 2006- 2008.
- Associate Professor, Department of Business Economics and Public Policy, Kelley School of Business, Indiana University. 2000 - 2007.
- Chairperson of the International Scholars Advisory Committee to the Department of Environmental Resource and Development Economics, School of Economics, Peking University (Beijing University), 2003- present.
- Adjunct Associate Professor, Department of Economics, Indiana University, 2003 - present.
- Adjunct Professor, Peking University School of Economics, 2002 - present.
- Affiliated Faculty Member, Workshop in Political Theory and Policy Analysis, Indiana University, 2000 - present.
- Visiting Professor, Department of Economics, University College London January-August 2002.
- Assistant Professor, Department of Business Economics and Public Policy, Kelley School of Business, Indiana University. 1993 - 2000.
- Visiting Professor, School of Economics and Guanghua School of Management, Peking University (Beijing University), Beijing, P.R.C. July 1996.
- Faculty Development in International Business Program. Thunderbird (The American Graduate School of International Management) and the University of Colorado, June 1995

Research

- Associate Editor, *European Economic Review*

- Associate Editor, *International Journal of Business and Economics*.

Books and publications in refereed journals

1. “Self-Regulation and Regulatory Flexibility: Why Firms May be Reluctant to Signal Green” Lyon, Thomas P. and John W. Maxwell. 2016. *Advances in Strategic Management*, Vol 34, pp. 301-329.
2. “Environmental Corporate Social Responsibility: A Theoretical Perspective” Lyon, Thomas P. and John W. Maxwell. [Reprint] *Economics of Corporate Social Responsibility*, Abagal McWilliams (Ed.), 2014, Edward Elgar Press.
3. “Self-regulation and Social Welfare: The Political Economy of Corporate Environmentalism,” Maxwell, John W., Thomas P. Lyon and Steve C. Hackett. [Reprint] *Economics of Corporate Social Responsibility*, Abagal McWilliams (Ed.), 2014, Edward Elgar Press.
4. Harbaugh, Rick, John W. Maxwell and Beatrice Roussillon. 2011. “Label Confusion: The Groucho Effect of Uncertain Standards.” *Management Science*, 57(9), pp 1512-1527. [Lead Article]
5. “On Conflict over Natural Resources” Rafael Reuveny, John W. Maxwell and Jefferson Davis. *Ecological Economics*, Vol. 70, IS 4, February, 2011.
6. “Greenwash” Lyon, Thomas P. and John W. Maxwell. *Journal of Economics and Management Strategy*, Vol. 20, IS 1 pp 3-41.[Lead Article]
7. “Environmental Inspection Proclivity and State Manufacturing Growth,” Decker, Christopher S. and John W. Maxwell. *Annals of Regional Science*, pp.1-20,2011.[Lead Article].
8. “Dynamic Continuing Conflict” Rafael Reuveny, John W. Maxwell, and Jefferson Davis. *Defense and Peace Economics*. Vol 22, IS 5, pp. 471-492.
9. “Environmental Corporate Social Responsibility: A Theoretical Perspective” Lyon, Thomas P. and John W. Maxwell. *Review of Environmental Economics and Policy*, Volume 2, No. 2, pp. 240-260. Summer 2008.
10. “Environmental Public Voluntary Programs Reconsidered,” Lyon, Thomas P. and John W. Maxwell. *Policy Studies Journal* (Symposium on Voluntary Environmental Programs) Volume 35 Issue 4 pp. 723-750, November 2007.

11. "Voluntary Environmental Investments and Responsive Regulation," Maxwell, John W. and Christopher S. Decker. *Journal of Environmental and Resource Economics*, Vol. 33, No. 4, pp. 425-439, April 2006. [Lead Article]
12. "Continuing Conflict," Maxwell, John W. and Rafael Reuveny. *Journal of Economic Behavior and Organization*, Vol. 58, No. 1, pp. 30-52, September 2005.
13. Trade and Environment: Theory and Policy in the Context of EU Enlargement and Economic Transition, Editors, Maxwell, John W. and Rafael Reuveny. Edward Elgar Press (FEEM Series) 2005.
14. Corporate Environmentalism and Public Policy, Lyon, Thomas P. and John W. Maxwell. Cambridge University Press, Cambridge, UK. December 2004.
15. "Astroturf Lobbying," Lyon, Thomas P. and John W. Maxwell. *Journal of Economics and Management Strategy*, Vol. 13, No. 4, pp. 561-597, Winter 2004. [Lead Article]
16. "Private vs. Public Regulation: The Political Economy of the International Environment," Heyes, Anthony and John W. Maxwell. *Journal of Environmental Economics and Management*, Vol. 48, No. 2, pp. 978-996, September 2004.
17. "Self-Regulation, Taxation and Public Voluntary Environmental Agreements," Lyon, Thomas P. and John W. Maxwell. *Journal of Public Economics*, Vol. 87, No. 7, pp. 1453-1486, August 2003.
18. "Deficits, Empty Individual Accounts, and Transition Costs: Restructuring Challenges Facing China's Pension System," Sun, Qixiang and John W. Maxwell. *Journal of Insurance Issues*, Vol. 25, No. 2, pp.103-126, Fall 2002.
19. "Conflict and Renewable Resources," Reuveny, Rafael and John W. Maxwell. *Journal of Conflict Resolution*, Vol. 45, No. 6, pp. 719-742, December 2001.
20. "Comparative Advantage, Trade, and Transboundary Pollution," Lehr, Carol and John W. Maxwell. *Open Economies Review*, Vol. 11, No. 3, pp. 205-227, July 2000.
21. "Self-regulation and Social Welfare: The Political Economy of Corporate Environmentalism," Maxwell, John W., Thomas P. Lyon and Steve C. Hackett. *Journal of Law and Economics*, Vol. 43, No. 2, pp. 583-618, October 2000.
22. "Quality Leadership when Regulatory Standards are Forthcoming," Lutz, Stefan, Thomas P. Lyon and John W. Maxwell. *Journal of Industrial Economics*. Vol. 48, No. 3, pp. 331-348, September 2000.

23. "Resource Scarcity and Conflict in Developing Countries," Maxwell, John W. and Rafael Reuveny. *Journal of Peace Research*, Vol. 37, No. 3, pp. 301-322, May 2000.
24. Empirical Studies of Environmental Policies in Europe, Editors, Maxwell, John W. and Juergen von Hagen. Kluwer Academic Publishers, Boston, 2000.
25. "Minimum 'Quality' Standards in a Horizontally Differentiated Market," Maxwell, John W. *Advances in Applied Microeconomics: Industrial Organization*, Vol. 9, pp. 265-277, Elsevier, Amsterdam 2000.
26. "Corporate Environmental Strategies as Tools to Influence Regulation," Lyon, Thomas P. and John W. Maxwell. *Business Strategy and the Environment*, Vol. 8, No. 3, pp. 189-196, May-June 1999.
27. "On Marketization Operation of Life Insurance Investments," Sun, Qixiang and John W. Maxwell. *Economic Research Journal*, Vol. 12, No. 10, pp. 48-57, 1998.
28. "Free Trade and Arms Races," Reuveny, Rafael and John W. Maxwell. *Journal of Conflict Resolution*, Vol. 42, No. 6, pp. 771-803, December 1998.
29. "The Impact of Industry Structure and Penalty Policies on Incentives for Compliance and Regulatory Enforcement," Lear, Kelly and John W. Maxwell. *Journal of Regulatory Economics*, Vol. 14, No. 2, pp. 127-148, September 1998.
30. "Minimum Quality Standards as a Barrier to Innovation," Maxwell, John W. *Economics Letters*, Vol. 58, No. 3, pp. 355-360, March 1998.
31. "Pollution Policy: The Role of Publicly Provided Information," Kennedy, Peter W., Benoit LaPlant and John W. Maxwell. *Journal of Environmental Economics and Management*, Vol. 26, No. 1, pp. 31-43, January 1994.

Cases

32. GW Pharmaceuticals (with Jordi Badia, Global Quantum Leap)

Book Chapters and Practitioner Journals

33. "On the Profitability of Corporate Environmentalism" Lyon, Thomas P. and John W. Maxwell, Chapter 25 in Oxford Handbook of Managerial Economics, Oxford University Press, Oxford, UK, *Forthcoming* 2013.
34. "Voluntary Environmental Agreements as a Tool for Pollution Reduction in China." 2011 Beijing Forum Papers and Proceedings, Peking University Press, Beijing, 2012.

35. "The Economics of NGO Behavior" Maxwell, John W. Good Cop, Bad Cop: Environmental NGOs and Their Strategies Towards Business. Thomas P. Lyon (Ed.) RFF Press, Washington DC, 2010.
36. Voluntary Environmental Programs Reconsidered, Lyon, Thomas P. and John W. Maxwell, Chapter 6 in Voluntary Environmental Programs: A Policy Perspective, Lexington Books, 2009.
37. "Does "Green" Corporate Social Responsibility Benefit Society?" Lyon, Thomas P. and John W. Maxwell. Weekly Policy Commentary, *Resources*, Resources For the Future Press, Washington, DC. January, 2009.
38. "Greenwash," Lyon, Thomas P. and John W Maxwell. *Administrative & Regulatory Law News, American Bar Association*, Vol 32 No. 4, pp. 9-11. Summer 2007.
39. China's Insurance Industry: Challenges and Opportunities, Sun, Qixiang and John W. Maxwell. *International Insurance Quarterly*. Vol.19 No. 4, January 2006.
40. "Introduction," Maxwell, John W. Trade and Environment: Theory and Policy in the Context of EU Enlargement and Economic Transition, Edward Elgar Press (FEEM Series), pp. 1-16. 2005.
41. "Public Voluntary Programs for Mitigating Climate Change," Lyon, Thomas P. and John W. Maxwell in Voluntary Approaches to Climate Policy, Editors: Andrea Baranzini and Philippe Thalmann, Edward Elgar Press, pp. 126-142, 2004.
42. "Voluntary Approaches to Environmental Regulation," Lyon, Thomas P. and John W. Maxwell in Economics Institutions and Environmental Policy, Editors: Maurizio Franzini and Antonio Nicita, Ashgate Publishing, Brookfield, Vermont, pp. 75-120, 2002.
43. "An Institutional Analysis of US Voluntary Environmental Agreements," Maxwell, John W. in Environmental Contracts: Comparative Approaches to Regulatory Innovation in Europe and the United States, Editors: Eric Orts and Kurt Deketelaere, Kluwer Law International, Dordrecht, pp. 333-348, 2001.
44. "Introduction," Maxwell, John W. and Juergen von Hagen in Empirical Studies of Environmental Policies in Europe, Kluwer Academic Publishers, Boston, pp. vii – xiv, 2000.
45. "An Initial Examination of the U.S. EPA's 33/50 Program," Maxwell, John W. in Empirical Studies of Environmental Policies in Europe, Editors: John W.

- Maxwell and Juergen von Hagen. Kluwer Academic Publishers, Boston, pp. 147-168, 2000.
46. "Voluntary Approaches to Environmental Protection," Lyon, Thomas P. and John W. Maxwell in Security, Trade and Environmental Policy: A US/European Union Transatlantic Agenda, Editor: Charles Bonser, Kluwer Academic Publishers, Boston, pp. 259-266, 2000.
 47. "Entering China's Insurance Market," Sun, Qixiang and John W. Maxwell. *Resource*, pp. 34-37, August 1997.
 48. "Leveraging Domestic Regulations for Competitive Advantage Abroad," Maxwell, John W. *Global Connections*, Vol. 5, Issue 1, pp. 9 and 14, Fall 1997.
 49. "Selling Sophisticated Services in China: Insurance Markets," Sun, Qixiang and John W. Maxwell. *Global Connections*, Vol. 4, Issue 3, pp. 12 and 14, Spring 1997.
 50. "What to do When Win-Win Won't Work: Environmental Strategies for Costly Regulation," Maxwell, John W. *Business Horizons*, Vol. 39, No. 5, pp. 60-63, September-October 1996.

Work in Progress

51. "Too Good to be True" (with Rick Harbaugh, Indiana University and Kelley Shue, University of Chicago)
52. "Participation in the UN Global Compact," (with Mike Toffel, Harvard University, and Susan Kayser, Kelley School of Business).
53. "Managerial Responses to Sequential Targeting by Activists" (with Guy Holburn, Ivey, UWO, and JP Bonardi, Lausanne U.)
54. "Eco – Labels, Consumer Learning and Clean Technology Adoption," (with Anthony Heyes, RHC, London University and Peter W. Kennedy, University of Victoria).

Seminar and Conference Presentations

Recent Seminars and Conference Presentations (Invited and Competitive)

- Self-Regulation and Regulatory Flexibility: Why Firms May be Reluctant to Signal Green. 2016 Annual meeting of the Society for Institutional and Organizational Economics, Paris France, June 2016.
- The Role of Diffusion in Systemic Change. Bretesch ARCS Wrokshop of Systemic Change for Sustainability, Missillac France, June 2016.
- Participation in the UN Global Compact: The Role of Stakeholder Pressure. Georgia Tech University, April 2015.
- Self-Regulation and Regulatory Flexibility. World Congress of Environmental and Resource Economists, Istanbul, Turkey, 2014
- Too Good To Be True? Queen's School of Business, June 2014.
- Negotiated Environmental Agreements and Self-Regulation: Substitutes or Complements. IZA, Bonn University, July 2012.
- Product Labeling, Peking University, Beijing , China, November 2011.
- Voluntary Agreements and Pollution Reduction in China, Beijing Forum, November 2011.
- Negotiated Environmental Agreements and Self-regulation, George Washington University, October 2011.
- Negotiated Environmental Agreements and Self-regulation, European Environmental and Resource Economics Association Meetings, Rome Italy. July 2011.
- Negotiated Environmental Agreements and Self-regulation, The Economics of Corporate Social Responsibility. Ecole Des Mines and Paris I (Sorbonne) . June 2011.
- Negotiated Environmental Agreements, University of Guelph, April, 2011.
- 2010 World Congress of Environmental and Resource Economists, Montreal.
- Preempting Uncertain Regulatory Threats, Paris School of Economics, November 2009.
- Preempting Uncertain Regulatory Threats, Ecole Des Mines, November 2009.
- Uncertain Standards, University of Lausanne, University of Lyon, November 2009.
- Sustainability Risk Management: NGOs and the Policy Life Cycle, 2009 Annual Meeting of the Asia-Pacific Risk and Insurance Association, Beijing, June.
- Uncertain Standards, Erb Institute, University of Michigan, Ross School of Business, April 2009.
- Uncertain Standards, Department of Economics, University of Western Ontario, March 2009.
- Labeling Uncertainty, University of Toronto, Rotman School of Business, September, 2008
- Workshop on Disclosure, Georgetown Center for Business and Public Policy, Washington DC, January, 2009.
- Non-Market Risk Management: The Rise of Civil Regulation and Implications for Corporate China, China Center for Insurance and Social Security Research, Peking University, Beijing, China, June 15th, 2007.
- What Do NGOs Want? Erb Institute, Ross School of Business, University of Michigan, May 4th – 6th , 2007.
- Workshop on Industry Self-Regulation, Harvard Business School, Harvard University, February 16th-17th, 2007.

- Conference on Corporate Social Responsibility, Yale School of Management and Yale School of Forestry and Environmental Studies, Yale University January 13-15, 2007
- Canadian Resource and Environmental Economics Study Group, Acadia University, Nova Scotia, Canada, Fall 2006.
- Third World Congress of Environmental and Resource Economists, Kyoto, Japan, Summer 2006.
- American Economics Association Annual Meeting, Boston, MA, 2006.
- Strategy and the Business Environment Conference, Northwestern University 2005.
- European Association of Environmental and Resource Economists Annual Meeting – Bremen, Germany, 2005.
- American Economics Association Annual Meeting, Philadelphia, PA, 2005.
- American Environmental and Resource Economics Association Annual Winter Meeting at the American Economics Association Annual Meeting, San Diego, California, 2004.
- Workshop on Carbon Flows between Eastern and Western Europe, Milan, Italy, Fondazione Eni Enrico Mattei and ZEI. July 5-6 2002. (Workshop Chairman and Organizer)
- Canadian Resource and Environmental Economics Study Group – University of Montreal, Montreal, Canada, 2002.
- International Environment Agency Workshop on Government-Industry Cooperation to Improve Energy-efficiency and the Environment Through Voluntary Action, Washington D.C., February 22, 2001.
- Canadian Resource and Environmental Economics Study Group – University of Guelph, Ontario, Canada, 2000.
- Concerted Action on Voluntary Agreements Workshop Voluntary Approaches: Competition and Competitiveness, Milan, Italy May 25-26 2000.
- European Association of Environmental and Resource Economists Annual Meeting, Crete, Greece, 2000.
- European Association of Environmental and Resource Economists Annual Meeting, Oslo, Norway, 1999.
- Workshop on Empirical Evaluations of European Environmental Policy, University of Bonn, Germany, 1998.
- Concerted Action on Voluntary Agreements Workshop on the Efficiency of Voluntary Agreements, Copenhagen Denmark, May 25-26 1999. (Keynote address)
- Environmental Contracts and Regulatory Innovation: Comparative Approaches in Europe and the United States. A Wharton Impact Conference, Wharton Business School and the University of Pennsylvania Law School, September 24-25, 1999.
- Workshop on Empirical Studies of Environmental Policies in Europe, ZEI, Bonn, Germany. (Workshop Chairman and Organizer)
- Conference on Corporate Environmental Strategy, University of Michigan, 1996.
- Business Strategy and the Environment Conference, University of Leeds, 1995.
- American Economics Association Annual Meeting, New Orleans, Louisiana, 1997.
- Western Economics Association Annual Meeting – Vancouver, Canada, 1995.
- Eastern Economics Association Annual Meeting – New York 1995.

- Canadian Economics Association Annual Meeting – Various. (1989-1995)

Past Seminar Presentations

- Georgia Tech, Cambridge University, University College London, Oxford University, University of Victoria, Royal Holloway, University of London, University of Illinois, Purdue University, Peking University, University of Venice /Fondazione Eni Enrico Mattei, University of Bologna, University of Kentucky, Penn State University, Catholic University of Leuven, AKF Copenhagen, Denmark, IUPUI (Indianapolis), University of Windsor, University of Bonn, University of Toronto, Queen's University, University of New South Wales (Australia), Laval University, Indiana University Workshop in Political Theory.

Refereeing

- *Quarterly Journal of Economics, Management Science, Journal of Economics and Management Strategy, SSHRC, California Management Review, American Economic Journal-Policy, American Economic Review, Cambridge University Press, 2011 Meetings of the European Environmental and Resource Economists Annual Meeting (Rome) – Selection panel, World Congress of Environmental and Resource Economists (Montreal) – Selection panel, 2006 World Congress of Environmental and Resource Economists (Kyoto) – Selection panel, 2010 World Congress of Environmental and Resource Economists (Montreal) – Selection panel, Journal of Economic Theory, Journal of Law Economics and Organization, European Review of Agricultural Economics, Oxford Economic Papers, World Development, Journal of Policy Analysis and Management, Journal of Economics and Management Strategy, Environmental and Resource Economics, Journal of Public Economics, Contemporary Economic Policy, Journal of Environmental Economics and Management, Environment and Development Economics, International Economic Review, Advances in Economic Analysis and Policy, European Economic Review, Political Research Quarterly, Resource and Energy Economics, Productions and Operations Management, Public Finance and Management, Canadian Journal of Economics, Journal of Regulatory Economics, Open Economies Review, Journal of Industrial Economics, International Journal of Industrial Organization, Southern Economic Journal, American Journal of Agricultural Economics, Production and Operations Management, Management Institute for Environment and Business (The World Resources Institute), and the Social Science and Humanities Research Council of Canada.*

Teaching

Awards and Recognition

- 2015 Kelley School of Business Trustees Teaching Award nomination.
- 2003 Excellent Instructor General Motors Tech-Ed Program (Managerial Economics)
- 2001 MBA Teaching Excellence Award recipient
 - Voted by Kelley MBA Students
- 2001 PhD Innovative Teaching Award recipient.
 - Voted by the Doctoral Policy Committee
- Nominee for the Sauvain Teaching Award. Awarded to the outstanding undergraduate professor in the Kelley School of Business. 1998-1999 and 1999-2000

Areas of Teaching Specialization

- Game Theory and Business Strategy
- Business and the Environment
- Regulation and Antitrust
- Industrial Organization
- Business and Public Policy
- Microeconomic Theory

Courses Taught (* denotes course developed or co-developed from scratch)

Doctoral Level

- Economic Theory in Business Decisions 1 (Microeconomic Theory)*
- Industrial Organization and Business Strategy 1 (Class in Industrial Organization taught to PhD candidates from the department of Economics and the department of Business Economics)
- Current Research in Environmental Economics (Seminar taught to PhD candidates from department of Business Economics and the School of Public and Environmental Affairs)*

MBA Level

- Corporate Non-Market Strategy*
- Business Strategy and the Environment*
- Thinking Strategically Game Theory and Business Strategy*
- Power Pricing*
- The Economic Environment of Business
- Economics for Managers*

Undergraduate Level

- Non-Market Risk Consulting
- Global Environment of Business
- Sustainable Enterprise: Strategic CSR*
- Game Theory and Business Strategy*
- Business Enterprise and Public Policy
- Economic Strategy for a Global Environment
- Managerial Economics and Business Strategy

Ph.D Thesis Supervision (denotes principal advisor)*

Dan Matisoff (IU SPEA), University of Georgia

Beatrice Rousillon, University of Manchester.

Kyle Anderson – Indiana University KSB.

Robert Ridlon – SKK University, Seoul, Korea.

Dong Chen* – Peking University

Susan Chen – University of North Dakota

Qiang Fu – National University of Singapore

Li Jing – Simon Fraser University

Christopher Decker* - University of Nebraska (Omaha)

Kelley Lear-Nordby* – LECCG

Committee Member for various Ph.D. Candidates from the Department of Economics, IU.

Memberships in Professional Groups and Organizations

- Fellow of the Royal Society for the Arts, Manufactures and Commerce (FRSA), Founding Board Member, Alliance for Research in Corporate Sustainability, Network for Business Sustainability, American Economic Association, Canadian Economic Association, Association of Environmental and Resource Economists, European Association of Environmental and Resource Economists, Canadian Resource and Environmental Economics Study Group, Global Network of Environmental Economists, Western Economics Association, Workshop in Political Theory and Policy Analysis.