

Professor Majken Schultz Publications

Books:

Corporate Branding Purpose/People/Process with Antorini, Y.M & Csaba, F.C. 2005 Copenhagen. CBS Press

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Den udtryksfulde virksomhed with Mogens Larsen, Bergsøe 4, Copenhagen 1998

Fokus på Sygehusledelse (eds. with Steen Hildebrandt), Munksgaard, Copenhagen 1997

On Studying Organizational Cultures: Diagnosis and Understanding, Walter de Gruyter, Berlin: 1995

Organisationskultur: Funktion eller symbol, Handelshøjskolens forlag, Copenhagen 1990

Kalejdoskopiske Fortællinger fra en Videnskabelig Verden, Akademisk Forlag, Copenhagen 1989, ed. with Jan Molin

Bureaukrati og videnskab - organisationskulturer i centraladministrationen, with Janne Larsen, Forlaget Politiske Studier, Copenhagen 1984

Papers in International Journals:

Schultz, M & Ravasi, D. (2006) Responding to identity threats; Exploring the role of Organizational Culture. *Academy of Management* (in print)

Schultz, M. & Hatch, M. J. (2005 - in print) Building Theory from Practice, *Strategic Organization*. August

Schultz, M. & Boege, S. (2004) The Drivers of Corporate Reputation; *Nordisk Forsikringstidsskrift*. 1983-189

Aperia, T., Bronn, P. & Schultz, M. (2004). Corporate Reputations in Scandinavia. *Corporate Reputation Review*. Fall 2004

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- Schultz, M., Mouritsen, J. & Gabrielsen, G. (2001) Sticky Reputation: Analyzing a Ranking System, Corporate Reputation Review* vol 4/1: 2001
- Gioia, D. Schultz, M. & Corley, K. (2000) Organizational Identity, Image and Adaptive Instability *Academy of Management Review*. 2000 vol 25/1: 63- 81. Special Topic forum on Identity and Identification. Nominated for Best Paper Award Academy of Management 2000.
- Schultz, M. & Ervolder;* Culture, Identity and Image Consultancy: Crossing Boundaries between Management, Advertising, Public Relations and Design, *Corporate Reputation Review* 1998/3: 29 - 51.
- A European View on Identity. Interview with Wally Olins* (with Mary Jo Hatch) *Journal of Management Inquiry*, december 1997
- Relations between Organizational Culture, Identity and Image* (with Mary Jo Hatch). *European Journal of Marketing*, VOL 31, issue 6, 1997.
- Schultz, M. & Hatch, M. J. (1996) Living with Multiple Paradigms: The Case of Paradigm Interplay in Organization Culture Studies. Academy of Management Review* 21:529-557 1996.
- Restructuring Culture or Celebrating Valhalla* (with Mary Jo Hatch). *Studies of Society, Culture and Organizations*. Vol 1/1 1995
- Soft Cultures. The symbolism of Cross-border Organizing*. *Studies of Society, Culture and Organizations*. (with Kristian Kreiner). Vol 1/1. 1995
- The Cultural Closure of the Managerial Mind*, *Organizations*. Vol. 2/1. (review article). 1995
- Informal collaboration in R&D. The formation of networks across organizations*. *Organizational Studies* vol. 14/2 1993
- Postmodern picture of organizational culture"*, *International Studies of Management and Organization*. Special issue on postmodernism summer 1992
- Transitions between symbolic domains in organizations*, *Organization Studies* 12/4: 489-507, 1991

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The Spagetti Way of Organizing (with Mette Morsing) In Morsing & Eiberg (eds) Managing the Unmanageable for a Decade; Copenhagen: Oticon. 1998

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Does Culture Matter? "Constructing R&D Collaboration. The Enactment of EUREKA". Edited by K. Kreiner & G. Sevón, C. Copenhagen Business school Press. 1998 p. 85 - 115..

Creative Post-Processing. On Making Turbulence Valuable. in Creativity in Organizations. Gioia & (ed) Sage Publications. 1995

Reconstructing Cultural Analysis in Organizations: Alternatives to the Modernist Tale, in Ahonen, P. (ed) Tracing the Semiotic Boundaries of Politics, Berlin, Mouton de Gruyter 1993

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Værdier som konkurrenceparameter: Samspil imellem virksomhedens kultur, identitet og image, i Professorbogen, (eds. S. Hildebrandt & E. Johnson), Forlaget Børsen, Copenhagen 1997.

Det patientfokuserede hospital, i Fokus på Sygehusledelse (eds. with Steen Hildebrandt), Munksgaard, Copenhagen, 1997