

Publications
Johanna Mair

July, 2020

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).

Journal Articles

Bitektine, A., Haack, P., Bothello, J., & Mair, J. 2020. Inhabited Actors: Internalizing Institutions through Communication and Actorhood Models. *Journal of Management Studies*, 57(4): 885-897. <https://doi.org/10.1111/joms.12560>.

Chliova, M. Mair, J. and Vernis, A. 2020. Persistent category ambiguity: The case of social entrepreneurship. *Organization Studies*. 41(7): 1019-1042. <https://doi.org/10.1177/0170840620905168>.

Amis, J. M., Mair, J., and Munir, K. A. 2020. The Organizational Reproduction of Inequality. *Academy of Management Annals*, 14(1), 195-230. <https://doi.org/10.5465/annals.2017.0033>.

Hehenberger, L., Mair, J., and Metz, A. 2019. The Assembly of a Field Ideology: An Idea-Centric Perspective on Systemic Power in Impact Investing. *Academy of Management Journal*, 62(6), 1672-1704. <https://doi.org/10.5465/amj.2017.1402>.

Featured in Stanford Social Innovation Review Spring 2020

Mair, J. and Rathert, N. 2019. Alternative Organizing with Social Purpose: Revisiting Institutional Analysis of Market-Based Activity. *Socio-Economic Review*. Online First. <https://doi.org/10.1093/ser/mwz031>.

Uzo, U., Mair, J., and Adewusi, A. 2019. Relational activities and channel contracts: Insights from channel intermediaries in Nigeria. *Journal of Strategic Contracting and Negotiation*. 4(1-2): 75-97 Online First: <https://doi.org/10.1177/2055563619867341>.

Wolf, M. and Mair, J. 2019. Purpose, Commitment and Coordination around Small Wins: A Proactive Approach to Governance in Integrated Hybrid Organizations. *Voluntas*, 30(3): 535-548. <https://doi.org/10.1007/s11266-019-00116-5>.

Best Paper Award in Voluntas for 2019

Mair, J. 2018. Scaling innovative ideas to create inclusive labour markets. *Nature Human Behaviour*, 2: 884. <https://doi.org/10.1038/s41562-018-0352-1>.

Romme, A.G.L., Ansell, C., Buck, J., Choi, Y., Van der Eyden, R., Figueroa Huencho, V., John, E., Kunckler, T., Mair, J., Meijer, A., Meyer, R.E., Stephenson, K., Välikangas, Whitestone, N., Yu, C. 2018. United People: Designing a New Model of Global Governance. *Journal of Asian Scientific Research*, 8 (4): 152-170. <https://doi.org/10.18488/journal.2.2018.84.152.170>.

Reischauer, G. and Mair, J. 2018. How Organizations Strategically Govern Online Communities: Lessons from the Sharing Economy. *Academy of Management Discovery*, 4(3): 220-247. <https://doi.org/10.5465/amd.2016.0164>.

Mair, J. and Reischauer, G., 2017. Capturing the dynamics of the sharing economy: Institutional research on the plural forms and practices of sharing economy organizations. *Technological Forecast and Social Change*, 125: 11-20. DOI: 10.1016/j.techfore.2017.05.023.

Moschieri, C. and Mair, J. 2017. Corporate Entrepreneurship: Partial Divestitures as Real Option. *European Management Review*, 14(1): 67-82. <https://doi.org/10.1111/emre.12099>.

Mair, J., Wolf, M., and Seelos, C. 2016. Scaffolding: A Process of Transforming Patterns of Inequality in Small-scale Societies. *Academy of Management Journal*, 59(6): 2021-2044. <https://doi.org/10.5465/amj.2015.0725>.

Finalist for Best AMJ Paper Award for 2016

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. <https://doi.org/10.1111/joms.12214>.

Stephan, U., Patterson, M., Kelly, C., and Mair, J. 2016. Organizations driving positive social change: a review and an integrative framework of change processes. *Journal of Management*, 42(5): 1250–1281. <https://doi.org/10.1177/0149206316633268>.

Venkataraman, H., Vermeulen, P., Raaijmakers, A., and Mair, J. 2016. Market Meets Community: Institutional Logics as Strategic Resources for Development Work. *Organizations Studies*, 37(5): 709-733. <https://doi.org/10.1177/0170840615613370>.

Mair, J., Mayer, J., and Lutz, E. 2015. Navigating Institutional Plurality: Organizational Governance in Hybrid Organizations. *Organization Studies*, 36(6): 713-739. <https://doi.org/10.1177/0170840615580007>.

Daskalaki, M., Hjorth, D., and Mair, J. 2015. Are Entrepreneurship, Communities, and Social Transformation Related? *Journal of Management Inquiry*, 24(4):419-423. <https://doi.org/10.1177/1056492615579012>.

Ebrahim, A., Battilana, J., and Mair, J. 2014. The Governance of Social Enterprises: Mission drift and accountability challenges in hybrid organizations. *Research in Organizational Behavior*, 34: 81–100. <https://doi.org/10.1016/j.riob.2014.09.001>.

Mair, J. and Hehenberger, L. 2014. Front-Stage and Backstage Convening: The Transition from Opposition to Mutualistic Coexistence in Organizational Philanthropy. *Academy of Management Journal*, 57(4): 1174-1200. <https://doi.org/10.5465/amj.2012.0305>.

Featured in Stanford Social Innovation Review Fall 2012

Best Paper Award 2016 by the Organizational Theory section of the German Business Research Association

Uzo, U. and Mair, J. 2014. Source and Patterns of Organizational Defiance of Formal Institutions: Insights from Nollywood, the Nigerian Movie Industry. **Strategic Entrepreneurship Journal**. 8:56-74. <https://doi.org/10.1002/sej.1171>.

Tobias, J. M., Mair, J., and Barbosa-Leiker, C. 2013. Toward a theory of transformative entrepreneuring: Poverty reduction and conflict resolution in Rwanda's entrepreneurial coffee sector. **Journal of Business Venturing**, 28(6): 728–742. DOI: 10.1016/j.jbusvent.2013.03.003.

Moschieri, C. and Mair, J. 2012. Managing divestitures through time – expanding current knowledge. **Academy of Management Perspectives**, 26 (4): 35-50. DOI: 10.5465/amp.2011.0115.

Mair, J., Battilana, J., and Cárdenas J. 2012. Organizing for Society: A Typology of Social Entrepreneuring Models. **Journal of Business Ethics**, 111(3): 353-373. DOI: 10.1007/s10551-012-1414-3

Mair J., Martí I., and Ventresca M. 2012. Building Inclusive Markets in Rural Bangladesh: How Intermediaries Work Institutional Voids. **Academy of Management Journal**, 55(4): 819-850. <https://doi.org/10.5465/amj.2010.0627>.

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Moschieri, C. and Mair, J. 2011. Adapting for innovation: including divestitures in the debate. **Long Range Planning**, 44(1): 4-25. DOI: 10.1016/j.lrp.2010.11.002

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Mair, J. and Thurner, C. 2008. Going global: how middle managers approach the process in medium-sized firms. **Strategic Change**, 17 (3-4): 83-99. <https://doi.org/10.1002/jsc.818>.

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Gold Prize “IFC - Financial Times Essay Competition” on Private Sector Development – Creating Markets, Transforming Lives

SMS Best Conference Paper for Practice Implication Award. Strategic Management Society Conference 2007

Mair, J., Martí, I. and Ganly, K. 2007. Social entrepreneurship: Seeing institutional voids as spaces of opportunity. **European Business Forum**, 31: 34-39.

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Seelos, C. and Mair, J. 2006. Social entrepreneurship. The contribution of individual entrepreneurs to sustainable development. **The ICFAI Journal for Entrepreneurship Development**, March 2006: 30-46.

Mair, J. 2005. Exploring the determinants of unit performance: The role of middle managers in stimulating profit growth. **Group & Organization Management**, 30(3): 263-88. <https://doi.org/10.1177/1059601104269113>.

Mair, J., Seelos, C. and Borwankar, A. 2005. Social entrepreneurial initiatives within the sustainable development landscape. **Journal of Entrepreneurship Education**, 2(4): 431-52.

Seelos, C. and Mair, J. 2005. Sustainable development, sustainable profit. **European Business Forum**, 20: 49-53.

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Seelos, C. and Mair, J. 2005. Social Entrepreneurship: Creating new business models to serve the poor. **Business Horizons**, 48(3): 241-46.

Translated into Arabic

Edited Books

Maurer, I., Mair, J. and Oberg, A. 2020. **Theorizing the Sharing Economy: Varieties and Trajectories of New Forms of Organizing**. Research in the Sociology of Organizations, Vol. 66: Emerald Publishing Limited: Bingley, UK.

Zilber, T.B., Amis, J.M. and Mair, J. 2019. **The Production of Managerial Knowledge and Organizational Theory: New Approaches to Writing, Producing and Consuming Theory**. Research in the Sociology of Organizations, Vol. 59: Emerald Publishing Limited: Bingley, UK.

Hockerts, K., Mair, J. and Robinson, J. 2010. **Values and Opportunities in Social Entrepreneurship**. Palgrave Macmillan: Basingstoke, UK and New York.

Robinson J., Mair, J. and Hockerts, K. 2009. **International Perspectives on Social Entrepreneurship Research**. Palgrave Macmillan: Basingstoke, UK and New York.

Mair, J., Robinson J. and Hockerts, K. 2006. **Social Entrepreneurship**. Palgrave Macmillan: Basingstoke, UK and New York.

Nominated for "Most Promising Forthcoming Management Book" by the European Academy of Management

Book Chapters / Peer Reviewed Chapters in Edited Volumes

Mair, J., and Reischauer, G. 2020. Sharing Economy. In R. A. List, H. K. Anheier, & S. Toepler (Eds.), **International Encyclopedia of Civil Society**. Springer International Publishing: Cham: 1-6.

Mair, J. 2020. Social Entrepreneurship: Research as Disciplined Exploration. In W.W. Powell and P. Bromley (Eds.), **The Nonprofit Sector: A Research Handbook**. Stanford University Press: Stanford: 333-357.

Seelos, C., and Mair, J. 2020. Social Innovation: Specifying Pathways for Impact. In O. Laasch, D. Jamali, R. E. Freeman & R. Suddaby (Eds.), **Research Handbook of Responsible Management**. Edward Elgar Publishing: Cheltenham, UK. In Press.

Mair, J., Wolf, M. and Ioan, A. 2020. Governance in Social Enterprises. In H. K. Anheier and T. Baums (Eds.), **Handbook on Advances in Corporate Governance: Comparative Perspectives**. Oxford University Press: Oxford. In Press.

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Maurer, I., Mair, J. and Oberg, A. 2020 Variety and Trajectories of New Forms of Organizing in the Sharing Economy: A Research Agenda. In I. Maurer, J. Mair & A. Oberg (Eds.), **Theorizing the Sharing Economy: Varieties and Trajectories of New Forms of Organizing, Research in the Sociology of Organizations** Vol. 66. Emerald Publishing Limited: Bingley, UK: 1-23. DOI: 10.1108/S0733-558X20200000066002.

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Battilana, J., Butler, B., Kimsey, M., Mair, J., Marquis, C., and Seelos, C. 2019. Problem, person and pathway: a framework for social innovators. In G. George, T. Baker, P. Tracey, & H. Joshi (Eds.), **Handbook of Inclusive Innovation: The Role of Organizations, Markets and Communities in Social Innovation**. Edward Elgar Publishing: Cheltenham, UK: 61-74.

Zilber, T. B., Amis, J. M., and Mair, J. 2019. Dismantling the Master's House Using the Master's Tools: On the Sociology of Organizational Knowledge. In T.B. Zilber, J. Amis and J. Mair (Eds.), **The Production of Managerial Knowledge and Organizational Theory: New Approaches to Writing, Producing and Consuming Theory, Research in the Sociology of Organizations** Vol. 59. Emerald Publishing Limited: Bingley, UK: 1-19.

Radeke J., Mair J., Seelos C. 2019. Waste Concern: Fixing Market Failures. In G. Lenssen and N. Smith (Eds). **Managing Sustainable Business**. Springer: Dordrecht: 561-578.

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- Hehenberger, L., Mair, J., and Seganti, S. 2018. Impact Investing: Financing Social Entrepreneurs. In L. Alemany & J. J. Andreoli (Eds.), *Entrepreneurial Finance: The Art and Science of Growing Ventures*. Cambridge: Cambridge University Press: 485-529.
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- Mair, J. 2017. Middle Managers and Corporate Entrepreneurship: Unpacking Strategic Roles and Assessing Performance Implications. In S. W. Floyd and B. Woolridge (Eds.) *Handbook of Strategy Process Research from a Middle Management Perspective*. Edward Elgar: 448-472.
- Mair, J. 2016. Soziale Innovationen – Ideologie oder Prozess? In Kongress der Sozialwirtschaft e (Ed.), *Tradition und Innovation: Strategien für die Zukunft der Sozialwirtschaft*. Baden-Baden: Nomos Verlagsgesellschaft mbH: 27-32. <https://doi.org/10.5771/9783845265551-27>.
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- Moschieri, C. and Mair, J. 2014. Successful Divestitures Need Proper Cultivation. In A. A. Thompson, Jr., M.A. Peteraf, J. E. Gamble, and A.J. Strickland III (Eds.) *Crafting & Executing Strategy: The Quest for Competitive Advantage, Concepts and Cases*. 19th Edition. McGraw-Hill: Reading 16.
- Mair, J. and Sharma, S. 2012. Performance Measurement and Social Entrepreneurship. In C.K.Volkman, Tokarski, K.O. and Ernst, K. (Eds.) *Social Entrepreneurship and Social Business: An Introduction and Discussion with Case Studies*. Wiesbaden: Springer Gabler: 175-189.
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Mair, J. and Mitchell, J. 2009. Waste Concern: Turning a Problem into a Resource. In Smith, C. and Lensen, G. (Eds.), ***Mainstreaming Corporate Responsibility***. Wiley: p. 332-351.

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Mair, J. 2005. How much do middle managers really matter? In K. Cool, J. Henderson and R. Abate (Eds), ***Strategic Management Series: Restructuring Strategy***. Blackwell Publishing: Oxford, UK: 236-250.

Nominated for "SMS Best Conference Paper Award". Strategic Management Society Conference 2002

Articles, Reports, Magazines and Newspapers

Nusser H., Mair J. and Fürst, M. 2018. Opinion: The coming evaluation revolution in corporate responsibility. October 3, 2018. <https://www.devex.com/news/opinion-the-coming-evaluation-revolution-in-corporate-responsibility-93479>.

Seelos, C. and Mair, J. Mastering System Change. 2018. ***Stanford Social Innovation Review***, Fall 2018: 34-41.

Mair, J. and Seelos, C. 2017. Water is Power. ***Impact India***. Spring 2017:24-29.

Mair, J. 2016. Teilen ist nicht gleich teilen. *Süddeutsche Zeitung*. July 1st 2016.

- Huysentruyt, M., Mair, J., & Stephan, U. 2016. Market-Oriented and Mission-Focused: Social Enterprises around the Globe. *Stanford Social Innovation Review*. Online October 19th.
- Seelos, C. and Mair, J. 2016. When Innovation Goes Wrong. *Stanford Social Innovation Review*, Fall 2016: 27-33.
- Seelos, C., and Mair, J. 2015. Eine lohnende Investition mit ungewissem Ausgang. *Neue Caritas*, 17: 9-13.
- Seelos, C. and Mair, J. Innovate and Scale: A Tough Balancing Act. *Stanford Social Innovation Review* (Special Supplement: Innovation for a Complex World), Spring 2013: 12-14.
- Seelos C. and Mair, J. Innovation Is Not the Holy Grail. *Stanford Social Innovation Review*, Fall 2012: 45-49.
- Seelos, C. and Mair, J. Quand le *business* devient un outil contre la pauvreté, *Business Digest*, French edition. February 2009.
- Seelos C. and Mair, J. When business becomes a tool for fighting poverty. *Business Digest*, UK Edition. February 2009.
- Mair, J. and Seelos, C. El negocio de beneficiar los pobres. *Liderazgo, Estrategia & Actualidad* (Bolivia), 3rd of June, 2008.
- Mair, J. Kein Hype von Champagnersozialisten. *Handelsblatt*, 14th of January 2008.
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- Mair, J. and Martí, I. Must social-entrepreneurship be nonprofit? *Business Week*, 24th of August 2007.
- Mair, J. and Moschieri, C. 'Unbundling' incentiva a ascensão de novos negócios. *Diário Económico*, 4th of December 2006.
- Mair, J. and Moschieri, C. Unbundling frees business for take off. *Financial Times*, Special Series on Mastering Transactions, 20th of October 2006.
- Mair, J. and Thurner, C. The view from the middle. *Economist.com*, 13th of February 2006.
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- Mair, J. and Noboa, E. A new kind of company. *Strategy+Business*, 35, 2004: 138-139
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- Mair, J. El comportamiento emprendedor en las grandes empresas: Explorando los factores clave. *Iniciativa Emprendedora*, 37, 2002, 21-37
- Mair, J. Mandos intermedios con iniciativa. Un estudio empírico de su comportamiento emprendedor. *Iniciativa Emprendedora y Empresa Familiar*, 36, 2002: 37-43

Commentaries in Newspapers and Magazines

Commentaries, opinion pieces and special features on my research and educational efforts appeared in a range of international magazines and newspapers including Stanford Social Innovation Review, Business Week, The Financial Times, The Herald Tribune, The Economist, Die Zeit, Euro, Süddeutsche Zeitung, Die Presse, Der Standard, Wirtschaftswoche, Handelsblatt, Wirtschaftsblatt, Die Furche, and Wirtschaftskurier.

Teaching Cases and Technical Notes

Case Studies

Battilana, J., Kimsey, M., Zogbi, P. and Mair, J. 2019. Associação Saúde Criança: Trying to Break the Cycle of Poverty and Illness at Scale. Harvard Business School Case Study.

Mair, J. and Hehenberger L. 2010. Escuela Nueva Foundation (ENF): Scaling a model of education.

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Mair, J. 2005. The Freeplay Energy Group and Foundation. IESE Case Study: DG-1467-E

Mair, J. 2005. Project Impact: The affordable hearing aid project. IESE Case Study: DG-1472-E

Mair, J. and Seelos C. 2005. The Sekem Initiative. In: ***Improving Management: A selection of the Best Cases from IESE Business School***: 269-97. McGrawHill: Madrid.

Mair, J. and Seelos C. 2005. La Iniciativa Sekem. In: ***Mejorar la gestión de empresas: Algunos de los mejores casos del IESE***: 280-309. McGrawHill: Madrid.

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