# Berill BLAIR

Associate Professor

Academy: Globalization

Research center: SKEMA Centre for Sustainability Studies

Campus: Paris

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## Research interests

Sustainability, Natural resource management, Climate services, Arctic systems

## Education

| | |
|---|---|
| 2017 | PhD Natural Resources and Sustainability, University of Alaska Fairbanks, United States of America |
| 2010 | Master of Arts, Global Environmental Policy, University of Alaska Fairbanks, United States of America |
| 2002 | Bachelor of Science, Computer science, Western Oregon University, United States of America |
| 2012 | Resilience and Adaptation Program Fellow, University of Alaska Fairbanks, United States of America |

## Experience

### *Full-time academic positions*

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|---|---|
| Since 2022 | Associate Professor, SKEMA Business School, France |
| 2017 - 2022 | Postdoctoral researcher, Wageningen University and Research, The Netherlands |

## Research grants, Awards and Honors

### *Awards and Honors*

| | |
|---|---|
| 2012 | Resilience and Adaptation Program Fellowship, University of Alaska Fairbanks, United States of America |

### *Research Grants*

| | |
|---|---|
| 2020 | Advancing sea ice and weather information in the Arctic to support sustainable development, Research Council of Norway |
| 2014 | Established Program to Stimulate Competitive Research, National Science Foundation, United States of America |

# Publications

## *Peer-reviewed journal articles*

BRUIN, R., COOPER, E., LAMERS, M. and BLAIR, B. (2025). Sustaining the brand and branding sustainability: landscape as homeland in Greenland's visual marketing. *Journal of Sustainable Tourism*, 33(11), pp. 2484-2503.

BLAIR, B., MÜLLER, M., PALERME, C., BLAIR, R., CROOKALL, D., KNOL-KAUFFMAN, M. and LAMERS, M. (2022). Coproducing Sea-Ice Predictions with Stakeholders Using Simulation. *Weather, Climate, and Society*, 14(2), pp. 399-413.

BLAIR, B., GIERISCH, A., JEURING, J., OLSEN, S. and LAMERS, M. (2022). Mind the gap! A consensus analysis of users and producers on trust in new sea ice information products. *Climate Services*, 28, pp. 100323.

BLAIR, B. (2021). Marine Meteorological forecasts for Coastal Ocean Users–Perceptions, Usability and Uptake. *Geoscience Communication*, 4(3), pp. 361-381.

BLAIR, B. and KOFINAS, G.P. (2020). Cross-scale risk perception: differences between tribal leaders and resource managers in Arctic Alaska. *Ecology and Society*, 25(4, art. 9).

BLAIR, B. and LOVECRAFT, A.L. (2020). Risks Without Borders: A Cultural Consensus Model of Risks to Sustainability in Rapidly Changing Social–Ecological Systems. *Sustainability*, 12(6), pp. 2446.

BLAIR, B., LEE, O.A. and LAMERS, M. (2020). Four Paradoxes of the User–Provider Interface: A Responsible Innovation Framework for Sea Ice Services. *Sustainability*, 12(2), pp. 448.

BLAIR, B., LOVECRAFT, A.L. and KOFINAS, G.P. (2014). Meeting institutional criteria for social resilience: a nested risk system model. *Ecology and Society*, 19(4), pp. 36.

## *Book chapters*

BLAIR, B., LOVECRAFT, A. and HUM, R. (2018). The disaster chronotope: Spatial and temporal learning in governance of extreme events. In: Giuseppe Forino, Sara Bonati, Lina Maria Calandra eds. *Governance of Risk, Hazards and Disasters: Trends in Theory and Practice*. 1st ed. London: Routledge, pp. 43-64.

## *Guest editor of a journal special issue*

BLAIR, B. (2025). Climate and ocean education and communication: practice, ethics, and urgency. *Geoscience Communication*.

## *Technical reports*

BLAIR, B., MÁÑEZ-COSTA, M., OEN, A., NESSET, T., CELLIERS, L., SUHARI, M. ... SCHUCK-ZÖLLER, S. (2022). Co-production of Climate Services: A diversity of approaches and good practice from the ERA4CS projects (2017–2021). Linkoping University Electronic Press.

BLAIR, B. and MÜLLER-STOFFELS, M. (2019). Maritime Futures 2035: The Arctic Region. Wageningen: Wageningen University , The Netherlands.

## *Keynote speaker*

BLAIR, B. (2023). Nurturing Systems Thinking in Project Management. In: Sketching Tomorrow. Paris.

## *Conference presentations*

BATLLORI, E., UNTER, K., ARIAS MONTEVECHIO, E., BLAIR, B., RAUTENBACH, C., LANG, F. and PARK, S. (2026). Spatial Data and Methods for Interdisciplinary Business Sustainability Research. In: GRONEN Research Conference. Barcelona.

JOLINK, A., NIESTEN, E., BACHA, E., BLAIR, B. and UNTER, K. (2026). From Terroir to Turmoil: Absorptive Capacity and Business Model Innovations in French Wineries. In: TerClim 2026. Angers.

NIESTEN, E., JOLINK, A., BLAIR, B. and BACHA, E. (2025). Adapting to Climate Change: Business Model Innovations of French Wineries. In: Academy of Management Conference. Copenhagen.

BLAIR, B. and CROOKALL, D. (2023). Harnessing the power of debriefing to enhance your geo-work. In: European Geosciences Union General Assembly. Vienna.

BLAIR, B., LAMERS, M., MÜLLER, M., GIERISCH, A., BLAIR, R., CROOKALL, D. and KNOL-KAUFFMAN, M. (2020). ICEWISE: A game to test the effects of sea ice forecast reliability on voyage planners' confidence. In: European Geosciences Union General Assembly. Vienna.

BLAIR, B. (2020). Socio-economic scenarios to aid coproduction of climate services in sea ice social-ecological systems. In: Arctic Frontiers. Tromsø.

BLAIR, B. (2018). An Agent-based Mobilities Assessment for Enhanced Arctic Climate Services. In: Polar 2018 Conference, Scientific Committee on Antarctic Research and the International Arctic ScienceCommittee. Davos.

BLAIR, B. (2017). Toward Arctic Transformations and Sustainability: Modeling Risks and Resilience Across Scales of Governance. In: Swiss Academy of Sciences. Crans Montana.

BLAIR, B. (2017). Modeling Risk Priorities: Comparing Views on Sustainability between North Slope Tribal Leaders and State and Federal experts. In: Alaska Forum on the Environment. Anchorage, Alaska.

BLAIR, B. (2015). Raising the New Without Razing the Old: Arctic Alaska Communities Navigating Sustainability and Risks in the New Millennium. In: First Central European Polar Meeting. Vienna.

BLAIR, B. (2014). Engaging scale and meaning in formulating policy learningfor disaster governance. In: Arctic Change. Ottawa.

BLAIR, B., LOVECRAFT, A. and KOFINAS, G.P. (2014). Meeting institutional criteria for social resilience: A nested risk system model. In: Resilience 2014. Montpellier.

BLAIR, B. (2014). Risk Perception as a Complex Dynamic System: Scenarios as a Tool for Assessment. In: Alaska Forum on the Environment. Anchorage, Alaska.

BLAIR, B. and COST, D. (2014). Long-term planning for healthy sustainable communities: A focus on risks, learning and education. In: Arctic Science Conference. Fairbanks, Alaska.

### *Faculty research seminar presentations*

BLAIR, B. (2023). Sustainability & Climate Change: Thoughts on research and education. In: EDEN Doctoral Seminar, SKEMA Business School. Paris.

## Other research activities

### *Reviewer for:*

Weather, Climate, and Society, Geoscience Communication, Ecology and Society

### *Organization of a conference or a seminar*

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| 2024 | GRONEN 2024, Group for Research on Organizations and the Natural Environment |
| 2023 | Co-convener, EGU 2023 session SC3.15, European Geosciences Union |
| 2023 | Co-convener, ISAGA 2023 workshop, International Simulation and Gaming Association |
| 2018 | European PolarBoard Open Session (PPP-SERA), World Meteorological Organization, The Netherlands |

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| 2014 | Resilience 2014 \| Session 'Pathways of Resilience in a Rapidly Changing Alaska', CIRAD, France |

## Professional Activities

### *Other professional activities*

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| Since 2016 | Contributor, Polar Research and Policy Initiative, Great Britain |
| 2016 - 2017 | Arctic Monitoring and Assessment Programme Working Group, Arctic Council |