

## MADELEINE RAUCH (PH.D)

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### ACADEMIC POSITION

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#### **Stanford University**

Visiting Scholar, September 2019 -

**Copenhagen Business School**, Department of Strategy and Innovation

Assistant Professor, September 2018 -

**European University Viadrina**, Department of Organization

Post-Doctoral Research Fellow, March 2018 - August 2018

### ACADEMIC EDUCATION

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2018	<b>European University Viadrina</b> PhD in Strategy and Management Dissertation on “Heuristics and Strategic Decision-Making”	<i>Frankfurt (O), Germany</i>
2014	<b>Nottingham Business School</b> M. Sc. in International Management	<i>Nottingham, UK</i>

### RESEARCH & TEACHING INTERESTS

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Strategic decision-making, heuristics; grand challenges; organizing in extreme contexts;

## **PUBLISHED RESEARCH**

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Stanske, A., Rauch, M., Canato, A. (2020). Anti-Identity Strategizing: The dynamic interplay of “Who we are” and “Who we are not”. *Strategic Organization*, 18(1): 136-170: <https://doi.org/10.1177/1476127019855753>

- Also featured in *Harvard Business Review* as “The Power of Defining What Your Company Isn’t” (URL: <https://hbr.org/2020/01/the-power-of-defining-what-your-company-isnt>)
- Best Paper Award at British Academy of Management 2017

Cornelissen, J., Hartmann, M., Koch, J. Rauch, M., Wenzel, M. (2020). (Un)Mind the gap: How organizational actors cope with an identity-strategy misalignment. *Strategic Organization*, 18(1), 212-244. <https://doi.org/10.1177/1476127019856524>

Guettel, W., Loock, M., Rauch, M, Mangematin, V. (forthcoming). Editorial: Introduction to the Special Issue on heuristics. Expected to be published in 2020 in *Technological Forecast and Social Change*

Rauch, M, Wenzel, M, Wagner H-T. 2017 "The Impact of Digital Innovation on Path-Dependent Decision-Making: The Mediating Role of Risk Propensity and Opportunity-Threat-Perception. *Proceedings of the 38th International Conference of Information Systems*

Rauch, M, Wenzel, M, Wagner H-T. 2016. "The digital disruption of strategic paths. An experimental study. *Proceedings of the 37th International Conference on Information Systems*, Dublin, Ireland

## **CONFERENCE PRESENTATIONS**

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Rauch M, Ansari S. 2020. Serendipity and Framing in the emergence of a platform for responsible innovation". *80th Meeting of the Academy of Management*, August, Vancouver, Canada.

Rauch M, Ansari S. 2020. Responsible Innovation for tackling Grand Challenges: Framing and Serendipity in the emergence of a Knowledge Commons. *36th EGOS Colloquium*, July, Hamburg, Germany.

Rauch M, Ansari S. 2020. Responsible Innovation for tackling Grand Challenges: Framing and Serendipity in the emergence of a Knowledge Commons. *SMS Special Conference*, March, Berkeley, CA.

- Rauch M, Ansari S. 2019. Responsible Innovation for tackling Grand Challenges: Framing and Serendipity in the emergence of a knowledge Commons. *JMS Special issue Workshop*, October, Paris, France.
- Rauch M. 2019. Struggling in the “War-Room”: Strategy Making by Top Managers Behind Closed Doors. *SMS 39th Annual International Conference*, October, Minneapolis, USA
- Rauch M, Ansari S. 2019. Silencing Emotions: Survival for Narrating and Narrating for Survival. *79th Meeting of the Academy of Management*, August, Boston, USA.
- Runner-Up of Best Environment and Social Practice Paper, OMT Division 2019.
- Stanske S, Wenzel M, Koch J, Rauch M. 2019. Killing boredom: On the expansion and contraction of time during strategic change. *79th Meeting of the Academy of Management*, August, Boston, USA.
- Manning S, Rauch M, Vavilov S, 2019. Turning Shared into Firm-specific Resources: The Complementarity of Local Ecosystem and Crowdfunding Services. *DRUID*, June, Copenhagen, Denmark.
- Stanske S, Wenzel M, Koch J, Rauch M. 2019. Killing boredom: On the expansion and contraction of time during strategic change. *35th EGOS Colloquium*, July, Edinburgh.
- Rauch M, Wenzel M, Berger ESC, Wohlgemuth V, Wagner H-T. 2019. Breaking the path: How does digital innovation disrupt path-dependent decision-making? *INEKA 2019*, June, Verona, Italy.
- Stanske S, Wenzel M, Koch J, Rauch M. 2018. Killing boredom: On the expansion and contraction of time in strategic change. *SMS 38th Annual International Conference*, September, Paris, France.
- Rauch M, Wenzel M, Koch J. 2018. Changing a portfolio of organizational heuristics: Opening the black box. *78th Annual Meeting of the Academy of Management*, August, Chicago, IL.
- Stanske S, Rauch M, Canato, A. 2018. We only wanted to make money” – Organizational being and Doing in the long-term evolution of a German IT Distributor. *78th Annual Meeting of the Academy of Management*, August, Chicago, IL.
- Rauch M, Wenzel M, Koch J. 2018. Changing a portfolio of organizational heuristics: Opening the black box. *34th EGOS Colloquium*, July, Tallinn, Estonia.
- Manning, S, Rauch, M, Vavilov, S, 2018. Outside-In or Inside-Out? The Local Embeddedness of Crowdfunding Campaigns. *Strategic Management Society Special Conference Sharing Economy*, Oslo, Norway. (Winner of Best Paper Award)

- Stanske S, Wenzel M, Koch J, Rauch M. 2018. Killing boredom: On the expansion and contraction of time in strategic change. *10th International Symposium on Process Organization Studies*, June, Halkidiki, Greece.
- Rauch, M., Ansari, S. 2018. Emotions, Framing and Grand Challenges: How do individuals cope with extreme situations when attempting to create change? *12th OS Workshop*, May, Samos, Greece.
- Rauch, M., Wenzel, M. 2018 Strategic Exit in a platform-based ecosystem: The case of an automotive supplier and their client. *AoM Special Conference on Big Data*, April, Surrey, U.K.
- Rauch, M, 2017. "Strategy-Making in the "War-Room": An Ethnography of Top Managers Behind Closed Doors. *SMS 37th Annual International Conference*, October, Houston, Texas
- Wenzel, M, Rauch, M, Koch, J., Hartmann, M, 2017. "Staging Deliberate Strategy-Making: A Dramaturgical Analysis. *SMS 37th Annual International Conference*, October, Houston, Texas
- Rauch, M, Wenzel M, Koch J. 2017. Heuristics in the strategy process: Environmental fit without "generative capabilities"? *10th SKM Symposium*, September, Berlin, Germany.
- Hartmann M, Koch J, Wenzel M, Rauch M. 2017. Between being and doing: Strategic action, organizational identity, and first-order and second-order reflection. *10th SKM Symposium*, September, Berlin, Germany.
- Stanske S, Rauch M. 2017: From Being to Becoming: the Continuous Transformation of an Organization in the Age of Disruption. *10th SKM Symposium*, September, Berlin, Germany.
- Rauch, M, Wenzel, M, Koch, J. 2017. "The complexity of simple rules. Exploring the role of generational capabilities. *77th Annual Meeting of the Academy of Management*, August, Atlanta, GA.
- Wenzel, M, Rauch, M, Koch, J., Hartmann, M, 2017. "Staged Strategy-Making: How top managers induced strategic actions". *33rd EGOS Colloquium*, July, Copenhagen, Denmark.
- Wenzel, M, Rauch, M, Koch, J., Hartmann, M, 2017. "Deliberate Strategy-Making as Myth and Ceremony: A Dramaturgical Analysis". *9th International Process Symposium*, June, Kos, Greece.

- Rauch, M., Wenzel, M., Koch, J. 2017. "Exploring Heuristics in the Strategy Process: The Relationship to Scope of Actions and the Environment. *Strategic Management Society Special Conference*, April, Milan, Italy.
- Rauch, M., Wenzel, M., Wagner H-T. 2016. "The digital disruption of strategic paths. An experimental study. *37th International Conference on Information Systems*, Dublin, Ireland
- Rauch, M., Wenzel, M., Koch, J. 2016. "Heuristics in the strategy process: Opening the black box". *6th AMOR Conference*, September, Hamburg, Germany.
- Rauch, M., Wenzel, M., Koch, J. 2016. "Decision-constraining heuristics in the strategy process: Opening the black box". *76th Annual Meeting of the Academy of Management*, August, Anaheim, USA.
- Rauch, M., Wenzel, M. & Koch, J. 2016. (Non-) Decision-Making in the Strategy Process: Exploring „Decision-Constraining Heuristics“. *8th International Process Symposium*, Corfu, Greece.
- Rauch, M., Wenzel, M. & Wagner, H. T. 2016. The digital disruption of path-dependent business models: An experimental study of digital disruption. *König Forschungskolloquium*, Berlin, Germany.
- Rauch, M., & Koch, J. 2015. Revisiting Strategic Decision-Making: Heuristics, Simple Rules, Rules of Thumb and their relationship to Dynamic Capabilities. *Strategic Competence Management (SKM) Symposium*, Bochum, Germany.
- Hartmann, M., Koch, J. & Rauch, M. 2015. Reflecting on dynamic capabilities research and its approaches to explain organizational success. *Strategic Competence Management (SKM) Symposium*, Bochum, Germany.
- Rauch, M., & Wagner, D. 2015. Dynamic Capabilities: Bridging Diverging Conversations. Symposium presented at the annual meeting of the *Academy of Management Conference*, Vancouver, BC.
- Rauch, M., Koch, J. & Eisend, M. 2015. The influence of heuristics on dynamic capabilities. Paper presented at the *31st EGOS Colloquium*, July, Athens, Greece.

## **TEACHING EXPERIENCE**

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| SS 2019/ SS 2020 | Corporate Strategy (B.Sc. – English)                          |
| WS 2018/ WS 2020 | Strategic Management and Innovation (M.Sc. – English)         |
| SS 2018          | Current Topics in Management Research “Entrepreneurship as X” |

	Intercultural Management (M.Sc. Seminar – English)
	Introduction to Entrepreneurship – A Management Perspective (M.Sc)
WS 2017	Current Topics in Management Research “Strategy as X” (M.Sc. Seminar – English)
	Strategic Management and Organization (B.Sc – German)
SS 2017	Current Topics in Management Theory “Organizational Creativity as X” (M.Sc Seminar – English)
2015- 2017	Lecturer in International Management (B.Sc – German)

## **EDITORIAL ACTIVITIES**

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Special Issue Editor on Heuristics at *Technological Forecast and Change* (together with Moritz Loock, Vincent Mangematin, Wolfgang Guettel). Publication expected 2020)

EGOS Sub-theme Track 2019: Heuristics and Simple Rules, European Group of Organization Studies, Edinburgh, U.K (together with Kathleen Eisenhardt and Gerd Gigerenzer)

EGOS Sub-theme Track 2018: Heuristics in Strategy, Organizations and Innovation. European Group of Organization Studies, Tallinn, Estonia. (together with Wolfgang Guettel and Moritz Loock)

## **COMMUNITY ACTIVITIES & MEMBERSHIPS**

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2020-2022	Elected “ <i>Representative At Large</i> ” at Strategy Practice Interest Group at Strategic Management Society
2020-2023	Part of DFG Scientific Network “Digital Strategizing”
2018-2021	Part of DFG Scientific Network “Grand Societal Challenges and New Forms of Organizing”
Ad-hoc reviewer	Organization Science, Organization Studies, Academy of Management Discoveries, IJRM; Management Decision, Business Research,

### *Invited Talks*

Paper presentation “Drone in Military Warfare: The moral and emotional implications of an emerging technology” (Stanford, 10/2020)

Paper presentation “Drones in Military Warfare: The moral and the emotional implications of an emerging technology” (University of Edinburgh, 10/2020)

Panelist at PDW of “Digital Strategizing from tools to market” (AOM, 2020)  
Paper presentation “Silencing emotions” (Stanford, 11/2020)  
Paper presentation “Responsible Innovation for tackling Grand Challenges: Framing and Serendipity in the emergence of a Knowledge Commons.” (Stanford, 12/2019)  
Paper presentation “Silencing emotions” (ESADE, 05/2019)  
Panelist on Crisis and War (Copenhagen Business School, 10/2018)  
Panelist on Heuristics “The Surprising Potential the Scholarship of Heuristics Offers to Rejuvenate Organizational Theory” (35<sup>th</sup> EGOS Colloquium, 07/2018 –Subplenary)

### *Memberships*

Academy of Management, 2014 – present  
European Group of Organization Studies, 2014 - present  
Strategic Management Society, 2015 – present

### *Organizer*

Symposium on Emerging technology and digital strategizing 2020. *Strategic Management Society, Virtual Conference* London October 2020 (together with Shaz Ansari, Mary Tripsas, Michael Mol, Sarah Stanske)  
Symposium on Heuristics. 2018: Entangling Dynamic Capabilities: Heuristics and Routines. Annual Meeting of Academy of Management, Atlanta, GA. (together with Atefeh Mazghi, Mike Pfarrer and Daniela Blettner)  
Symposium on Strategic Decision-Making. 2017: Entangling Dynamic Capabilities: Heuristics and Routines. Annual Meeting of Academy of Management, Atlanta, GA. (together with Henning Duesterhoff, Christopher Bingham and Oliver Schilke)  
Symposium on Strategic Decision-Making. 2016: Strategic Decision-Making in discontinuously evolving environment: Making Dynamic Capabilities work. Annual Meeting of Academy of Management, Anaheim, CA. (together with Atefeh Mazghi, Christopher Bingham and Oliver Schilke)  
Symposium on Dynamic Capabilities. 2015: Bridging Diverging Conversations. Annual Meeting of Academy of Management, Vancouver, BC. (together with Gianmario Verona, Connie Helfat)  
3-day-Workshop on “Experimental Design” with Nicole Koschate-Fischer, German Graduate School of Management and Law, Heilbronn, Germany in February 2016

## **MEDIA COVERAGE**

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- “The Power of Defining what you Company Isn’t,” *Harvard Business Review Article*, January 2020: <https://hbr.org/2020/01/the-power-of-defining-what-your-company-isnt>
- “From Denmark to the Farm, visiting scholar tackles ‘grand challenges’,” *Stanford Daily*, September 2019; <https://www.stanforddaily.com/2019/09/20/from-denmark-to-the-farm-visiting-scholar-tackles-grand-challenges/>
- “Wissenschaftlich – praktisch – gut” (In German), *Die Zeit*, June 2016: [https://www.ggs.de/fileadmin/user\\_upload/Dokumente/Presse/Presseberichte/2016/20160630\\_DIE\\_ZEIT\\_GGS.pdf](https://www.ggs.de/fileadmin/user_upload/Dokumente/Presse/Presseberichte/2016/20160630_DIE_ZEIT_GGS.pdf)

## **GRANTS AND SCHOLARSHIPS**

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Winner of Best Reviewer Award at Strategic Management Society 2019

Otto-Mønsted Grant for One-Year-Stay at Stanford University (60.000 DKK)

Runner-Up for Best Environmental and Social Practice Paper at Annual Conference of Academy of Management, 2019 for “Silencing Emotions: Survival for Narrating and Narrating for Survival” (together with Shaz Ansari)

Winner of Best Paper Prize at SMS Special Conference in Oslo, 2018 for "Outside-In or Inside-Out? The Local Embeddedness of Crowdfunding Campaigns" (together with Stephan Manning & Stas Vavilov)

Nominated for Best Paper Award at Annual Conference of Strategy Management Society in Houston, October, 2017 for Strategy-Making in the “War-Room”: An Ethnography of Top Managers Behind Closed Doors.

Best Paper Award for “We only wanted to make money” – Organizational being and Doing in the long-term evolution of a German IT Distributor at BAM Online Conference (together with Sarah Stanske)

Ph.D. scholarship of the Dieter-Schwarz Foundation, 04/2014 – 09/2017 (ca. 65.000 Euro)

Vice-Chancellor scholarship for Summer School at Beijing Language and Culture University Beijing, China – 2013 (ca. 12.000 Euro)

*Last updated: August 2020*