

Publications
Johanna Mair

October 2024

Book

Seelos, C. and Mair, J. 2017. [Innovation and Scaling for Impact – How effective Social Enterprises do it.](#) Stanford University Press.

2017 Terry Mc Adam Book Award for most inspirational and useful new book contributing to nonprofit management.

2018 ONE Book Award for outstanding book (Awarded by Academy of Management ONE Division).

2019 Virginia A. Hodgkinson Research Book Prize (Awarded jointly by ARNOVA and Independent Sector).

Peer Reviewed Journal Articles

Kourula, A., Georgallis, P., Henriques, I., and Mair, J. 2024. [Introduction to the Special Issue on the Role of Place in Sustainability: Key Trends and Agenda for Future Research.](#) **Organization & Environment**, 37(3), 363-375. doi: 10.1177/10860266241283157

Mair, J., and Rathert, N. 2024. [The Political Side of Social Enterprises: A Phenomenon-Based Study of Sociocultural and Policy Advocacy.](#) **Journal of Management Studies**, n/a(n/a).
<https://doi.org/10.1111/joms.13134>

Blog Version: [Transforming Society: The Advocacy Role of Social Enterprises.](#)

Lechterman, T. M., and Mair, J. 2024. [Social Enterprises as Agents of Social Justice: A Rawlsian Perspective on Institutional Capacity.](#) **Organization Studies**. doi:10.1177/01708406241261435

Chua, N., Miska, C., Mair, J., and Stahl, G. 2024. [Purpose in Management Research: Navigating a Complex and Fragmented Area of Study.](#) *Academy of Management Annals*, **18**, 755–787doi:10.5465/annals.2022.0186

Dessy, E., Mair, J., and Xhauflier, V. 2024. "[Organizational diversity of social-mission platforms: Advancing a configurational research agenda.](#)" **Information and Organization**, 34(3): 100514. doi:10.1016/j.infoandorg.2024.100514

Palmié, M., Miehé, L., Mair, J., and Wincent, J. 2024. [Valuation Entrepreneurship through Product-Design and Blame-Avoidance Strategies: How Tesla Managed to Change the Public Perception of Sustainable Innovations.](#) **Journal of Product Innovation Management**, 41(3): 644–676. doi:10.1111/jpim.12732

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Gegenhuber, T., and Mair, J. 2024. [Open social innovation: Taking stock and moving forward.](#) **Industry and Innovation**, 31(1), 130-157. doi:10.1080/13662716.2023.2271863

- Claassen, C., Mair, J., and Bidet, E. 2023. [Social Enterprises within the Public Sector's Purview: A Taxonomy Based Study on South Korea](#). *Voluntas*. doi:10.1007/s11266-023-00622-7
- Claassen, C. H., Choi, J. E., and Mair, J. 2023. [Forging a Local Social Economy: On the Institutional Work of Local Governments in South Korea](#). *Public Performance & Management Review*, 1-38. doi: 10.1080/15309576.2023.2243467
- Buender, T., Rathert, N. and Mair, J. 2023. [Sustaining the Integration of Social Objectives over Time: A Case-Based Analysis of Access to Medicine in the Pharmaceutical Industry](#). *Business & Society*, 63(5), 1110-1148. doi: 10.1177/00076503231182667
- Jakob Sadeh, L., and Mair, J. 2023. [Reinforcing Political Inequality Through Diversity Initiatives: A Field-Level Perspective](#). *Journal of Management*, 50(3), 1066-1101. <https://doi.org/10.1177/01492063231163579>
- Seelos, C., Mair, J., and Traeger, C. 2023. [The future of grand challenges research: Retiring a hopeful concept and endorsing research principles](#). *International Journal of Management Reviews*, 25, 251-269. doi:10.1111/ijmr.12324
- Gegenhuber, T., Mair, J. Lührsen, R., and Thäter, L. 2023. [Orchestrating distributed data governance in open social innovation](#). *Information and Organization*, 33(1). doi:10.1016/j.infoandorg.2023.100453
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- Cunha, M. P., Gomes, E., Kamoche, K., Mair, J., Miner, A., and Tarba, S. 2022. [Improvisation, strategy, and strategic improvisation in emerging markets](#). *European Management Review*, 1-8. doi: 10.1111/emre.12543
- Mair, J., and Seelos, C. 2021. [Organizations, Social Problems, and System Change: Invigorating the Third Mandate of Organizational Research](#). *Organization Theory*, 2(4). doi: 10.1177/26317877211054858
- Chandra, Y., Shang, L., and Mair, J. 2021. [Drivers of success in social innovation: Insights into competition in open social innovation contests](#). *Journal of Business Venturing Insights*, 16, doi:10.1016/j.jbvi.2021.e00257
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Markman, G. D., Russo, M., Lumpkin, G. T., Jennings, D., and Mair, J. 2016. [Entrepreneurship as a Platform for Pursuing Multiple Goals: A Special Issue on Sustainability, Ethics, and Entrepreneurship](#). *Journal of Management Studies*, 53(5): 673-694. doi:10.1111/joms.12214

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Edited Books

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Mair, J. and Wieser, T. 2024. [Lehren aus Europa - 22 Essays zur Zukunft unseres Kontinents](#). CSV GmbH. ISBN 978-3-903461-05-5

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