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## ABOUT THE CONTRIBUTORS

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### The Editors

ANDREW J. HOFFMAN is assistant professor of organizational behavior at the Boston University School of Management. He is the author of *Competitive Environmental Strategy: A Guide to the Changing Landscape* (2000, Island Press) and *From Heresy to Dogma: An Institutional History of Corporate Environmentalism* (2001, Stanford University Press; originally published in 1997 by New Lexington Press), which was awarded the 2001 Rachel Carson Prize from the Society for Social Studies of Science. He is editor of *Global Climate Change: A Senior-Level Dialogue* (1998, New Lexington Press). His research deals with the nature and dynamics of change within institutional and cultural systems. He applies that research toward understanding the cultural and managerial implications of environmental protection for industry.

MARC J. VENTRESCA is assistant professor of management and organizations at the Kellogg School of Management, assistant professor of sociology (by courtesy), and research associate at the Institute for Policy Research, all at Northwestern University. Recent publications include *Constructing Markets and Industries* (2002, Elsevier Science), edited with Joe Porac; *Social Structure and Organization Revisited*, edited with Michael Lounsbury (2002, JAI Press); and articles in the *Socioeconomic Review*, *American Behavioral Scientist*, and *Journal of Management* on studies of institutional change processes in environmental policy and on embeddedness and organizations. He specializes in the study of organizations, industries, and entrepreneurial activity, with focus on industry emergence and organizational change. Current projects highlight the interplay of institutions, organizations, conflict, and policy in the global exchange-traded financial markets industry.

## The Contributors

**PRATIMA BANSAL** is an assistant professor of general management at the Richard Ivey School of Business at the University of Western Ontario. She coedited *Business and the Natural Environment* (1997, Butterworth-Heinemann) with Elizabeth Howard and has published in the *Academy of Management Journal*, *Academy of Management Executive*, and other academic and professional journals. Her research interests are centered primarily in the application of institutional theory and strategic management perspectives to corporate environmental management.

**MICHAEL L. BARNETT** is a Ph.D. candidate in the management department at the Stern School of Business at New York University. His dissertation work explores when, why, and how self-interested firms engage in collective industry-level activities in lieu of firm-level competitive pursuits, and how firms dynamically balance competitive and collective interests to construct competitive advantage.

**MAX H. BAZERMAN** is the Jesse Isador Straus professor of business administration at the Harvard Business School. He has authored or coauthored more than 120 articles and has authored, coauthored, or coedited nine books, including *You Can't Enlarge the Pie* (2001, Basic Books, in press), *Smart Money Decisions* (1999, Wiley), *Judgment in Managerial Decision Making* (2002, Wiley, now in its fifth edition), *Cognition and Rationality in Negotiation* (1991, Free Press, with M. Neale), and *Negotiating Rationally* (1992, Free Press, with M. Neale). Bazerman's research focuses on decision making, negotiation, and the natural environment.

**JEFFREY W. BERNICKE** is a Ph.D. candidate in corporate strategy at the University of Michigan Business School. His dissertation investigates the effects of performance and organizational structure on the search activities in firms. His research interests are in the areas of organizational change, innovation, and environmental management.

**MAGALI DELMAS** is assistant professor of business strategy at the Donald Bren School of Environmental Science and Management at the University of California, Santa Barbara. She is investigating the interaction between environmental regulation and firms' innovative strategies. She has been analyzing the effect of regulatory and technological uncertainty on the organization of the waste management and nuclear industries in Europe and the United States. She is currently analyzing how alternative policy instruments to command and control regulation, such as self-regulation and voluntary agreements, could have an impact on firms' innovative strategies and competitive advantage.

JOHN R. EHRENFELD retired in April 2000 as director of the MIT Program on Technology, Business, and Environment. He is executive director of the International Society of Industrial Ecology. He is author or coauthor of more than two hundred papers, books, reports, and other publications, and is associate editor of the *Journal of Industrial Ecology* and a member of the editorial advisory board of *Environmental Science & Technology*. His research examines the way businesses manage environmental concerns, seeking models leading to organizational and technological changes to improve sustainable practices. In October 1999, the World Resources Institute honored him with a lifetime achievement award for his academic accomplishments in the field of business and environment. He received the Founders Award for Distinguished Service from the Academy of Management's Organization and Natural Environment Division in August 2000.

WENDY NELSON ESPELAND is associate professor of sociology at Northwestern University. She is the author of *The Struggle for Water: Politics, Rationality, and Identity in the American Southwest* (1998, University of Chicago Press), which was awarded the 2000 Rachel Carson Prize from the Society for Social Studies of Science, the Louis Brownlow Book Award from the National Academy of Public Administration, and the Book Award from the Culture Section of the American Sociological Association. She is currently serving as a consulting editor for the *American Journal of Sociology*. Her areas of interest include environmental politics, organizations, culture, and law.

LINDA C. FORBES is assistant professor of management at Marist College. Her interests include cultural studies and organizational symbolism, environmental philosophy, and varieties of qualitative inquiry. Her current work draws on symbolic organization theory as a framework for analyzing contemporary responses to flexible forms of organizing and for analyzing the greening of organizational cultures. She is a feature editor for the journal *Organization & Environment*, where she recently published an archives feature, "John Muir's Message: An Introduction to Our National Parks." She lives in the Hudson River valley of New York state and is an avid hiker.

DAVID JOHN FRANK is associate professor of sociology at Harvard University. He has published on global environmentalism in *Social Forces*, *International Organization*, *Sociological Inquiry*, and most recently in the *American Sociological Review*. Future projects on global environmentalism include investigations of the relationship between the proliferation of environmental policies and improvements in environmental quality, and the determinants of environmental values.

HEATHER GERACI is a Ph.D. candidate in organizational behavior at Cornell University's Industrial and Labor Relations School. Her research interests include

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STUART L. HART is professor of strategic management and director of the Sustainable Enterprise Initiative at the University of North Carolina's Kenan-Flagler Business School. He has published over forty papers and authored or edited four books. His article "Beyond Greening: Strategies for a Sustainable World" won the McKinsey Award for Best Article in the *Harvard Business Review* for 1997. His research interests center on strategy innovation and change. He is particularly interested in the implications of environmentalism and sustainable development for corporate and competitive strategy.

ANN HIRONAKA is an assistant professor in the Department of Sociology at the University of Minnesota. Her main research interest is the study of conflict and institutional mechanisms in the context of war and ethnic identity. A second major research interest is on the effects of the global environmental regime on national environmental policies, which has led to publications in the *American Sociological Review* and *International Organization*.

JENNIFER A. HOWARD-GRENVILLE is assistant professor of organizational behavior at the Boston University School of Management. She is interested in how companies adapt to and create their changing environments and studies the role of culture and institutional processes in constraining or advancing this adaptation process. She has a particular interest in understanding how corporate culture informs an organization's perception of the natural environment and has carried out an ethnographic study at a major semiconductor manufacturer to examine this issue.

P. DEVEREAUX JENNINGS is an associate professor in the faculty of commerce at the University of British Columbia, Vancouver. He is currently an "action editor" for the *Academy of Management Review* and is one of the founding editors of *Strategic Organization!* His areas of research interest are organizations and the natural environment, organizational geography, and comparative human resource management systems—primarily from an institutional and political approach.

JOHN M. JERMIER is professor of organizational behavior and environmental science and policy at the University of South Florida, Tampa. He is founding editor (with Paul Shrivastava) and current editor of the journal *Organization & Environment: International Journal for Ecosocial Research* and also serves on the editorial review boards of *Organization Science* and *Leadership Quarterly*. Most of his research has focused on developing critical perspectives in organizational

studies with emphasis on research philosophy and methodology. He has published his work in a variety of journals including *Academy of Management Journal*, *Academy of Management Review*, *Administrative Science Quarterly*, *Journal of Management*, *Organization Science*, and *Organization Studies*. His most recent project is a book chapter (coauthored with Linda Forbes) titled “Organizational Greening: Critical Issues.”

ANDREW A. KING is assistant professor of management and operations management at the Stern School of Business at New York University. He is the founder and coordinator of Business and Environment at Stern. He was the 1999 AT&T Fellow for Industrial Ecology, and his thesis was awarded the Zannetos Thesis Prize. He currently directs an EPA-funded research effort on how voluntary agreements influence environmental performance.

MICHAEL J. LENOX is assistant professor of management at the Stern School of Business at New York University. He studies the economics of organization with an interest in the role of incentives and information on the rate and direction of innovation within firms. He has an applied interest in understanding under what circumstances firms pursue innovative activities that have a public-goods spillover—in particular, innovations that benefit the natural environment.

PETER LEVIN is a Ph.D. candidate in sociology at Northwestern University. His research focuses on the cultural and social elements of economic markets. His dissertation is an ethnographic examination of futures trading in face-to-face and electronic trading organizations.

DAVID L. LEVY is associate professor of management at the University of Massachusetts, Boston. His research examines the intersection of business strategy and politics in the development of environmental policy. In the last few years, he has studied responses to climate change by U.S. and American multinational corporations in the oil and automobile industries. Dr. Levy has also undertaken research projects in cooperation with the OECD, the UN Centre for Transnational Corporations, and the U.S. EPA. He is currently researching the potential for renewable energy, as a source of energy and economic development, in Massachusetts.

MICHAEL LOUNSBURY is assistant professor at the School of Industrial and Labor Relations and Department of Sociology at Cornell University. His research, which focuses on the social construction of economic practices, has been published in journals such as *Administrative Science Quarterly*, *Academy of Management Journal*, *American Behavioral Scientist*, and *Strategic Management Journal*. His environment-related research has concentrated mainly on understanding the origins of the contemporary recycling industry.

MARTIN L. MARTENS is a Ph.D. candidate in the faculty of commerce at the University of British Columbia and an assistant professor at Concordia University. His research interests are entrepreneurial risk and strategy in initial public offerings, organizational cognition, neo-institutional theory and the natural environment, and Sir Ernest Shackleton's Endurance expedition.

PETER J. MENDEL is an associate behavioral scientist at RAND, a social and policy research institute in Santa Monica, California. He is coauthor of *Institutional Change and Healthcare Organizations: From Professional Dominance to Managed Care* (2000, University of Chicago Press), which received the Max Weber Award for best scholarly book in organizational sociology from the American Sociological Association. His interests focus on the comparative analysis of institutions and organizations, including the global diffusion of modern management and organizational reforms. Mendel earned his Ph.D. and M.A. degrees in sociology at Stanford University and received his B.A. degree in industrial relations from Cornell University.

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YIORGOS MYLONADIS is assistant professor at the London Business School. His research aims at answering the question "Where do strategies come from?" and he is particularly interested in the conditions that enable learning to take place within and among organizations. His latest project is on "Firm Facto-

ries”—the global venture communities in which new firms get insight, resources, and guidance to develop into high-valuation propositions.

**JASON OWEN-SMITH** is an assistant professor of organizational studies and sociology at the University of Michigan. He completed his dissertation, a multi-method examination of the causes and consequences of increased science and engineering commercialization at research intensive universities, at the University of Arizona Department of Sociology in August 2000.

**WENDY J. PENNER** is a private consultant in Williamstown, Massachusetts. Her research examines businesses' responses to issues of environmental quality. She has worked at the Center for Ecological Technology in Western Massachusetts to implement waste reduction programs for businesses, including reuse of industrial waste, purchasing recycled products, and recycling of conventional and construction waste.

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**SANDRA ROTHENBERG** is assistant professor of organizational behavior at the Rochester Institute of Technology's College of Business. Her research focuses on environmental management within the automobile industry, where her interests have included corporate environmental strategy and management, lean manufacturing and environmental performance, regulation and technical innovation, international environmental management, worker participation, and environmental activism within firms.

**M. ANJALI SASTRY** is assistant professor of management in the system dynamics group at the MIT Sloan School of Management. Her research investigates organizational change from a variety of perspectives, including computer simulation, system dynamics, and feedback thinking. Her recent research includes imprinting in organizations, path dependence, punctuated change, organizational learning, and the pacing of change in organizations.

**EVAN SCHOFER** is an assistant professor in the Department of Sociology at the University of Minnesota. His research looks at the expansion of education and science, and their effects on the economy, environmental activity, and the political systems of nations. He has coauthored several papers on the rise and expansion of the global environmental movement. Additionally, he is working on a research project investigating the causes of cross-national variation in civil society.

W. RICHARD (DICK) SCOTT is professor emeritus of sociology at Stanford University with courtesy appointments in the Schools of Business, Education, and Medicine. His research interests focus on the relation between organizations and their environments, with his more recent work focusing on institutional environments. His two most recent books are *Institutional Change and Healthcare Organizations* (2000, University of Chicago Press), coauthored with Martin Ruef, Peter Mendel, and Carol Caronna; and *Institutions and Organizations* (2001, revised edition, Sage).

ANN TERLAAK is a Ph.D. candidate in environmental management at the Donald Bren School of Environmental Science and Management at the University of California Santa Barbara. Her dissertation investigates the diffusion of Environmental Voluntary Agreements and the effects of the agreements on firms' performance.

JOHN G. TROAST JR. is director of policy at the Department of Economic Development for the Commonwealth of Massachusetts. His research interests include business and government policy formulation, large multiparty negotiations, and strategy and public management. Jack has twenty years of experience in the public, private, and nonprofit sectors and has conducted mediation and conflict resolution training for professionals and students in a variety of settings.

RONIT WAISMEL-MANOR is a Ph.D. candidate at the School of Industrial and Labor Relations at Cornell University and a predoctoral fellow at the Cornell Employment and Family Careers Institute. She is interested in the study of institutional and organizational change, especially as it relates to work and family.

ANNE S. YORK is assistant professor of business administration at the Kenan-Flagler Business School at the University of North Carolina, Chapel Hill. She is the coeditor (with Richard D'Aveni and Arie Lewin) of *Managing in Times of Disorder* (1998, Sage) and has been guest editor of special issues of *Organization Science* (Hypercompetition) and *Academy of Management Journal* (Management of Organizations in the Natural Environment). Her research involves strategies for managing change and improving the corporate performance of firms in primarily mature, commodity-based industries, including the impact of vertical integration, diversification, the natural environment, and global exporting.

PAUL A. ZANDBERGEN is assistant professor in environmental planning at the University of Florida. He does research on watershed management and water quality indicators, teaches courses in Geographic Information Systems (GIS), environmental planning, and water resources, and consults around the world on watershed management projects.