

## **MADELEINE RAUCH (PH.D)**

Copenhagen Business School, Kilevej 14A, DK-2000 Frederiksberg, Denmark

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### **ACADEMIC POSITION**

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

Assistant Professor (tenure-track), September 2018 –

**Stanford University**

Visiting Scholar Scancor, January 2022 –

Visiting Scholar Scancor, September 2019 – August 2020

**European University Viadrina**, Department of Organization

Post-Doctoral Research Fellow, March 2018 – August 2018

### **ACADEMIC EDUCATION**

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March 2018 **European University Viadrina**  
PhD in Strategy and Organization  
Dissertation on “Heuristics and Strategic Decision-Making”

March 2014 **Nottingham Business School**  
M. Sc. in International Management

### **RESEARCH & TEACHING INTERESTS**

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Organizing in extreme contexts; grand challenges; technology, esp. artificial intelligence, responsible innovation, (strategic) decision-making, heuristics.

### **PUBLISHED RESEARCH**

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**Rauch M, Ansari S.** Drones in Military Warfare: The moral and the emotional implications of an emerging technology. *Accepted at Organization Science*

**Rauch M, Ansari S.** (2021). From "Publish or Perish" to Societal Impact: Organizational Repurposing towards Responsible Innovation through creating a medical platform. *Journal of Management Studies* (forthcoming).

**Rauch M, Ansari S.** (2021) Diaries as a methodological innovation in the study of grand challenges. *Research in the Sociology of Organizations* (forthcoming)

Guettel, W., **Rauch, M.** Loock, M., Mangematin, V. (2021). The future of the scholarship on heuristics. *Technological Forecasting and Social Change*. (Forthcoming)

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>

## **CONFERENCE PRESENTATIONS**

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Rauch M, Ansari S. 2021. Drones in Military Warfare: The moral and the emotional implications of an emerging technology. *Strategic Management Conference*, September, Virtual.

Rauch M, Ansari S. 2021. Drones in Military Warfare: The moral and the emotional implications of an emerging technology. *81st Meeting of the Academy of Management*, August, Virtual.

**Winner of the Best Paper Award, OMT Division.**

Rauch M, Wenzel M, Koch J. 2020. Changing a portfolio of organizational heuristics: Opening the black box. *SMS 40th Annual International Conference*, Virtual.

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. *36<sup>th</sup> EGOS Colloquium*, July, Hamburg, Germany.

- Rauch M, Ansari S. 2020. When silence is not just golden but vital for emotional survival: The use of personal diaries as a coping strategy in extreme contexts. PROS Symposium, June, Rhodes, Greece.
- 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. *79<sup>th</sup> Meeting of the Academy of Management*, August, Boston, USA. - **Runner-Up of Best Environment and Social Practice Paper, OMT Division.**
- 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, UK.
- 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. *78<sup>th</sup> 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 78<sup>th</sup> 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? 12<sup>th</sup> 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 (Nominated for Best Paper Award)
- 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. *77<sup>th</sup> 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". *33<sup>rd</sup> EGOS Colloquium*, July, Copenhagen, Denmark.
- Wenzel, M, Rauch, M, Koch, J., Hartmann, M, 2017. "Deliberate Strategy-Making as Myth and Ceremony: A Dramaturgical Analysis". *9<sup>th</sup> 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 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.

## **TEACHING EXPERIENCE**

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### **Copenhagen Business School**

Course Coordinator	Strategic Management and Innovation	WS 2018/2020/2021
Module Lecturer	Corporate Strategy	SS 2019/2020/2021

### **European University Viadrina**

Module teacher	Current Topics in Management Research	2017/2018 (both WS +SS)
	Intercultural Management	WS 2018
	Introduction to Entrepreneurship – A Management Perspective	2018
	Strategic Management and Organization	WS 2018

## **EDITORIAL ACTIVITIES**

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Co-Chair Thematic Track “Opening up Strategy Research” at Annual Strategic Management Conference London 2022 (together with Shaz Ansari)

Special Issue Editor on Heuristics at *Technological Forecasting and Social Change* (together with Moritz Loock, Vincent Mangematin, Wolfgang Guettel). Publication expected in summer 2021)

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”
2020-	Part of STR Communication Team

2018-2021                    Part of DFG Scientific Network “Grand Societal Challenges and New  
Forms of Organizing”

*Ad-hoc reviewer*

*Academy of Management Journal, Organization Science, Organization Studies, International  
Journal of Management Review, British Journal of Management, Business Research,  
Academy of Management Annual Conference (OMT), Swiss National Science Foundation*

*Invited Talks*

Paper presentation “Drone in Military Warfare: The moral and emotional implications of an  
emerging technology” (Stanford, 09/2021)

Paper presentation “Responsible Innovation for tackling Grand Challenges: Framing and  
Serendipity in the emergence of a Knowledge Commons.” (Uni Sussex, 03/2021)

Paper presentation “Drone in Military Warfare: The moral and emotional implications of an  
emerging technology” (UC Davis, 03/2021)

Paper presentation “Drone in Military Warfare: The moral and emotional implications of an  
emerging technology” (HEC Lausanne, 01/2021)

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, 2020)

Paper presentation “Responsible Innovation for tackling Grand Challenges: Framing and  
Serendipity in the emergence of a Knowledge Commons.” (WU Vienna, 2020)

Paper presentation “Responsible Innovation for tackling Grand Challenges: Framing and  
Serendipity in the emergence of a Knowledge Commons.” (Stanford, 2019)

Paper presentation “Silencing emotions” (ESADE, 2019)

Panelist on Crisis and War (Copenhagen Business School, 2018)

Panelist on Heuristics “The Surprising Potential the Scholarship of Heuristics Offers to  
Rejuvenate Organizational Theory” (35<sup>th</sup> EGOS Colloquium, 2018 –Subplenary)

*Memberships*

Academy of Management, 2014 – present

European Group of Organization Studies, 2014 - present

Strategic Management Society, 2015 – present

*Organizer*

Symposium on Strategy Making in and through crowds and communities. *Strategic Management Society, Virtual Conference* Toronto September 2021 (with Pinar Ozcan, Sarah Glotzer, Ciran Heavey, Shaz Ansari)

*Publishing Workshop “Publishing strategy process research” Strategic Management Society, Virtual Conference* Toronto September 2021 (with Cathy Maritan, Ann Langley, Melissa Graebner, Eero Vaara, Rouven Kranitz, Magdalena Dobrajska)

Symposium on Emerging technology and digital strategizing 2020. *Strategic Management Society, Virtual Conference* London October 2020 (together with Shaz Ansari, Mary Tripsas, Samer Faraj, 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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- “Dear Diary” Judge Business School Insights, October 2021:  
<https://www.jbs.cam.ac.uk/insight/2021/dear-diary/>
- “Embrace Serendipity For Change”, Management Insights, September 2021:  
<https://managementstudiesinsights.com/embrace-serendipity-for-change/>



- “The Power of Defining what your 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 Carlsberg-travel Grant (99.300 DKK)

Winner of Best Paper Award for Drone Paper by OMT Division

Finalist (Top 3) of Best Paper Proposal in Strategy process at Strategic Management Society 2020 for “How Top Managers change heuristics” (together with Matthias Wenzel and Jochen Koch)

Winner of Best Reviewer Award at Annual Conference of Strategy Management Society in Minneapolis, October, 2019.

Otto-Mønsted Grant for One-Year-Stay at Stanford University (60.000 DKK), 2019-2020.

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” (with Shaz Ansari)

Grant for project “Organizing in extreme context to create societal change” (100.000 EUR) by LGT Venture Philanthropy (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" (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 (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: November 2021*