

MARIA JOSE MURCIA, PhD

IAE Business School & Center for Sustainability and Social Innovation (CESIS), U. Austral.

mmurcia@iae.edu.ar | CESIS@austral.edu.ar | Mobile. +54 9 11 4673 5346

Education

(2015 -2018) University of British Columbia, Canada

- PhD, Sustainable Business Management

(2012) IAE Business School, Argentina

- MBA (2012), *Summa Cum Laude*

(2005- 2010) Universidad de Buenos Aires, Argentina

- B.A. in Economics (Hons.), *Cum Laude*

Affiliations and Appointments

- (2023-) Associate Professor. IAE Business School
- (2022-) Academic Director. Center for Sustainability and Social Innovation (CESIS), U. Austral
- (2024-) Visiting Professor. ESE Business School, Universidad de los Andes. Chile.
- (2023-) Visiting Professor. Wageningen University & Research. The Netherlands.
- (2023-) Visiting Professor. IPADE Business School, Universidad Panamericana. Mexico.
- (2019-) Visiting Professor. Faculty of Forestry, University of British Columbia

Awards, Grants, and Honors

2023. Professionalisation of Academic Teaching to Infuse SDGs in Latin American Universities (ACT4SDGs; 2024-2026). ERASMUS Lump Sum Grant. Funding Awarded: EUR \$ 715,586.

2023. 18° Concurso Interno de proyectos de investigación científica, Universidad Austral. "*Respuestas institucionales a procesos estratégicos: Un abordaje de estratificación institucional para la regulación de gigantes digitales*" (*Institutional Responses to Strategic Processes: A Layered Governance approach to Regulating Digital Giants*). Funding Awarded: ARS \$ 200,000.

2022. German Academic Exchange Service (DAAD). Workshop at Freien Universität Berlin: "Innovating for Sustainability in Higher Education". Berlin, Germany. 4-14 September (Full Grant Awarded).

2016, 2017. Faculty of Forestry Internal Awards. Recipient of the Mary and David Macaree Fellowship for students making exceptional progress and contributions.

2016-2018. Faculty of Forestry Fellowship (4YF). University of British Columbia.

2015. Faculty of Forestry Strategic Recruitment Fellowship. University of British Columbia.

2012. Scholarship to pursue Full-Time MBA program. IAE Business School, Universidad Austral.

2011. Best Dissertation in Economics Award (B.A.) given by the Professional Council of Economic Sciences. Buenos Aires, Argentina.

Previous Academic Appointments

- (2022-2023) Interim Department Head, Economics. Facultad de Ciencias Empresariales, U. Austral
- (2019-2023). Assistant Professor. IAE Business School & Facultad de Ciencias Empresariales, U. Austral
- (2018-2019) Post-Doctoral Fellow. Department of Forest Resources Management. Faculty of Forestry, University of British Columbia
- (2015-2018) Doctoral Fellow. Department of Forest Resources Management. Faculty of Forestry, University of British Columbia
- (2013- 2015) Research Associate at IAE Business School, Argentina

Publications

Peer-Reviewed Journal Articles

Figueroa, M.F., & Murcia, M. J. 2024, In Press. Comparable yet Distinct: A Systematic Review of Social and Small and Medium Size Enterprises Growth Trajectories. *Social Enterprise Journal*. <https://doi.org/10.1108/SEJ-10-2023-0134>

Murcia, M.J., & Suddaby, R. 2024, In Press. A Layered Governance Approach to Regulating Big Tech. *Long Range Planning*. <https://doi.org/10.1016/j.lrp.2024.102453>

Murcia, M.J., Acosta, P. 2023. Accounting for Plural Cognitive Framings of Growth and Sustainability: Rethinking Management Education in Latin America. *Journal of Business Ethics*, 185(2), 299-313.

Murcia, M.J. 2023. Shareholder orientation, stakeholder orientation and new product introductions. *Innovation: Organization & Management*, 25(2), 201-220.

Dams, M.C., Sarria-Allende, V., & Murcia, M.J. 2021. Multilateral development banks: Understanding their impact on start-up development in Latin America. *European Business Review*, 33(6), 942-956

Hernández-Pozas, O., Murcia, M. J., Ogliastri, E., & Olivas-Lujan, M. R. 2021. Management and sustainability dilemmas in Latin America: Introduction. *Academia (Consejo Latinoamericano De Escuelas De Administración)*, 34(1), 1-17.

Murcia, M.J. 2021. Progressive and rational CSR as catalysts of new product introductions. *Journal of Business Ethics*, 174, 613-627.

Murcia, M. J., Panwar, R., & Tarzijan, J. 2021. Socially Responsible Firms Outsource Less. *Business & Society*, 60(6), 1507-1545.

Coraiola, D., Murcia, M. 2020. From organizational learning to organizational mnemonics: Redrawing the boundaries of the field. *Management Learning*, 51(2), 227-240.

Murcia, M., Rocha, H., & Birkinshaw, J. 2018. Business Schools at the Crossroads? A Trip Back from Sparta to Athens. *Journal of Business Ethics*, 150(2), 579-591.

Murcia, M. J., & Timko, J. 2017. PZ Wilmar and palm oil expansion to West Africa. *The CASE Journal*, 13(5), 661-678.

Book Chapters

Annosi, M.C., Murcia, M.J., Zagame, M.C. 2023. State of the art and conceptual issues: Agribusiness and sustainability. In Annosi, Appio, and Brunetta (Eds.). *Sustainability in agribusiness: The impact of societal challenges, technological advancements, and development goals*, pp. 11-31. Routledge.

Murcia, M., Siegner, M., DeBoer, J. 2019. Main Findings and Trends of Tertiarization. In Farcy, De Camino, Martinez de Arano and Rojas Briales (Eds.) *Forestry in the midst of global changes*, pp. 185-194. CRC Press - Taylor and Francis Group.

Peer-Reviewed Technical Reports & Policy Briefs

Panwar, R., Pinkse, J., Murcia, M. J., Kumar, N., & Mathur, V. (2023). Aligning G20 Industrial Policies with Biodiversity Conservation. T20 Policy Brief. Available Online: <https://www.orfonline.org/research/aligning-g20-industrial-policies-with-biodiversity-conservation/>

Manuscripts under Review

Dorado, S., Murcia, M.J., Fernández, P., and Willi, A. Board's custodianship of entrepreneurship in social enterprises. R&R in *Academy of Management Perspectives* (Special Issue: Echoes of the Past: Capturing the Influence of Legacy on Individuals, Families and Organization).

Murcia, M. J., Del Rio, D., and Annosi, M. C. The procession goes inside: Employees' coping strategies against perceived corporate hypocrisy. R&R in *Corporate Social Responsibility and Environmental Management*.

Varela, O., Lasio, M.V., Murcia, M.J., Borda, A. A Scoping Review of the Academic Career Literature. R&R in *Career Development International*.

Balarezo Nuñez, R. M.; Murcia, M. J. When kissing certification goodbye: A relational signaling theory of private standard decertification. Under Review in *Administrative Science Quarterly*.

Published Conference Proceedings

Novaro, M. V., & Murcia, M. J. 2024. Navigating Neurodiversity: Career Paths and Workplace Inclusion. In *Academy of Management Proceedings*, 2024 (1), 10127.

Murcia, M. J., Acosta-Collazos, P., Tomaselli, F. 2021. Embracing paradigmatic change among LATAM business leaders. Implications for sustainability education. In *Academy of Management Proceedings*, 2021 (1), 10196.

Murcia, M. J., Del Rio, D., Novaro, V., Farchi, T., Fernández, P., Hannah, D., Paviera, C., & Suddaby, R. 2020. Advancing Research in Latin America using Qualitative Methodologies. *Academy of Management Global Proceedings*, 2020 (Mexico, April 2020).

Dams, C., Sarria-Allende, V., Murcia, M. 2020. Impact of Multilateral Development Banks in Start-Up Development. *Academy of Management Global Proceedings*, 2020 (Mexico, April 2020).

Murcia, M., Tarzijan, J. 2019. Corporate Governance, Corporate Social Performance, and New Product Introductions. In *Academy of Management Proceedings*, 2019(1), 10317.

Murcia, M.J., & Tarzijan, J. 2018. Corporate social responsibility and vertical integration. In *Academy of Management Proceedings*, 2018 (1), 11576.

Murcia, M. J., García Sánchez, J. A., & Mesquita, L. F. 2018. Towards a Penrosian understanding on recessions and industry dynamics. In *Academy of Management Proceedings*, 2018(1), 17621.

García-Sánchez, J., & Murcia, M. J. 2017. Competitive Dynamics under Recessions. *Academy of Management Proceedings*, 2017 (1), 12309.

Sevil, A., Murcia, M. J., & Vassolo, R. 2017. The Effect of Recessions in Platform Market Competition. *Academy of Management Proceedings*, 2017 (1), 17553.

Sevil, A., Murcia, M., Vassolo, R., 2016. Platform Competition in Unstable Contexts. *Academy of Management Proceedings*, 2016 (1), 12329.

Vassolo, R., Murcia, M., Mesquita, L., & García-Sánchez, J. 2015. The evolution of competition through the business cycle. *Academy of Management Proceedings*, 2015 (1), 11882.

Manuscripts in Preparation

Novaro Hueyo, M.V., & Murcia, M.J. Navigating Neurodiversity in the Workplace: A Comprehensive Model of Employment and Career Outcomes.

Acosta, M.P., Bonafus, T., & Murcia, M.J. Preparing tomorrow's changemakers: Sustainability paradox frame development in sustainability masters.

Other Teaching Cases and Technical Notes

Murcia, M. 2023. Crossshipping y el camino hacia Net-Zero. (*"Crossshipping and the journey towards Net-Zero"*). IAE Press.

Murcia, M. 2023. H&M y el dilema del algodón de Sinkiang. (*"H&M and the XUR cotton dilemma"*). IAE Press.

Calatrava, G., & Murcia, M. 2023. Water Blast: Plan de Lanzamiento. (*"Water Blast: Launch Plan"*). IAE Press. ISBN: IAE-C000-07718-SP.

Murcia, M. 2020. La Asombrosa Mente del Decisor. (*"The Amazing Decision-Maker's Mind"*). IAE Press.

Vassolo, R., Murcia, M., Rocha, H., 2015. Las Virtudes para el Ejercicio de la Dirección. (*"The virtues of the CEO"*). IAE Press. ISBN: IAE-N111-05217-SP

Vassolo, R., Murcia, M. 2015. MercadoLibre: La Batalla de Chile. (*"MercadoLibre: The battle of Chile"*). IAE Press. ISBN: IAE-C111-05253-SP

Murcia, M., Vassolo, R. 2014. Panorama Global de la Industria de Periódicos para el año 2009. (*"Global Landscape of the Newspapers Industry by 2009"*)

Vassolo, R., Murcia, M., 2014. DANONE Learns from a Crisis. Teaching Note.

International Seminars and Talks

Murcia, M.J. 2024. "Desafíos Globales para el Desarrollo Sostenible". Cátedra UNESCO en Educación para la Sostenibilidad y la Ciudadanía Global de la Universidad de San Andrés y la Revista de Estudios Interdisciplinarios Sobre Sostenibilidad, 13 de abril de 2024, Victoria, Buenos Aires. (Panelist)

Murcia, M.J. 2023. "Aporte de las Escuelas de Negocios a la formación con propósito". 12° Encuentro PRME Capítulo Latinoamérica y el Caribe "Formando líderes con propósito", Córdoba, Argentina. (Panelist)

Murcia, M.J. 2023. "La sostenibilidad como tarea de la universidad: tendencias globales e implicancias locales". Conferencia Magistral. 58° Congreso Internacional #CLADEA2023. Córdoba, Argentina.

Murcia, M.J. 2023. El paso por Canadá y su influencia en el desarrollo de la investigación en desarrollo sostenible en Argentina". Canada Embassy in Argentina. 27 Septiembre.

Murcia, M.J. 2022. How do organizations go about managing and measuring their impact? The role of management control systems in mobilizing sustainability performance. Research Seminar. Wageningen University, The Netherlands. 1 September.

Murcia, M.J. 2022. How do organizations go about managing and measuring their impact? The role of management control systems in mobilizing sustainability performance. Research Seminar. University of Victoria, Canada. 15 July.

Murcia, M.J. 2020. "La investigación en Sustentabilidad en la era Post-COVID-19: Al servicio de evitar la próxima pandemia". Consejo Latinoamericano de Escuelas de Administración (CLADEA), 16 July.

Murcia, M.J. 2019. Do firms with high CSR performance outsource less? An empirical examination of the relationship between a firm's CSR performance, and vertical integration. Simposio de investigación en management: Negocios internacionales, estrategia e historia de empresas. Universidad de Buenos Aires, Argentina.

Murcia, M.J. 2019. The Importance of Latin America for Global Sustainability. Pan American Silver, Board Meeting. Vancouver, Canada.

Murcia, M. J. 2017. More than words? Mapping the Corporate Social Responsibility - Strategy link. University Alliance for Sustainability Spring Campus, Freie Universität Berlin, March 2017.

Conference Presentations

Novaro Hueyo, M.V., & Murcia, M.J. 2024. Navigating Neurodiversity in the Workplace: A Comprehensive Model of Employment and Career Outcomes. Academy of Management Annual Meeting. Chicago. (August 2024)

García, F., Díaz Hermelo, F., Murcia, M. J. 2024. Drama as Social influence: "7 años" as an intervention to enhance ethical decision-making among MBA and Executive Education students. Art of Management and Organization Conference, ICN, Nancy. (August 2024)

Figuerola, M.F.; Murcia, M. J. 2024. Growth patterns in social enterprises: Unraveling the legal form factor. 40th EGOS Colloquium 2024, 3-6 July, Milan, Italy.

Valdospinos Balda, M.; Romero Silva, R.; Murcia, M. J., and Annosi, M. C. 2024. Dimensioning the research-practice gap: Measuring societal impact of sustainability and climate change management research. 40th EGOS Colloquium 2024, 3-6 July, Milan, Italy.

Varela, O., Lasio, M.V., Murcia, M.J., Borda, A. 2024. A Scoping Review of the Literature of Academic Careers. Accepted for Careers Division Community Conference 2024 (CarCon 2024), April 18-19 VU Amsterdam, Netherlands.

Murcia, M.J., Suddaby, R. 2024. Regulating platform behemoths for positive organizational impact: A layered governance approach. Accepted for CERALE-UdeSA 2024 Colloquium, Feb 21-23 Buenos Aires, Argentina.

Acosta, M.P., Bonafus, T., & Murcia, M.J. 2023 Preparing tomorrow's changemakers: Sustainability paradox frame development in sustainability masters. PREP Conference, Nov 7. Online.

Organizations & the Natural Environment Division. 2023. Doctoral Consortium Mentor. Academy of Management Annual Meeting. Boston, USA.

Balarezo, R., Bidmon, C., & Landrum, N. 2023. ONE Publications from Underrepresented Regions of the World (Panelist). Academy of Management Annual Meeting. Boston, USA.

Del Rio, D., Murcia, M. J., and Annosi, M. C. 2023. Coping with organizational hypocrisy: Sensemaking micro-practices to sustain meaningfulness at work. 39th EGOS Colloquium. Cagliari, Italy.

Dorado, S., Murcia, M.J., Fernández, P., and Willi, A. 2023. Muddling through the institutional forces defining how social enterprises tackle wicked problems. 39th EGOS Colloquium. Cagliari, Italy.

De Holan et al. 2022. OMT Global Consortium: Doing Organizational Research Around the World. Professional Development Workshop at Academy of Management Annual Meeting (Panelist).

De Holan et al. 2021. OMT Global Consortium: Doing Organizational Research Around the World. Professional Development Workshop at Academy of Management Virtual Annual Meeting (Panelist).

Murcia, M.J. 2020 Orchestrating a sustainability-oriented innovation ecosystem: The case of FPIInnovations and the Canadian forest products industry. June 18-19, 2020.

Coraiola, D., Murcia, M.J., Bastien, F., Tsuguichi, F. 2019 Organizational mnemonics: The 'historical turn' and the research on learning, memory, and ignorance. Professional Development Workshop at Academy of Management Meeting. Boston, USA.

Murcia, M., Tarzijan, J., and Panwar, R., 2018. Corporate social responsibility and the vertical boundaries of the firm. Sustainability, Ethics & Entrepreneurship Conference, March 2-4 Washington, DC, USA.

Murcia, M., Tarzijan, J., and Panwar, R., 2018. Informal and formal corporate social responsibility as catalysts for new product introduction. Sustainability, Ethics & Entrepreneurship Conference, March 2-4 Washington, DC, USA.

Murcia, M., Tarzijan, J., and Panwar, R., 2017. Emerging Complexity and Firm Scope: What is the bearing of CSR on Vertical Integration? Strategic Management Society Annual Conference. October 28-31. Houston, USA.

Vidal, N., Murcia, M., Panwar, R., 2017. Theories in the study of sustainability in management. A Systematic Literature Review. Annual Meeting of the International Association of Business and Society. June 26-28 Amsterdam, Netherlands.

Murcia, M., Hansen, E.N., Panwar, R. 2017. All set for the bioeconomy? Insights from sustainability-oriented innovation systems in Canada and Finland. IUFRO 2017 Division 5 Conference & Society of Wood Science and Technology 60th International Convention. Vancouver, Canada

Murcia, M., Tarzijan, J., and Panwar, R., 2016. May Corporate Social Responsibility have a bearing upon the shifting boundaries of the firm? 2016 Annual Meeting of the International Association of Business and Society. Utah, USA.

Murcia, M., 2016. Managing in Times of Climate Change: Sustainability Oriented Innovation in the Forest Products Industry. Poster presentation. Sustainability Research Symposium. University of British Columbia.

Dams, C., Sarria-Allende, V., Murcia, M., Danove, C., 2015. The Role of Multilateral Development Banks in the Emergence and Development of Venture Capital. World Finance Conference. Buenos Aires, Argentina.

Vassolo, R. Murcia, M. Mesquita, L., Garcia-Sanchez, J., 2015. The Evolution of Competition through the Business Cycle: The Case of the US Automotive Industry. Strategic Management Society. Santiago de Chile, Chile.

Murcia, M., Vassolo, R., Mesquita, L., 2015. In sake of Competitive Leapfrog: The effect of a recession on competitive advantages at industry take-off. Strategic Management Society. Santiago de Chile, Chile.

Vassolo, R. Murcia, M. Mesquita, L., Garcia-Sanchez, J., 2014. The Evolution of Competition through the Business Cycle. Strategic Management Society. Madrid, Spain.

Supervision Experience

Current Doctoral Students

- (2023-) Marcelo Valdospinos (IAE Business School. U. Austral)
 - Thesis Topic: Grand challenges, communication, and performativity
- (2023-) Gabriel Rodríguez Garrido (Co-Supervision, Faculty of Engineering. U. Austral)
 - Thesis Topic: Advanced/chemical recycling systems' adoption in Argentina
- (2023-) Romina Gleria (School of Education. U. Austral)
 - Thesis Topic: DEI Mindset development at the workplace
- (2020-) María Victoria Novaro (IAE Business School. U. Austral)
 - Thesis Topic: Neurodiversity inclusion in the workplace

Graduated Doctoral Students

(2020 –2023) Maria Fernanda Figueroa (Universidad de Buenos Aires, 10/10)

Institutional Service

(2023-). Universidad Austral, Argentina

- CESIS Academic Director

(2020 –) Principles for Responsible Management Education (UN PRME)

- School Representative. IAE Business School

(2020 –) MiM Program. IAE Business School (<https://www.iae.edu.ar/programas/mim/>)

- (2023-) Academic Advisory Board Member
- (2020-22) Program Design & Curriculum Development Lead

Teaching Experience

(2024-). ESE Business School, Universidad de los Andes, Chile

- Sostenibilidad en los Negocios (EMGEO Core Course)

(2023-). IPADE Business School, Universidad Panamericana, Mexico

- Business & Society (MBA & EMBA Core Course)

(2023-). Wageningen University & Research. Netherlands.

- Driving Sustainability in Organizations: Strategies and Implementation (ExecEd Course)

(2019-). IAE Business School, Argentina

- Business Policy, Sustainable Business Management (MiM core courses)
- Strategy, CSR/Sustainable Business Management, Strategy Execution & Management Control Systems (MBA & EMBA core courses)
- Strategy, Decision Making, Sustainable Business Management (Executive Education)
- Strategic Sustainability Management (tailor made, In-Company Programs)

(2019-2023). Universidad Austral. Faculty of Business Sciences, Argentina

- Research Methods Chair (Undergrad)

(2016-). University of British Columbia, Canada

- (2018-) Business Management in the Wood Industry (Undergrad)
- 2018. Economics, Contracts, and Finances in Forest Operations (Undergrad)
- (2016-18) Forestry Economics (Masters' level).

(2007-2012) Universidad de Buenos Aires, Argentina

- Adjunct Professor - Introduction to Economics, School of Economics (2012)
- Teaching Assistant - Statistics II, School of Economics (2008-2011); Macroeconomics I, School of Economics (2007)

Professional Associations

- Member, Academy of Management. Organizations & the Natural Environment, Social Issues in Management.
- Member, EGOS - European Group for Organizational Studies.

Editorial Service

- (2024-) Academia Revista Latinoamericana de Administración. Associate Editor.
<https://www.emeraldgrouppublishing.com/journal/arla>
- (2023-) Environmental Values. Associate Editor.
<https://journals.sagepub.com/home/ENV>

Service to the Academic Community

- (2023) Local Organizing Team. *Academic Writing Camp*. PDW sponsored by Journal of Management Studies, facilitated by Gerardo Patriotta.
- (2023) Academic Advisory Board. Driving Sustainability in Organizations: Strategies and Implementation - Executive course. Wageningen University, The Netherlands. Website: [Driving Sustainability in Organizations: Strategies and Implementation - Executive course - WUR](#)
- (2022) Track Chair (Corporate & Competitive Strategy). Facing a Volatile Uncertain Complex Ambiguous (VUCA) Context, Strategic Management Conference (SMLA), Buenos Aires.
- (2022) Local Organizing Team. *More voices, better theories: Strengthening research and collaboration among Latin America scholars*. PDW sponsored by the OMT Division of the Academy of Management, in collaboration with the Academy of Management Review, Academy of Management Learning & Education, Academy of Management Perspectives, Journal of Management Inquiry, Organization Studies, and Organization Theory.
- (2022-) Scientific Committee Member, International Food and Agribusiness Management Association (IFAMA)
- (2018) LAEMOS Conference. Buenos Aires, Argentina. Convener of Sub-Theme on Organizational History and Memory.

Reviewing Activities (most recent)

- Academy of Management Perspectives; Innovation: Organization & Management; Journal of Business Ethics; Journal of Management Inquiry; Business & Society; Long Range Planning; Journal of Business Research; Journal of Business Venturing; California Management Review; Journal of Management Studies.

Non-Academic Appointments

(2008 –2012) Accenture, Argentina.

Client Financial Management Specialist for UK/Ireland