

# Brooke A. Lahneman

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## Academic Experience

### **MONTANA STATE UNIVERSITY**

#### **Jake Jabs College of Business & Entrepreneurship**

Visiting Assistant Professor of Management  
Assistant Professor of Management

Bozeman, Montana  
August 2020-Present  
August 2017-May 2019

### **SIMON FRASER UNIVERSITY**

#### **Beedie School of Business**

Assistant Professor of Sustainability

Vancouver, BC, Canada  
May 2019-August 2020

### **UNIVERSITY OF OREGON**

#### **Charles H. Lundquist College of Business**

Pro-Tem Instructor of Management  
Graduate Teaching Fellow

Eugene, Oregon  
December 2015-August 2017  
September 2010-December 2015

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## Education

### **UNIVERSITY OF OREGON**

#### **Charles H. Lundquist College of Business**

Ph.D. in Business Management

Core areas of research: Culture & Identity, Environmental Standards, Sustainable Operations  
Dissertation: *Elaborating a Model of Cultural Exchange: An Investigation into the Relationship Between Organizational Cultures and the Adoption of Environmental Certified Management Standards*. Committee: Jennifer Howard-Grenville (Chair); Michael Russo; Reut Livne-Tarandach; Sara Hodges

Eugene, Oregon  
09/2010-03/2016

### **ESADE Business School**

Master in Business Administration  
Concentration: Strategy & Sustainability

Barcelona, Spain  
09/2007-04/2009

### **University of Virginia**

Bachelor of Arts in Economics and Foreign Affairs  
Echols Scholar (honors) and study abroad in Valencia, Spain

Charlottesville, Virginia  
08/1999-05/2003

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## Publications in Peer Reviewed Journals

Howard-Grenville, J. & Lahneman, B. (2021). Bringing the biophysical to the fore: Re-envisioning organizational adaptation in the era of planetary shifts. ***Strategic Organization***, <https://doi.org/10.1177/1476127021989980>

[Journal impact factor (2021): 3.413; A journal on ABDC Journal List]

[Video interview-podcast on article topics, by Brigham Young University and Wiley Publishing: [https://youtu.be/Y\\_dITIBy0wk](https://youtu.be/Y_dITIBy0wk)]

## **Brooke A. Lahneman**

Stanko, T., Dahm, P., Lahneman, B., & Richter, J. (2020). Navigating an identity playground: Using sociomateriality to build a theory of identity play. **Organization Studies**, <https://doi.org/10.1177/0170840620944542>  
[Journal impact factor (2021): 3.926; FT 50 Research Rank journal list; A\* journal on ABDC Journal List]

Tyler, B., Lahneman, B., Beukel, K., Cerrato, D., Minciullo, M., Spielmann, N., Discuacruz, A. (2020). SME managers' perceptions of competitive pressure and the adoption of environmental practices in fragmented industries: A multi-country study in the wine industry. **Organization & Environment**, 33, (3), 437-463. <https://doi.org/10.1177/1086026618803720>  
[Journal impact factor (2021): 3.333; A journal on ABDC Journal List]

Irwin, J., Lahneman, B., & Parmigiani, A.\* (2018). Nested identities as cognitive drivers of strategy. **Strategic Management Journal**, 39, (2), 269-294. <https://doi.org/10.1002/smj.2735>  
[Journal impact factor (2021): 5.463; FT 50 Research Rank journal list; A\* journal on ABDC Journal List]

Lahneman, B. (2015). In vino veritas: Understanding sustainability with environmental certified management standards. **Organization & Environment**, 28, (2), 160-180. <https://doi.org/10.1177/1086026615578008>  
[Journal impact factor (2021): 3.333; A journal on ABDC Journal List]

\* Authors contributed equally and are listed in alphabetical order

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### **Proceedings, Articles, Chapters, & Reviews**

Howard-Grenville, J., Lahneman, B., & S. Pek. (2020). Organizational culture as a tool for change. **Stanford Social Innovation Review**, Summer 2020 Edition, 8(3), 28-33. [https://ssir.org/articles/entry/organizational\\_culture\\_as\\_a\\_tool\\_for\\_change](https://ssir.org/articles/entry/organizational_culture_as_a_tool_for_change)

Stanko, T., Dahm, P., Lahneman, B., & Richter, J. (2019). Navigating an identity playground: An exploration of work identity and routines in a virtual world. **Academy of Management 2019 Best Paper Proceedings**. <https://doi.org/10.5465/AMBPP.2019.98>

Lahneman, B. (2018). Environmental certifications and standards. In **The Companion to Environmental Studies**, Ed. N. Castree, M. Hulme, & J. Proctor. Routledge. pp. 620-625.

Lahneman, B. (2018). Book review: "Meta regulation in practice: Beyond normative views of morality and rationality," by F.C. Simon (Routledge, 2017). **Journal of Management and Governance**, 22, 213-218. <https://doi.org/10.1007/s10997-018-9402-3>

Livne-Tarandach, R., Hawbacker, B., Lahneman, B., & Jones, C. (2015). "Qualitative Comparative Analysis: Opportunities for case-based research" for **Handbook of Innovative Qualitative Research Methods**. Ed., K. Elsbach & R. Kramer. New York: Taylor & Francis. pp. 156-167.

Howard-Grenville, J., Bertels, S., & Lahneman, B. (2015). "What regulators need to know about organizational culture" for **Penn Program on Regulation's Best-in-Class Regulator Initiative**. University of Pennsylvania: Brookings Institute Press.

## **Brooke A. Lahneman**

Howard-Grenville, J., Bertels, S.P., & Lahneman, B. (2014). "Sustainability: How it shapes organizational culture and climate" for ***Handbook of Organizational Climate and Culture: An Integrated Perspective on Research and Practice***. Ed. B. Schneider & K. M. Barbera. Oxford: Oxford University Press. pp. 257-275.

<https://doi.org/10.1093/oxfordhb/9780199860715.013.0014>

Lahneman, B. (2013). The strategic adoption of environmental certified management standards by small firms in the Oregon wine industry. ***Academy of Management 2013 Best Paper Proceedings***. <https://doi.org/10.5465/ambpp.2013.81>

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### ***Papers Under Revision & Review***

Parmigiani, A., Irwin, J., & Lahneman, B. Building greener motorhomes: How technical and relational dual purpose capabilities combine to influence product innovation. Revising for resubmission to ***Strategic Management Journal***.

[*Journal impact factor (2021): 5.463; FT 50 Research Rank journal list; A\* journal on ABDC Journal List*]

Russo, M., Earle, A., Lahneman, B., & Tilleman, S. Taking root in fertile ground: Community context and the clustering of hybrid companies. Revising for resubmission to ***Journal of Business Venturing***.

[*Journal impact factor (2021): 7.590; FT 50 Research Rank journal list; A\* journal on ABDC Journal List*]

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### ***Works in Progress***

Lahneman, B. & Howard-Grenville, J. Systemic action not collective action: Coordinating organizational adaptation in social-ecological systems. Preparing for submission to *Organization Science*.

Lahneman, B. & Irwin, J. Leveraging an oppositional collective identity to shape levels of integration in hybrid identity: A case of B Corp companies. Preparing for submission to *Organization & Environment*.

Earle, A., Lahneman, B., Tilleman, S., & Russo, M. Competition and complementarity in markets and missions: The role of hybrid companies in entrepreneurial ecosystems. Preparing for submission to *Organization & Environment*.

Tyler, B.B., Lahneman, B., Cerrato, D., Beukel, K., Discua Cruz, A., Spielmann, N., & Minciullo, M. How managers' proactive orientations and attitudes relate to SMEs' adoption of environmental practices. Preparing for submission to *Corporate Social Responsibility and Environmental Management*.

Keller, J., Lahneman, B., & Gomulya, D. High off tensions: How experience in volatile strategic environments shape strategic tensions. Preparing for submission to *Journal of Management Studies*.

## **Brooke A. Lahneman**

Death of Louisville: Institutional entrepreneurship through embedded agency and field configuring events. In data collection and analysis stage (with A. Parmigiani & J. Irwin)

Indigenous entrepreneurship in Montana: Discovering resources and relationships. In data collection stage (with L. Black & V. Bratton)

Learning strategy from plants. In conceptualization stage (with J. Oldroyd)

Managing social-ecological systems: Exploring adaptive co-management in the National Parks. In data collection stage.

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### **Refereed Conference Research Presentations & Seminars**

Black, L., Bratton, B., & Lahneman, B.\* *Indigenous entrepreneurship: Honoring relationships at the heart of business*. Panel Discussion, Western Academy of Management Conference, Virtual, April 2021.

Black, L., Bratton, B., & Lahneman, B.\* *Indigenous entrepreneurship in Montana: Discovering resources and relationships*. Developmental Paper, Western Academy of Management Conference, Virtual, April 2021.

Russo, M., Earle, A., Lahneman, B., & Tilleman, S. *The role of hybrid companies in local entrepreneurial ecosystems: Complements or competitors?* Academy of Management Annual Meeting (virtual), August 2020.

Lahneman, B., Parmigiani, A., & Irwin, J. *Death of Louisville: Institutional entrepreneurship through embedded agency and field configuring events*. Strategic Management Society (SMS) Conference, Minneapolis, MN, October 2019.

Tyler, B.B., Lahneman, B., Cerrato, D., Beukel, K., Discua Cruz, A., Spielmann, N., & Minciullo, M. *How managers' proactive orientations and attitudes relate to SMEs' adoption of environmental practices*. Strategic Management Society (SMS) Conference, Minneapolis, MN, October 2019.

Lahneman, B. & Irwin, J. *Navigating identity tensions with oppositional collective identity: A case of B Corp organizations*. Academy of Management Annual Meeting, Boston, MA, August 2019.

Stanko, T., Dahm, P., Lahneman, B., & Richter, J. *Navigating an identity playground: An exploration of work identity and routines in a virtual world*. Academy of Management Annual Meeting, Boston, MA, August 2019. (Best paper, OB Division)

Tyler, B.B., Lahneman, B., Cerrato, D., Beukel, K., Discua Cruz, A., Spielmann, N., & Minciullo, M. *Seeking new terroir: How managers' proactiveness entrepreneurial orientation and attitude relate to environmental practice adoption in SMEs*. Western Academy of Management Conference, Rohnert Park, CA, March 2019.

Lahneman, B. & Pek, S. *Integrating sustainability into organizational culture: Overcoming cognitive limitations with affective empathy*. Sustainability, Ethics, & Entrepreneurship (SEE)

## **Brooke A. Lahneman**

Conference, Miami, FL, March 2019.

Lahneman, B. *Enabling or constraining? Hybrid organizational identities and certified management standards*. Corporate Responsibility Research Conference, University of Leeds, Leeds, UK, September 2018.

Lahneman, B. *Enabling or constraining? Hybrid organizational identities and certified management standards*. British Academy of Management, University of the West of England, Bristol, UK, September 2018.

Lahneman, B. Organization and Management Theory (OMT) Junior Faculty Consortium, Academy of Management Annual Meeting, Chicago, Illinois, August 2018.

Lahneman, B. & Howard-Grenville, J. *"It started in the vineyard": Evolving toward resilience in the social-ecological system of a regional wine industry*. 34<sup>th</sup> EGOS (European Group for Organizational Studies) Colloquium, Tallinn, Estonia, July 2018.

Lahneman, B. *Enabling or constraining? Hybrid organizational identities and certified management standards*. EGOS Pre-Colloquium Early Career Scholars Workshop, Estonian Business School, Tallinn, Estonia, July 2018.

Tyler, B.B., Beukel, K., Cerrato, D., Lahneman, B., Discua Cruz, A., & Spielmann, N. Proactiveness and the use of secrecy in family and nonfamily SMEs. DRUID18, Copenhagen Business School, Copenhagen, Denmark, June 2018.

Lahneman, B. & Howard-Grenville, J. *"It started in the vineyard": How environmental sustainability management standards coevolve with physical ecosystems*. Western Academy of Management Conference, Salt Lake City, Utah, March 2018.

Tyler, B.B., Beukel, K., Cerrato, D., Lahneman, B., Minciullo, M., Discua Cruz, A., & Spielmann, N. *How managers' perceptions of their attitudes and EO relate to the environmental practices*. Strategic Management Society Annual Conference, Houston, Texas, October, 2017.

Keller, J.W., Lahneman, B., & Gomulya, D. *High on collective legitimacy? The paradoxical features of cooperation and competition within the U.S. cannabis industry*. EGOS (European Group for Organizational Studies) Colloquium, Copenhagen, Denmark, July 2017.

Tyler, B.B., Cerrato, D., Beukel, K., Minciullo, M., Lahneman, B., Spielmann, N., and Discua Cruz, A. *Attitudes toward sustainability, environmental practices, and firm performance in the Wine Industry: A multi-country study*. The European Academy of Management, Glasgow, Scotland, June 2017.

Lahneman, B. & Howard-Grenville, J. *"It started in the vineyard": How environmental sustainability management standards coevolve with physical ecosystems*. 9<sup>th</sup> International Symposium on Process Organization Studies (PROS), Kos, Greece, June 2017.

Tyler, B.B., Beukel, K., Cerrato, D., Lahneman, B., Discua Cruz, A., Minciullo, M., and Spielmann, N. *How the capabilities of family-owned wineries moderate the relationship between environmental practices and firm performance*. Strategic Management Society Special