Vern L. Glaser

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Education

- University of Southern California, PhD, Management and Organization (2014)
- Duke University, MBA, Business Administration (2000)
- University of California, Los Angeles, BA, Economics (1992)

Academic Positions

- Professor of Entrepreneurship and Family Enterprise, Alberta School of Business, University of Alberta (2024 – present)
- Academic Director, Alberta Business Family Institute, University of Alberta (2021 – present)
- Academic Director, Centre for Entrepreneurship and Family Enterprise, University of Alberta (2021 – present)
- Associate Professor, Alberta School of Business, University of Alberta (2020 – 2024)
- Assistant Professor, Alberta School of Business, University of Alberta (2014 – 2019)

Journal Articles

- **Vern L. Glaser**, Jennifer Sloan, Rodrigo Valadão, Evelyn Micelotta. *The Axiology of AI Agents: How Human-AI Interaction Transforms Values from Espoused to Enacted*. Academy of Management Review. (forthcoming)
- Jennifer Sloan, **Vern L. Glaser**. *Stop Prompting AI, Start Directing It*. MIT Sloan Management Review. (forthcoming)
- Jennifer Sloan, **Vern L. Glaser**. *Robotic Artistry: Four Surprise Pathways for GenAI-Assisted Abductive Theorization*. Strategic Organization. (forthcoming)
- Joel Gehman, **Vern L. Glaser**, Paul Merritt. *An Assemblage Perspective on Hybrid Agency: A Commentary on Raisch and Fomina's Combining Human and Artificial Intelligence*. Academy of Management Review, 50(2), 477-479. (2025)
- **Vern L. Glaser**, Jennifer Sloan, Joel Gehman. *Organizations as Algorithms: A New Metaphor for Advancing Management Theory*. Journal of Management Studies, 61(6), 2748-2769. (2024)
- Christine Moser, **Vern L. Glaser**, Dirk Lindebaum. *Taking Situatedness Seriously in Theorizing about Competitive Advantage through AI — A Response to Kemp's Competitive Advantages Through Artificial Intelligence*. Academy of Management Review, 49(3), 683-685. (2024)
- **Vern L. Glaser**, Joel Gehman. *Chatty Actors: Generative AI and the Reassembly of Agency in Qualitative Research*. Journal of Management Inquiry, 33(3), 207-229. (2024)
- Dirk Lindebaum, Christine Moser, Mehreen Ashraf, **Vern L. Glaser**. *Reading The Technological Society to Understand the Mechanization of Values and its Ontological Consequences*. Academy of Management Review, 48(3), 575-592. (2023)
- **Vern L. Glaser**, Omid Omidvar, Mehdi Safavi. *Predictive Models Can Lose the Plot. Here's How to Keep Them on Track*. MIT Sloan Management Review, 64(4), 20-25. (2023)
- Omid Omidvar, Mehdi Safavi, **Vern L. Glaser**. *Algorithmic Routines and Dynamic Inertia: How Organizations Avoid Adapting to Changes in the Environment*. Journal of Management Studies, 60(2), 313-345. (2023)
- Dirk Lindebaum, **Vern L. Glaser**, Christine Moser, Mehreen Ashraf. *When Algorithms Rule, Values Can Wither*. MIT Sloan Management Review, 64(2), 66-69. (2022)
- **Vern L. Glaser**, Michael Lounsbury. *Designing Legitimacy: Expanding the Scope of Cultural Entrepreneurship*. Journal of Business Venturing Design, 1(1), 1-11. (2021)
- **Vern L. Glaser**, Neil Pollock, Luciana D'Adderio. *The Biography of an Algorithm: Performing Algorithmic Technologies in Organizations*. Organization Theory, 2, 1-27. (2021)
- **Vern L. Glaser**, Mariam Krikorian-Atkinson, Peer C. Fiss. *Goal-Based Categorization: Dynamic Classification in the Display Advertising Industry*. Organization Studies, 41(7), 921-943. (2020)

- Timothy Hannigan, Richard F. J. Haans, Keyvan Vakili, Hovig Tchalian, **Vern L. Glaser**, Milo Wang, Sarah Kaplan, P. Devereaux Jennings. *Topic Models in Management Research: Rendering New Theory from Textual Data*. Academy of Management Annals, 13(2), 586-632. (2019)
- Luciana D'Adderio, **Vern L. Glaser**, Neil Pollock. *Performing Theories, Transforming Organizations: A Reply to Marti and Gond*. Academy of Management Review, 44(3), 676-679. (2019)
- Joel Gehman, **Vern L. Glaser**, Kathleen M. Eisenhardt, Dennis A. Gioia, Ann Langley, Kevin G. Corley. *Finding Theory-Method Fit: A Comparison of Three Qualitative Approaches to Theory-Building*. Journal of Management Inquiry, 27(3), 284-300. (2018)
- **Vern L. Glaser**. *Design Performances: How Organizations Inscribe Artifacts to Change Routines*. Academy of Management Journal, 60(6), 2126-2154. (2017)
- **Vern L. Glaser**, Peer C. Fiss, Mark T. Kennedy. *Making Snowflakes Like Stocks: Stretching, Bending, and Positioning to Make Financial Market Analogies Work in Online Advertising*. Organization Science, 27(4), 1029-1048. (2016)

Edited Books

- **Vern L. Glaser**, Christine Moser, Deborah Anderson, P. Devereaux Jennings (ed.), *Algorithmic Organizing*. Research in the Sociology of Organizations, 95. Emerald Publishing. (2025)
- Christopher W.J. Steele, Timothy R. Hannigan, **Vern L. Glaser**, Madeline Toubiana, Joel Gehman (ed.), *Macrofoundations: Exploring the Institutionally Situated Nature of Activity*. Research in the Sociology of Organizations, 68. Emerald Publishing. (2021)

Edited Book Chapters and Conference Proceedings

- Alex Murray, **Vern L. Glaser**. *Artificial Intelligence and the Reshaping of Social Evaluations*. Oxford Handbook of Social Evaluations. Oxford University Press, 597-612. (2026)
- Rodrigo Valadão, **Vern L. Glaser**, Timothy R. Hannigan. *Assembling Frankensteins: How Data Scientists Stitch Provisional Artifacts to Render Novel Insights*. Research in the Sociology of Organizations, 95, 45-66. (2025)
- **Vern L. Glaser**, Jennifer Sloan. *Assemblage Theory*. Elgar Encyclopedia of Strategy as Practice. Edward Elgar Publishing, 15-17. (2025)
- **Vern L. Glaser**, Timothy R. Hannigan, P. Devereaux Jennings. *Topic Modeling*. Elgar Encyclopedia of Strategy as Practice. Edward Elgar Publishing, 350-354. (2025)
- **Vern L. Glaser**, Krista Pettit. *Situatedness*. Elgar Encyclopedia of Strategy as Practice. Edward Elgar Publishing, 246-249. (2025)
- Matt Knight, **Vern Glaser**. *Beyond Digital Disruption: Harness AI While Preserving Values*. Capital Insights, 2(3), 71-72. (2025)
- **Vern L. Glaser**, Jennifer Sloan, Matt Knight. *AI Adoption in Family Enterprises: Balancing Innovation with Values*. (2025)
- Mohammad Jarrahi, **Vern L. Glaser**. *Not All AI Systems Are Created Equal: A Typology of AI Systems' Performance and Affordance*. Proceedings of the 58th Annual Hawaii International Conference on Systems Sciences. (2025)
- Giuseppe Criaco, **Vern Glaser**, Joel Gehman. *Becoming Minoritarian: How De Novo Associations Change Institutional Fields from the Inside Out*. Academy of Management Proceedings. (2022)
- Henrik Berglund, **Vern L. Glaser**. *The Artifacts of Entrepreneurial Practice*. Research Handbook on Entrepreneurship as Practice (Thompson, Byrne, Teague, Jenkins, eds.). Edward Elgar Publishing, 168-186. (2022)
- **Vern L. Glaser**, Rodrigo Valadão, Timothy R. Hannigan. *Algorithms and Routine Dynamics*. Cambridge Handbook of Routine Dynamics. Cambridge University Press, 315-328. (2021)
- Frithjof Wegener, **Vern L. Glaser**. *Design and Routine Dynamics*. Cambridge Handbook of Routine Dynamics. Cambridge University Press, 301-314. (2021)
- Christopher W.J. Steele, Timothy R. Hannigan, **Vern L. Glaser**, Madeline Toubiana, Joel Gehman. *Introduction: Macrofoundations: Exploring the Institutionally Situated Nature of Activity*. Research in the Sociology of Organizations, 68, 3-16. Emerald. (2021)

- Evelyn Micelotta, **Vern L. Glaser**, Gabrielle Dorian. *Qualitative Research in Family Business: Methodological Insights to Leverage Inspiration, Avoid Data Asphyxiation, and Develop Robust Theory*. Handbook of Qualitative Research Methods for Family Business (De Massis & Kammerlander, eds.). Edward Elgar Publishing, 25-47. (2020)
- Nina Eliasoph, Jade Lo, **Vern L. Glaser**. *Navigation Techniques: How Ordinary Participants Orient Themselves in Scrambled Institutions*. Microfoundations of Institutions, Research in the Sociology of Organizations, 65B, 143-168. Emerald. (2019)
- Trish Reay, Asma Zafar, Pedro Monteiro, **Vern L. Glaser**. *Presenting Findings from Qualitative Research: One Size Does Not Fit All!*. The Production of Managerial Knowledge and Organizational Theory, Research in the Sociology of Organizations, 59, 201-216. Emerald. (2019)
- **Vern L. Glaser**. *Enchanted Algorithms: How Organizations Use Algorithms to Automate Decision-Making Routines*. Academy of Management Proceedings. (2017)
- **Vern L. Glaser**, Nathanael J. Fast, Derek J. Harmon, Sandy E. Green, Jr.. *Institutional Frame Switching: Institutional Logics and Individual Action*. How Institutions Matter! Research in the Sociology of Organizations, 48A, 35-69. Emerald. (2016)
- **Vern L. Glaser**, Peer C. Fiss, Mark Thomas Kennedy. *Rhetoric and Resonance: Framing Strategies for Institutionalizing New Market Conceptions*. Academy of Management Proceedings. (2011)

Published Teaching Cases

- Mehri Baloochi, **Vern Glaser**, Ross Melnick, Paul Moore, Deb Verhoeven. *Laemmle Theatres: The Art-House Cinema Weighs Its Future*. Ivey Publishing. Case W40538 and Teaching Note W40539. (2025)
- Jennifer Sloan, **Vern L. Glaser**. *Scandinavian Building Services: Preserving the Past and Ensuring the Future*. Ivey Publishing. Case W35309 and Teaching Note W35310. (2024)

Customized Teaching Cases

- Matt Knight, **Vern Glaser**. *The Entitlement Paradox*. Prepared for a Young Presidents' Organization Leadership Dinner. (2025)

Dissertation

- **Vern L. Glaser**. *Enchanted Algorithms: The Quantification of Organizational Decision-Making*. Marshall School of Business, University of Southern California, Los Angeles. (2014)

Research Grants

- SSHRC Insight Grant — "Decoding the Black Box: Tracing the Inscription of Values in Large Language Models" (with Tina Dacin) (2024 – 2026)
- SSHRC Insight Grant — "The Hidden Practices of Data Analytics" (with Christopher W.J. Steele) (2020 – 2023)
- SSHRC Insight Development Grant — "Big Data and the Rise of the Data Scientist" (with Christopher Steele and Joel Gehman) (2016 – 2018)

Teaching Experience

- Technology and Data Literacy. Government of Alberta / University of Alberta (Spring 2026)
- Strategic Consulting for Family Business. SEM 427/627 (Fall 2017, 2018, 2019, 2022; Spring 2026)
- Business Applications of Artificial Intelligence: Strategy Module. MMA 608 (Winter 2026)
- Managing Intelligence: Strategic Leadership in the Age of AI. BUS 860 (Winter 2026)
- Strategic Decision-Making with Data Analytics. SEM 620 (Fall 2024, 2025)
- Manager as Strategist. SEM 810 (Fall 2023, 2024, 2025)
- Qualitative Methodology for Business Research. BUS 701 (Fall 2024)
- Data Analysis and Decision Making. MGTSC 820 (Winter 2022, 2023, 2024; Fall 2024)
- KIN Summer School: Algorithmic Organizing. VU Amsterdam (Summer 2024)
- Transforming Family Business with AI. Alberta Business Family Institute (Winter 2024)
- Corporate Strategy. SEM 870 (Winter 2023, 2024)

- Manager as Strategist. UAcademy BEARS Program (Fall 2023)
- Organization Strategy / Managing Organizations. SEM 502 (2015-2024, multiple terms)
- PhD Seminar in Strategic Management (Fall 2018, 2022)
- European Study Tour: Family Business and Entrepreneurship in European Governance Systems. BUEC 444 / SEM 686 (Winter 2015-2020)
- Strategic Management. University of Southern California (Spring 2013)

Doctoral Student Supervision

- Jennifer Kotadia. Committee: Vern L. Glaser (supervisor), P. Devereaux Jennings, Emily Block. (2025-)
- Jennifer Sloan. Committee: Vern L. Glaser (co-supervisor), Christopher W.J. Steele (co-supervisor), Trish Reay. (2019-2025)
- Rodrigo Valadão. Committee: Timothy R. Hannigan (co-supervisor), Vern Glaser (co-supervisor), P. Devereaux Jennings. (2018-2023)

Doctoral Dissertation Examination Committees

- Kylie Heales (University of Alberta). Committee: Angelique Slade Shantz (supervisor), Royston Greenwood, Vern L. Glaser, Karen Hughes, Jeffrey York (external examiner). (2023)
- Gabriel Huppé (Ivey School of Business). Committee: Glenn Rowe (supervisor), Mark Zbaracki, Krista Pettit, Marlene Janzen Le Ber, Vern L. Glaser (external examiner). (2021)
- Mayur Joshi (Ivey School of Business). Committee: Ning Su (supervisor), Mark Zbaracki, Isam Faik, Nandita Biswas Mellamphy, Vern L. Glaser (external examiner). (2021)
- Abiodun Ige. (University of Alberta). Committee: Marvin Washington (supervisor), Michael Lounsbury, Vern L. Glaser, P. Devereaux Jennings, Vikas Mehrotra (external examiner). (2019)
- Búi Petersen (Memorial University of Newfoundland). Committee: Natalie Swalinski (supervisor), Gordon Cooke (co-supervisor), Diane Ford, Amy Warren, Vern L. Glaser (external examiner). (2018)

Doctoral Dissertation Proposal Committees

- Mehri Baloochi (University of Alberta). Committee: Emily Block (supervisor), Vern L. Glaser, Michael Lounsbury. (2024)
- Michael Zheng (University of Alberta). Committee: Daniel Mason (Supervisor), Marvin Washington, Brian Soebbing, Michael Lounsbury, Vern L. Glaser. (2021)
- Asma Zafar (University of Alberta). Committee: Trish Reay (Supervisor), Michael Lounsbury, Royston Greenwood, Joel Gehman, Vern L. Glaser. (2017)
- Abiodun Ige (University of Alberta). Committee: Marvin Washington (Supervisor), Michael Lounsbury, P. Devereaux Jennings, Vikas Mehotra, Vern L. Glaser. (2015)
- Onnolee Nordstrom (University of Alberta). Committee: Jennifer Jennings (Supervisor), Trish Reay, Lloyd Steier, Michael Lounsbury, Vern L. Glaser. (2014)

Honors and Awards

- Eric Geddes Professor of Business Faculty Fellowship, *Beyond Project Management: Understanding the Relational Work of Family Business Consulting* (2025-2027)
- Donald and Margaret MacKenzie Teaching Award (2025)
- MBA Association Excellence in Teaching Award (2025)
- Finalist, 2023 OMT Best Paper Published Award, *Algorithmic Routines and Dynamic Inertia* (with Omid Omidvar and Mehdi Safavi) (2024)
- FFI Certificate in Family Business Advising (CFBA) (2023)
- 2021 James G. March Prize for *The Biography of an Algorithm*, awarded bi-annually for the best article in *Organization Theory* (EGOS / SAGE) (2021)
- Eric Geddes Professor of Business Faculty Fellowship, *The Biography of an Algorithm* (2021-2024)
- EFF-SAS Grant, *Cultural Strategy: Theorizing the Creation of Value-Added Industries* (with Joel Gehman) (2019-2020)

- Society for the Advancement of Management Studies Grant, *Workshop on Data Analysis Methods for Management Research* (with Timothy R. Hannigan) (2019)
- MBA Association Excellence in Teaching Award (2018)
- H.E. Pearson Faculty Fellowship, *Passing the Baton: How Family Firms Transfer Values across Generations* (2018-2019)
- EFF-SAS Grant, *Conference Ecologies* (with Christopher W.J. Steele) (2017-2018)
- Xerox Faculty Fellowship, *Shifting Levels of Abstraction* (2014-2015)
- Best Conference Paper Award Nomination, Strategic Management Society, Madrid (with Mariam Krikorian and Peer C. Fiss) (2014)
- James S. Ford / Commerce Associates Ph.D. Fellowship (2012)
- Greif Entrepreneurial Research Award (2012)
- Provost's Fellow Travel Award, UC Davis Qualitative Methods Workshop (2012)
- Best Conference Paper Award Nomination, Strategic Management Society, Miami (with Derek J. Harmon and Libby Weber) (2011)
- Best Paper Proceedings, Academy of Management Meeting, San Antonio (with Peer C. Fiss and Mark T. Kennedy) (2011)
- Faculty Research Award, Lloyd Greif Center for Entrepreneurship (with Peer C. Fiss and Mark T. Kennedy) (2011)
- Provost's Fellow Travel Award, 27th EGOS Colloquium, Gothenburg (2011)
- Provost's Fellowship, University of Southern California (2009)
- Fuqua Scholar, Duke University, Fuqua School of Business (2000)
- Summa Cum Laude, University of California, Los Angeles (1992)

Conference Papers and Presentations

- AI Ethics and Qualitative Research. 10th World Conference on Qualitative Research, Online. (2025). (with Ali Shiri, Michael Van Manen, and Gillian Lemermeyer)
- LLMs and AI Agents as Algorithmic Assemblages. Presentation for the PDW, Strategic Integration of Large Language Models: Challenges, Opportunities, and Organizational Impact. Academy of Management Annual Meeting, Copenhagen, Denmark. (2025)
- Robotic Artistry: Using AI to Promote Discovery in Qualitative Research. Keynote presentation for the PDW, Expanding and Extending the Community for Computational Theory Construction. Academy of Management Annual Meeting, Copenhagen, Denmark. (2025). (with Jennifer Sloan)
- The Role of Cultural Stewardship in Connecting Family Businesses to Their Local Communities. Poster Session, Family Enterprise Research Conference, Dublin, Ireland. (2025). (with Marjan Houshmand)
- Cultural Stewardship in Family Firms: Storing, Leveraging, and Transmitting Family Values. FFI Global Conference: Mean Time – Time, Timing, and Timelessness in Family Enterprise, London, United Kingdom. (2024). (with Marjan Houshmand)
- Going Fast and Slow: How AI Is Transforming High-Stakes Clinical Problem Solving and Decision-Making. 21st Annual West Coast Research Symposium, Eugene, Oregon. (2024). (with Luciana D'Adderio, Eric Monteiro, and Neil Pollock)
- Problematizing AI in AI Assemblages. 40th EGOS Colloquium, Milan, Italy. (2024). (with Mohammad Jarrahi)
- Temporality in Algorithmic Assemblages: Understanding How Algorithms Shape Organizational Time. 15th International Process Symposium. Paphos, Cyprus. (2024). (with Omid Omidvar)
- AI's Impact on Business Family Values. Family Business Symposium. Calgary, Alberta. (2024). (with Jennifer Sloan and Matt Knight)
- AI: Promise or Peril. Edmonton Rotary Club. (2024)
- The AI Frontier: Upholding Family Business Values in a Digital World. University of Hawaii. (2024) (with Jennifer Sloan, Rodrigo Valadão and Evelyn Micelotta)
- Strategic Governance: How Family Firms Can Leverage Decision Architecture to Improve Strategic Decision-Making. FFI Global Conference: Evolving the Conversation—The Future of Family Business Advising and Research. New York, New York. (2023). (with Jennifer Sloan and Matt Knight)

- AI: Promise or Peril? Family Enterprise Foundation's Families Summit of Minds. Mont Tremblant, Quebec. (2023)
- Venture Proofing: How Entrepreneurs Use Arguments to Persuade Investors of the Viability of Their Innovation. Strategic Management Society Annual International Conference, Toronto, Ontario. (2023). (with Matthew Grimes and Joel Gehman)
- Organizations as Algorithms. Academy of Management Annual Meeting, Boston, Massachusetts. (2023). (with Joel Gehman and Jennifer Sloan)
- Algorithmic Organizing. 2023 IDeaS Workshop: Interpretive Approaches to Data Science in Management Research. (2023)
- How AI Will Impact Family Firms. Family Enterprise Foundation's Families Summit of Minds. Banff, Alberta. (2022) (with David Beatty and Jordan Allen)
- Analytics, AI, and Family Business. FFI Global Conference: Family Enterprise and the 4th Economy—Internal and External Pressures to Change and Adapt. Boston, Massachusetts. (2022) (with Rodrigo Valadão and Jennifer Sloan)
- Topic Modeling Advances: Curating Corpora, Using Structured Models, and Theorizing with Visuals. Academy of Management Annual Meeting, Virtual. (2020). (with Timothy R. Hannigan, Richard Haans, Hovig Tchalian, Rodrigo Valadão, and P. Devereaux Jennings)
- Designing Algorithmic Assemblages. Presentation for Debating Corporate Responsibility in the Era of Digitization and Digitalization Symposium. Academy of Management Annual Meeting, Virtual. (2020)
- Conceptual Blending: The Emergence of New Business Models. 36th EGOS Pre-Colloquium Paper Development Workshop. Hamburg, Germany. (2020). (with Carlos M. DaSilva)
- An Executive Perspective on Analytics. University of Alberta Alumni Event, Edmonton, Alberta. (2020)
- Interpretive Data Science: Rendering in the Wild. IDeaS Workshop: Interpretive Approaches to Data Science in Management, Edmonton, Alberta. (2019)
- Discovering Data: Principles of Abductive Research. Doctoral Student Workshop, 17th Annual West Coast Research Symposium on Technology Entrepreneurship, Palo Alto, California. (2019). (with Timothy R. Hannigan)
- Using Topic Modeling to Theorize Strategic Concepts. Presentation for the Using Topic Modeling, Visual Artifacts, and Ethnography to Understand Strategic Concepts PDW. Academy of Management Annual Meeting, Boston, Massachusetts. (2019)
- Reworking the Truth Machine: Crafting Epistemic Practices in Business Analytics. Presentation for the Understanding Analytics: Different Methods to Investigate the Relationship between Big Data, Algorithms, and Culture PDW. Academy of Management Annual Meeting, Boston, Massachusetts. (2019). (with Christopher W.J. Steele)
- Workhorse or Unicorn: How Entrepreneurs Use Venture Proofing to Deal with Conflicting Pressures to Customize and Scale. European Theory Development Workshop, London, United Kingdom. (2019). (with Matthew Grimes and Joel Gehman)
- Workhorse or Unicorn: How Entrepreneurs Create Theories of Scalability. Invited Presentation, Aston University, Birmingham, United Kingdom. (2019). (with Matthew Grimes and Joel Gehman)
- Workhorse or Unicorn: How Entrepreneurs Acquire Diverse Resources through Category Cycling. Invited Presentation, Leuphana University, Lüneberg, Germany. (2019). (with Matthew Grimes and Joel Gehman)
- Institutional Attention: Cultural Entrepreneurship and the Dynamics of Category Construction. 16th West Coast Research Symposium on Technology Entrepreneurship, Seattle, Washington. (2018). (with Hovig Tchalian, Jeff Green, and Michael Lounsbury)
- Trends in Rendering Theory with Topic Modeling. Presentation for the Topic Modeling: A Hands-On Approach to Analysis and Theory Building PDW, Academy of Management Annual Meeting, Chicago, Illinois. (2018)
- The Generativity of the Experimental Theory-Method Package. Showcase presentations for the Experiments in Institutional Theory and Strategy Research PDW, Academy of Management Meeting, Chicago, Illinois. (2018)
- Audiences, Artifacts, and Routine Dynamics in Women's Hockey. 34th EGOS Colloquium, Tallinn, Estonia. (2018). (with Patrick Reid, Daniel Mason, and Marvin Washington)
- Entrepreneurial Worlding. Invited Presentation at Technical University of Berlin, Berlin, Germany. (2018). (with Matthew Grimes and Joel Gehman)

- Analytics and Organizational Culture. Academy of Management Specialized Conference: Big Data and Managing in a Digital Economy, Surrey, United Kingdom. (2018). (with Christopher Steele and Jennifer Sloan)
- Incubating Innovation: How Organizations Theorize and Enact Complex Ecologies of Routines. 33rd EGOS Colloquium, Copenhagen, Denmark. (2017). (with Magdalena Cholakova)
- Structured Ambiguity: How Meaning Emerges through the Faultlines of Institutional Logics. European Theory Development Workshop, Zurich, Switzerland. (2017). (with Nina Eliasoph and Jade Lo)
- Learning Institutional Logics. American Sociological Association Annual Meeting, Seattle, Washington. (2016). (with Jochem Kroezen and Patricia Thornton)
- Promoting Novel Analytic Methodologies: The Strategic Construction of Uncertainties. Academy of Management Meeting, Anaheim, California. (2016). (with Matthew Grimes)
- What We Don't Know Makes Us Stronger: A Performative Perspective on Uncertainty in Entrepreneurship. 32nd EGOS Colloquium, Naples, Italy. (2016). (with Matthew Grimes)
- Passing the Baton: How Family Firms Transfer Values across Generations. 2016 Theories of Family Enterprise Conference, Edmonton, Alberta. (2016). (with Pursey Heugens)
- Entrepreneurship in Action: Reducing the Uncertainty of Innovation. 13th West Coast Research Symposium on Technology Entrepreneurship, Seattle, Washington. (2015). (with Matthew Grimes)
- Categorical Evolution or Revolution? How Organizations Promote Emergent Categories. 31st EGOS Colloquium, Athens, Greece. (2015). (with Hovig Tchalian and Mark Kennedy)
- Entrepreneurship in Action: Reducing the Uncertainty of Innovation. 7th International Process Symposium, Kos, Greece. (2015). (with Matthew Grimes)
- Learning Institutional Logics. 4th Triennial Alberta Institutions Conference, Banff, Alberta. (2015). (with Jochem Kroezen and Patricia Thornton)
- Enchanted Algorithms: How Organizations Use Algorithms to Automate Decision-Making Routines. Academy of Management Meeting, Philadelphia, Pennsylvania. (2014)
- Iron Cage or Toolkit? Explaining Deviance from Dominant Institutional Logics. 30th EGOS Pre-Colloquium Paper Development Workshop: Experimental Research in Institutional Theory: Opportunities and Challenges, Rotterdam, The Netherlands. (2014). (with Jochem Kroezen and Patricia Thornton)
- Algorithms and the Automation of Routines: An Empirical Investigation into the Use of Algorithms. Sixth International Symposium on Process Organization Studies, Rhodes, Greece. (2014)
- Crafting Consistency from Complexity: Tension-Smoothing Strategies in Everyday Interaction. Journal of Management Studies Conference: Managing Organizational Complexity within and across Organizational Boundaries, Cambridge, United Kingdom. (2014). (with Nina Eliasoph and Jade Lo)
- Individual Reactions to Institutional Complexity. Academy of Management Meeting, Orlando, Florida. (2013). (with Nathanael J. Fast, Derek Harmon, and Sandy Green)
- Enchanted Algorithms: The Dis-embedding of Organizational Decision-Making into Abstract Algorithms. SSWO 2013: The Structure and Structuring of Work within and across Organizations, Montreal, Canada. (2013)
- Crafting Consistency from Complexity: Institutional Logics in Everyday Interaction. 29th EGOS Pre-Colloquium Paper Development Workshop: Bridging Perspectives on Societal Systems: Logics, Orders of Worth, Leitideen, Montreal, Canada. (2013). (with Nina Eliasoph and Jade Lo)
- What's Your Level (of Abstraction)? Vertical Category Dynamics and Valuation in the Online Advertising Industry. 29th EGOS Colloquium, Montreal, Canada. (2013). (with Mariam Krikorian and Peer C. Fiss)
- Situated Motivation: How Institutional Logics Shape Individual Behavior. Academy of Management Meeting, Boston, Massachusetts. (2012). (with Nathanael J. Fast and Sandy Green)
- Framing, Contestation, and Emergence: Analogies and Category Construction in Online Advertising. Academy of Management Meeting, Boston, Massachusetts. (2012). (with Peer C. Fiss and Mark Kennedy)
- Enchanted Algorithms: Establishing Valuation Regimes in the Online Advertising Industry. 28th EGOS Colloquium, Helsinki, Finland. (2012). (with Peer C. Fiss)

- Rhetoric and Resonance: Framing, Casuistry, and the Institutionalization of New Market Conceptions. PhD Students' Research Development Workshop at the 2012 Atlanta Competitive Advantage Conference, Atlanta, Georgia. (2012.) (with Peer C. Fiss and Mark Kennedy)
- The Role of Institutional Identities and Frames in Contracting. Strategic Management Society Annual International Conference, Miami, Florida. (2011). (with Libby Weber and Derek Harmon)
- Rhetoric and Resonance: Framing Strategies for Institutionalizing New Market Conceptions. Academy of Management Meeting, San Antonio, Texas. (2011). (with Peer C. Fiss and Mark Kennedy)
- The Influence of Institutional Logics on the Effects of Incentives. 27th EGOS Colloquium, Gothenburg, Sweden. (2011)
- The Adoption of Strategy Practices: A Micro-Perspective Situated in the Online Advertising Industry. Paper Development Workshop, 27th EGOS Colloquium, Gothenburg, Sweden. (2011)
- The Role of Cultural Artifacts in Strategy Implementation. 26th EGOS Colloquium, Lisbon, Portugal. (2010)
- Strategy Tools: The Hidden Influence Behind Strategic Decisions. Strategy-as-Practice Workshop: Talk, Text, and Tools in the Practice of Strategy. (2010)
- Does Status Influence Contracting Practices? An Empirical Analysis. Southern California Management Doctoral Student Conference (University of Southern California, University of California at Los Angeles, University of California at Irvine), Los Angeles, California. (2010)

Other Activities

- Organizer. "AI in Action: Studying Algorithms in Real World Contexts." Academy of Management Annual Meeting, Copenhagen, Denmark. (2025). (with Jennifer Sloan)
- Organizer. "Performativity and Management Theory: New Perspectives and Applications." PDW, Academy of Management Annual Meeting, Copenhagen, Denmark. (2025). (with Logan Crace)
- Panelist. "Unboxing the Black Box: Qualitative Tricks of the Trade for Studying Data-Intensive Work." Symposium, Academy of Management Annual Meeting, Copenhagen, Denmark. (2025). (with Angèle Christin, Anne-Laure Fayard, Carsten Østerlund, Neil Pollock, Anastasia Sergeeva, and Elmira van den Broek)
- Discussant. "It Takes a Village: Leveraging Organization Theory for Unpacking Impact in Business Families." Symposium, Academy of Management Annual Meeting, Copenhagen, Denmark. (2025)
- Faculty Mentor. OMT Junior Faculty Consortium. Academy of Management Annual Meeting, Copenhagen, Denmark. (2025)
- Convenor. "Digital Biographies: How Algorithms Travel Across Time and Space." 40th EGOS Colloquium, Sub-Theme 33. Milan, Italy. (2024). (with Luciana D'Adderio and Marleen Huysman)
- Organizer. IDeaS Workshop: Qualitative Studies of Algorithmic Organizing. Edmonton, Alberta. (2024). (with Deborah Anderson, Jennifer Sloan, Christine Moser, and P. Devereaux Jennings)
- Organizer. IDeaS Workshop: Interpretive Approaches to Data Science in Management Research: Ethnographic Studies of Data, Algorithms, and Decision-Making. Edmonton, Alberta. (2023). (with Deborah Anderson, Jennifer Sloan, and P. Devereaux Jennings)
- Organizer. SAP Virtual Café Americas. Academy of Management Annual Meeting, Virtual. (2020). (with Seray Ergene and Katelynn Sell)
- Convenor. "Algorithms and Organizing: Drawing on Different Theoretical Perspectives to Explore Digital Phenomena." Professional Development Workshop, 36th EGOS Pre-Colloquium Paper Development Workshop. Hamburg, Germany. (2020). (with Luciana D'Adderio and Kathrin Sele)
- Organizer. IDeaS Workshop: Interpretive Approaches to Data Science in Management. Edmonton, Alberta. (2019) (with Timothy R. Hannigan, P. Devereaux Jennings, Jennifer Sloan, Christopher W.J. Steele, and Rodrigo Valadão)
- Faculty Mentor. Doctoral Student Workshop, 17th Annual West Coast Research Symposium. Seattle, Washington. (2019)
- Organizer. "Using Topic Modeling, Visual Artifacts, and Ethnography to Understand Strategic Concepts." Paper Development Workshop at the Academy of Management Annual Meeting. Boston, Massachusetts. (2019) (with Anna Plotnikova)

- Organizer. "Understanding Analytics: Different Methods to Investigate the Relationship between Big Data, Algorithms, and Culture." Paper Development Workshop at the Academy of Management Annual Meeting. Boston, Massachusetts. (2019) (with Christopher W.J. Steele and Timothy R. Hannigan)
- Organizer and Faculty Mentor. Doctoral Student Workshop, 16th Annual West Coast Research Symposium. Seattle, Washington. (2018) (with Timothy R. Hannigan, Joe Raffie, Tiona Zuzul, Shon Hiatt, Chuck Eesley, Ralph Heidl, and David Tan)
- Organizer and Presenter. "Technologies of Truth: The Challenges, Tactics, and Repercussions of Cultural Authority in Business Analytics." Panel Symposium at the Academy of Management Annual Meeting. Chicago, Illinois. (2018). (with Christopher W. J. Steele and Ryan Stice-Lusvardi)
- Organizer. "Advancing SAP Research—An Interactive Workshop for Doctoral & Early Career Scholars." Professional Development Workshop at the Academy of Management Annual Meeting. Chicago, Illinois. (2018). (with Christina Wawarta)
- Presenter. "Topic Modeling: A Hands-On Approach to Analysis and Theory Building." Professional Development Workshop at the Academy of Management Annual Meeting. Chicago, Illinois. (2018)
- Organizer. "Cultural Entrepreneurship and Strategy." Showcase Symposium at the Academy of Management Annual Meeting. Chicago, Illinois. (2018). (with Joel Gehman, M. Paola Ometto, and Jean-François Soublière)
- Presenter. "Experiments in Institutional Theory and Strategy Research." Showcase Presentation for the Professional Development Workshop at the Academy of Management Annual Meeting. Chicago, Illinois. (2018)
- Presenter. "Having a Successful Career: Getting a Job and Getting Started." 33rd EGOS Pre-Colloquium Pre-Colloquium PhD Workshop. Tallinn, Estonia. (2018). (with Mélodie Cartel and Santi Furnari)
- Organizer. "What of Macro-Foundations? Re-discovering the Power of Institutions." 5th Alberta Institutions Conference and PhD Workshop. Edmonton, Alberta. (2020)
- Organizer and Presenter. Doctoral Student Workshop, 15th Annual West Coast Research Symposium. Edmonton, Alberta. (2017) (with Joel Gehman, Shon Hiatt, Chuck Eesley, Ralph Heidl, and David Tan)
- Organizer. "Advances in Cultural Entrepreneurship: Looking Back and Moving Forward." Showcase Symposium, Academy of Management Annual Meeting. Atlanta, Georgia. (2017) (with Michael Mauskapf, M. Paola Ometto, and Jean-François Soublière)
- Organizer. "Strategy-as-Practice Meets Routine Dynamics." Professional Development Workshop, Academy of Management Annual Meeting. Atlanta, Georgia. (2017). (with Katharina Dittrich)
- Organizer. "Performativity and the Debate about the Relevance of Academic Theory for Practitoners." Professional Development Workshop, Academy of Management Annual Meeting. Atlanta, Georgia. (2017). (with Laure Cabantous)
- Organizer. "Experimental Research in Organization Studies." Professional Development Workshop, 33rd EGOS Pre-Colloquium Paper Development Workshop. Copenhagen, Denmark. (2017). (with Patrick Haack and Alex Bitektine)
- Presenter. "Having a Successful Career: Getting a Job and Getting Started." 33rd EGOS Pre-Colloquium Pre-Colloquium PhD Workshop. Copenhagen, Denmark. (2017). (with Sara Muhr and Mukti Khaire)
- Organizer and Faculty Mentor. Doctoral Student Workshop, 14th Annual West Coast Research Symposium. Seattle, Washington. (2016) (with Emily Cox Pahnke, Chuck Eesley, Joel Gehman, Benjamin Hallen, Shon Hiatt, Dan Olson, and David Tan)
- Presenter, "Being on the Market." OMT Doctoral Student Consortium, Academy of Management Annual Meeting. Anaheim, California. (2016)
- Organizer. "Theory-Method Packages: A Comparison of Three Qualitative Approaches to Theory Building." Showcase Symposium, Academy of Management Annual Meeting. Anaheim, California. (2016) (with Joel Gehman)
- Organizer. "Explorations in Performativity: Rationality in Action." Professional Development Workshop, Academy of Management Annual Meeting. Anaheim, California. (2016). (with Stella Pachidi and Christopher Steele)
- Organizer. "Experimental Research in Organization Studies: Pushing the Boundaries." Professional Development Workshop, 32nd EGOS Pre-Colloquium Paper Development Workshop. Naples, Italy. (2016). (with Magdalena Cholakova and Alexandre B. Bitektine)

- Organizer. "Developing a Research Agenda to Advance Perspectives on Performativity." Professional Development Workshop. Academy of Management Annual Meeting, Vancouver, British Columbia. (2015) (with Joel Gehman)
- Organizer. "Cultural Entrepreneurship in Action: Innovative Methods and Research Designs." Professional Development Workshop, Academy of Management Annual Meeting. Vancouver, British Columbia. (2015) (with Jochem Kroezen and Joel Gehman)
- Discussant. "Take a Walk on the Wild Side: Social Ontologies and Post-Legitimacy Theorizing about Social Structure." 31st EGOS Pre-Colloquium Paper Development Workshop, Athens, Greece. (2015)
- Discussant. "Experimental Research in Organization Studies: Pushing the Boundaries." 31st EGOS Pre-Colloquium Paper Development Workshop. Athens, Greece. (2015)
- Discussant. "Experimental Research in Institutional Theory: Opportunities and Challenges." 30th EGOS Pre-Colloquium Paper Development Workshop, Rotterdam, The Netherlands. (2014)

Academic Service

- Led effort to create an Academic Partnership between the University of Alberta and the Canadian Association of Management Consultants (CMC-Canada). (2024)
- Member, Selection Committee for Department Chair, Strategy, Entrepreneurship and Management. (2024)
- Member, Advisory Committee on BUS Courses. Alberta School of Business. (2023)
- Member, SEM Teaching Restructuring Committee, Strategy, Entrepreneurship and Management Department. (2023-2024)
- Supporting PhD Coordinator, Strategy, Entrepreneurship and Management Department. (2021)
- Member, Selection Committee for Department Chair, Strategic Management and Organization. (2019)
- Strategic Management and Organization, Organizer, Weekly Paper Development Workshop (2015-2016) (with Joel Gehman)
- Management and Organization, Organizer, Weekly PhD Student Seminars. (2011-2012)
- Conference Coordinator, Southern California Management Doctoral Student Conference. (2011)
- Marshall School of Business, Student Ambassador for incoming doctoral students. (2011)
- Strategy as Practice (SAP) Interest Group, Representative at Large (2017-2018; 2018-2020)
- Interim chair of the Strategy as Practice Membership Committee (2019-2020)
- Organization and Management Theory (OMT) Division, Communications Committee. (2013-2015)
- Organization Theory (2026 – present)
- Academy of Management Review (2025 – 2026)
- Strategic Organization (2021 – present)
- Journal of Business Venturing Design (2021 – present)
- Administrative Science Quarterly (2021 – 2024)
- Journal of Business Venturing (2019 – 2021)
- Academy of Management Journal, Academy of Management Learning & Education, Academy of Management Review, Administrative Science Quarterly, Cambridge University Press, Journal of Business Ethics, Journal of Business Venturing, Journal of Business Venturing Design, Journal of Management, Journal of Management Inquiry, Journal of Management Studies, Long Range Planning, Management Information Systems Quarterly, Organization Science, Organizational Research Methods, Organization Studies, Organization Theory, Oxford University Press, Research in the Sociology of Organizations, SAGE Handbook of Process Organizational Studies, Strategic Entrepreneurship Journal, Strategic Management Journal, Strategic Organization, Academy of Management Annual Meeting

Professional Experience

- Founder and President, Tustin, California. (2005 – present)
- Co-Founder and Partner, Fullerton, California. (2007 – present)
- Vice President, Tampa, Florida. (2003 – 2004)
- Production Manager, Los Angeles, California. (2002)

- Post-Merger Integration Team and Director of Operations Support, Houston, Texas. (2001)
- Controller, Houston, Texas. (2000)
- Operations and Customer Service Manager, Panama City, Florida. (1998 – 1999)
- Territory Manager, Tampa, Florida. (1995 – 1997)
- Financial Analyst, Los Angeles, California. (1992 – 1995)

Community Service

- President, Alberta Water Polo Association, Edmonton, Alberta. (2019 – 2020)
- Board Member, Alberta Water Polo Association, Edmonton, Alberta. (2017 – 2018)
- President, Edmonton Water Polo Club, Edmonton, Alberta. (2016 – 2018)
- Chairman, Community Services Commission, City of Tustin Parks and Recreation Department, Tustin, California (2009)
- Community Services Commissioner, City of Tustin Parks and Recreation Department, Tustin, California. (2005 – 2008)
- Board Member, Tustin Dolphins Swim Team, Tustin, California. (2005 – 2006)