

GRAHAM BULLOCK

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ACADEMIC APPOINTMENTS

Davidson College

Assistant Professor

August 2011 - Present

Political Science Department

Environmental Studies Department

Duke University Fuqua School of Business

Visiting Assistant Professor

August 2013 - Present

EDUCATION

University of California, Berkeley

PhD, Environmental Science, Policy, and Management

2011

Dissertation: Green Grades – The Popularity and Effectiveness of Information-Based Environmental Governance Strategies

Kate O'Neill (Chair), Keith Gillless, David Levine, David Vogel

Exam Fields: Corporate Sustainability, Environmental Ethics, Public and Private Governance, Environmental Science

Harvard University John F. Kennedy School of Government

Master in Public Policy (MPP)

2005

Master's Thesis: Engaging Voices – Stakeholders and the Development of National Environmental Indicators

William Clark (Faculty Advisor), Archon Fung, Guy Stuart

Princeton University

A.B. Summa Cum Laude

1999

Major: Ecology and Evolutionary Biology

Five Year Certificate in East Asian Studies

Senior Thesis: Evaluating 'Ecotourism' – Case Studies of Tourist

Resource Needs from Yunnan Province, China

Andy Dobson (Faculty Advisor)

HONORS AND AWARDS

Davidson College Faculty Study and Research (FS&R) Grant for a student research fellow to analyze sustainability ratings in the higher education sector

2012

- Davidson College Curriculum Development Grant** to integrate a community-based learning component into POL 472: Citizens, Consumers and the Environment 2012
- Academy of Management Organizations and Natural Environment (ONE) Best Dissertation Award** First Runner-Up 2011
- University of Wisconsin's National Science Foundation (NSF) IGERT Associate Award** to conduct research on ecotourism in China's Yunnan Province 2010
- Intel Research's People and Practices (PaPR) Grant** for "Cultural Politics of Technology Consumption" Research 2009
- Stone Award** for the Best Masters Paper on Environmental and Resource Policy at the Harvard Kennedy School 2005
- National Science Foundation (NSF) Graduate Research Fellowship** to support three years of graduate-level research. 2003
- Princeton Ecology and Evolutionary Biology Department Prizes** for most outstanding undergraduate work and best theoretical thesis 1999
- Kenneth Harris Memorial Award** for contributions made to the ethical and moral life of Princeton University 1999
- John Fischer Zeidman Fellowship** providing a full scholarship to study Chinese language in Beijing 1996

WORKS IN PROGRESS

"The Panda Takes on Bling: World Wildlife Fund's Hybrid Strategy to Change the Luxury Industry," book chapter accepted for publication in "Sustainable Luxury," to be published by Greenleaf Publishing in 2014.

"Principled Principals Seeking Credible Agents: Transparency, Independence, and Expertise in Environmental Ratings and Certifications" (submitted for review)

"The Power and Politics of Information: Who Persuades the Persuaders?" (draft under revision)

"Ecology of Eco-Labels: The Ecology of Eco-Labels: Information-Based Environmental Governance in the Electronics Sector" (draft under revision)

“The Consumer/Citizen Relationship across Time and Space: Millennial Perspectives on Responsible Citizenship in Different Issue Domains” (draft under revision)

“Making the Grade: The Comprehensiveness and Validity of Higher Education Sustainability Assessments,” with Nick Wilder (draft under revision)

“Beyond Framing: Testing a ‘Respond and Deliver’ Political Communication Strategy,” with Alex Theodoridis (draft in process)

“It’s the End of the World as We Know It? Utility for Outcomes and Views on Climate Change Policy,” with Alex Theodoridis (draft in process)

“A Tale of Two Social Movements: Comparing the Politics of Slavery and Climate Change,” with David Blake (draft in process)

PUBLICATIONS AND CONFERENCE PRESENTATIONS

“Who Persuades the Persuaders? Power and Accountability in Information-Based Governance Strategies” 2013

Poster presented at the 2013 Annual Meeting of the American Political Science Association, Chicago, IL.

“The Consumer/Citizen Relationship across Time and Space: Millennial Perspectives on Responsible Citizenship in Different Issue Domains” 2013

Paper presented at Sustainable Consumption Research and Action Initiative (SCORAI) Conference, Clark University, Worcester, MA.

“Judging Sustainability Claims: Consumer Preferences for Product Eco-Labels” 2012

Poster presented at the Annual Conference of the Society for Judgment and Decision Making, Minneapolis, MN.

“Environmental Evaluations of Companies and Products: The Role of Academia” 2012

Presentation delivered at the Annual Meeting of the Association for Environmental Studies and Sciences (AESS), Santa Clara, CA.

“Quis Custodiet Ipsos Custodes? Expertise and Democracy in Eco-Label Accountability” 2011

Presentation delivered at the Annual Meeting of the Society for Social Studies of Science, Cleveland, OH.

- “Greening the Dragon: Sustainable Development in China”** 2011
Presentation delivered at the SE World Affairs Institute, “Going Green around the World,” Black Mountain, NC.
- “Consumer-Oriented Transparency: Recent Trends in Corporate Sustainability and Accountability”** 2011
Presentation delivered at SRG’s Bolder Innovation Executive Panel, Boulder, CO.
- “Green Demand: Consumer Preferences for Different Types of Product Eco-Labels and Corporate Sustainability Rating”** 2011
Paper presented at the University of Michigan’s Ross School of Business Conference, “What Makes A Difference and Why,” Ann Arbor, MI.
- “The Ecology of Eco-Labels: Information-Based Environmental Governance in the Electronics Sector”** 2010
Paper presented at the University of Michigan’s Ross School of Business Conference, “Informing Green Markets: The Roles of Industry, NGOs, and Government,” Ann Arbor, MI.
- “The Poor Man’s Strategy? Information-Based Environmental Governance in Hard Times”** 2010
Paper presented at the 2010 Annual Meeting of the American Political Science Association, Washington, DC.
- “Information-Based Environmental Governance: Understanding the Emergence and Popularity of Eco-Labels and Environmental Ratings”** 2009
Presentation delivered at the Annual Meeting of the Association for Environmental Studies and Sciences, Madison, WI.
- “Green Grades of Companies and Products: Legibility and Co-Production in Information-Based Environmental Governance Strategies”** 2009
Presentation delivered at the Annual Meeting of the Society for Social Studies of Science, Washington, DC.
- “The Consumerization of Environmental Information through Eco-Labels and Environmental Ratings”** 2009
Paper presented at the Intel Research People and Practices Workshop on the Cultural Politics of Technology Consumption, Beaverton, OR.

“Engaging Voices: Stakeholders and the Development of National Environmental Indicators (Case Studies from the Sustainable Roundtables, EPA, and the Heinz Center)” 2006

Discussion Paper (2006-4) published by the Belfer Center for Science and International Affairs, John F. Kennedy School of Government, Harvard University.

“Creating Positive Synergies in Mountain-Based Ecotourism Development: Case Studies from the Yunnan Great Rivers Project” 2003

Paper published in 2nd International Montane Mountain Southeast Asia (MMSEA II) Conference Proceedings.

“Creating a Comprehensive Community-Based ‘Ecotourism’ Development Process: A Case Study from Lashihai Watershed in Lijiang County, Yunnan Province” 2000

Paper published in Links between Cultures and Biodiversity: Proceedings of Cubik 2000. Kunming, Yunnan: Yunnan Science and Technology Press.

TEACHING EXPERIENCE

Assistant Professor – “American Politics,” “Environmental Politics,” “Methods and Statistics in Political Science,” “Politics of Information,” “Environmental Social Sciences,” “Citizens, Consumers, and the Environment” 2011

Davidson College

Currently teaching these six courses at Davidson College.

Graduate Student Instructor – “Environmental Policy, Administration, and Law” 2011

University of California, Berkeley

Delivered lectures and led discussion for Professor Alastair Ile’s upper division course

Guest Lecturer – “Measuring Product and Company Performance” 2010

University of California, Berkeley

Delivered guest lecture in Tony Kingsbury’s undergraduate business school course on Sustainability: Business Measures for Success

Graduate Student Instructor – “International Environmental Politics” 2009

University of California, Berkeley

Taught two sections of Professor Kate O’Neill’s upper division course, which included a total of 42 undergraduates and required grading of most of their assignments

- Guest Lecturer – “A Multi-Methods Research Strategy: Analyzing the Popularity of Environmental Ratings in the Electronics Sector”** 2009
University of California, Berkeley
Delivered guest lecture in Patina Mendez’s Methods in Environmental Sciences undergraduate course
- Guest Lecturer – “Non-State Global Environmental Governance”** 2009
University of California, Berkeley
Delivered guest lecture in Professor Kate O’Neill’s International Environmental Politics course
- Guest Lecturer – “Labor and Environmental Standards in Emerging Markets”** 2006
University of California, Berkeley
Delivered guest lecture in Professor David Levine’s Business Strategies in Emerging Markets MBA course
- Guest Lecturer – “The History and Diversity of Eco-Labels and Certifications”** 2006
University of California, Berkeley
Delivered guest lecture in Professor Dara O’Rourke’s Governance of Global Production graduate seminar
- Lead Instructor – “Eco-Guide Training Course”** 2002
The Nature Conservancy, China Program
Designed curriculum and led instruction of 30 villagers in natural history, botany, ornithology, cultural history, interpretation, and English language

MEDIA AND PANEL PRESENTATIONS

- “Policy & the Environment”** 2012
Davidson College panel with Sarah Phillips (General Counsel, Davidson College) and Haywood Rankin (former US Ambassador and Board Member, Catawba Lands Conservancy) on trends in public policy initiatives and their relationship to environmental issues
- “Energy, Technology, and Sustainability”** 2012
Davidson College panel with Eric Roston (Bloomberg News), Anthony Foxx (Mayor of Charlotte), Eric Spiegel (CEO Siemens USA), and Vincent Davis (Duke Energy) on the challenges and opportunities facing Charlotte as a growing hub for energy and sustainability innovation
- “Environmental Health in the Queen City”** 2012
CLTBlog.com panel with Dr. Jessica Braswell (Queens University) and Bobby DeMuro (Host of “A Healthier Charlotte”) on environmental and health issues in Charlotte, NC

“Climate Change in Charlotte”

2012

WBT Radio interview with Bobby DeMuro (Host of “A Healthier Charlotte”) about the local, national, and global politics of climate change

“Chocolate: A Bittersweet Story”

2012

Davidson College panel with Matt Samson (Anthropology) and Dennis Appleyard (Economics) on the ethical issues associated with the global chocolate supply chain

“Becoming a Responsible Consumer”

2011

Davidson College panel with David Perry (Vann Center for Ethics) on the value of critically and proactively considering the impacts of our personal consumption decisions

“Third Parties in Perspective”

2011

Davidson College panel with Susan Roberts (Political Science) and Josh Putnam (Political Science) on the role and history of third parties in American politics

PEER REVIEW EXPERIENCE

Currently serving as a reviewer for the Journal of Policy Analysis and Management (JPAM) and Global Environmental Politics

2012 - Present

Served as an external reviewer for the Academy of Finland and the Chinese Academy of Social Sciences and reviewed a Finnish-Chinese joint funding application to the Finnish Climate Change Research Programme.

2012

PROFESSIONAL EXPERIENCE**GoodGuide.com**

Sept. 2007 – Aug. 2008

Co-Founder and Director of Content Development

Directed the development of content for a new social venture, GoodGuide.com, I also co-founded; identified, acquired, and analyzed social, environmental, and health data for over 65,000 products and companies; used this data to create aggregated ratings of these products for consumers.

Resources for the Future (RFF)

June 2004 – Aug. 2004

Research Intern

Worked with RFF staff on investigating the ecological and philosophical foundations of different approaches to measuring the state of natural ecosystems, including the EPA's Index of Biotic Integrity, the Corps of Engineers' Hydrogeomorphic Approach, and the Fish and Wildlife Service's Habitat Evaluation Procedures.

The Nature Conservancy

Jan. 2000 – Dec. 2002

Ecotourism Coordinator, China Program (Yunnan Province)

Coordinated Ecotourism Program activities, including management planning, guide training, community enterprise development, business planning workshops, website development, drafting of codes of conduct, feasibility studies, field surveys, and ecolodge renovations.

Stony Brook-Millstone Watershed Association

June 1999 – Aug. 1999

Watershed Management Program Intern (New Jersey)

Created River Friendly Town Certification Program, researched model environmental ordinances, surveyed streams for pollution, biological indicators, and surrounding land use, trained volunteers in river monitoring protocols, assisted in classes at the Nature Center's Environmental Summer Camp.

World Wildlife Fund (WWF)

June 1997 – Aug. 1997

China Program Intern (Beijing)

Translated funding proposals, drafted a giant panda publication, prepared presentation on international approaches to water pollution prevention at a national conference for 28 Chinese mayors.

Edison Electric Institute (EEI)

June 1996 – Aug. 1997

International Utility Efficiency Partnerships Intern (Washington, DC)

Assisted in organizing IUEP board meetings, communicating with IUEP members, preparing the IUEP's first Request for Proposals, and drafting a proposal for a Joint Implementation project in Honduras.

PROFESSIONAL AFFILIATIONS

Sigma Xi, The Scientific Research Society

Academy of Management

American Political Science Association

Association for Environmental Studies and Sciences

LANGUAGE SKILLS

Fluency in Mandarin Chinese

ACADEMIC SERVICE AND OTHER ACTIVITIES

Davidson College Sustainability Committee	2012 - Present
Davidson College Sexual Misconduct Board	2012 - Present
Davidson College Environmental Studies Speaker Committee	2011 - Present
Davidson College Responsible Consumers Club Faculty Advisor	2012 - Present
Davidson College Energy Club Faculty Advisor	2012 - Present
UC Berkeley Department of Environmental Science, Policy, and Management Graduate Student Association Graduate Student Survey Coordinator	2009 - 2010
UC Berkeley Department of Environmental Science, Policy, and Management Admissions Committee Committee Member	2009 - 2010
UC Berkeley China Environment Initiative Co-Founder and Co-Chair	2006 – 2007
UC Berkeley Department of Environmental Science, Policy, and Management Graduate Student Association Society and Environment Graduate Student Representative	2005 - 2006
The Kennedy School Environmental and Natural Resource Professional Interest Council Co-Chair	2004 - 2005
Harvard Environment Society Co-Founder and Co-Chair	2004 - 2005
Princeton Conservation Society President	1998 - 1999
Princeton Environmental Newsletter Founder/Editor	1998 - 1999