

Dr. Yan Bai

Postdoctoral Researcher

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Education

- PhD in Management, IESE Business School, Barcelona (Spain)
- Master of Research in Management, IESE Business School, Barcelona (Spain)

Areas of interest

Ethics, decision making, microfoundation of sustainability and social impact

Biography

Yan Bai received her Ph.D. in Management from IESE Business School, with specialization in Business Ethics. Her research is positioned at the interface between ethics, decision making, sustainability and social impact. At the most fundamental level, her inquiry is how corporate social responsibility can be integrated in decision making in organizations and societies, and how each individual can be an agent for sustainability and social impact. Yan also investigates how new technology affects ethical behavior at work, and her research inquires a deeper understanding of the microfoundation of sustainability and social impact.

Her teaching activities revolve around business ethics- and social responsibility-related topics. She has been serving as a main instructor for business ethics and corporate social responsibility course for both undergraduates and the MSc in Management at Católica Lisbon School of Business & Economics, and a master thesis supervisor for the MSc Global Business & Sustainability at Rotterdam School of Management. Previously, she also assisted MBA and Executive MBA business ethics course at IESE Business School and taught Ethical and Professional Standards of Chartered Financial Analyst (CFA) in China.