

Researcher: Matthias Fertig

Bio



Friedrich-Alexander-Universität
Erlangen-Nürnberg



Practical experience: Professional Corporate & Sustainability Strategy (Schaeffler) – *since 2019*
Internships at BMW, BASF, FUCHS; co-founder “Network for Business Sustainability”

Education: Sustainability Management (M.Sc., Ulm University) – *2016 - 2019*
Philosophy & Economics (B.A, University of Mannheim) – *2012 - 2016*

International experience: University of Science & Technology, Taipei (Taiwan) – *exchange semester, 2017*
University of Oslo, Norway – *exchange semester, 2014*

Research Project

General information

Overarching topic: Corporate practices and responses to external pressures in varying situations of institutional complexity

Theoretical contribution: Exploration of how companies rely on partnerships and inter-company relationships to make effective use of their institutional agency in implementing human rights due diligence (HRDD) and practices for sustainable development in differing institutional environments

Practical contribution: Policy level: Anticipate strategies of companies in reaction to different types of legal and stakeholder pressures
Corporate level: Identification of feasible practices for implementing HRDD in different institutional settings

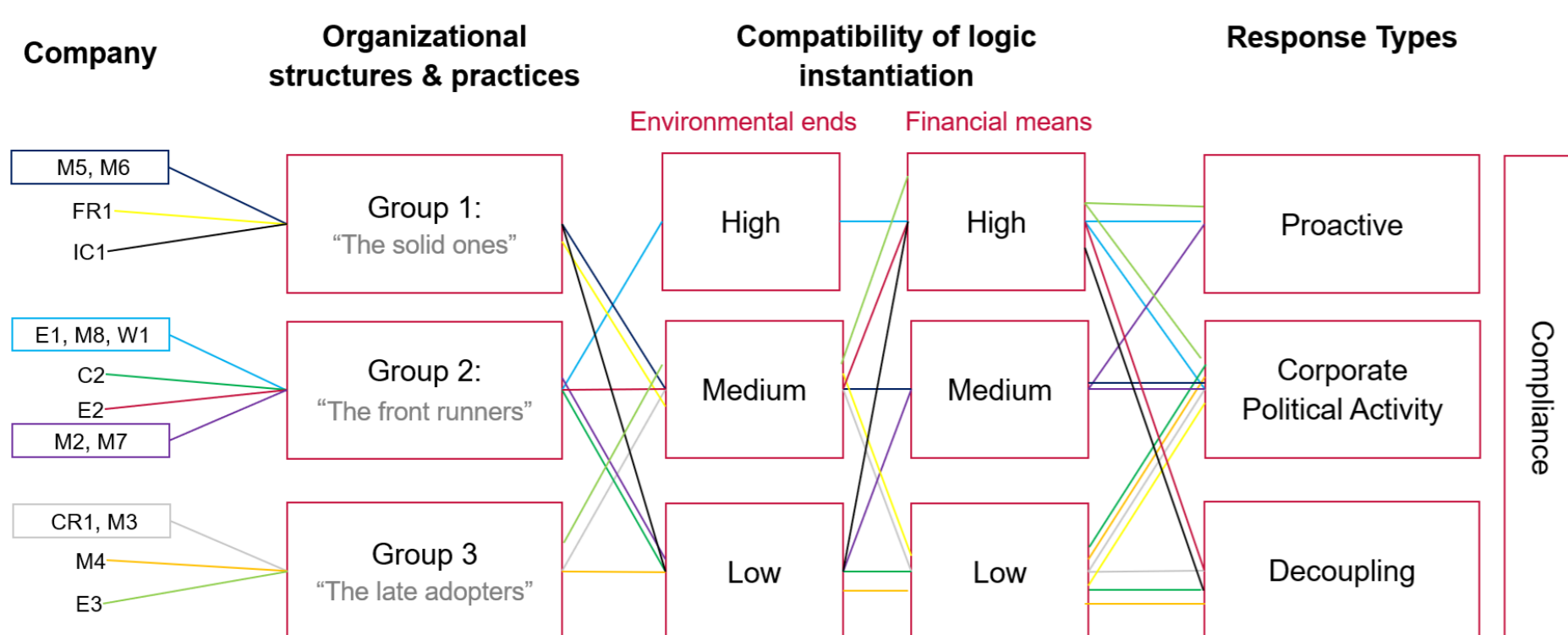
1 Strategic responses to novel types of regulation

Review process

Title: Heterogeneity in organizational responses to legally mandated hybrid practices: An investigation based on the example of the EU Taxonomy Regulation

Methodology: Expert interviews
Theoretical lenses: Institutional logics, attention-based view
Key words: Hybrid practices, regulatory uncertainty

Research question: Why do companies choose certain organizational responses to regulations combining elements of different institutional logics?



Winner of 2023 “Most inspirational paper award”
“Strategies for Sustainable Business Track”, EURAM

3 Institutional pressures for human rights due diligence

Research ongoing

Title: How environmental pressures shape human rights due diligence in corporate practices

Methodology: Systematic literature review
Theoretical lenses: TBD
Key words: Accountability mechanisms, heterogeneity

Research question: How do pressures from the corporate environment shape the incorporation of Human Rights Due Diligence in corporate practices?

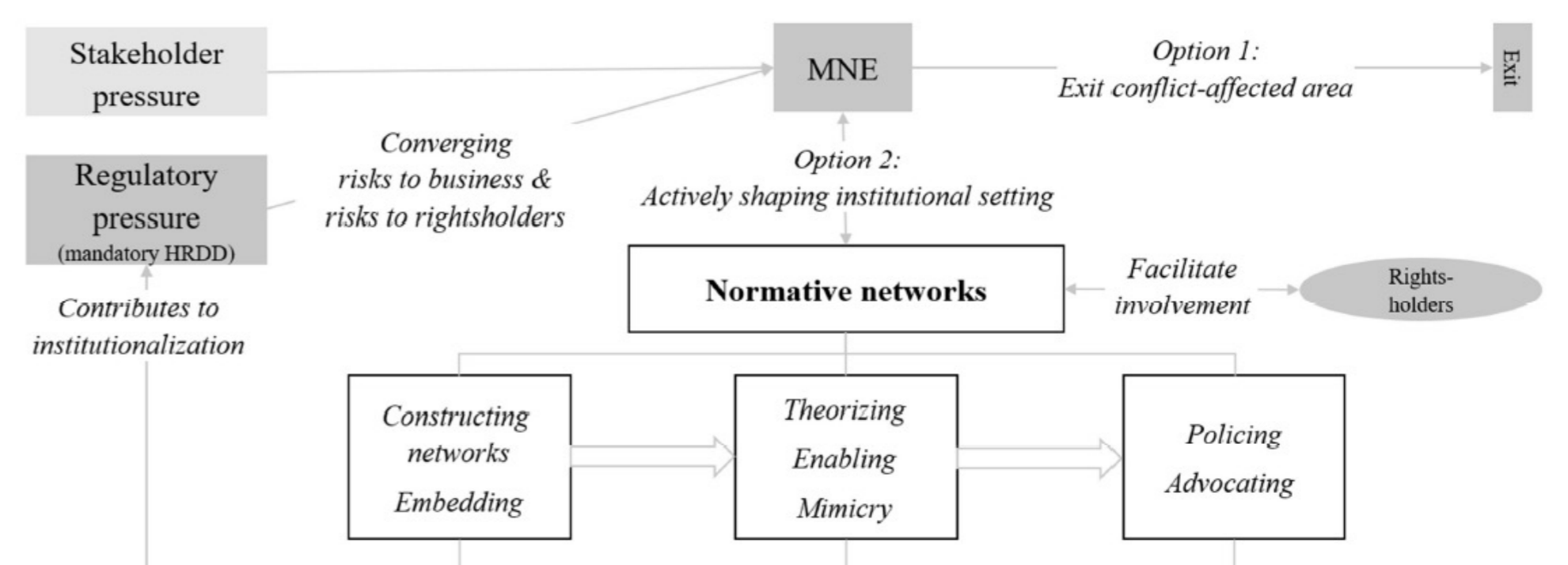
2 Human Rights Due Diligence in conflict-affected areas

Review process

Title: Should I stay or should I go? A Delphi study on how to institutionalize corporate respect of human rights in conflict-affected areas

Methodology: Delphi Study (prognostic approach)
Theoretical lenses: Institutional work
Key words: Conflict-affected areas, human rights due diligence

Research question: How will MNEs ensure corporate respect for human rights in conflict-affected areas in the future?



4 Partnerships in authoritarian contexts

Research ongoing

Title: Cross-Sector Partnerships for Sustainability in politically complex institutional contexts – leveraging alliance capabilities

Methodology: Multi-case study
Theoretical lenses: Institutional Logics, Dynamic Capabilities
Key words: Partnerships, China, Vietnam

Research question: How can business and civil society organizations leverage alliance capabilities for sustainable development & human rights in authoritarian institutional contexts?