

Curriculum Vita

Todd Schifeling

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I. Employment (in chronological order)

A. Academic

- **Fox School of Business, Temple University** July 2017 – Present
Assistant Professor of Management

B. Non-Academic (all positions held, both concurrently and non-currently with academic position, including major or regular consultancies.)

- **U.S. Census Bureau, Buffalo, NY Office** 2008-2009
Assistant Manager of Technology
- **Working Families Party** 2007-2008
Field Director
- **NYSUT** 2006-2007
Organizer

II. Education, College Level

• Institutions (in chronological order)

- **University of Michigan, Erb Institute** (2015-2017)
Ross School of Business
Post-doctoral Research Fellow and Dow Sustainability Fellow
- **University of Michigan, Ph.D.** (2009-2015)
Department of Sociology
Dissertation: Differentiation in Markets: A Study of Social Structure and Politics
- **Reed College, B.A.** (2002-2006)
Major: Sociology
Thesis: Inside the Environmental Planetarium: How Green Ideas Move

• Academic Awards, scholarships, fellowships or grants obtained while a student.

- National Science Foundation Predoctoral Fellowship (2010-2014)
- Rackham Predoctoral Fellowship (2014-2015)
- Rackham Graduate Student Research Grant (2014)
- Ronald Burt Award for Best Student Paper, American Sociological Association Section on Economic Sociology (2013)
- Honorable Mention, Thompson Award for Best Student Paper, American Sociological Association Section on Organizations, Occupation and Work (2013)
- Sociology Department Dissertation Research Grant (2013)
- Rackham Graduate Student Research Grant (2011)

- Schweitzer Summer Fellowship (2009-2011)
- Department of Sociology Fellowship (2009-2013)

III. Awards, Fellowships, Grants

- Dean’s Research Honor Roll, Fox School of Business, Temple University (2022-2023)
- Academy of Management Organization and Management Theory Division Best Paper Award (2023)
 - Recognizes the best paper of all published papers in organization theory that year
- Industry Studies Association’s Ralph Gomory Best Industry Studies Paper Award (2021)
- Loretta C. Duckworth Scholars Studio Faculty Fellowship (2020-2021)
 - One of three fellows from across Temple University in a program to promote interdisciplinary research with cutting-edge methods
- Nominee for Best Paper Award, GRONEN (2020)
 - GRONEN is the leading European research group on business sustainability
- Best Paper Award, Academy of Management Division on Organization & Management Theory (2019)

IV. Research Contributions

A. Publications of research completed, forthcoming or accepted* (in chronological order)

1. Articles

- a. Articles and review – articles in regularly-appearing, refereed academic journals or professional publications

[1]. Schifeling, T. & Etzion, D. “The Business Case: Six Takes on a Cultural Artifact.” Conditional acceptance at *Industry & Innovation*.

[2]. Kim, S. & Schifeling, T. 2022. “Good Corp, Bad Corp, and the Rise of B Corps: How Market Incumbents’ Diverse Responses Reinvigorate Challengers.” *Administrative Science Quarterly* 67 (3): 674-720.

- Disseminated to the public and practitioners through *Stanford Social Innovation Review* (“The Dance Between B Corps and Incumbents” in Fall 2022 issue) and Fox School of Business blog post: <https://www.fox.temple.edu/news/2022/06/fight-over-csr-why-so-many-companies-are-becoming-b-corps>

[3]. Schifeling, T. & Soderstrom, S. 2022. “Advancing Reform: Embedded Activism to Develop Climate Solutions.” *Academy of Management Journal* 65 (6): 1775-1803.

- Collaborative research with the Environmental Defense Fund (EDF)

- Disseminated to practitioners through Network for Business Sustainability blog post: <https://www.nbs.net/articles/what-840-employees-say-about-creating-change>

[4]. Schifeling, T. & Demetry, D. 2021. “The New Food Truck in Town: Geographic Communities and Authenticity-Based Entrepreneurship.” *Organization Science* 32 (1): 133-155. <https://pubsonline.informs.org/doi/abs/10.1287/orsc.2020.1369>

- Recipient of media coverage in over thirty-six stories since August 2014

[5]. Schifeling, T. & Hoffman, A. J. 2019. “Bill McKibben’s Influence on U.S. Climate Change Discourse: Shifting Field-Level Debates through Radical Flank Effects.” *Organization & Environment* 32 (3): 213-233.

<https://journals.sagepub.com/doi/abs/10.1177/1086026617744278>

- Featured in Vox article: <https://www.vox.com/energy-and-environment/2017/9/29/16377806/mckibben-effect>

[6]. Schifeling, T. 2013. “Defense Against Recession: U.S. Business Mobilization, 1950-1970.” *American Journal of Sociology* 119 (1): 1-34.

<https://www.journals.uchicago.edu/doi/abs/10.1086/673128>

c. Book reviews

[1]. Schifeling, T. 2018. Review of Dreiling, M. & Darves, D., *Agents of Neoliberal Globalization: Corporate Networks, State Structures, and Trade Policy* (Cambridge University Press 2016), *Contemporary Sociology*, 47.

[2]. Schifeling, T. 2013. Review of Knoke, D., *Economic Networks* (Polity 2012), *Sociologica*, 1.

2. Contributions to edited books

[1]. Schifeling, T. & Mizruchi, M. S. 2015. “The Decline of the American Corporate Network, 1960-2010.” In *The Power of Corporate Networks: A Comparative and Historical Perspective*, edited by Westerhuis, G. & David, T. New York: Routledge.

3. Publication of proceedings of conferences, meeting, etc.

a. National or International level

1. Refereed

[1]. Schifeling, T., Lyon, T. P., & Vasi, I. B. 2019. “Inertia Busters: Social Movement Influence on Impervious Incumbents facing Environmental Turbulence.” *Academy of Management Proceedings*. <https://journals.aom.org/doi/10.5465/AMBPP.2019.166>

4. Other publications (Specify type and refereeing process, if any)

[1]. Kim, S., & Schifeling, T. 2024. “The Paradox of Growing as a Values-Driven Company.” *Harvard Business Review Blog*. Harvard University.

- Editorial review by staff of the publication.

[2]. Schifeling, T. & Hoffman, A. J. 2017. “How Bill McKibben’s radical idea of fossil-fuel divestment transformed the climate debate.” *The Conversation*.

- Republished on websites of Fast Company, San Francisco Chronicle, Houston Chronicle, and 25 other outlets.
- Editorial review by staff of the website.

[3]. Kim, S., Karlesky, M., Myers, C., & Schifeling, T. 2016. “Why Companies Are Becoming B Corporations.” *Harvard Business Review Blog*. Harvard University.

- Editorial review by staff of the publication.

[4]. Schifeling, T. 2014. “Defining Niche Identity: Dispatch from the Trade Show for Natural Products.” Erb Perspective Blog. Erb Institute, University of Michigan.

B. Research completed and submitted for publication

[1]. Schifeling, T., Lyon, T. P., & Vasi, I. B. “Inertia Busters: Social Movement Influence on Incumbents during Technological Ferment.” Minor revision at *Strategic Management Journal*.

- Recognized as among the “Best Papers” (top 10%) by the OMT Division at the Academy of Management

[2]. Chae, H., Demetry, D., Nayak, D., & Schifeling, T. “From Confusion to Fusion: A New Hybrid Organizational Form and the Evaluation of Category Spanning in an Established Form.” Revise & resubmit at *Academy of Management Journal*.

[3]. Qin, M., Luo, X., Schifeling, T., & Wang, Y. “When Corporate Silence Is Costly: Negative Consumer Responses to Corporate Silence on Social Issues.” Revise & resubmit at *Strategic Management Journal*.

[4]. Kim, Y. H. & Schifeling, T. “How Media Attention Drives Supplier Disengagement: Firms’ Response to Supplier Labor Unrest in the Mobile Phone Industry.” Under review at *Strategic Management Journal*.

[5]. Mishra, V., Moreira, S., & Schifeling, T. “The Dual Role of Security Analysts: Examining the Balance Between Pressure and Monitoring.” Under review at *Journal of Business Ethics*.

C. Research currently in progress

[1]. Schifeling, T. & Soderstrom, S. “Selling Climate Reform: Stretching and Switching Frames in a Cross-Sectoral Network.” Revising for submission to *Journal of Management Studies*.

- Recognized as 1/3 nominees for the GRONEN 2020 Best Paper Award

[2]. Sellin, J., Schifeling, T., & Mudambi, R. “Lifelines and Sinking Ships: Investor Reactions to Divestments during Industry Disruption.” Revising for submission to *Research Policy*.

[3]. Sreenivas, V. & Schifeling, T. “Stakeholder Values Welcome Here: How Communities Influence Investor Support for Social Ventures.” Revising for submission to *Strategic Entrepreneurship Journal*.

[4]. Lee, A., Basu, S., & Schifeling, T. “Environmental and Social Disclosures in Proxy Statements and Shareholder Activism.” Revising for submission to *Journal of Management*.

[5]. Schifeling, T. & Kim, Y. H. “Follow the Crowd or Stand Apart: Unpacking How Peer Greenwashing Shapes Practice Adoption and Practice Inversion.” Revising for submission to *Journal of International Business Studies*.

[6]. Georgallis, P., Schifeling, T., & Lee, B. “Let It Shine: The Emergence and Evolution of Moral Markets.” Revising for submission to *Strategic Management Journal*.

V. Teaching

2023-2024 Academic Year (ratings represent question: “Overall, the instructor was effective in helping me learn the material in this course.”)

- BA 9101_001: Data Management & Analysis (PhD): 4.8
- BA 4101: Global Business Policies: 4.1
- BA 4102: Strategic Management: 4.1
- HRM 2511: Corporate Sustainability: 4.7

2022-2023 Academic Year (ratings represent question: “Overall, the instructor was effective in helping me learn the material in this course.”)

- BA 9101_001: Data Management & Analysis (PhD): 4.8
- BA 4101_007: Global Business Policies: 4.3
- BA 4101_018: Global Business Policies: 3.6

2021-2022 Academic Year (ratings represent question: “Overall, the instructor was effective in helping me learn the material in this course.”)

- BA 4101_007: Global Business Policies: 3.7
- BA 4101_018: Global Business Policies: 4.5

2020-2021 Academic Year (ratings represent question: “Overall, the instructor was effective in helping me learn the material in this course.”)

- BA 4901_002: Honors Global Business Policies: 4.9
- BA 9101_001: Data Management & Analysis (PhD): 4.6

- I developed this course to prepare students to use Python and big data methods in their research. Sixteen PhD students attended from across the business school.
- STAT 5603: Statistical Learning & Data Mining (PMBA): 3.9
 - I took over this course after the beginning of the semester.

2019-2020 Academic Year (ratings represent SFF item 8)

- BA 4901_002: Honors Global Business Policies: 3.9
- BA 4901_001: Honors Global Business Policies: 4.5
- BA 4101_008: Global Business Policies: 3.9

2018-2019 Academic Year (ratings represent SFF item 8)

- BA 4901_002: Honors Global Business Policies: 4.4
- BA 4901_001: Honors Global Business Policies: 3.3

2017-2018 Academic Year (ratings represent SFF item 8)

- BA 4101_002: Global Business Policies: 4.4
- BA 4101_003: Global Business Policies: 4.3
- SGM 5126: Innovation Adoption & Diffusion (PMBA): 4.6
- SGM 5127: Managing Knowledge Networks (PMBA): 4.1

VI. Service Contributions (in chronological order)

For all Temple University service contributions, descriptions of the activities should be included such as purpose of the activity, frequency of meetings, results of the efforts of the activities, etc.

A. At Temple University

Department of Management

- Research seminar coordinator (2020-present)
Scheduled bi-weekly research seminar series throughout the academic year. Speakers have included top experts such as Professors Gautam Ahuja, Michael Jacobides, and Mary Tripsas.
- PhD Committees member (2019-present)
Committee member for Anna Pak, Hwansung Ju, Vaibhav Mishra (co-chair), Vyas Sreenivas, and Julianne Sellin.
- Recruitment for faculty and PhD students (2017-2020)
Review applications and conduct interviews. Evaluate candidates.
- PhD Curriculum Committee member (2018-2019)
I served on a committee to propose changes to the PhD curriculum for the Strategic Management and International Business PhD students. We met 2-3 times per semester and created a Competencies Matrix. I especially contributed to developing the methodological skills component.

Fox School of Business

- Panelist on T in Teaching Podcast (2024)

- Served on Student Grievance committee of CAFSBM (2022-2025)
- Helped organize interdisciplinary Sustainability Research Working Group (2021-2024)
- Research consultations with EDDBA students Crystal Smith and Chris Goehner (2023)
- PhD Committee member for Abdullah Algannass (2023)
- Served as substitute member of Doctoral Program Committee (2022)
- Served on sustainability panel for Translational Research Center (2022)
- Contributed presentations to AI/ML groups (2020-2021)
- Guest taught sessions on business sustainability for EDDBA courses led by Professors Lalitha Naveen and Vinod Venkatraman (2020-2021)
- Organized and taught PhD Data Camp (2019)
I created and led this week-long boot camp to introduce PhD students to using Python and big data methods. Around forty students from across the business school attended the camp.
- Research seminar coordinator for interdisciplinary seminar series (2019-2020)
I attended several meetings to plan the school-wide seminar series around the theme of sustainability. Most departments at Fox hosted a speaker on this topic.
- Evaluator for Young Scholars Interdisciplinary Forums (2019-2022)

Temple University

- Taught workshop for Temple Libraries' Loretta C. Duckworth Scholars Studio: "Combining Machine Learning with Text Analysis to Identify Latent Meanings"

B. At other universities prior to Temple, within the Past ten (10) years

University of Michigan

- Research seminar coordinator for the Erb Institute (2016-2017)
- Organized and taught in ICOS Big Data Boot Camp for PhD students across the university (2014-2017)

C. Outside the University Community

Public Engagement

- Panelist on Wisconsin Public Radio (2022)
- Panelist at SustainabilityEY event with sustainability directors from EY and Comcast (2022)
- Presenter at B Lab Global meeting (2024)

Academy of Management Organizations & Natural Environment Division

- Member of Awards Committee (2022-2025)
- Member of Best Dissertation Award Committee (2021)

Ad hoc Reviewer

- Journals: *Academy of Management Discoveries*, *Academy of Management Journal*, *American Journal of Sociology*, *American Sociological Review*, *California Management Review*, *Journal of Business Venturing*, *Journal of Management Studies*, *Mobilization*, *Organization &*

Environment, Organization Science, Regulation & Governance, Socio-Economic Review, Strategic Management Journal

- Conferences: *Academy of Management Meetings, Strategic Management Society Conferences, Alliance for Research on Corporate Sustainability Conferences*
- Discussant for GRONEN Reading Group (2021)

VII. Other (Any information that the Candidate deems relevant)

A. Grant Applications

[1]. 2021. Grant application as Co-Investigator from the Hong Kong Research Grants Council.

B. External Presentations

[1]. 2024. Panelist in PDW, “Institutional Leadership and Policy Innovations for Purpose-Driven Business: The Case of ‘B Corps.’” Academy of Management Annual Meeting, Chicago.

[2]. 2024. Presenter in Symposium, “Social Activism and Corporations: New Vantages on the Role of Firms in Societal Change.” Academy of Management Annual Meeting, Chicago.

[3]. 2024. Invited Instructor, “Organizing the Climate Transition.” Global Online PhD Course organized by Business Schools for Climate Leadership.

[4]. 2024. “Selling Climate Reform: Stretching and Switching Frames in a Cross-Sectoral Network.” Stanford Conference on Organizations and Environmental Sustainability, Stanford University, Palo Alto.

[5]. 2024. “Selling Climate Reform: Stretching and Switching Frames in a Cross-Sectoral Network.” McMaster University, Hamilton, Ontario.

[6]. 2023. Invited Panelist and Mentor, Ivey PhD Sustainability Academy.

[7]. 2023. “Mobilizing an Organizational Field: Network Activism for Expanding Cross-Sectoral Climate Action.” Strategic Management Society Annual Meeting, Toronto.

[8]. 2023. “Activism While the World Burns.” Invited panelist at American Sociological Association Annual Meeting, Philadelphia.

[9]. 2023. “Mobilizing an Organizational Field: Network Activism for Expanding Cross-Sectoral Climate Action.” Academy of Management Annual Meeting, Divisional Paper Session of ONE, Boston.

- [10]. 2023. "From Confusion to Fusion: A New Hybrid Organizational Form and Evaluation of Spanners in an Established Form." LeBow College of Business, Drexel University, Philadelphia.
- [11]. 2023. "Divest, Delay, or Distract: Managing Conflicting Stakeholders amid Industry Disruption." Stanford Conference on Organizations and Environmental Sustainability, Stanford University, Palo Alto.
- [12]. 2022. "How Peer Greenwashing Shapes the Evolution of Green Products: Coevolution of Greenwashing and Green Engagement." Junior Faculty Organization Theory Conference, University of Michigan, Ann Arbor.
- [13]. 2022. "The New Food Truck in Town: Geographic Communities and Authenticity-Based Entrepreneurship." Industry Studies Association Annual Meeting, Wharton, Philadelphia.
- [14]. 2021. "The Rise of Categorical Opportunities: Cultural Change and Theories of Value." Academy of Management Annual Meeting, Divisional Paper Session of OMT.
- [15]. 2021. "The Rise of Gourmet Food Trucks and the Changing Nature of Authenticity." Centre for Corporate Reputation, Saïd Business School, Oxford University.
- [16]. 2020. "The Rise of Categorical Opportunities: Cultural Change and Theories of Value." Strategic Management Society Annual Meeting.
- [17]. 2020. "Mobilizing an Organizational Field: Network Activism for Expanding Cross-Sectoral Climate Action." Academy of Management Annual Meeting, Divisional Paper Session of OMT.
- [18]. 2020. "Mobilizing an Organizational Field: Network Activism for Expanding Cross-Sectoral Climate Action." GRONEN Bi-Annual Meeting. Lisbon.
- [19]. 2019. "Inertia Busters: Social Movement Influence on Incumbents during Technological Ferment." Academy of Management Annual Meeting, Divisional Paper Session of OMT. Boston.
- [20]. 2019. "Empowering Climate Leaders: An Open Resourcing Approach to Issue Selling." Academy of Management Annual Meeting, Divisional Paper Session of OMT. Boston.
- [21]. 2019. "Inertia Busters: Social Movement Influence on Incumbents during Technological Ferment." European Group for Organizational Studies Annual Meeting, Sub-theme on Discursive and Material Struggles over the Natural Environment. Edinburgh.
- [22]. 2019. "Empowering Climate Leaders: An Open Resourcing Approach to Issue Selling." Alliance for Research on Corporate Sustainability Annual Meeting. Chapel Hill. Presenter.

[23]. 2018. "The Divergent Effects of Platform Interfaces on Complementor Product Variety." Academy of Management Annual Meeting, Divisional Paper Session of STR. Chicago.

[24]. 2018. "Coordinating a movement: Environmental Defense Fund and organizational leadership on climate change." Sustainability Ethics & Entrepreneurship Conference. Washington, DC.

[25]. 2017. "Bill McKibben's Influence on U.S. Climate Change Discourse: Shifting Field-Level Debates through Radical Flank Effects." American Sociological Association Annual Meeting, Regular Session of the Environmental Sociology Section. Montreal.

[26]. 2017. "Empowering Change Agents through Climate Corps." Academy of Management Annual Meeting, Divisional Paper Session of ONE. Atlanta.

[27]. 2017. "At the Interface of Academia and Practice: Corporation Engagement with Climate Change." Academy of Management Annual Meeting, Professional Development Workshop for ONE Division. Atlanta. Co-Organizer.

[28]. 2017. "Empowering Change Agents through Climate Corps." European Group for Organizational Studies Annual Meeting, Sub-theme on Open Politics. Copenhagen.

[29]. 2017. "Skepticism and Symbolic Competition: A Model of the Extended Cultural Consequences of Social Movements." Private Governance, Social Movements, and Information Conference. Ann Arbor, MI.

[30]. 2017. "Skepticism and Symbolic Competition: A Model of the Extended Cultural Consequences of Social Movements." Seminar series of the Department of Sociology at the University of Iowa. Iowa City, IA.