Horacio E. Rousseau, Ph.D.

Mary Tilly Bessemer Associate Professor of Business Administration
Department of Management, Herbert Wertheim College of Business
Florida State University

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EDUCATION

IESE Business School, Barcelona, Spain **2017**
Ph.D. in Management, *cum laude*

IESE Business School, Barcelona, Spain **2014**
M.Sc. in Management Research

University of Buenos Aires, Buenos Aires, Argentina **2006**
B.Sc. in Business Administration, *cum laude*

RESEARCH AREAS

- **Sustainability, CSR, and Ethics:** organization–community relations, governance, green innovation, organizational misconduct, impression management.
- **Behavioral Strategy:** power and decision making, organizational learning, platform strategy.

JOURNAL PUBLICATIONS

Maslach, D., **Rousseau, H.**, & Lamont, B. (2026). Pioneer Learning from Failure: How Competitor Entry and Consumer Reports Improve Learning from Failure Repositories. *Journal of Management*, 52(3), 1290–1323. https://doi.org/10.1177/01492063241303059

Smulowitz, S. J., **Rousseau, H. E.**, & Audia, P. G. (2026). Institutional Logics as a Resource and Risk: Logic Deviance and Categorical Penalties in US Community Banks. *Journal of Management Studies*, 63(6), 3133–3164. https://doi.org/10.1111/joms.13260

García-Dastugue, S. J., & **Rousseau, H. E.** (2024; authors contributed equally). Supply Chain Awareness: Theoretical Development and Empirical Test in the Nonprofit Context. *The International Journal of Logistics Management*, 35(4), 1224–1252. https://doi.org/10.1108/IJLM-04-2023-0146

Berrone, P., **Rousseau, H. E.**, Ricart, J. E., Brito, E., & Giuliodori, A. (2023). How Can Research Contribute to the Implementation of Sustainable Development Goals? An Interpretive Review of SDG Literature in Management. *International Journal of Management Reviews*, 25(2), 318–339. https://doi.org/10.1111/ijmr.12331

Audia, P. G., **Rousseau, H. E.**, & Stimmler, M. K. (2023; first two authors contributed equally). Public Opinion and Impression Management in the Communication of Performance During the Second Iraq War. *Organization Science*, 34(2), 777–800. https://doi.org/10.1287/orsc.2022.1598

Audia, P. G., **Rousseau, H. E.**, & Brion, S. (2022). CEO Power and Nonconforming Reference Group Selection. *Organization Science*, 33(2), 831–853. https://doi.org/10.1287/orsc.2020.1397

Smulowitz, S. J., **Rousseau, H. E.**, & Bromiley, P. (2020). The Behavioral Theory of the (Community-Oriented) Firm: The Differing Response of Community-Oriented Firms to Performance Relative to Aspirations. *Strategic Management Journal*, 41(6), 1023–1053. https://doi.org/10.1002/smj.3123

Rousseau, H. E., Berrone, P., & Gelabert, L. (2019). Localizing Sustainable Development Goals: Nonprofit Density and City Sustainability. *Academy of Management Discoveries*, 5(4), 487–513. https://doi.org/10.5465/amd.2018.0151

Rousseau, H. E. (2017). Corporate Sustainability: Toward a Theoretical Integration of Catholic Social Teaching and the Natural-Resource-Based View of the Firm. *Journal of Business Ethics*, 145(4), 725–737. https://doi.org/10.1007/s10551-016-3119-5

Berrone, P., Gelabert, L., Massa-Saluzzo, F., & **Rousseau, H. E.** (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*, 59(6), 1940–1964. https://doi.org/10.5465/amj.2015.0746

MANUSCRIPTS UNDER REVIEW

Titles withheld to preserve the review process.

Rousseau, H., Khoury, T., & Badih, K. ***Strategic Management Journal*** — under 4th review.

Rousseau, H., Yong, A., Berrone, P., & Ricart, J. ***Journal of Management Studies*** — under 3rd review.

Rousseau, H., Marcet, F., Ferres, D., & Berrone, P. ***Journal of Management Studies*** — under 3rd review.

Gao, B., Liu, S., **Rousseau, H.**, Shang, G., & Wang, H. (authors listed alphabetically). ***Decision Support Systems*** — under initial review.

Cho, J., **Rousseau, H.**, & Shang, G. (authors contributed equally and are listed alphabetically). ***Journal of Management*** — under initial review.

BOOK CHAPTERS (NON-REFEREED)

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

BEST PAPER AWARDS, NOMINATIONS, AND REFEREED PROCEEDINGS

- "The Hidden Value of Exposure in Crowdsourcing Contests: How Solver Participation Leads to Post-Contest Retributions." Included in the **2023 AOM Best Papers Proceedings**.
- Nominated for the **OSCM Division Chan Hahn Best Paper Award**, Academy of Management Conference (August 2022).
- **2021 Award for Responsible Research in Management**, for "Localizing Sustainable Development Goals: Nonprofit Density and City Sustainability."
- Academy of Management Discoveries **2020 Best Paper Award**, for "Localizing Sustainable Development Goals: Nonprofit Density and City Sustainability."
- "A Behavioral View of Problemistic Search in Nonprofits: How Multiple Goals and Governance Drive Fundraising Efforts." Included in the **2020 AOM Best Papers Proceedings**.
- EURAM Conference 2020, **Strategic Processes and Practice Track 2020 Best Paper**, European Academy of Management.
- 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 ONE Division Best Paper Award**, for "The Role of Nonprofit Organizations in Improving Community Environmental Performance."
- "Creating Value for Others: The Role of Nonprofit Organizations in Improving Community Environmental Performance." Included in the **2017 AOM Best Papers Proceedings**.
- AOM ONE Division **2016 Best Reviewer Award**.
- AOM ONE Division **2014 Best Paper Award**, for "Let's Talk: Studying Dialogue among Firms and Outside Actors on Social and Environmental Issues."

GRANTS

Berrone, P. (PI), Alegre, I., Ricart, J. E., & **Rousseau, H.** (Fellows). "Sustainable Development Goals (SDG): How Organizations and Cities Can Contribute to Its Advancement." Spanish Ministry of Science and Innovation, $24,145 (January 2020 – January 2023).

MANUSCRIPTS IN PREPARATION

An asterisk (*) indicates lead author.

"Human Capital Search Under Low Performance" (in progress).* Target: ***TBD***.

"The Sophistication Paradox: Management Practices and Bribery in Informal Firms in Anomie Contexts" (with Sebastián García-Dastugue and Shashank Rao).* Target: ***Journal of International Business Studies***.

"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***.

"Greening Under Pressure: Impact of Resource Constraints on Environmental Outlook" (with Sid Yamalakonda, Sebastián García-Dastugue, and Shashank Rao).* Target: ***Journal of Supply Chain Management***.

"Geographic Segregation: Why It Deserves More Attention in Management Research" (in progress).* Target: ***Academy of Management Review***.

"When Does Partner CSR Reputation Matter to Strategic Alliances? From the Lenses of Investors and Employees" (with Ahmed Almashayekhi, Ruby Lee, and Coleen Harmeling).* Target: ***TBD***.

PEER-REVIEWED CONFERENCES, WORKSHOPS, AND INVITED SEMINARS

"Greens from Peers: When Green Technology Spillovers Reduce Climate Transition Risk Exposure." Invited seminar, *Facultad de Economía y Negocios, Universidad de Chile*, October 2026.

"Greens from Peers: When Green Technology Spillovers Reduce Climate Transition Risk Exposure." Invited seminar, *Universidad de los Andes (Chile)*, October 2026.

"Greens from Peers: When Green Technology Spillovers Reduce Climate Transition Risk Exposure." Invited seminar, *University of Massachusetts Lowell*, September 2026.

Rousseau, H., Eroglu, C., Scott, A., & García-Dastugue, S. J. "Repairs Can Wait: Community Social Capital and Deferred Misconduct under Strain." *Academy of Management*, Philadelphia, August 2026.

"Like Backer, Like Creator: Cross-Category Exposure and Category Switching — Cognitive Antecedents of Strategic Nonconformity." *Academy of Management*, Philadelphia, August 2026.

PDW: "Past, Present, and Future of a Behavioral Theory of the Firm: Integrating Cognition and Emotion" (facilitator). *Academy of Management*, Philadelphia, August 2026.

Rousseau, H., Chae, H., & Audia, P. "Reviving the Firm: CEO Power and Rapid Impact on Performance ('RIP') Changes in Response to Low Performance." *Strategic Management Society*, San Francisco, 2025.

Rousseau, H., Chae, H., & Audia, P. "Reviving the Firm: CEO Power and Rapid Impact on Performance Changes in Response to Low Performance." *Academy of Management*, Copenhagen, July 2025.

"The Sophistication Paradox: Management Practices and Bribery in Informal Firms in Anomie Contexts." *Academy of Management*, Chicago, August 2024.

PDW: "Past, Present, and Future of a Behavioral Theory of the Firm: Revisiting Foundations in the AI Age." *Academy of Management*, Chicago, August 2024.

"Technology Spillovers and Environmental Performance." *Strategic Management Society*, Washington, June 2024.

"Technology Spillovers and Environmental Performance." Invited seminar, *University of Montevideo*, May 2024.

"Management Practices and Bribery: Evidence from Informal Firms in India." *SMA Annual Meeting*, October 2023.

Doctoral Consortium panelist, "Different Career Paths." *SMA Annual Meeting*, October 2023.

"Ready or Not: How Readiness Shapes Government Responses to Mandatory and Voluntary Regulations." *Academy of Management*, Boston, August 2023.

PDW: "Past, Present and Future of the Behavioral Theory of the Firm." *Academy of Management*, Boston, August 2023.

"The Hidden Value of Exposure in Crowdsourcing Contests: How Solver Participation Leads to Post-Contest Retributions." *Academy of Management*, Boston, August 2023.

"Entry Order and Learning from Innovation Failures: Quasi-Experimental Evidence." *Strategic Management Society*, London, September 2022.

"Games of Norms: Why Category-Switching Is Penalized in Crowdfunding Platforms." *Strategic Management Society*, London, September 2022.

"Keeping up with the Teslas: Technology Spillovers, Firm Capabilities, and Environmental Performance." *Academy of Management*, Seattle, August 2022.

"Supply Chain Awareness Increases Revenue Generation in Nonprofits Close to Large Firms and With Smaller Boards." *Academy of Management*, Seattle, August 2022.

"Games of Norms: Why Category-Switching Is Penalized in Crowdfunding Platforms." *Academy of Management*, Seattle, August 2022.

Methods Workshop, *University of Florida*, April 2022.

"Threats From Within: Community Logic Strength and Categorical Stigma in U.S. Community Banks." Invited seminar, *Oklahoma State University*, November 2021.

"Games of Norms: Why Category Switching Is Penalized in Crowdfunding Platforms." Strategy & IB Online Seminar Series, *Nottingham Business School*, October 2021.

"Does Voluntary Regulation Supplement or Substitute for Organizations' Readiness for Climate Change?" *Strategic Management Society*, virtual conference, September 2021.

"Games of Norms: Why Category Switching Is Penalized in Crowdfunding Platforms." Invited seminar, *Universidad del Desarrollo*, June 2021.

"Projecting Institutional Change and the Interorganizational Strategies of Foreign Actors." *European Group for Organizational Studies*, virtual conference, July 2021.

"A Behavioral Perspective of Search in Nonprofit Organizations: How Programmatic Performance Drives Fundraising Efforts." *Strategic Management Society*, virtual conference, October 2020.

"Community as Double-Edged Sword: Logic Strength and Categorical Stigma Within U.S. Community Banks." *Strategic Management Society*, virtual conference, October 2020.

"A Behavioral View of Problemistic Search in Nonprofits: How Multiple Goals and Governance Drive Fundraising Efforts." *Academy of Management*, virtual conference, August 2020.

OMT Junior Faculty Consortium participant. *Academy of Management*, virtual conference, August 2020.

"Power to the People? Public Opinion and Impression Management." Invited seminar, *Universidad de San Andrés*, December 2019.

"Profiting from Lack of Cohesion: Bank Profitability in Fractured Communities." *Strategic Management Society*, Minneapolis, October 2019.

PDW: "Opening the Gates of Community Research: Deepening Connections Between Organization and Community." *Academy of Management*, Boston, August 2019.

PDW: "Past, Present, and Future of a Behavioral Theory of the Firm." *Academy of Management*, Boston, August 2019.

"Profiting from Lack of Cohesion: Bank Profitability in Fractured Communities." *Academy of Management*, Boston, August 2019.

"Supply Chain Awareness and NGO Effectiveness: An Attention-Based View." *Academy of Management*, Boston, August 2019.

"Profiting from Lack of Cohesion: Bank Profitability in Fractured Communities." *SMA Meeting*, Lexington, November 2018.

"Entrepreneurship, Clusters, and the Reduction of Poverty in Urban Communities: An Institutional Perspective." *Academy of Management*, Chicago, August 2018.

"Entrepreneurship, Clusters, and the Reduction of Poverty at the Community Level: An Institutional Perspective." *Strategic Management Society*, October 2017.

"Community Banks and Attainment Discrepancy: Community Orientation's Moderating Role on Risk-Taking and Community Investment." *Strategic Management Society*, October 2017.

"Community Banks and Attainment Discrepancy: Community Orientation's Moderating Role on Risk-Taking and Community Investment." *SMA Meeting*, St. Petersburg, October 2017.

"The Behavioral Theory of the (Community-Oriented) Firm: Community Orientation and Banks' Responses to Attainment Discrepancies." *SMA Meeting*, St. Petersburg, October 2017.

"CEO Power and the Selection of Nonconforming Reference Groups." *Academy of Management*, Atlanta, August 2017.

"We Can Work It Out? Examining the Barriers to the Deinstitutionalization of Polluting Practices in U.S. Communities." *Strategic Management Society*, Berlin, September 2016.

"We Can Work It Out? Examining the Barriers to the Deinstitutionalization of Polluting Practices in U.S. Communities." *Academy of Management*, Anaheim, August 2016.

"We Can Work It Out? Examining the Barriers to the Deinstitutionalization of Polluting Practices in U.S. Communities." 19th International Symposium on Ethics, Business and Society, *IESE Business School*, Barcelona, July 2016.

Organizer, PDW "New Methods and Approaches in Aspirations Research." *Academy of Management*, Anaheim, August 2016.

"Learning from Performance Feedback in Environmental Organizations: The Moderating Role of External Social Cues." *Strategic Management Society*, Denver, October 2015.

"Tackling Inequality: How Nonprofits Leverage Institutions and Community Fabric to Reduce Poverty." *Academy of Management*, Vancouver, August 2015.

"The Hidden Code in the Nonprofit Literature: Towards a Theory of Nonprofit Organizations." *Strategic Management Society*, Denver, October 2015.

"Towards a Moral-Strategic Perspective of Corporate Sustainability: An Integration of Christian Thought and the Natural-Resource-Based View." 4th International Colloquium on Christian Humanism in Economics and Business, *Barcelona*, April 2015.

"Raising the Voice: Dialogue as a 'Catalyst' for Change in Complex Institutional Environments." *Strategic Management Society*, Madrid, September 2014.

"Let's Talk: Studying Dialogue among Firms and Outside Actors on Social and Environmental Issues." *Academy of Management*, Philadelphia, August 2014.

TEACHING EXPERIENCE

Florida State University **2017 – present**

MAN 6235 (Ph.D.) — Doctoral Seminar in Organizational Theory	2 courses
MAN 5721 (MBA) — Strategy and Business Policy	6 courses
MAN 4701 — Business and Society	10 courses
MAN 4720 — Strategic Management and Business Policy	20 courses
ENT 5216 — Foundations of Entrepreneurship and Leadership	2 courses
ENT 5901 — Foundations of ENT Leadership	1 course
ENT 3003 — Introduction to Entrepreneurship	2 courses

Nominated for the **Charles Hardwick Outstanding Graduate Teacher Award**, FSU College of Business (2022).

International University of Catalonia, Barcelona, Spain **2015 – 2017**
Lecturer, Leadership Workshop for Entrepreneurs (M.Sc. in Entrepreneurship). Designed and taught the workshop; cases discussed: Rob Parson and Thomas Green.

Business Engineering School La Salle, Barcelona, Spain **2015 – 2017**
Lecturer, Strategic Management for Technological Ventures (undergraduate). Cases discussed: Disney, Zara, Coca-Cola, Ducati, Pet Food Industry, Sony Ericsson.

DOCTORAL DISSERTATION CHAIRING AND COMMITTEES

Ahmed Alsafwani (Florida State University). In process — committee member.

KS Choi (Florida State University). In process — committee member.

Andréa Hodge (Florida State University). *How Do Entrepreneurs Navigate Legitimacy Trade-offs in the Pursuit of Social Movement Market Opportunities?* Advisor: Michael Holmes. Defended June 2025.

Kalen Horton (Florida State University). *Evolution, Adaptations, and Complexity in Ecosystems: Three Essays on Ecosystem Evolution.* Advisors: Bruce Lamont and David King. Defended March 19, 2025.

Janice Gordon (Florida State University). *Essays on Regulations and Strategy.* Advisor: Bruce Lamont. Defended August 1, 2024.

Christine Kirkland (Florida State University). *Essays on the Effects of the Institutional Logics of Social Impact Accelerators on Hybrid Venture Firm Performance.* Advisors: Michael Holmes and Horacio Rousseau (co-chair). Defended March 25, 2024.

Justin Pepe (Florida State University). *Essays on Entrepreneurship, Income Inequality, and Social Comparison.* Advisor: Bruce Lamont. Defended April 10, 2023.

Igor Pereira (Florida State University). *Entrepreneurship in Marginalized Groups.* Advisor: Bruce Lamont. Defended July 2022.

Katia Galdino (Florida State University). *Institutions and Imprinting in the Formalization of Informal Firms: A Cross-Country Analysis.* Advisor: Bruce Lamont. Defended July 6, 2018.

DEPARTMENT AND COLLEGE SERVICE

- Chair, Teaching Strategy Faculty Search Committee (February 2025).
- Faculty Onboarding and Mentorship, Management Department (July – December 2024).
- Committee Member, COB Strategic Planning Committee (August 2023 – September 2026).
- Committee Member, MBA Admissions Committee (January 2023 – present).
- Committee Member, Management Department Strategic Planning Committee (August 2022 – present).
- Panel Member, Academic Honor Policy Hearing (May 2019 and October 2020).

PROFESSIONAL AFFILIATIONS

- Academy of Management — ENT, ONE, OMT, and STR divisions (2013 – present).
- Strategic Management Society (2013 – present).

REVIEWING AND PROFESSIONAL SERVICE

- **Editorial Review Board**, *Academy of Management Discoveries* (2026 – present).
- Ad hoc reviewer: *Administrative Science Quarterly* (2020 – present); *Organization Science* (2020 – present); *Journal of Management Studies* (2020 – present); *Journal of Management* (2021 – present); *Strategic Management Journal* (2024 – present).
- Reviewer for the STR, OMT, and ONE divisions, AOM Conference (2013 – present).
- Reviewer, Strategic Management Society Conference (2025 – present).
- Reviewer, Responsible Research for Business and Management (RRBM) (2025).
- Grant Application Reviewer, Swiss National Science Foundation (2023 and 2025).
- Action Editor, Academy of Management ONE Division (2017 – 2019).