

## **Horacio E. Rousseau, Ph.D.**

Assistant Professor of Strategy and Entrepreneurship

FSU College of Business and Jim Moran Institute for Global Entrepreneurship

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### **EDUCATION**

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<b>IESE Business School</b>	Barcelona, Spain
<b>Doctor of Philosophy, <i>cum laude</i></b> Management	2017
<b>IESE Business School</b>	Barcelona, Spain
<b>Master of Science</b> Management Research	2014
<b>University of Buenos Aires</b>	Buenos Aires, Argentina
<b>Bachelor of Science, <i>cum laude</i></b> Business Administration	2006

### **RESEARCH INTERESTS**

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- Sustainability: organization-community relations, governance, and sustainable innovation.
- Ethics: organizational transparency, misconduct, and impression management.
- Entrepreneurship: crowdfunding, institutional entrepreneurship.

### **JOURNAL PUBLICATIONS**

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- Audia, P., Rousseau, H., Brion, S. 2020 (In Press). CEO Power and Nonconforming Reference Group Selection. *Organization Science*.
- Smulowitz, S. S., Rousseau, H., Bromiley, P. The Behavioral Theory of the (Community-oriented) Firm: The Differing Response of Community Oriented Firms to Performance Feedback. 2020. *Strategic Management Journal*.
- Rousseau, H., Berrone, P. & Gelabert, L. 2019. Localizing Sustainable Development Goals: Nonprofit Density and City Sustainability. *Academy of Management Discoveries*.
- Rousseau, H. 2017. Corporate Sustainability: Toward a Theoretical Integration of Catholic Social Teaching and the Natural-Resource-Based View of the Firm". *Journal of Business Ethics*.
- Berrone, P., Gelabert, L., Massa-Saluzzo, F. & Rousseau, H. 2016 (authors contributed equally and are listed alphabetically). Understanding Community Dynamics in the Study of Grand Challenges: How Nonprofits, Institutional Actors, and the Community Fabric Interact to Influence Income Inequality. *Academy of Management Journal*.

## **BOOK CHAPTERS (NON-REFEREED)**

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- Rosenberg, M., Berrone, P., Rousseau, H. (2019). Environmental Sensibility and Firm Strategic Actions: How to Become Sustainable While Avoiding Greenwashing. *General Management in Latin and Ibero American Organizations: A Humanistic Perspective*. London: Routledge.

## **BEST PAPER NOMINATIONS, BEST PAPER AWARDS, AND REFEREED PROCEEDINGS**

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- Academy of Management Discoveries *2020 Best Paper Award* for “Localizing Sustainable Development Goals: Nonprofit Density and City Sustainability.”
- AOM 2020 “A Behavioral View of Problemistic Search in Nonprofits: How Multiple Goals and Governance Drive Fundraising Efforts.” Included in the *2020 AOM Best Papers Proceedings*.
- Southern Management Association (SMA) *2018 Best Strategy Track Paper Award*, for “Profiting from Lack of Cohesion: Bank Profitability in Fractured Communities.”
- SMA *2017 Best Doctoral Paper Award*, for “The Behavioral Theory of the (Community-oriented) Firm: Community Orientation and Banks’ Responses to Attainment Discrepancies.”
- AOM *2017 Nomination for ONE Division Best Paper Award*, for “The Role of Nonprofit Organizations in Improving Community Environmental Performance.”
- AOM 2017 “Creating Value for Others. The Role of Nonprofit Organizations in Improving Community Environmental Performance.” Included in the *2017 AOM Best Papers Proceedings*.
- AOM *2014 ONE Division Best Paper Award*, for “Let's Talk: Studying Dialogue among Firms and Outside Actors on Social and Environmental Issues.”

## **MANUSCRIPTS UNDER REVIEW (titles retracted to preserve review process)**

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- Audia, P., Rousseau, H., Stimmler, M. K. *Organization Science*. (Under 3<sup>rd</sup> Review, first two authors contributed equally).
- Garcia-Dastugue, S. J. & Rousseau, H. *Journal of Supply Chain Management*. (Requested 2<sup>nd</sup> Review, authors listed alphabetically).
- Rousseau, H., Smulowitz, S., Audia, P. *Academy of Management Journal*. (Under initial Review).
- Alegre, I., Yong, A., Rousseau, H., Berrone, P., & Ricart, J. E. *Management Science*. (Under initial Review).
- Smulowitz S., Rousseau, H., Bromiley, P. *Organization Science* (Under initial Review).
- Berrone, P., Giuliadori, A., Ricart, J. E., Rousseau, H.” *Business Research Quarterly*. (Under initial review).

## **MANUSCRIPTS IN PREPARATION (\* indicates lead author)**

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- Not One of Us: Why Audiences Penalize Category-switching in Crowdfunding Platforms (with Guangzhi Zhang). \* *Target: ASQ*

- “Targeting Institutional Change in Relief Settings: How Actor Ideologies and Environmental Complexity Guide Entry Mode. Quantitative, Project-level Data Collected on Refugee Camp Relief Efforts in Jordan.” (with Ted Khoury). **Target: ASQ**
- “Follow Tesla! Technological Spillovers Increase Firm Sustainability” (with Daniel Ferrés and Francisco Marcet). \* **Target: SMJ**
- Learning from Consumer Product-failure Reports: Quasi-experimental Evidence from the U.S. Medical Device Industry, 1998-2014 (with David Maslach and Bruce Lamont). **Target: SMJ.**
- A Behavioral View of Problemistic Search in Nonprofits: How Multiple Goals and Governance Drive Fundraising Efforts (with Pascual Berrone and Philip Bromiley). \* **Target: Organization Science**
- “Let’s Talk: Studying Dialogue among Firms and Outside Actors on Social and Environmental Issues” (with Pascual Berrone & Judith S. Walls). \* **Target: Organization Science**
- “CSR as a CEO Entrenchment Strategy in Family Firms” (with Daniel Ferrés and Francisco Marcet). **Target: SMJ**

## PEER-REVIEWED CONFERENCES AND WORKSHOPS

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- “A Behavioral View of Problemistic Search in Nonprofits: How Multiple Goals and Governance Drive Fundraising Efforts”, Strategic Management Society, Virtual Conference, Oct. 2016.
- “Community as Double-edged Sword: Logic Strength and Categorical Stigma Within U.S. Community Banks”, Strategic Management Society, Virtual Conference, Oct. 2016.
- “A Behavioral View of Problemistic Search in Nonprofits: How Multiple Goals and Governance Drive Fundraising Efforts,” Academy of Management, Virtual Conference, Aug. 2020.
- OMT Junior Faculty Consortium Program Participant, Academy of Management, Virtual Conference, Aug. 2020.
- “Profiting from Lack of Cohesion: Bank Profitability in Fractured Communities,” Academy of Management, Boston, Aug. 2019.
- “Supply Chain Awareness and NGO Effectiveness: An Attention-based View,” Academy of Management, Boston, Aug. 2019.
- “Profiting from Lack of Cohesion: Bank Profitability in Fractured Communities,” SMA Meeting, Lexington, Nov. 2018.
- “Entrepreneurship, Clusters, and The Reduction of Poverty in Urban Communities: An Institutional Perspective,” Academy of Management, Chicago, Aug. 2018.
- “The Behavioral Theory of the (Community-oriented) Firm: Community Orientation and Banks’ Responses to Attainment Discrepancies,” SMA Meeting, St. Petersburg, Oct. 2017.
- “CEO Power and the Selection of Nonconforming Reference Groups,” Academy of Management, Atlanta, Aug. 2017.
- “We Can Work It Out? Examining the Barriers to the Deinstitutionalization of Polluting Practices in U.S. Communities”, Strategic Management Society, Berlin, Sept. 2016.
- “We Can Work It Out? Examining the Barriers to the Deinstitutionalization of Polluting Practices in U.S. Communities”, Academy of Management, Anaheim (USA), Aug. 2016.

- Organizer of Professional Development Workshop “New Methods and Approaches in Aspirations Research,” Academy of Management, Anaheim (USA), Aug. 2016.
- “Learning from Performance Feedback in Environmental Organizations: The Moderating Role of External Social Cues,” Strategic Management Society, Denver (USA), Oct. 2015.
- “Tackling Inequality: How Nonprofits Leverage Institutions and Community Fabric to Reduce Poverty”, Academy of Management, Vancouver (Canada), Aug., 2015.
- Towards a Moral-Strategic Perspective of Corporate Sustainability: An Integration of Christian Thought and the Natural Resource-based View, 4<sup>th</sup> International Colloquium on Christian Humanism in Economics and Business, Barcelona, Apr., 2015.
- “The Hidden Code in the Nonprofit Literature: Towards a Theory of Nonprofit Organizations,” Strategic Management Society, Denver, Oct. 2015.
- “Raising the Voice: Dialogue as a ‘Catalyst’ for Change in Complex Institutional Environments.” Strategic Management Society, Madrid, Sept. 2014.
- “Let’s Talk: Studying Dialogue among Firms and Outside Actors on Social and Environmental Issues,” Academy of Management, Philadelphia, Aug. 2014.

## TEACHING EXPERIENCE

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*Florida State University* *08/2017 – Present*  
 Instructor, **Masters Level, Foundations of Entrepreneurship & Leadership** (ENT 5901)  
 Instructor, **Undergraduate, Introduction to Entrepreneurship** (ENT 3003)  
 Instructor, **Undergraduate, Strategic Management** (MAN 4720)

*International University of Catalonia (Barcelona, Spain)* *10/2015 – Present*  
 Lecturer, Leadership Workshop for Entrepreneurs. Designed and taught this workshop for students in the M.Sc. in Entrepreneurship. Cases discussed: Rob Parson and Thomas Green.

*Business Engineering School LaSalle (Barcelona, Spain)* *02/2015 – Present*  
 Lecturer, Strategic Management for Technological Ventures (undergraduate). Cases discussed: Disney, Zara, Coca-Cola, Ducati, Pet Food Industry, Sony Ericsson.

## DOCTORAL DISSERTATION COMMITTEES

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Candidate: María del Mar Martínez Bravo (University of Almeria). *Sustainable Cities*. Advisor: Dr. Raquel Antolín López. Defense scheduled for May 6<sup>th</sup>, 2021.

Candidate: Katia Galdino (Florida State University). *Institutions and Imprinting in the Formalization of Informal Firms: A Cross-country Analysis*. Advisor: Dr. Bruce Lamont. Defended on July 6<sup>th</sup>, 2018.

## PROFESSIONAL AFFILIATIONS

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- Academy of Management. Divisions: ENT, ONE, OMT, STR *2013 – Present*
- Strategic Management Society (SMS) *2013 – Present*

## REVIEWING

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- Ad hoc reviewer for *Administrative Science Quarterly*. 2020 – Present
- Ad hoc reviewer for *Nonprofit and Voluntary Sector Quarterly*. 2020 – Present
- Ad hoc reviewer for *Organization & Environment*. 2016 – Present
- Ad hoc reviewer for *California Management Review*. 2016 – Present
- Ad hoc reviewer for *Journal of Business Ethics*. 2015 – Present
- Reviewer for STR, OMT and ONE, *AOM Conference*. 2013 – Present