

## Patrick Haack

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### Education

- 2008 – 2012 Doctoral Degree in Business Administration (6.00, summa cum laude), Faculty of Business Administration, University of Zurich. Supervisors: Prof. Dr. Andreas Scherer and Prof. David Seidl, PhD
- 2001 – 2007 M.A. (“Diplom”) in Public Administration (“Politik- und Verwaltungswissenschaft”), University of Constance, Germany (best faculty graduation, rank 1 out of 107, GPA of 1.1). Supervisors: Prof. Dr. Gerald Schneider and Prof. Dr. Wilhelm Kempf

### Academic Employment

- Since 2019 Full Professor (tenured), Department of Strategy, Globalization and Society, HEC Lausanne - Faculty of Business and Economics, University of Lausanne
- 2015 – 2019 Assistant Professor (tenure track), Department of Strategy, Globalization and Society, HEC Lausanne - Faculty of Business and Economics, University of Lausanne
- 2014 – 2017 Research Fellow, World Class Research Environment Governing Responsible Business at Copenhagen Business School, Denmark
- 2014 Visiting Scholar at the Department of Organization, Copenhagen Business School, Denmark, funded by the SNSF scheme International Short Visits
- 2013 – 2015 Senior Researcher (“Oberassistent”), Chair of Foundations of Business Administration and Theories of the Firm (Prof. Dr. Andreas Scherer), University of Zurich
- 2012 Doctoral Assistant, Chair of Foundations of Business Administration and Theories of the Firm (Prof. Dr. Andreas Georg Scherer), University of Zurich
- 2011 Visiting Scholar at Stanford University, SNSF Fellowship for Prospective Researchers
- 2008 – 2010 Project Assistant, Chair of Foundations of Business Administration and Theories of the Firm (Prof. Dr. Andreas Scherer), University of Zurich, Swiss Network for International Studies

### Research Interests

My research seeks to integrate psychological and social-constructionist viewpoints within an ideational paradigm to open the “black box” of institutional processes. My specific interests include the multi-level analysis of legitimacy and other social evaluations, the exploration of decoupling from a dynamic perspective, and questions of research design and research methodology, especially the application of experiments and formal modeling approaches in the study of institutionalization and legitimation.

### Refereed Journal Articles

ISI Web of Science (as of January 28, 2020): 355 citations (337 since 2015, 130 in 2019), h-index: 6

Google Scholar (as of January 28, 2020): 1010 citations (935 since 2015, 357 in 2019), h-index: 10

1. Haack, P., Martignoni, D., & Schoeneborn, D. (2020). A Bait-and-Switch Model of Corporate Social Responsibility. Academy of Management Review, forthcoming.
2. Bitektine, A., Haack, P., Bothello, J., & Mair J. (2020). Inhabited Actors: Internalizing Institutions Through Communication and Actorhood Models (Point Counterpoint). Journal of Management Studies, forthcoming.
3. Harmon, D., Haack, P. & Roulet, T. (2019). Microfoundations of Institutions: A Matter of Structure vs. Agency or Level of Analysis? (Dialogue paper), Academy of Management Review, 464–467.  
➤ *Listed as rank No. 1 most read papers in AMR, accessed August 6, 2019*
4. Haack, P. & Sieweke, J. (2018). The Legitimacy of Inequality: Integrating the Perspectives of System Justification and Social Judgment, Journal of Management Studies, 55: 486-516.

5. Suddaby, R., Bitektine, A. & Haack, P. (2017). Legitimacy. Academy of Management Annals, 11: 451–478.
  - “Hot Paper” in *Web of Science*: This paper received enough citations in May/June 2017 to place it in the top 0.1% of papers in the academic field of Economics & Business.
6. Haack, P. & Schoeneborn, D. (2015). Is Decoupling Becoming Decoupled from Institutional Theory? A Commentary on Wijen (Dialogue Paper). Academy of Management Review, 40, 307–313.
7. Bitektine, A. & Haack, P. (2015). The “Macro” and the “Micro” of Legitimacy: Towards a Multi-Level Theory of the Legitimacy Process. Academy of Management Review, 40, 49–75.
  - “Hot Paper” in *Web of Science*: This paper received enough citations in May/June 2016 to place it in the top 0.1% of papers in the academic field of Economics & Business.
  - Listed as rank No. 1 most frequently cited paper of 241 papers published in the *Academy of Management Review* since 2015; *Social Science Citation Index/ISI Web of Science*, accessed January 28, 2020.
  - Nominated for the 2017 Young Talent Award of the German Academic Association for Business Research (VHB).
8. Haack, P. & Scherer, A. G. (2014). Why Sparing the Rod does not Spoil the Child: A Critique of the Strict Father Model in Transnational Governance. Journal of Business Ethics, 122, 225–240.
9. Haack, P., Pfarrer, M. & Scherer, A. G. (2014). Legitimacy-as-Feeling: How Affect Leads to Vertical Legitimacy Spillovers in Transnational Governance. Journal of Management Studies, 51, 634–666.
10. Haack, P., Schoeneborn, D. & Wickert, C. (2012). Talking the Talk, Moral Entrapment, Creeping Commitment? Exploring Narrative Dynamics in Corporate Responsibility Standardization. Organization Studies, 33, 813–845.
  - Listed as rank No. 10 most frequently cited paper of 767 papers published in *Organization Studies* since 2012; *Social Science Citation Index/ISI Web of Science*, accessed January 28, 2020

#### **AOM Best Paper Conference Proceedings**

1. Schnider, S., Haack, P. & Scherer, A. G. (2018). Legitimacy Perceptions in the Corporate Tax Avoidance Field: A Deliberation Experiment. 2018 Academy of Management Annual Meeting Best Paper Proceedings, Social Issues in Management Division.
2. Haack, P. & Schoeneborn, D. (2015). Exploring the Institutionalization of Corporate Responsibility: A Formal Modeling Approach. 2015 Academy of Management Annual Meeting Best Paper Proceedings, Social Issues in Management Division.

#### **Manuscripts under Review in Refereed Journals**

1. Haack, P., Schilke, O. & Zucker, L. Title hidden as per double-blind review guidelines. 2. R&R at the Journal of Management Studies.
  - 2013 zfo - Best Paper Award, Workshop Organization, German Academic Association for Business Research (VHB)
2. Schembera, S., Haack, P. & Scherer A.G. Title hidden as per double-blind review guidelines. 1. R&R at Organization Science.
3. Schnider, R., Haack, P. & Scherer, A. G. Title hidden as per double-blind review guidelines. 1. R&R at Organization Science.
  - Finalist, Best Student Paper Award, 2018 Academy of Management Annual Meeting, Social Issues in Management Division.
4. Haack, P., Pfarrer, M. & Sieweke, J. Title hidden as per double-blind review guidelines. 1. R&R at the Administrative Science Quarterly.
5. Cruz, M., Goldenstein J. & Haack, P. Title hidden as per double-blind review guidelines. Under review at the Journal of Management Studies.
6. Fohmin, E. & Haack, P. Title hidden as per double-blind review guidelines. Under review at the Academy of Management Review.

### Selection of Working Papers

7. Gruban, M. & Haack, P. Interrogating an Interrogation Program from a Social Evaluations Perspective: The Legitimization of Torture within the CIA. Data collection in progress. Preparing for submission to the Administrative Science Quarterly.

### Monographs and Edited Volumes

1. Haack, P., Sieweke, J. & Wessel, L. (Eds.) (2019). Microfoundations of Institutions. Research in the Sociology of Organizations (Double Volume), forthcoming. Emerald.
2. Haack, P. (2012). Legitimacy in Institutional Theory: Three Essays on Social Judgments in a Globalized World. Zurich: University of Zurich.
  - *Nominated for the 2013 Young Talent Award of the German Academic Association for Business Research*
3. Haack, P. (2008). Talking Intervention: Foreign Policy Frames and their Conditional Impact on Individual Attitudes. Saarbrücken: VDM Verlag Dr. Müller.
  - *VEUK-Award of the University of Constance, awarded to the best 2006/2007 diploma thesis at the Department of Politics and Public Administration*

### Invited Publications and Chapters in Edited Volumes

1. Haack, P. & Sieweke, J. (2020). Advancing the Measurement of Organizational Legitimacy, Reputation, and Status: First-order Judgments vs Second-order Judgments. Academy of Management Discoveries, forthcoming (commentary on the AMD article “Organizational legitimacy, reputation and status: Insights from micro-level measurement” by A. Bitektine, K. Hill, F. Song & C. Vandenberghe).
2. Haack, P. (2014). Realität und Schein - Über die Macht des Symbols: Plädoyer für die Einnahme einer dynamischen Perspektive in der Entkopplungsforschung. Zeitschrift für Wirtschafts- und Unternehmensethik, 15, 27-32.
3. Schoeneborn, D., Haack, P. & Wickert, C. (2011). Fallstudie MNU: Der „Equator-Principles“-Standard in der Finanzindustrie. In: J. Raupp, S. Jarolimek & F. Schultz (Eds.). Handbuch Corporate Social Responsibility. Kommunikationswissenschaftliche Grundlagen und methodische Zugänge. Mit Lexikon, (pp. 344-355). Wiesbaden: VS.
4. Haack, P. (2010). Private Akteure in der Global Governance - Kommunikative Grundlagen von Legitimität. Forum Wirtschaftsethik, 1, 63-64.

### Organization of Workshops and Symposia

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| 2018 – 2020 | <u>European Group for Organizational Studies Colloquium</u> , co-organizer (with A. Bitektine and A. Zavyalova) of the social evaluations subtheme.  |
| 2018        | Organizer of the 3 <sup>rd</sup> <u>Microfoundations of Institutions Workshop</u> , HEC Lausanne   |
| 2017 – 2018 | Co-organizer of <u>Microfoundations Workshops</u> in Amsterdam, Berlin, and Vienna.  |
| 2017        | Host and co-organizer (with G. Palazzo) of the <u>PhD seminar on Organizations, Management and Theories of the Firm</u> , HEC Lausanne<br>Organizer of the <u>Professional Development Workshop “Publishing in Top Management Journals”</u> (with the editors of the <u>Journal of Management Studies</u> ), HEC Lausanne<br>European Group for Organizational Studies Colloquium, co-organizer of the <u>preconference workshop “Experimental Research in Organization Studies”</u> |
| 2016        | Annual Symposium of the Oxford Centre for Corporate Reputation, Oxford University (England). Facilitator of the <u>Pre-Symposium Doctoral Workshop</u>   |
| 2015        | Annual Symposium of the Oxford Centre for Corporate Reputation, Oxford University (England). Organizer of the <u>Paper Session “Experimental Research on Corporate Reputation”</u>   |
| 2014 – 2019 | European Group for Organizational Studies Colloquium, co-organizer of the <u>preconference workshop “Experimental Research in Organization Studies”</u>  |

2012 – 2013 Academy of Management Annual Meeting, co-organizer of the symposium “Experimental Research in Institutional Theory” (sponsored by the OMT, MOC and OB divisions)

### **Invited Research Presentations**

1. Legitimacy as a Multi-level Judgment: Evidence from the 2008 Financial Crisis. **(2020)**. Invited Paper Presentation at the Grenoble École de Management (France).
2. (Micro-)Mechanisms of Legitimacy. **(2018)**. Invited Paper Presentation at UCLA (United States).
3. Legitimacy as a Multi-level Judgment: Evidence from a Natural Experiment. **(2018)**. Invited Paper Presentation at the University of Constance (Germany).
4. Experimental Research in Institutional Theory: Opportunities and Challenges. **(2018)**. Invited Presentation at the University of St-Gallen (Switzerland).
5. Legitimacy as a Multi-level Judgment: Evidence from a Natural Experiment. **(2017)**. Invited Paper Presentation at the Vrije Universiteit Amsterdam (The Netherlands).
6. The Legitimacy of Inequality: Integrating the Perspectives of System Justification and Social Judgment. **(2016)**. Invited Paper Presentation at Cass Business School (England).
7. The Theory-Method Nexus in Legitimacy Research: Review, Critique and Future Directions. **(2015)**. Invited Paper Presentation at the School of Economics and Management, Lund University (Sweden).
8. Corporate Responsibility as Myth and Ceremony: Bad, but not for Good. **(2015)**. Invited Paper Presentation at the SCANCOR Workshop, Stanford University (United States).
9. The Effect of Character and Capability Cues on Corporate Reputation and Product Value Evaluation: An Experimental Study. **(2015)**. Invited presentation at the 6<sup>th</sup> Reputation Symposium at Saïd Business School, Oxford University (England).
10. Making Sense of Decoupling Through Narration: The Case of Fighting Corruption in Global Business. **(2015)**. Invited Paper Presentation at the Communication, Organization and Governance Seminar, Copenhagen Business School (Denmark).
11. Why Sparing the Rod does not Spoil the Child: On the Foundational Pathology of the Strict Father Model in Transnational Governance. **(2014)**. Invited Paper Presentation at the Sustainability Platform, Copenhagen Business School (Denmark).
12. Why Sparing the Rod does not Spoil the Child: On the Foundational Pathology of the Strict Father Model in Transnational Governance. **(2014)**. Paper presented at the Research Colloquium Sociology of the University of Lucerne (Switzerland).
13. Corporate Responsibility as Myth and Ceremony: Bad, but not for Good. **(2013)**. Invited Paper Presentation at the Transatlantic Doctoral Academy on Corporate Responsibility, Free University of Berlin (Germany).
14. Legitimacy-as-Feeling: How Affect Leads to Vertical Legitimacy Spillovers in Transnational Governance. **(2013)**. Invited Paper Presentation at the 4<sup>th</sup> Reputation Symposium at Saïd Business School, Oxford University (England).
15. Vertical Legitimacy Spillovers in Transnational Governance: How Heuristic Judgment Leads to Spillover Strength and Valence. **(2011)**. Invited Paper Presentation at the Research Colloquium at the EBS Business School, Oestrich-Winkel (Germany).
16. Vertical Legitimacy Spillovers in Transnational Governance: How Heuristic Judgment Leads to Spillover Strength and Valence. **(2011)**. Invited Paper Presentation at the College of Business of the Southern Illinois University Carbondale, Carbondale (United States).

### **Conference Presentations** (\* = presenter)

1. Cruz, M.\* & Haack, P. **(2019)**. Stigma Transfer, Social Evaluations, and Category Dynamics in the U.S. Luxury Hotel Industry. Paper presented at the Academy of Management Annual Meeting, Boston (United States).
2. Fohmin, E.\* & Haack, P. **(2019)**. Cutting the Gordian Knot: A Microfoundational and Dynamic Based Typology of Institutional Actors. Paper presented at the Academy of Management Annual Meeting, Boston (United States).

3. Haack, P., Sieweke, J.\* & Wessel, L. (2018). From Micro-level Research to the Microfoundations of Institutions: A Review, Synthesis, and Discussion of Future Challenges. Paper presented at the Academy of Management Annual Meeting, Chicago (United States).
4. Schnider, R.\*, Haack, P. & Scherer, A. (2018). Legitimacy Judgments about Corporate Tax Avoidance: A Deliberation Experiment. Paper presented at the Academy of Management Annual Meeting, Chicago (United States).
  - *Finalist Best Student Paper Award, 2018 Academy of Management Annual Meeting, Social Issues in Management Division.*
5. Cruz, M.\* & Haack, P. (2018). Trump's Presidential Election: Stigma Transfer, Social Evaluations, and Category Dynamics in the U.S. Luxury Hotel Industry. Paper presented at the 34<sup>th</sup> European Group for Organizational Studies Colloquium, Tallinn (Estonia).
6. Gruban, M.\* & Haack, P. (2018). Interrogating an Interrogation Program from a Social Evaluations Perspective: The Legitimization of Torture within the CIA. Paper presented at the 34<sup>th</sup> European Group for Organizational Studies Colloquium, Tallinn (Estonia).
7. Wessel, L.\*, Haack, P. & Sieweke, J. (2018). From Micro-level Research to the Microfoundations of Institutions: A Review, Synthesis, and Future Challenges. Paper presented at the WK ORG Workshop 2018, Hamburg (Germany).
8. Schembera, S.\*, Haack, P. & Scherer, A.G. (2017). Making Sense of Decoupling Through Narration: The Case of Anti-Corruption. Paper presented at the Academy of Management Annual Meeting, Atlanta (United States).
9. Haack, P.\*, McKinley, W. Schilke, O. & Zucker, L. (2017). The Theory-Method Gap in Legitimacy Research: Review, Critique and Directions for Retooling. Paper presented at the 33<sup>st</sup> European Group for Organizational Studies Colloquium, Copenhagen (Denmark).
10. Schembera, S.\*, Haack, P. & Scherer, A.G. (2016). Making Sense of Decoupling Through Narration: The Case of Fighting Corruption in Global Business. Paper presented at the SMS Special Conference, Berlin (Germany).
11. Schnider, R.\*, Haack, P. & Scherer A. G. (2016). Legitimation-As-Deliberation: Do Stakeholder Dialogues Increase the Perceived Legitimacy of Multinational Corporations? Paper presented at the SMS Special Conference, Berlin (Germany).
12. Haack, P., McKinley, W. Schilke, O.\* & Zucker, L. (2016). The Theory-Method Nexus in Legitimacy Research: Review, Critique and Future Directions. Paper presented at the ASA Annual Meeting, Seattle (United States).
13. Schembera, S.\*, Haack, P. & Scherer, A.G. (2016). Making Sense of Decoupling in the Global Anti-Corruption Field: Narratives on Compliance and Achievement across Space and Time. Paper presented at the WK ORG Workshop 2016, Zurich (Switzerland).
14. Sieweke, J.\* & Haack, P. (2016). The effect of the financial crisis on individuals' belief in the efficiency of markets: Evidence from a cross-country natural experiment. Paper presented at the WK ORG Workshop 2016, Zurich (Switzerland).
15. Schembera, S.\*, Haack, P. & Scherer, A.G. (2015). Making Sense of Decoupling through Narration: The Case of Fighting Corruption in Global Business. Paper presented at the APROS Conference, Sydney (Australia).
16. Schembera, S.\*, Haack, P. & Scherer, A.G. (2015). Making Sense of Decoupling through Narration: The Case of Anti-Corruption at Siemens. Paper presented at the Society of Business Ethics Annual Meeting, Vancouver (Canada).
17. Haack, P.\* & Schoeneborn, D. (2015). Exploring the Institutionalization of Corporate Responsibility: A Formal Modeling Approach. Paper presented at the Academy of Management Annual Meeting, Vancouver (Canada).
18. Sieweke, J.\* & Haack, P. (2015). The Disruptive Effect of Exogenous Shocks on Logics Support on the Micro Level. Paper presented at the Academy of Management Annual Meeting, Vancouver (Canada).

19. McKinley, W.\* & Haack, P. (2015). Prometheus Bound: Establishing Boundaries for the Construct of Institutional Entrepreneurship. Paper presented at the Academy of Management Annual Meeting, Vancouver (Canada).
20. Haack, P.\* & Rasche A. (2015). The Social Construction of Transnational Governance: The Case of the UN Global Compact. Paper presented at the 31<sup>st</sup> European Group for Organizational Studies Colloquium, Athens (Greece).
21. Schembera, S.\* , Haack, P. & Scherer A. G. (2015). Making Sense of Doing Clean Business in Dirty Contexts: Narratives of Compliance and Goal Achievement in the Fight against Corruption. Paper presented at the 31<sup>st</sup> European Group for Organizational Studies Colloquium, Athens (Greece).
  - *Best Student Paper, Subtheme no. 10: Creating and Sustaining Transnational Multi-Actor Governance of Corporate Conduct*
22. Haack, P. & Sieweke, J.\* (2015). Adaption or Replacement: That is the Question! A Longitudinal Analysis of Micro-mechanisms of Institutional Change. Paper presented at the WK ORG Workshop 2015, Zurich (Switzerland).
23. Schembera, S. \*, Haack, P. & Scherer, A. G. (2014). 'Clean' Companies in 'Dirty' Business Countries: Prospects and Pitfalls of Anti-corruption Programs. Paper presented at the 5th LAEMOS Colloquium, La Havana (Cuba).
24. Does, E.\* & Haack, P. (2014). Experiments as an Answer to Methodological Challenges in Micro-founded Organization Studies. Paper proposal presented at the SMS Special Conference in Copenhagen “Microfoundations for Strategic Management Research: Embracing Individuals”, Copenhagen (Denmark).
25. Sieweke, J.\* & Haack, P. (2014). Institutional Change and Institutionalization – An Analysis of the Institutionalization of the Market Logic in the Course of the German Reunification. Paper presented at the 10<sup>th</sup> New Institutionalism Workshop, Roma (Italy).
26. Haack, P., Martignoni, D., & Schoeneborn, D.\* (2013). Exploring the Dynamics of Decoupling and Recoupling in Corporate Responsibility Standardization. Paper presented at the VHB Annual Conference, Würzburg (Germany)
27. Haack, P., Martignoni, D. & Schoeneborn, D.\* (2013). CSR Communication and the Destabilization of Decoupling. Paper presented at the ICA Preconference “CSR and Communication: Extending the Agenda”, London (United Kingdom).
28. McKinley, W. & Haack, P.\* (2013). Prometheus Bound: Establishing Boundaries for the Construct of Institutional Entrepreneurship. Paper presented at the OMT/EGOS workshop on “Organizing Practices”, Sydney (Australia).
29. Haack, P.\*, Martignoni, D. & Schoeneborn, D. (2013). Corporate Responsibility as Myth and Ceremony: Bad, but not for Good. Paper presented at the 9<sup>th</sup> New Institutionalism Workshop, Warsaw (Poland).
30. Haack, P.\*, Martignoni, D. & Schoeneborn, D. (2013). How Decoupling spurs Institutionalization: A Markov Model. Paper presented at the WK ORG Workshop 2013, Jena (Germany).
31. Haack, P.\* (2013). Beyond Text Analysis: The Unmet Promise of Experiments in Legitimacy Research. Paper presented at the WK ORG Workshop 2013, Jena (Germany).
  - *2013 zfo - Best Paper Award, Workshop Organization, German Academic Association for Business Research*
32. Haack, P.\* & Scherer A. G. (2012). Towards a Legitimacy-as-Feeling Conjecture in Institutional Theory: The Role of Heuristic Judgment in the Categorization and Legitimation of Transnational Organizations. Paper presented at the New Frontiers in Managerial and Organizational Cognition Conference, Dublin (Ireland).
33. Schoeneborn, D.\*, Haack, P. & Kuhn, T. R. (2012). The Communicative Constitution of Partial Organizations in the Global Realm. Paper presented at the Academy of Management Annual Meeting, Boston (United States).

34. Haack, P.\*, Martignoni, D. & Schoeneborn, D. (2012). Is Organizational Hypocrisy Merely a Transitory Phenomenon? On the Self-Reinforcing Destabilization of Decoupling. Paper presented at the 28<sup>th</sup> European Group for Organizational Studies Colloquium, Helsinki (Finland).
35. Haack, P.\* (2012). Managing Legitimacy in Transnational Governance: Global Compact Advocates versus Global Compact Critics. Paper presented at the 8<sup>th</sup> New Institutionalism Workshop, Barcelona (Spain).
36. Haack, P.\*, Schoeneborn, D. & Wickert, C. (2012). Talking the Talk, Moral Entrapment, Creeping Commitment? Exploring Narrative Dynamics in Corporate Responsibility Standardization. Paper presented at the WK ORG Workshop, Berlin (Germany).
37. Haack, P.\*, Martignoni, D. & Schoeneborn, D. (2011). The Dynamics of Decoupling and Recoupling in Corporate Responsibility Standardization: A Computer-based Simulation. Paper presented at the Munch Seminar (hosted by James G. March), Stanford University (United States).
38. Schoeneborn, D., Kuhn, T. & Haack, P.\* (2011). The Communicative Constitution of Global Partial Organizations. Paper presented at the 27<sup>th</sup> European Group of Organizational Studies Colloquium, Gothenburg (Sweden).
  - *Finalist, Best Paper Award, 2011 European Group for Organizational Studies Colloquium, entire conference*
  - *Best Paper, Subtheme no. 30: Organizations of Organizations*
39. Schoeneborn, D.\*, Kuhn, T. R. & Haack, P. (2011). The Communicative Constitution of Global Partial Organizations. Paper presented at the DGPuK Conference International and Comparative Organizational Communication and PR Research, Fribourg (Switzerland).
40. Haack, P.\* & Scherer A. G. (2011). Attribute Substitution as a Microfoundation of Cross-level Legitimacy Spillovers. Presented at the Academy of Management Annual Meeting, San Antonio (United States).
41. Haack, P.\* & Scherer A. G. (2011). Vertical Legitimacy Spillovers in Transnational Governance: Affect as the Microfoundation of Spillover Strength and Valence. Paper presented at the WK ORG Workshop, Berlin (Germany).
42. Haack, P.\* & Scherer A. G. (2011). Vertical Legitimacy Spillovers in Transnational Governance: Affect as the Microfoundation of Spillover Strength and Valence. Paper presented at the Networks and Organizations Seminar, Stanford University, United States.
43. Haack, P.\* & Scherer A. G. (2011). Vertical Legitimacy Spillovers in Transnational Governance: Affect as the Microfoundation of Spillover Strength and Valence. Presentation at the Scandinavian Consortium for Organizational Research (SCANCOR) Seminar, Stanford University, United States.
44. Haack, P.\*, Schoeneborn, D. & Wickert, C. (2011). Talking the Talk, Moral Entrapment, Creeping Commitment? Exploring Narrative Dynamics in Corporate Responsibility Standardization. Paper presented at the Comparative Systems Workshop, Stanford University, United States.
45. Haack, P.\* & Scherer A. G. (2010). Vertical Legitimacy Spillovers in Transnational Governance: The UN Global Compact and its Members. Paper presented at the Academy of Management Annual Meeting, Montréal (Canada).
46. Haack, P.\* & Schoeneborn, D. (2010). Standardization as Negotiation: The Case of the Equator Principles in International Project Finance. Paper presented at the Society of Business Ethics Annual Meeting, Montréal (Canada).
47. Haack, P.\* & Prasad A. (2010). Beyond Text Analysis: The Unmet Promise of Methodology in Micro-Institutional Research. Paper presented at the 26<sup>th</sup> European Group for Organizational Studies Colloquium, Lisbon (Portugal).
48. Haack, P. & Prasad A.\* (2010). Beyond Text Analysis: The Unmet Promise of Methodology in Micro-Institutional Research. Paper presented at the International Conference on Institutions and Work, Vancouver (Canada).
49. Haack, P.\* (2010). Arguing Away the Legitimacy Deficit in Global Governance? The Communicative Legitimation of Transnational Proto-Institutions. Paper presented at the 6<sup>th</sup> New Institutionalism Workshop, Lyon (France).

50. Haack, P.\* & Scherer A. G. (2010). Vertical Legitimacy Spillovers in Transnational Governance: Affect as the Microfoundation of Spillover Strength and Valence. Paper presented at the 4<sup>th</sup> Transnational Doctoral Academy on Corporate Responsibility (TADA) seminar at the University of Montréal (Canada).
51. Haack, P.\*, Schoeneborn, D. & Wickert, C. (2009). Analyzing the Constitutive Conditions of a Self-energizing Effect of CSR Standards: An Explorative Case Study on the Equator Principles. Paper presented at the 25th European Group for Organizational Studies Colloquium, Barcelona (Spain).
  - *Best Student Paper, Subtheme no. 13: The Social Dynamics of Standardization*
52. Schoeneborn, D.\*, Haack, P. & Scherer, A. G. (2009). How Terrorist Organizations Transcend their Inherent Improbability: A Communication Perspective on the Organizational Dimension of Terrorism. Paper presented at the 25th European Group for Organizational Studies Colloquium, Barcelona (Spain).
53. Haack, P.\* (2009). Arguing Away the Legitimacy Deficit in Global Governance? Public Deliberation and the Politicization of the Firm. Dissertation proposal presented at the Doctoral Consortium of the Reputation Institute's 13th International Conference, Amsterdam (The Netherlands).
54. Haack, P.\* (2007). Talking Intervention: Foreign Policy Frames and Their Conditional Impact on Individual Attitudes. Diploma thesis presented at the 20<sup>th</sup> Annual Conference of the German Peace Psychology Association, University of Konstanz (Germany).

#### **Contributions to Research Symposia (\* = presenter)**

1. Haack, P.\* (2019). What and Where is the “Micro” in Legitimacy, and Why Should we Study it? Contribution to the Symposium “Micro-Institutional Processes”, Academy of Management Annual Meeting, Boston (United States).
2. Haack, P. & Sieweke J.\* (2017). Legitimacy as a multi-level judgment: Evidence from a natural experiment. Contribution to the Presenter Symposium “At the Interface of Delegitimation Struggles: Social Judgments and Organizational (Il)legitimacy”, Academy of Management Annual Meeting, Atlanta (United States).
  - *Runner Up for Best Symposium Award, Organization and Management Theory Division*
3. Haack, P.\* & Rasche, A. (2015). The Social Construction of Transnational Governance: The Case of the UN Global Compact. Presentation at the Pecha Kucha Symposium about Social Evaluations, presented at the Academy of Management Annual Meeting, Vancouver (Canada).
4. Haack, P. & Scherer, A. G.\* (2014). Why Sparing the Rod does not Spoil the Child: A Critique of the Strict Father Model in Transnational Governance. Contribution to the panel “Empty Words? – The Contested Nature of the UN Global Compact” (organized by Christian Vögtlin and Andreas Rasche), presented at the Academy of Management Annual Meeting, Philadelphia (United States).
5. Haack, P. (2012)\* Beyond Text Analysis: The Unmet Promise of Experiments in Institutional Theory. Contribution to the Panel Symposium “Experimental Research in Institutional Theory”, presented at the Academy of Management Annual Meeting, Boston (United States).
6. Haack, P. (2012)\* Disclosure of Preference Falsification in the Arab Spring: An Illustration of the Propriety-Validity Gap. Contribution to the Pecha Kucha about Social Evaluations, presented at the Academy of Management Annual Meeting, Boston (United States).
7. Schoeneborn, D.\*, Haack, P. & Kuhn, T. (2012). The Communicative Constitution of Authority in a Corporate Responsibility Initiative: From Partiality to Completion. Contribution to the symposium “Theoretical and Empirical Insights into the Communicative Constitution of Authority in Nonprofit Organizations”, presented at the International Communication Association Annual Conference, Phoenix (United States).
8. Haack, P.\* (2012). Organizational Interdependence in Transnational Governance: Understanding the Legitimacy Commons. Contribution to the Panel “Transformations of Legitimacy in the Postnational Era” (organized by Steffen Schneider and Henning Schmittke), presented at the 22<sup>nd</sup> World Congress of the International Political Science Association, Madrid (Spain).
9. Haack, P.\* (2009). Assessing the Communicative Legitimation of Private Governance: A Note on Conceptual and Methodological Issues. Contribution to the Panel Symposium “Analyzing Legitimation



Discourses”, presented at the 5th General Conference of the European Consortium for Political Research, Potsdam (Germany).

### **General Contributions to Science**

Since 2016 Founder and co-organizer of the scientific network “Microfoundations of Institutions,” funded by the Deutsche Forschungsgemeinschaft. Website: <http://www.wiwiss.fu-berlin.de/forschung/microfoundations/index.html>

### **Institutional Responsibilities and Service to the University**

Since 2018 Member of the Conseil de Faculté, HEC  
Since 2017 Member of the Environment Commission of the University of Lausanne  
Since 2017 Member of the Sustainability Commission of the University of Lausanne  
Since 2016 Member of the HEC Commission on Student Research Funding (Co-chair since 2017)  
Since 2016 Member of HEC Recruitment Commissions: Professorship in Negotiation and Communication (2016 + 2018); Professorship in Strategy (2017+2019)

### **Research Funding**

2020 Enterprise of Society: Funding for the research project “Grand Challenges and the Role of Business Firms” [29’540 CHF]  
2019 – 2022 Swiss National Science Foundation: Funding of the research project “Legitimacy as a Multi-level Judgment: Experimental Evidence” [304’658 CHF]  
Since 2016 Scientific Network “Microfoundations of Institutions”: Founder and Co-organizer (with Jost Sieweke and Lauri Wessel), funded by the Deutsche Forschungsgemeinschaft [39’578 €]  
2014 Swiss National Science Foundation: Acquisition of funding for a research stay (“international short visit”) at Copenhagen Business School [9’600 CHF]  
2014 Faculty of Economics, Business Administration and IT, University of Zurich: Acquisition of funding and project leader of the e-learning project “Interactive Learning 2014” [5’000 CHF]  
2013 Foundation for Research in Science and the Humanities, University of Zurich: Acquisition of funding for the project “Testing the legitimacy-as-deliberation thesis” [17’030 CHF]  
2011 Swiss National Science Foundation: Acquisition of funding for research stay at Stanford University (United States) [52’000 CHF]  
2009 – 2011 German Academic Exchange Service, Fellowship, Transnational Doctoral Academy on Corporate Responsibility [Funding of travel expenses and accommodation]  
2009 Swiss National Science Foundation: Acquisition of funding for attending the Summer Institute on Political Psychology at Stanford University (United States) [4’100 CHF]  
2008 – 2010 Swiss Network for International Studies: Principal member of the project “The Role of Private Business in Global Governance: An Analysis of Corporate Citizenship Approaches of Swiss MNEs and SMEs Participating in the UN Global Compact [220’000 CHF]

### **Supervision at Graduate and Postgraduate level**

2020 Supervision of Postdoctoral researcher Anna Jasinenko, HEC Lausanne  
2019 Referee for the Work-in-Progress Seminar of PhD student Luisa Murphy, Copenhagen Business School, Copenhagen (Denmark)  
Since 2017 Supervision of PhD student Moritz Gruban, HEC Lausanne  
Co-supervision of PhD student Emamdeen Fohim, University of St. Gallen  
2018 Member of the PhD committee of Ozgu Karakulak, Geneva School of Economics and Management, with Thomas Straub (chair) and Sebastian Raisch  
Member of the PhD committee of Thomas Fischer, HEC Lausanne, with John Antonakis (chair), Jörg Dietz, and Sim Sitkin

- Member of the PhD committee of Sarah Stephen, HEC Lausanne, with Guido Palazzo (chair), Daniel Beunza and Thomas Roulet
- 2016 Member of the PhD committee of Minh Pham, HEC Lausanne, with Guido Palazzo (chair) and Andy Crane
- Since 2015 M.A. thesis supervision at HEC Lausanne: Michele Bernardi, Stefano Fichera, Virginia Paredes, Nicolas Guimond, Coralie Honoré, Marina Rapin, Yohan Collaud, Géraldine Muller, Alexandra Sawley, Daniel Gustavsson, Jasmin Heimann, Miodrag Jankovic, Katja Rubin, Loris Savary, Tea Totokoci, Corinne Frieden, Tri Vinh Nguyen, Jonathan Gameiro, Dylan Tona (completed), Maximillian Kennedy (ongoing).
- 2012 – 2015 M.A. thesis supervision at the University of Zurich: Chengyi Hou, Dominic Locher, and Sarah Inauen, Ms. Inauen was the winner of Master Thesis Award 2013 of the Faculty of Economics, Business Administration and IT, University of Zurich. Supervision of 20+ B.A. students.

### **Teaching Activities**

- Since 2020 Grand Challenges Strategy Project, HEC Lausanne (M.A. level)
- Since 2016 The Management of Risk, Legitimacy and Reputation, HEC Lausanne (M.A. level)
- Since 2015 Introduction to Business Ethics, HEC Lausanne (B.A. level)
- 2013 – 2015 Strategies of Multinational Firms, University of Zurich (B.A. level)
- 2013 – 2015 Introduction to Management, University of Zurich (B.A. level); Instructor and main coordinator of the study module, including creation and maintenance of the e-learning platform; creation, head organization, and grading of the exams which involved about 1,200 students
- 2014 Corporate Responsibility, Governance & Communication, Copenhagen Business School, instructor of the session “CSR and Institutional Theory” (M.A. level).
- 2012 Entrepreneurship, University of Zurich (B.A. level).  
Theories of the Multinational Firm, University of Zurich, teaching assistant (B.A. level)  
Globalization and Multinational Firms, University of Zurich, teaching assistant (B.A. level)

### **Reviewing Activities**

Editorial board member at the Journal of Management Studies (since 2019), Organization Studies (since 2017), the Academy of Management Review (since 2015) and Business & Society (since 2014); Ad-hoc reviewer for the Academy of Management Journal, Academy of Management Education and Learning, Business Ethics Quarterly, International Interactions, Journal of Business Ethics, Leadership Quarterly, Organization Science, Organization Studies, Strategic Organization

### **Memberships in Scientific Societies and Fellowships**

- 2014 – 2017 Research Fellow of the World Class Research Environment “Governing Responsible Business” at Copenhagen Business School, Denmark
- Since 2014 Member of the German Academic Association for Business Research (VHB)
- Since 2010 Member of the Academy of Management (AOM)
- Since 2010 Member of the Competence Centre for Human Rights, University of Zurich
- Since 2009 Member of the European Group for Organizational Studies (EGOS)
- 2009 – 2011 Fellow of the DAAD Transnational Doctoral Academy on Corporate Responsibility

### **Prizes and Awards**

- 2018 Academy of Management Annual Meeting, Finalist, Social Issues in Management Division Best Student Paper Award (with R. Schnider and A. Scherer)
- 2017 Academy of Management Review, Winner, 2017 AMR Best Reviewer Award  
German Academic Association for Business Research, Finalist, Young Talent Award 2017
- 2016 Academy of Management Review, Winner, 2016 AMR Best Reviewer Award

- 2015 Academy of Management Annual Meeting, Winner, Social Issues in Management Division Best Paper Award (with D. Schoeneborn), best submission out of 478 submissions [1,000 USD]  
European Group of Organizational Studies Colloquium, Best Student Paper of Subtheme no. 10: Creating and Sustaining Transnational Multi-Actor Governance of Corporate Conduct (with S. Schembera and A. Scherer)
- 2014 Foundation Ambros Lüthi, Finalist, Research Award of the Foundation Ambros Lüthi
- 2013 German Academic Association for Business Research, Finalist, Young Talent Award 2013  
University of Zurich, Finalist, Mercator Award for Junior Researchers  
German Academic Association for Business Research, Winner, Best Paper Award of the Zeitschrift Führung + Organisation [1,000 €]
- 2011 European Group of Organizational Studies Colloquium, Finalist, Best Paper Award (entire colloquium), with D. Schoeneborn and T. Kuhn)
- 2009 European Group of Organizational Studies Colloquium, Best Student Paper of Sub-theme no. 13: The Social Dynamics of Standardization (with D. Schoeneborn and C. Wickert)
- 2007 University of Constance, Winner, VEUK-Award for outstanding diploma thesis [250 €]

### **Non-Academic Employment**

- 2009 – 2010 Analyst, Foundation Guilé, Zurich, Switzerland,
- 2008 Executive Assistant, European Aeronautic and Space Company, Munich, Germany
- 2007 – 2008 Consultant, Burson-Marsteller, Berlin, Germany
- 2007 Consultant, Deutsche Gesellschaft für Technische Zusammenarbeit, Eschborn, Germany
- 2003 Intern, German-Argentinean Chamber of Commerce, Buenos Aires, Argentina
- 2002 Student Assistant, Siemens AG, Konstanz, Germany
- 2000 – 2005 Student Assistant, LRP Landesbank Rheinland-Pfalz, Mainz, Germany
- 1998 – 2000 Bank Training (“Bankkaufmann”), LRP Landesbank Rheinland-Pfalz, Mainz, Germany
- 1997 – 1998 State Office for Preservation of Historical Monuments, Mainz, Germany

### **Personal**

I am a former bank assistant and consultant, and worked as an interim bodyguard for Ban Ki-Moon. I enjoy back-country skiing, cycling, hiking and spending time with my family. I also enjoy traveling abroad and get in touch with other people, cultures, and mindsets.