

STINE GRODAL

Boston University Questrom School of Business, Strategy and Innovation Department
595 Commonwealth Avenue, Boston, MA, 02215, grodal@bu.edu

Employment

Distinguished Professor, Entrepreneurship and Innovation, Northeastern University, January 2021 to present

Associate Professor, Strategy and Innovation, Boston University, December 2015 to December 2020
Associate Professor of Sociology (by courtesy), Boston University, 2019 to present

Assistant Professor, Strategy and Innovation, Boston University, July 2007 - December 2015

Visiting Positions

Visiting Professor, IE Business School, Madrid, Spain, January-July 2018

Visiting Professor, Copenhagen Business School, July-August (2014, 2016-2019), July-December 2020

Visiting Professor, UC Davis School of Management, Fall 2011

Visiting Professor of Entrepreneurship and Family Business, INSEAD, May-June 2008

Education

PhD in Management Science and Engineering, Stanford University, 2007

Dissertation: The Emergence of a New Organizational Field: Labels, Meaning and Emotions in Nanotechnology

Committee: Stephen Barley (Chair), Walther W. Powell (Co-chair), and Chip Heath

MA in Psychology, University of Copenhagen, Denmark, 2001

BA in Psychology, University of Copenhagen, Denmark, 1998

Honors and Awards

Member of the Macro-Organizational Behavior Society (MOBS), 2020-present

OMT Best Entrepreneurship Paper Award Finalist, Academy of Management, 2019

TIM Best Paper Award, TIM division, Academy of Management, 2018

AMJ Best Paper Published in 2017 Finalist (top 3)

Dean's Research Scholar, Questrom School of Business, 2016-2019

Professor of Excellence - PEMBA Class of 2016

Positive Organizational Scholarship Best Paper Award, 2015 (awarded bi-annually)

Broderick Award for Research Excellence, 2014

OMT Best Symposium Award, OMT division, Academy of Management, 2014

TIM Best Paper Award Finalist (top 3), TIM division, Academy of Management, 2011

Best Paper Award, EGOS, 2009, (1st out of 948 presented papers and 8,217 submissions)

Editorial Responsibilities

Board member, *Research in the Sociology of Organizations*

Editorial review board member, *Academy of Management Review*

Editorial review board, *American Sociological Review*

Guest editor: *Innovation: Organization and Management*, special issue on Culture, Innovation and Entrepreneurship

Ad hoc reviewer: *Administrative Science Quarterly*, *Strategic Management Journal*, *Organization Science*, *Strategic Entrepreneurship Journal*, *MIS Quarterly*, *Research Policy*, *National Science Foundation*, *American Sociological Review*, *Academy of Management Review* and *Academy of Management Journal*

Research Statement

My main streams of research focus the evolution of industries and markets. I examine the emergence of categories in nascent markets and the strategic actions market participants take to create and exploit these emerging social structures. My work is interdisciplinary and I draw on insights from sociology and psychology to address novel questions in innovation, entrepreneurship and strategy research. An essential driver of all of my research is a close engagement with the phenomenon of interest. I am deeply committed to field methods, and often use interviews, ethnography and in-depth archival research, which I combine with quantitative analyses and online experiments when appropriate.

Journal Publications

- Grodal, S., Anteby, M and Holm, A. 2021. Achieving rigor in qualitative analysis: The role of active categorization in theory building, forthcoming *Academy of Management Review*
- Hsu, G. and Grodal, S. 2021 The double-edged sword of oppositional category positioning: A study of the U.S. e-cigarette category, 2007-2017, *Administrative Science Quarterly*, 66(1): 86–132
- Zunino, D, Grodal, S., Suarez, F.F. 2021 “Mix novelty and familiarity to move from niche to mainstream,“ *IESE Insight*, 157: 68-75.
- Lounsbury, M., Cornelissen, J., Granqvist, N., and Grodal, S. 2019. Culture, innovation and entrepreneurship, *Innovation: Organization & Management*, 21(1): 1-12.
- Zunino, D., Suarez, F., and Grodal, S. 2019. Familiarity, creativity and the adoption of category labels in technology industries, *Organization Science*, 30(1): 169-190
- Grodal, S. 2018. Field expansion and contraction: How communities shape social and symbolic boundaries, *Administrative Science Quarterly*, 13(4): 783–818.
- Grodal, S. and O’Mahony, S. 2017. How does a grand challenge become displaced? Explaining the duality of field mobilization, *Academy of Management Journal*, 2017, 60(5): 1801–1827.
- Finalist for AMJ Best Paper published in 2017
- Grodal, S. and Kahl, S. 2017. The discursive perspective of market categorization: Interaction, power, and context. In: *Research in the Sociology of Organizations*, issue in: "From categories to categorization: Studies in sociology, organizations and strategy at the crossroads," edited by Durand, R., Granqvist, N. And Tyllström, 51: 151-184.
- Kahl, S. and Grodal, S. 2016. Discursive strategies and radical technological change: Multilevel discourse analysis of the early computer (1947-1958), *Strategic Management Journal*, 37(1): 149-166
- Grodal, S., Gotsopoulos, A. and Suarez, F.F. 2015. The Co-evolution of categories and designs during industry emergence, *Academy of Management Review*, 40(3): 423–445 (equal authorship)
- A symposium based on this paper won the OMT Best Symposium Award
- Hsu, G. and Grodal, S. 2015. Category taken-for-grantedness as a strategic opportunity: The case of light cigarettes, 1964-1993, *American Sociological Review*, 80(1): 28-62
- Lead article
- Grodal, S., Nelson, A., and Siino, R. 2015. Help-seeking and help-giving as an organizational routine: Creating engagement in innovative work, *Academy of Management Journal*, 58(1): 136-169
- Winner of the 2015 Positive Organizational Scholarship (POS) Best Paper Award
- Suarez, F.S, Grodal, S. and Gotsopoulos, A. 2015. Perfect timing?: Dominant category, dominant design and the window of opportunity for firm entry, *Strategic Management Journal*, 36(3): 437–448 (equal authorship)
- Finalist for the 2011 TIM Best Paper Award

- Grodal, S. and Thoma, G. 2014. Cross-pollination in science and technology: Concept mobility in nanobiotechnology, *Annals of Economics and Statistics*, 57-81: 57-80
- Suarez, F.S. and Grodal, S. 2015. Mastering the “Name Your Product Category” game, *MIT Sloan Management Review*, 56(2): 23-29,
- Granqvist, N., Grodal, S. and Woolley, J. 2013. Hedging your bets: Explaining executives’ market labeling strategies in nanotechnology, *Organization Science*, 24(2): 395-413 (equal authorship).
- Winner of the 2009 EGOS Best Paper Award
 - June 2015 “Most Read” paper in *Organization Science*
- Barley, S., Meyerson, D., and Grodal, S. 2011. Email as a source and symbol of stress. *Organization Science*, 22(4): 887–906
- D.Nordfors, M. Ventresca, A. Hargadon, T. Uskali, A. Ainamo, S. Jonsson, S. Grodal, A. Weinstein, M. Kennedy, P. Svensson, F. Reid. 2006. Innovation journalism: Towards research on the interplay of journalism in innovation ecosystems, *Innovation Journalism* 3(2): 1-9.
- Castellacci, F., Grodal, S., Mendoca, S., and Wibe, M. 2005. Advances and challenges in innovation studies, *Journal of Economic Issues*, 39(1): 91–121

Under Review

- Krabbe, A. D., and Grodal, S. 2020. “The Aesthetic Evolution of Technology Products: Cultural Trends and Categorical Aspirations in the U.S. Hearing Aid Industry (1945-2015)”, 2nd R&R at *Administrative Science Quarterly*
- TIM Best Paper Award, TIM division, Academy of Management Conference, 2018
 - *Academy of Management Best Paper Proceedings*, August 2018
- Chang, M. and Grodal, S. “Junkies, queers and babies: Achieving category cohesion during the evolution of the category “AIDS” (1978-1985)”, R&R at *Administrative Science Quarterly*
- Kang, H.Y. and Grodal, S. “How legitimacy and competition jointly shape innovation adoption: Evidence from digital platforms”
- Ha, J. K., Grodal S. and Zuckerman, E. 2020. “The Inauthenticity in legitimacy: Identity trade-offs in firms’ new market entry”
- *Academy of Management Best Paper Proceedings*, August 2018
- Situk, J. Grodal, S. Suarez, F.F. and Dibiaggio, L. 2019. “Moving beyond labels: Texts, images and asymmetries in categorization
- *Academy of Management Best Paper Proceedings*, August 2019
 - OMT Best Entrepreneurship Paper Award Finalist, Academy of Management, 2019

Book Chapters

- Kahl, S. and Grodal, S. 2015. Multi-level discourse analysis: A structured approach to analyzing longitudinal data, In *Doing Innovative Qualitative Research in Organizations: Paths to Cool Ideas and Interesting Papers*, edited by K. D. Elsbach and R. M. Kramer, Routledge, Taylor and Francis Group, Organizations and Management Series.
- Grodal, S. and Granqvist, N. 2014. Great expectations: Discourse and affect during field emergence, in Vol. 10 of *Research on Emotions in Organizations* edited by Neal Ashkanasy, Emerald Group, 139-166

Grodal, S. 2013. New organizational forms, *The Palgrave Encyclopedia of Strategic Management*, Palgrave, Editors: David Teece and Mie Augie

Grodal, S. 2008: To incubate progress (review), *Science*, 24 October 2008, 322(5901): 530

Powell, W. W. and Grodal, S. 2005. Networks of innovators, in *The Oxford Handbook of Innovation*, Oxford University Press, UK, Editors: Fagerberg, J., Mowery, D. and Nelson, R. R.

Best Paper Proceedings

Papers published in the *Academy of Management Best Paper Proceedings* are the top 10% of the papers submitted to the annual conference.

Sitruk, J. Grodal, S. Suarez, F.F. and Dibiaggio, L., Moving beyond labels: Texts, Images and Asymmetries in Categorization, *Academy of Management Best Paper Proceedings*, August 2019

Ha, J.K., Grodal, S. and Zuckerman, E. 2018. The Inauthenticity in Legitimacy: Identity Trade-Offs in Firms' New Market Entry, *Academy of Management Best Paper Proceedings*, August 2018

Krabbe, A.D. and Grodal, S. 2018 Big, Beige and Bulky: Aesthetic Shifts in the Hearing Aid Industry (1945-2015), *Academy of Management Best Paper Proceedings*, August 2018

Hsu, G., and Grodal, S. 2015. Category taken-for-grantedness as a strategic opportunity: The case of light cigarettes, 1964-1993, *Academy of Management Best Paper Proceedings*, August 2014

Grodal, S., F.F. Suarez, and A. Gotsopoulos. 2011. Entry timing advantages and the categorical dynamics of the industry life cycle, *Academy of Management Best Paper Proceedings*, August 2011.

Grodal, S. with Granqvist, N., and Woolley, J. 2009. Executives' labeling strategies in emerging domains of activity: Constructing and using nascent market labels, *Academy of Management Best Paper Proceedings*, August 2009.

Working Papers

Krabbe, A.D. and Grodal, S. "The professionalization dilemma in mediated market: From hearing dealers to audiologists (1945-2015)"

Grodal, S., Suarez, F.F. and Zunino, D. "Linguistic Drivers of Category Label Adoption"

Rajunov, M. Chang, M. and Grodal S. "The restructuring of professional identity: Abstract knowledge and emotion rules"

Situk, J. Suarez, F.F. and Grodal, S. "Platform identity and entrepreneurs' narrative strategies"

Grodal, S. and Granqvist, N. "Nanotechnology communities' perception of time: Temporality during field emergence"

Grodal, S. and Kahl, S. "How the taken-for-grantedness of a category enables it's meaning construction"

Research in Progress

Krabbe, A.D. and Grodal, S. "Inauthenticity Strategies"

Krabbe, A.D. and Grodal, S. "PSAPs and the disruption of the market for hearing aids"

Krabbe, A.D. and Grodal, S. "The evolution of wheelchair design"

Hood, E. and Grodal, S. "The construction of similarity in markets"

Grodal, S. and Krabbe, A.D. "Doing qualitative archival analysis: There is an abundance of data but what do I do with it?"

Grants and Fellowships

Tobacco Sciences ARC (2018-2019, \$75,000); (2019-2020, \$70,000)

The Slatkin Award, 2015

National Science Foundation Grant No. 1027408, "Dominant Categories, Industry Life Cycles and Entry Timing Advantages," (2010-2013), \$612,180

Sloan Foundation, Industry Studies Program Travel Grant (2008)

National Science Foundation Grant No. SES-0531146, "Nanotechnology in Society" (2005)

Christian and Ottilia Brorsons Fellowship for Young Female Scientists (2002-2005)

Stanford University Graduate Fellowship (2001)

The Danish Research Council International PhD Fellowship (2001-2003)

The Reinhardske Grant (1998-2010)

Knud Højgaards Fond's Grant (1998, 2001-2004)

University of Copenhagen Travel Grant (1998)

ERASMUS Internationalization Grant (1998)

Press

The Boston Globe, June 2015, "How 'Light' Cigarettes became a Lie".

Research at Boston University and BU Today, May 2015, "The Curious Case of the 'Light' Cigarette"

The Boston Globe, May 2015, "Labeling Products Key in New Markets"

Everett Magazine, 2014, "A Coworker Comes to You"

Research at Boston University, Magazine 2011, "Inbox Inundation"

CNN.com by Eliza Ridgeway, 11 November 2010 "Don't let email run your work life"

UMass Lowell University Radio, 2007, "The Emergence of Nanotechnology"

Invited Talks

The professionalization dilemma in mediated market: From hearing dealers to audiologists (1945-2015)

Cornell University, October 2020

Achieving rigor in qualitative analysis: The role of active categorization in theory building

University of Copenhagen, December 2020

Aarhus University Denmark, November 2020

Copenhagen Business School, October 2020

Junkies, queers and babies: Achieving category cohesion during the evolution of the category "AIDS" (1978-1985)

University of Western Ontario, Canada, November, 2019

Big, Beige and Bulky: Aesthetic Shifts in the Hearing Aid Industry (1945-2015)

Michigan University, Michigan, February, 2020

Northeastern University, Boston, MA, January, 2020

McGill University, Montreal, Canada, March 2019

University of Washington, Seattle, March 2019

Aalto University, Helsinki, Finland, May 2018

Judge Business School, Cambridge University, May 2018

Cass Business School, London, UK, May 2018

Imperial College London, London, UK, April, 2018
Universidad Carlos III, Madrid, Spain, April 2018
SKEMA Business School, Sophia Antipolis, France, March 2018
EM Lyon, Lyon, France, March 2018
IE Business School, Madrid, Spain, January 2018

The Origination of Categorical Stigma: A Study of the U.S. E-cigarette category, 2007-2017
University of Virginia, February 2019
Boston University, School of Medicine, October 2018

How Core and Peripheral Communities Shape the Boundaries of an Organizational Field
New York University, Stern School of Business, March 2017
Wharton Business School, University of Pennsylvania, April 2016

Industry Evolution and the Battle for Categorical Dominance
Copenhagen Business School, June, 2016
London Business School, October 2014
Università della Svizzera italiana, Lugano, October, 2014

Nanotechnology Communities' Perception of Time: Temporality during Field Emergence
Copenhagen Business School, June 2014

Boundary Labeling: Inclusion and Exclusion in Nanotechnology
Ohio State University, Fisher College of Business, September 2012
University of Chicago, Booth School of Business, October 2011
MIT and Harvard Economic Sociology Seminar, October 2010
INSEAD Research Workshop on Organization Theory, June 2008

Institutional Logics and Status: Strategic Patenting in the Legal Service Sector
Harvard Business School, Science Seminar, December 2010
NBER productivity seminar, November 2010
Bocconi University, Milan, Italy, December, 2009
Harvard Law School, Harvard University, November 2009
University of Oregon, Research Workshop on the Role of Networks and Institutions in the Production and Transfer of Knowledge, November 2009

Hedging Your Bets: Explaining Executives Labeling Strategies in Nanotechnology
University of Michigan, Strategy Seminar, October 2010
MIT Sloan, Innovation and Entrepreneurship Seminar, March 2009

The Emergence of an Organizational Field – Labels, Meaning and Resources in Nanotechnology” presented at:
UMass Lowell, Regional Economic and Social Development, October 2008
UMass Amherst, Nanotechnology and Society Workshop, October 2008
Boston University, sociology department, September 2008
Anderson School of Business, UCLA, May 2007
School of Management, Boston University, February 2007
Science Technology and Society Department, Cornell University, February 2007
School of Management, UC Davis, January 2007
Rotman School of Management, University of Toronto, January 2007
INSEAD, Fontainebleau, France, January 2007,
ESSEC, Paris, France, January 2007
Sloan School of Management, MIT, January 2007
Harvard Business School, Harvard University, January 2007
Desautels Faculty of Management, McGill, Canada, January 2007
University College London, London, United Kingdom, December 2006
London Business School, London, United Kingdom, December 2006
Northeastern Business School, Northeastern, October 2006

The Rhetoric of Nanotechnology:

Sant'Anna School of Advanced Studies, The Laboratory of Economics and Management, Pisa, Italy, July 2005

Copenhagen Business School, The Department of Industrial Economics and Strategy, March 2005, "The Emergence of Nanotechnology"

California Nanosystems Institute (CNSI), New Frontiers in Nanoscience, Kona, Hawaii, February 2005

Email as a Source and Symbol of Stress

The King's College, Workshop on Work Studies, London UK, August 2004

General Motors, Stanford Research Project, October 2004

Help-seeking and Help-giving as an Organizational Routine: Creating Engagement in Innovative Work

The King's College, Workshop on Work Studies, London UK, August 2004

IFL - Swedish Management Institute, International Executive Program, Stanford University, January 2005 and October 2004

Conference Presentations

Social Impact Data Blitz, Boston University Questrom School of Business, November 2019, "Junkies, queers and babies: How medical professionals created the category AIDS (1978-1985)"

Academy of Management Annual Meetings, Boston, MA, August 2019, "Problematizing categories in qualitative analysis: Implications for theory building"

Academy of Management Annual Meetings, Boston, MA, August 2019, "Moving beyond labels: Texts, images and asymmetries in categorization"

Academy of Management Annual Meetings, Boston, MA, August 2019, "Junkies, queers and babies: How medical professionals created the category AIDS (1978-1985)"

Academy of Management Annual Meetings, Boston, MA, August 2019, "Platform identity and entrepreneurs' narrative strategies"

Academy of Management Annual Meetings, Boston, MA, August 2019 "How legitimacy and competition jointly shape innovation adoption: Evidence from digital platforms"

Smith Entrepreneurship Research Conference, University of Maryland, April 2019, "Big, beige and bulky: Aesthetic shifts in the hearing aid industry (1945-2015)"

Academy of Management Annual Meetings, Chicago, Illinois 2018, "Big, beige and bulky: Aesthetic shifts in the hearing aid industry (1945-2015)"

Academy of Management Annual Meetings, Chicago, Illinois 2018, "The inauthenticity in legitimacy: Identity trade-offs in firms' New Market Entry"

Academy of Management Annual Meetings, Chicago, Illinois 2018, "Socio-cognitive elements of the industry lifecycle"

Academy of Management Annual Meetings, Chicago, Illinois 2018, "Optimal distinctiveness on multiple dimensions"

Academy of Management Annual Meetings, Chicago, Illinois 2018, "Negotiating temporality within fields: A community perspective"

Academy of Management Annual Meetings, Chicago, Illinois 2018, "How to answer research questions convincingly: Rigor in qualitative research"

IE Doctoral Consortium, IE Business School, Madrid, Spain, 2018, "Europe vs. U.S.: Learning the different Tricks of the Trade' (**keynote address**)"

Academy of Management Annual Meetings, Atlanta, Georgia, 2017, "The Duality of Field Mobilization: Explaining Goal Displacement in Fields"

Academy of Management Annual Meetings, Atlanta, Georgia, 2017, “Less is more? Cognitive-linguistic insights into the adoption of category labels”

Academy of Management Annual Meetings, Atlanta, Georgia, 2017, “Field Complexity: The Community Perspective”

Academy of Management Annual Meetings, Atlanta, Georgia, 2017, “Talk as Data: New Approaches to Analyzing Text to Advance Theory”

Academy of Management Annual Meetings, Atlanta, Georgia, 2017, “Analyzing emotions in longitudinal data.”

Academy of Management Annual Meetings, Atlanta, Georgia, 2017, “How to manage your career: Collaborating your way to the top.”

EGOS 2017, Copenhagen, Denmark, July 2017, (**sub-plenary address**), “The Duality of Mobilization”

EGOS 2017, Copenhagen, Denmark, July 2017, “The inauthenticity in Legitimacy: Trade-offs in Firm Identities in New Market Entry”

EGOS 2017, Copenhagen, Denmark, July 2017, “Nanotechnology Communities’ Perception of Time: Temporality during Field Emergence”

Data Blitz, Boston University Questrom School of Business, April 2017, “How does a grand challenge become displaced: Explaining the duality of mobilization”.

Academy of Management Annual Meetings, Anaheim, CA, 2016, “Categories and competition”

Academy of Management Annual Meetings, Anaheim, CA, 2016, “How the taken-for-grantedness of a category enables its meaning construction”

Academy of Management Annual Meetings, Anaheim, CA, 2016, “Opportunities for Integrating Discourse Analysis into Strategy Research”

Academy of Management Annual Meetings, Anaheim, CA, 2016, “Nanotechnology Communities’ Perception of Time: Temporality during Field Emergence”

Academy of Management Annual Meetings, Anaheim, CA, 2016, “Managing data”

DRUID conference, Copenhagen, Denmark, June 2016, “From Goal Consensus to Misalignment: Means-ends Decoupling and Progress on Grand Challenges”

Positive Organizational Scholarship Annual Conference, Orlando, FL, June 2015 “Help-seeking and Help-giving as an Organizational Routine: Creating Engagement in Innovative Work” (**keynote address**)

Questrom Research Day, Boston University, June 2015, “Why do Category Labels Stick? Unpacking the Innovation Paradox”

Alberta Institutions Conference, Banff, Alberta, CA, June 2015 “Goal drifting and Means Shifting: Coordination Problems during the Evolution of Technological Fields”

Text Analysis Conference II, Princeton, NJ, 2015, “Multi-level Discourse Analysis”

Academy of Management Annual Meetings, Philadelphia, PA, 2014, “Industry Evolution Revisited: The Role of Categories in Emerging Market Spaces”.

Academy of Management Annual Meetings, Philadelphia, PA, 2014, “Category Taken-for-grantedness as a Strategic Opportunity: The Case of Light Cigarettes, 1964-1993”

Academy of Management Annual Meetings, Philadelphia, PA, 2014, “How Communities Shape the Social and Symbolic Boundary of an Emerging Field”

Academy of Management Annual Meetings, Philadelphia, PA, 2014, “Multi-level Discourse Analysis: A Method for Studying Product Ontologies”

Academy of Management Annual Meetings, Philadelphia, PA, 2014, “Opportunities for Integrating Discourse Analysis into Strategy Research”

Academy of Management Annual Meetings, Philadelphia, PA, 2014, “Categories – Language and Meaning”

DRUID, CBS, June 2014, "Why Do Category Labels Stick? Industry Evolution and the Battle for Categorical Dominance"

Research Day at SMG, Boston University, May 2014, "Category Taken-for-grantedness as a Strategic Opportunity: The Case of Light Cigarettes, 1964-1993"

Strategy Research Forum (SRF), Portland, OR, June 2013, "How Boundary Labeling Shapes Field Emergence: Creating Social and Symbolic Boundaries in Nanotechnology".

The Inaugural Paul R. Lawrence Conference: Connecting Rigor and Relevance in Institutional Analysis, Harvard Business School, Boston, MA, June 2013, "Means Shifting: Creating Institutional Complexity during the Emergence of the Nanotechnology Field".

Academy of Management Annual Meetings, Boston, MA, August 2012, "Creating Institutional Complexity during the Emergence of the Nanotechnology Field"

EGOS, July 2012, Helsinki, Sweden "Great Expectations: Discourse, Hype, and Emotion during Field Emergence"

SASE, June 2012, "Examining Barriers to Collaboration During the Emergence of the Nanotechnology Field"

Institutions, Networks, Knowledge: An Asilomar Conference in Honor of Woody Powell, June 2012, "The Road Taken: Multivocality, Transposition, and Hybridity"

Innovation, Organizations, and Society, University of Chicago and Northwestern University, October 2011, "Boundary Mechanisms: Inclusion and Exclusion in Nanotechnology"

ABC Conference, Boston, September 2011, "Categorizing a Field: Inclusion and Exclusion in Nanotechnology"

Academy of Management Annual Meetings, San August, August 2011, "Entry Timing Advantages and the Categorical Dynamics of the Industry Life Cycle"

Academy of Management Annual Meetings, San Antonio, August 2011, "Overcoming Coordination Impasses through Helping Behavior"

EGOS, July 2011, Goteborg, Sweden, "Institutional Logics and Status: Explaining Strategic Patenting in the Legal Services Sector"

DRUID, Copenhagen, Denmark, "Institutional Logics and Status: Explaining Strategic Patenting in the Legal Services Sector"

ASQ Conference on Coordinating within and between Organizations, HEC, Paris, June 2011, "Overcoming Coordination Impasses through Helping Behavior"

The Rise of Nanotechnology: Implications of the Economy, Society and the Environment, Harvard Law School, May 2011, "Cross-Pollination and Firm Growth in Nanotechnology"

Academy of Management Annual Meetings, Montreal, Canada, August 2010, "Meaning Mechanisms in Nanotechnology: The Expansion and Contraction of Field Labels"

Academy of Management Annual Meetings, Montreal, Canada, August 2010, "Institutional Logics and Status: Strategic Patenting in the Legal Service Sector"

Academy of Management Annual Meetings, Montreal, Canada, August 2010, "Nanotech Futures: The Cultural Construction of Technological Expectations"

EGOS, July 2010, Lisbon, Portugal, "Meaning Mechanisms in Nanotechnology: The Expansion and Contraction of Field Labels"

Academy of Management Annual Meetings, Chicago, August 2009, "Executives' Labeling Strategies in Emerging Domains of Activity: Constructing and Using Nascent Market Labels"

EGOS, July 2009, Barcelona, "Executives' Labeling Strategies in Emerging Domains of Activity: Constructing and Using Nascent Market Labels"

UC Davis Qualitative Research Conference, March 2009, UC Davis, "Meaning Mechanisms: The Contraction and Expansion of Field Labels"

Scancor 20th Anniversary Conference, November 2008, Stanford University, "Executives Use of Labels in Emerging Domains of Activity"

Scancor 20th Anniversary Conference, November 2008, Stanford University, “Cross-pollination in Science and Technology: Concept Mobility in Nanobiotechnology”

INFORMS, Oct. 2008, “Networks in Nanotechnology – Symbolic and Substantive Use of Labels”

West Coast Research Symposium (WCRS) on Technology Entrepreneurship, Stanford University, September 2008, “Executives Use of Labels in Emerging Domains of Activity”

Academy of Management Annual Meetings, Anaheim, August 2008, “Cross-pollination in Science and Technology: Concept Mobility in Nanobiotechnology”

Nagymaros Group Ecology Workshop, June 2008, Categorizing a Field – The Use of the Nanotechnology Label across Communities”.

NBER Conference on Emerging Nanotechnologies and NanoIndicators, NBER, Boston, May 2008, “Cross-pollination in Science and Technology: Concept Mobility in Nanobiotechnology”

Third Conference on Innovation Journalism, Wallenberg Hall, April 2007, “The Role of Public Media in Forming the Perception of a New Industry”

Academy of Management Annual Meetings, Atlanta, August 2006, “The Emergence of a New Industry – Contestation and Negotiation between Nanotechnology Communities”.

Academy of Management Annual Meetings, Atlanta, August 2006, “The Categorization of Nanotechnology”.

Danish Research Unit for Industrial Dynamics (DRUID), Copenhagen DK, July 2006, “The Emergence of New Industries – Negotiation and Contestation in Nanotechnology”

Academy of Management Annual Meetings, Hawaii, August 2005, “From SciFi to Commerce – The Emergence of Nanotechnology”

Danish Research Unit for Industrial Dynamics (DRUID), Copenhagen DK, July 2005, “Negotiating Work Schedules – The Creation of Temporal Structures in Distributed Groups”

Innovation Research Network, Boston College, May 2005, "The Divergence of Nanotechnology - A Rhetoric Analysis"

Nano before it was Nano, Cain Conference, Chemical Heritage Foundation, March 2005, "The Emergence of Nanotechnology - A Rhetoric Analysis”

Academy of Management Annual Meetings, New Orleans, August 2004, "Negotiating Work Schedules - The Creation of Temporal Structures in Distributed Groups"

Danish Research Unit for Industrial Dynamics (DRUID) conference, Elsinor Denmark, July 2004, "Toward a Dynamic Model of Networks and Innovation"

Academy of Management Annual Meetings, Seattle, August 2003, "Towards a Dynamic Model of Networks and Innovations"

Teaching Experience

The Digital Transformation, (executive education, August 2019, October 2019)

Ideas to Impact, Boston University, (fall 2019)

Philosophy of Science and Research Methods, (fall 2018, 2019)

Design Thinking and Innovation, Boston University, (spring 2017, fall 2018)

Innovation, Culture and Society, Boston University (fall, 2015, fall 2016, spring 2017)

Design and Innovation Strategy, Boston University, (spring 2015, summer 2015, fall 2018)

PRO seminar, Boston University, doctoral seminar (spring 2012, fall 2014).

Strategy Implementation, Boston University (Executive education, Mini-MBA for In House Counsel, fall 2010)

Strategy and Innovation, Boston University (spring 2008, 2009, 2010, 2012, 2013)

Technology and Work in a Post-Industrial Economy, Stanford University (spring 2004, 2005, 2007)

Organizations: Theory and Management, Stanford University (spring 2006)

Directed Reading on the Emergence of New Industries, Stanford University (2006)

Social Psychology, University of Copenhagen (1998, 1999)

Cognitive Psychology, University of Copenhagen (1997, 1998)

Academic Service

Service to Boston University Questrom School of Business (2007 -)

Director of the Undergraduate Honors Program

Regular duties

- Faculty oversight of all enrolled honors students
- Recruiting faculty to teach in the honors program
- Recruiting and selecting 25 new students every year
- Organize, manage and participate in an international field trip for all sophomore honors students
- Organizing and participating in honors program social events
- Contribution to the honors program newsletter

Program redesign

- Taking a design thinking approach to the redesign process
- In the process of interviewing 20 current students and alumni
- Write a report detailing the strength and weaknesses of the program
- Outline a new strategic vision for the honors program

Designing the future of the honors program

- Developing a program for "life-long learning" for honors student alums.

Taskforces

- 2019: I served on the taskforce to re-evaluate our MBA concentrations
- 2019: I served on the taskforce to evaluate the culture at Questrom

Recruiting committees

- 2016- 2017. I was the head of the Strategy & Innovation department's recruiting efforts
- 2007-2011, 2012-2015. I served on the recruiting committee for the Strategy & Innovation department.
- 2015. I served on the recruiting committee to select post-docs for the Susilo Institute.
- 2015. I served on the recruiting committee for teaching faculty of the Strategy & Innovation department.

Head of Strategy and Innovation PhD program

- 2014-2017: I was the head of the Strategy and Innovation's PhD Program

Fourth-year review committees

- 2019: I served on the mid-career (fourth year) review committee for Assistant Professor Chiara Longoni.
- 2015: I served on the mid-career (fourth year) review committee for Assistant Professor Bess Rouse.

PhD and post-doc advising

- 2013-2018: I was the main advisor for Strategy & Innovation PhD student Hye Young Kang, who is now an assistant professor at Singapore Management University
- 2016-2018: I was the main post-doc advisor for Jae Kuyng Ha, who is now an assistant professor at Emlyon Business School in France.
- 2016- present: I am the main advisor for strategy and innovation PhD student Mia Chang
- 2017-present: I serve on dissertation committee for Becky Karp
- 2018-2019: I served as the main advisor for Management & Organizations PhD student Micah Rajunov's summer paper.
- 2018-present: I collaborate and advise Management & Organizations PhD student Rajunov on a large collaborative project on how physician changed their professional identity during the early AIDS epidemic

- 2017-present: I am co-authoring a paper together with Management & Organizations PhD student Audrey Holm. The paper has a conditional accept in *Academy of Management Review*.

Seminar organizer Strategy & Innovation Department.

- 2007-2011. I organized the weekly strategy seminar for the Strategy & Innovation department.

Course coordinator SI422: Strategy & Innovation

- 2011-2013. I served as the course coordinator for the core strategy class SI 422: Strategy & Innovation.

Service to Boston University (2007-)

Developed and launched a new class "SI 250: Ideas to Impact" for the entire university

- The new class SI 250 serves as the core class for the new university wide minor in innovation and entrepreneurship
- I developed the class from scratch to develop course content which was appropriate for students from the entire university.
- Worked with *Metrobridge* to develop an experiential learning experience for the first class to take SI 250. The students spent the semester working with the City of Easton to improve their elderly services. In particular students were divided into groups who interview and observed elderly residents of Easton to identify challenges facing the elderly and to develop solutions that the City of Easton might implement.

Service to the Kilachand Honors College

- Helped develop and teach "Culture Innovation and Society" for the Kilachand Honors College
- I served on the Kilachand Academic Affairs Committee

Co-principal investigator in a university-wide pre-ARC on Tobacco research

- 2018- present. The ARC brings together researchers doing tobacco related research from across the Medical and the Charles River Campus. As part of this work I have helped coordinate research on tobacco across the university, develop funding proposals and attended interdisciplinary seminars.
- This ARC was awarded \$70,000 for the year 2019-2020 from the Evans Center on Biomedical Research
- This ARC was awarded \$75,000 for the year 2018-2019 from the Evans Center on Biomedical Research

Service to the profession at large (2007 -)

Guest editor 2017-2018:" Innovation: Organization & Management" special issue on "Culture, innovation and entrepreneurship"

- Reviewed, guided and selected articles for the special issue on "Culture, innovation and entrepreneurship"

Journal Review Board

- 2013-2016. I served on the review board for *Academy of Management Review*
- 2013-2016. I served on the review board for *Academy of Management Journal*

Development of Junior Scholars

- 2019. I gave a talk on qualitative methods at the New Doctoral Student Consortium at the 2019 Academy of Management Conference
- 2018 & 2019. I participated in the TIM junior faculty consortium at both the 2018 and 2019 Academy of Management Conference as a senior scholar. During two days I interacted with junior faculty and provided feedback to help them develop as scholars.
- 2019. I participated in the Strategy New Faculty Workshop as a senior scholar and provided in-depth feedback to three junior scholars on their work.

External tenure letters

- 2018. I wrote tenure letters for two scholars promotion cases.

Journal reviewing

- 2007-2020. I have reviewed extensively for the top journals in management.

Work Experience

Management consultant

SHL Denmark (2000 -2001)
Corporation of Danish Industries (Fall 1999)
Coca Cola (July 1999)

Language Skills

Danish (native), **English** (fluent), **Spanish** (conversational), **German** (basic)