**VERN L. GLASER**

University of Alberta | Strategic Management and Organization Department

3-40K Business, Edmonton, AB, T6G 2R6

vglaser@ualberta.ca | 780.248.1788 | www.vernglaser.com

**EDUCATION**

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

**RESEARCH**

***Research Interests:***

I study the question, how do organizations strategically change practices and culture? Most of my research revolves around three inter-related concepts naturally associated with organizational efforts to change practices and/or culture: language, tools and technology, and professional expertise.

* Topics of Interest: *Strategic Management; Organization Theory; Culture and Social Cognition; Institutional Logics; Strategy-as-Practice; Family Business; Technology Innovation and Entrepreneurship; Routines and Capabilities; Framing and Analogies; Performativity and Rationality; Strategic Change*

***Dissertation:***

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

***Publications:***

* Vern L. Glaser, Peer C. Fiss, and 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)*
* Vern L. Glaser, Nathanael J. Fast, Derek Harmon, and Sandy Green. *Institutional Frame Switching: Institutional Logics and Individual Action*. Research in the Sociology of Organizations. **48A** 35-69. *(2016)*

***Manuscripts Under Review and Selected Working Papers:***

* Vern L. Glaser. *Design Performances: How Organizations Inscribe Artifacts to Change Routines*. Conditional Accept, Academy of Management Journal.
* Hovig Tchalian, Vern Glaser, and Mark Kennedy. *Categorical Evolution or Revolution? How Organizations Promote Emergent Categories.* Under Review at Journal of Management Science.
* Joel Gehman, Vern L. Glaser, Kathleen M. Eisenhardt, Dennis A. Gioia, Ann Langley, and Kevin Corley. *Finding Theory-Method Fit: A Comparison of Three Qualitative Approaches to Theory Building*. In Final Preparation for Submission to Journal of Management Inquiry.
* Vern L. Glaser, Matthew Grimes and Joel Gehman. *What We Don’t Know Makes Us Stronger: A Performative Perspective on Uncertainty in Entrepreneurship.* Targeted for Administrative Science Quarterly.
* Vern L. Glaser, Jochem J. Kroezen, and Patricia Thornton. *Learning Institutional Logics.* Targeted for Organization Science.
* Vern L. Glaser, Mariam L. Krikorian and Peer C. Fiss. *Shifting Levels of Abstraction: The Role of Faceted Categories in Market Valuation Processes.* Targeted for Organization Studies.
* Magdalena Cholakova and Vern Glaser. *Incubating Innvoation: How Organizations Use Routines to Harness Conflict and Foster Innovation from Technology Transfers*. Targeted for Academy of Management Journal.
* Vern L. Glaser and Pursey Heugens. *Passing the Baton: How Family Firms Transfer Values across Generations*. Targeted for Organization Science.
* Hovig Tchalian, Vern L. Glaser, and Jeff Green. Movers and Shakers*: Placement, Mediation and Influence in the Electric Vehicle Industry*. Targeted for Organization Science.
* Nina Eliasoph, Jade Lo, and Vern Glaser. *Crafting Consistency from Complexity: Tension-Smoothing Strategies in Everyday Interaction*. Targeted for a Sociology Journal.

**TEACHING EXPERIENCE**

* Instructor, European Study Tour: Competitive Dynamics and Cultural Differences – Family Business and Entrepreneurship in European Governance Systems. University of Alberta. *(Winter 2015, Winter 2016, Winter 2017)*
* Instructor, Advising Family Business. University of Alberta *(Fall 2014, Fall 2015)*
* Instructor, Organization Strategy/Managing Organizations. University of Alberta. *(Fall 2015, Winter 2016, Fall 2017, Winter 2017)*
* Instructor, Strategic Management. University of Southern California. *(Spring 2013)*
* Teaching Assistant, Strategic Management (for Professor Peer C. Fiss). University of Southern California. *(Spring 2012)*

**HONORS AND AWARDS**

* SSHRC Insight Development Grant, “*Big Data and the Rise of the Data Scientist.*” *(2016-2018)*
* Xerox Faculty Fellowship, “*Shifting Levels of Abstraction: The Role of Vertical Category Dynamics in Market Valuation.”* *(2014-2015)*
* Best Conference Paper Award Nomination*,* Strategic Management Society Annual International Conference, Madrid, Spain*, “Shifting Levels of Abstraction: The Role of Vertical Category Dynamics in Market Valuation Processes,”* with Mariam Krikorian and Peer C. Fiss. *(2014)*
* James S. Ford/Commerce Associates Ph.D. Fellowship, *“The Commensuration of Conflicting Logics: Competing Concepts of Rationality in the Online Display Advertising Industry.”(2012)*
* National Science Foundation Grant, *“Rhetoric and Resonance: Framing, Casuistry, and the Institutionalization of New Market Conceptions,”* PhD Students’ Research Development Workshop at the Atlanta Competitive Advantage Conference. *(2012)*
* Greif Entrepreneurial Research Award, *“The Commensuration of Conflicting Logics: Competing Concepts of Rationality in the Online Display Advertising Industry.” (2012)*
* Provost’s Fellow Travel Award, *University of California at Davis Qualitative Methods Workshop*, Davis, California. *(2012)*
* Best Conference Paper Award Nomination*,* Strategic Management Society Annual International Conference, Miami, Florida*, “The Role of Institutional Identities and Frames in Contracting,”* with Derek J. Harmon and Libby Weber. *(2011)*
* Best Paper Proceedings,Academy of Management Meeting, San Antonio, Texas, *“Rhetoric and Resonance: Framing Strategies for Institutionalizing New Market Conceptions”,* with Peer C. Fiss and Mark T. Kennedy. *(2011)*
* Faculty Research Award, Lloyd Greif Center for Entrepreneurship, *“Strategic Discourse and the Structuring of New Markets”,* with Peer C. Fiss and Mark T. Kennedy. *(2011)*
* Provost’s Fellow Travel Award. *“The Influence of Institutional Logics on the Effects of Incentives.”* 27th EGOS Colloquium, Gothenburg, Sweden. *(2011)*
* Provost’s Fellowship*,* University of Southern California. *(2009)*

* Fuqua Scholar,Duke University, Fuqua School of Business. *(2000)*
* Summa Cum Laude*,* University of California at Los Angeles. *(1992)*

**CONFERENCE PAPERS AND PRESENTATIONS**

* *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. (with Matthew Grimes) *(2016)*
* *Passing the Baton: How Family Firms Transfer Values across Generations.* 2016 Theories of Family Enterprise Conference, Edmonton, Alberta. (with Pursey Heugens) *(2016)*
* *Entrepreneurship in Action: Reducing the Uncertainty of Innovation.* 13th West Coast Research Symposium on Technology Entrepreneurship, Seattle, Washington. (with Matthew Grimes). *(2015)*
* *Categorical Evolution or Revolution? How Organizations Promote Emergent Categories.* 31st EGOS Colloquium, Athens, Greece. (with Hovig Tchalian and Mark Kennedy). *(2015)*
* *Entrepreneurship in Action: Reducing the Uncertainty of Innovation.* 7th International Process Symposium, Kos, Greece. (with Matthew Grimes). *(2015)*
* *Learning Institutional Logics.* 4th Triennial Alberta Institutions Conference, Banff, Alberta. (with Jochem Kroezen and Patricia Thornton) *(2015)*
* *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. (with Jochem Kroezen and Patricia Thornton) *(2014)*
* *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. (with Nina Eliasoph and Jade Lo) *(2014)*
* *Individual Reactions to Institutional Complexity*. Academy of Management Meeting, Orlando, Florida. (with Nathanael J. Fast, Derek Harmon, and Sandy Green) *(2013)*
* *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. (with Nina Eliasoph and Jade Lo) *(2013)*
* *What’s Your Level (of Abstraction)? Vertical Category Dynamics and Valuation in the Online Advertising Industry*. 29th EGOS Colloquium, Montreal, Canada. (with Mariam Krikorian and Peer C. Fiss) *(2013)*
* *Situated Motivation: How Institutional Logics Shape Individual Behavior*. Academy of Management Meeting, Boston, Massachusetts. (with Nathanael J. Fast and Sandy Green) *(2012)*
* *Framing, Contestation, and Emergence: Analogies and Category Construction in Online Advertising*. Academy of Management Meeting, Boston, Massachusetts. (with Peer C. Fiss and Mark Kennedy) *(2012)*
* *Enchanted Algorithms: Establishing Valuation Regimes in the Online Advertising Industry*. 28th EGOS Colloquium, Helsinki, Finland. (with Peer C. Fiss) *(2012)*
* *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. (with Peer C. Fiss and Mark Kennedy) *(2012)*
* *The Role of Institutional Identities and Frames in Contracting*. Strategic Management Society Annual International Conference, Miami, Florida. (with Libby Weber and Derek Harmon) *(2011)*
* *Rhetoric and Resonance: Framing Strategies for Institutionalizing New Market Conceptions*. Academy of Management Meeting, San Antonio, Texas. (with Peer C. Fiss and Mark Kennedy) *(2011)*
* *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 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**

* Reviewing
	+ *Academy of Management Review*
	+ *Academy of Management Journal*
	+ *Organization Science*
	+ *Long Range Planning*
	+ *Strategic Organization*
	+ Academy of Management Annual Meeting
* Member, Academy of Management (AOM)
* Member, European Group for Organization Studies (EGOS)
* Member, Strategic Management Society (SMS)
* Member, Organization and Management Theory Division Communications Committee *(2013-2015)*
* University of Alberta
	+ - * Strategic Management and Organization, Organizer, Weekly Paper Development Workshop *(2015-2016)* (with Joel Gehman)
* University of Southern California
	+ - * 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)*

**PROFESSIONAL EXPERIENCE**

* Red Hill Advisors, Founder and President, Tustin, California. *(2005-2009)*
* Roebuck Consulting Group, Vice President, Tampa, Florida. *(2003-2004)*
* Cemex, Inc., Production Manager, Los Angeles, California. *(2002)*
* Cemex, Inc., Post-Merger Integration Team and Director of Operations Support, Houston, Texas. *(2001)*
* Southdown, Inc., Controller, Houston, Texas. *(2000)*
* Southdown, Inc., Operations and Customer Service Manager, Panama City, Florida. *(1998-1999)*
* Southdown, Inc., Territory Manager, Tampa, Florida. *(1995-1997)*
* ARCO Products Company, Financial Analyst, Los Angeles, California. *(1992-1995)*