

Horacio E. Rousseau, Ph.D.

Mary Tilly Bessemer Associate Professor of Business Administration
Department of Management, Herbert Wertheim College of Business
Florida State University

+1 (850) 339-6362 · hrousseau@wertheim.fsu.edu · horaciorousseau.com
[Google Scholar](#) · ORCID [0000-0002-2356-2888](https://orcid.org/0000-0002-2356-2888) · Updated August 2026

EDUCATION

IESE Business School , Barcelona, Spain Ph.D. in Management, <i>cum laude</i>	2017
IESE Business School , Barcelona, Spain M.Sc. in Management Research	2014
University of Buenos Aires , Buenos Aires, Argentina B.Sc. in Business Administration, <i>cum laude</i>	2006

RESEARCH AREAS

- **Sustainable Development, CSR, and Ethics:** organization–community relations, governance, green innovation, organizational misconduct, impression management.
- **Behavioral Strategy:** power and decision making, organizational learning, platform strategy.
- **Stewardship in the Care Economy:** governance, management, and the quality of care in hospitals and long-term care; healthcare as a setting for innovation, community well-being, and strategy dynamics.

CURRENT RESEARCH: STEWARDSHIP IN THE CARE ECONOMY

My current projects examine how governance and management shape whether care organizations serve the people entrusted to them — patients and residents who often cannot judge the quality of their care, or easily choose where to receive it. The program comprises five solo-authored studies across U.S. nursing homes and hospitals, built on original panels of roughly 140,000 nursing-home facility-years and 177,000 hospital-years (2011–2024). The studies examine when and where ownership matters for quality of care, how care organizations respond to shortfalls across competing goals, how a community’s mix of providers relates to the health of its elders, and who benefits when public funding expands. A public dashboard of Florida hospital quality — the Florida Hospital Management Monitor — is in development.

JOURNAL PUBLICATIONS

- Maslach, D., **Rousseau, H.**, & Lamont, B. (2026). Pioneer Learning from Failure: How Competitor Entry and Consumer Reports Improve Learning from Failure Repositories. *Journal of Management*, 52(3), 1290–1323. <https://doi.org/10.1177/01492063241303059>
- Smulowitz, S. J., **Rousseau, H. E.**, & Audia, P. G. (2025). Institutional Logics as a Resource and Risk: Logic Deviance and Categorical Penalties in US Community Banks. *Journal of Management Studies* (early view). <https://doi.org/10.1111/joms.13260>
- García-Dastugue, S. J., & **Rousseau, H. E.** (2024; authors contributed equally). Supply Chain Awareness: Theoretical Development and Empirical Test in the Nonprofit Context. *The International Journal of Logistics Management*, 35(4), 1224–1252. <https://doi.org/10.1108/IJLM-04-2023-0146>

- Berrone, P., **Rousseau, H. E.**, Ricart, J. E., Brito, E., & Giuliadori, A. (2023). How Can Research Contribute to the Implementation of Sustainable Development Goals? An Interpretive Review of SDG Literature in Management. *International Journal of Management Reviews*, 25(2), 318–339. <https://doi.org/10.1111/ijmr.12331>
- Audia, P. G., **Rousseau, H. E.**, & Stimmler, M. K. (2023; first two authors contributed equally). Public Opinion and Impression Management in the Communication of Performance During the Second Iraq War. *Organization Science*, 34(2), 777–800. <https://doi.org/10.1287/orsc.2022.1598>
- Audia, P. G., **Rousseau, H. E.**, & Brion, S. (2022). CEO Power and Nonconforming Reference Group Selection. *Organization Science*, 33(2), 831–853. <https://doi.org/10.1287/orsc.2020.1397>
- Smulowitz, S. J., **Rousseau, H. E.**, & Bromiley, P. (2020). The Behavioral Theory of the (Community-Oriented) Firm: The Differing Response of Community-Oriented Firms to Performance Relative to Aspirations. *Strategic Management Journal*, 41(6), 1023–1053. <https://doi.org/10.1002/smj.3123>
- Rousseau, H. E.**, Berrone, P., & Gelabert, L. (2019). Localizing Sustainable Development Goals: Nonprofit Density and City Sustainability. *Academy of Management Discoveries*, 5(4), 487–513. <https://doi.org/10.5465/amd.2018.0151>
- Rousseau, H. E.** (2017). Corporate Sustainability: Toward a Theoretical Integration of Catholic Social Teaching and the Natural-Resource-Based View of the Firm. *Journal of Business Ethics*, 145(4), 725–737. <https://doi.org/10.1007/s10551-016-3119-5>
- Berrone, P., Gelabert, L., Massa-Saluzzo, F., & **Rousseau, H. E.** (2016; authors contributed equally and are listed alphabetically). Understanding Community Dynamics in the Study of Grand Challenges: How Nonprofits, Institutional Actors, and the Community Fabric Interact to Influence Income Inequality. *Academy of Management Journal*, 59(6), 1940–1964. <https://doi.org/10.5465/amj.2015.0746>

MANUSCRIPTS UNDER REVIEW

Titles withheld to preserve the review process.

- Rousseau, H.**, Khoury, T., & Badih, K. *Strategic Management Journal* — under 4th review.
- Rousseau, H.**, Yong, A., Berrone, P., & Ricart, J. *Journal of Management Studies* — under 3rd review.
- Rousseau, H.**, Marcet, F., Berrone, P., & Ferres, D. *Journal of Management Studies* — under 3rd review.
- Rousseau, H.**, Wang, H., Shang, G., Liu, S., & Gao, B. *Journal of the Association for Information Systems* — under 2nd review.
- Rousseau, H.**, Eroglu, C., Scott, A., & García-Dastugue, S. J. *Administrative Science Quarterly* — under initial review.
- Rousseau, H.**, Chae, H., & Audia, P. *Organizational Behavior and Human Decision Processes* — under initial review.
- Rousseau, H.**, & Zhang, G. *Strategic Management Journal* — under initial review.
- Rousseau, H.**, Yong, A., & Berrone, P. *Journal of Business Venturing* — under initial review.

BOOK CHAPTERS (NON-REFEREED)

- Rosenberg, M., Berrone, P., & **Rousseau, H.** (2019). Environmental Sensibility and Firm Strategic Actions: How to Become Sustainable While Avoiding Greenwashing. In *General Management in Latin and Ibero-American Organizations: A Humanistic Perspective*. London: Routledge.

BEST PAPER AWARDS, NOMINATIONS, AND REFEREED PROCEEDINGS

- “The Hidden Value of Exposure in Crowdsourcing Contests: How Solver Participation Leads to Post-Contest Retributions.” Included in the **2023 AOM Best Papers Proceedings**.
- Nominated for the **OSCM Division Chan Hahn Best Paper Award**, Academy of Management Conference (August 2022).
- **2021 Award for Responsible Research in Management**, for “Localizing Sustainable Development Goals: Nonprofit Density and City Sustainability.”
- Academy of Management Discoveries **2020 Best Paper Award**, for “Localizing Sustainable Development Goals: Nonprofit Density and City Sustainability.”
- “A Behavioral View of Problemistic Search in Nonprofits: How Multiple Goals and Governance Drive Fundraising Efforts.” Included in the **2020 AOM Best Papers Proceedings**.
- EURAM Conference 2020, **Strategic Processes and Practice Track 2020 Best Paper**, European Academy of Management.
- Southern Management Association (SMA) **2018 Best Strategy Track Paper Award**, for “Profiting from Lack of Cohesion: Bank Profitability in Fractured Communities.”
- SMA **2017 Best Doctoral Paper Award**, for “The Behavioral Theory of the (Community-Oriented) Firm: Community Orientation and Banks’ Responses to Attainment Discrepancies.”
- AOM **2017 Nomination for ONE Division Best Paper Award**, for “The Role of Nonprofit Organizations in Improving Community Environmental Performance.”
- “Creating Value for Others: The Role of Nonprofit Organizations in Improving Community Environmental Performance.” Included in the **2017 AOM Best Papers Proceedings**.
- AOM ONE Division **2016 Best Reviewer Award**.
- AOM ONE Division **2014 Best Paper Award**, for “Let’s Talk: Studying Dialogue among Firms and Outside Actors on Social and Environmental Issues.”

GRANTS

Berrone, P. (PI), Alegre, I., Ricart, J. E., & **Rousseau, H.** (Fellows). “Sustainable Development Goals (SDG): How Organizations and Cities Can Contribute to Its Advancement.” Spanish Ministry of Science and Innovation, \$24,145 (January 2020 – January 2023).

MANUSCRIPTS IN PREPARATION

An asterisk () indicates lead author.*

“Human Capital Search Under Low Performance” (in progress).* Target: **TBD**.

“The Sophistication Paradox: Management Practices and Bribery in Informal Firms in Anomie Contexts” (with Sebastián García-Dastugue and Shashank Rao).* Target: **Journal of International Business Studies**.

“A Behavioral View of Problemistic Search in Nonprofits: How Multiple Goals and Governance Drive Fundraising Efforts” (with Pascual Berrone and Philip Bromiley).* Target: **Organization Science**.

“Greening Under Pressure: Impact of Resource Constraints on Environmental Outlook” (with Sid Yamalakonda, Sebastián García-Dastugue, and Shashank Rao).* Target: **Journal of Supply Chain Management**.

“Geographic Segregation: Why It Deserves More Attention in Management Research” (in progress).* Target: **Academy of Management Review**.

“When Does Partner Social Reputation Matter to Strategic Alliances? From the Lenses of Investors and Employees” (with Ahmed Almashayekhi, Ruby Lee, and Coleen Harmeling).* Target: **TBD**.

PEER-REVIEWED CONFERENCES, WORKSHOPS, AND INVITED SEMINARS

Rousseau, H., Eroglu, C., Scott, A., & García-Dastugue, S. J. “Repairs Can Wait: Community Social Capital and Deferred Misconduct under Strain.” *Academy of Management*, Philadelphia, August 2026.

“Like Backer, Like Creator: Cross-Category Exposure and Category Switching — Cognitive Antecedents of Strategic Nonconformity.” *Academy of Management*, Philadelphia, August 2026.

PDW: “Past, Present, and Future of a Behavioral Theory of the Firm: Integrating Cognition and Emotion” (facilitator). *Academy of Management*, Philadelphia, August 2026.

Rousseau, H., Chae, H., & Audia, P. “Reviving the Firm: CEO Power and Rapid Impact on Performance (‘RIP’) Changes in Response to Low Performance.” *Strategic Management Society*, San Francisco, 2025.

Rousseau, H., Chae, H., & Audia, P. “Reviving the Firm: CEO Power and Rapid Impact on Performance Changes in Response to Low Performance.” *Academy of Management*, Copenhagen, July 2025.

“The Sophistication Paradox: Management Practices and Bribery in Informal Firms in Anomie Contexts.” *Academy of Management*, Chicago, August 2024.

PDW: “Past, Present, and Future of a Behavioral Theory of the Firm: Revisiting Foundations in the AI Age.” *Academy of Management*, Chicago, August 2024.

“Technology Spillovers and Environmental Performance.” *Strategic Management Society*, Washington, June 2024.

“Technology Spillovers and Environmental Performance.” Invited seminar, *University of Montevideo*, May 2024.

“Management Practices and Bribery: Evidence from Informal Firms in India.” *SMA Annual Meeting*, October 2023.

Doctoral Consortium panelist, “Different Career Paths.” *SMA Annual Meeting*, October 2023.

“Ready or Not: How Readiness Shapes Government Responses to Mandatory and Voluntary Regulations.” *Academy of Management*, Boston, August 2023.

PDW: “Past, Present and Future of the Behavioral Theory of the Firm.” *Academy of Management*, Boston, August 2023.

“The Hidden Value of Exposure in Crowdsourcing Contests: How Solver Participation Leads to Post-Contest Retributions.” *Academy of Management*, Boston, August 2023.

“Entry Order and Learning from Innovation Failures: Quasi-Experimental Evidence.” *Strategic Management Society*, London, September 2022.

“Games of Norms: Why Category-Switching Is Penalized in Crowdfunding Platforms.” *Strategic Management Society*, London, September 2022.

“Keeping up with the Teslas: Technology Spillovers, Firm Capabilities, and Environmental Performance.” *Academy of Management*, Seattle, August 2022.

“Supply Chain Awareness Increases Revenue Generation in Nonprofits Close to Large Firms and With Smaller Boards.” *Academy of Management*, Seattle, August 2022.

“Games of Norms: Why Category-Switching Is Penalized in Crowdfunding Platforms.” *Academy of Management*, Seattle, August 2022.

Methods Workshop, *University of Florida*, April 2022.

- “Threats From Within: Community Logic Strength and Categorical Stigma in U.S. Community Banks.” Invited seminar, *Oklahoma State University*, November 2021.
- “Games of Norms: Why Category Switching Is Penalized in Crowdfunding Platforms.” Strategy & IB Online Seminar Series, *Nottingham Business School*, October 2021.
- “Does Voluntary Regulation Supplement or Substitute for Organizations’ Readiness for Climate Change?” *Strategic Management Society*, virtual conference, September 2021.
- “Games of Norms: Why Category Switching Is Penalized in Crowdfunding Platforms.” Invited seminar, *Universidad del Desarrollo*, June 2021.
- “Projecting Institutional Change and the Interorganizational Strategies of Foreign Actors.” *European Group for Organizational Studies*, virtual conference, July 2021.
- “A Behavioral Perspective of Search in Nonprofit Organizations: How Programmatic Performance Drives Fundraising Efforts.” *Strategic Management Society*, virtual conference, October 2020.
- “Community as Double-Edged Sword: Logic Strength and Categorical Stigma Within U.S. Community Banks.” *Strategic Management Society*, virtual conference, October 2020.
- “A Behavioral View of Problemistic Search in Nonprofits: How Multiple Goals and Governance Drive Fundraising Efforts.” *Academy of Management*, virtual conference, August 2020.
- OMT Junior Faculty Consortium participant. *Academy of Management*, virtual conference, August 2020.
- “Power to the People? Public Opinion and Impression Management.” Invited seminar, *Universidad de San Andrés*, December 2019.
- “Profiting from Lack of Cohesion: Bank Profitability in Fractured Communities.” *Strategic Management Society*, Minneapolis, October 2019.
- PDW: “Opening the Gates of Community Research: Deepening Connections Between Organization and Community.” *Academy of Management*, Boston, August 2019.
- PDW: “Past, Present, and Future of a Behavioral Theory of the Firm.” *Academy of Management*, Boston, August 2019.
- “Profiting from Lack of Cohesion: Bank Profitability in Fractured Communities.” *Academy of Management*, Boston, August 2019.
- “Supply Chain Awareness and NGO Effectiveness: An Attention-Based View.” *Academy of Management*, Boston, August 2019.
- “Profiting from Lack of Cohesion: Bank Profitability in Fractured Communities.” *SMA Meeting*, Lexington, November 2018.
- “Entrepreneurship, Clusters, and the Reduction of Poverty in Urban Communities: An Institutional Perspective.” *Academy of Management*, Chicago, August 2018.
- “Entrepreneurship, Clusters, and the Reduction of Poverty at the Community Level: An Institutional Perspective.” *Strategic Management Society*, October 2017.
- “Community Banks and Attainment Discrepancy: Community Orientation’s Moderating Role on Risk-Taking and Community Investment.” *Strategic Management Society*, October 2017.
- “Community Banks and Attainment Discrepancy: Community Orientation’s Moderating Role on Risk-Taking and Community Investment.” *SMA Meeting*, St. Petersburg, October 2017.
- “The Behavioral Theory of the (Community-Oriented) Firm: Community Orientation and Banks’ Responses to Attainment Discrepancies.” *SMA Meeting*, St. Petersburg, October 2017.
- “CEO Power and the Selection of Nonconforming Reference Groups.” *Academy of Management*, Atlanta, August 2017.

“We Can Work It Out? Examining the Barriers to the Deinstitutionalization of Polluting Practices in U.S. Communities.” *Strategic Management Society*, Berlin, September 2016.

“We Can Work It Out? Examining the Barriers to the Deinstitutionalization of Polluting Practices in U.S. Communities.” *Academy of Management*, Anaheim, August 2016.

“We Can Work It Out? Examining the Barriers to the Deinstitutionalization of Polluting Practices in U.S. Communities.” 19th International Symposium on Ethics, Business and Society, *IESE Business School*, Barcelona, July 2016.

Organizer, PDW “New Methods and Approaches in Aspirations Research.” *Academy of Management*, Anaheim, August 2016.

“Learning from Performance Feedback in Environmental Organizations: The Moderating Role of External Social Cues.” *Strategic Management Society*, Denver, October 2015.

“Tackling Inequality: How Nonprofits Leverage Institutions and Community Fabric to Reduce Poverty.” *Academy of Management*, Vancouver, August 2015.

“The Hidden Code in the Nonprofit Literature: Towards a Theory of Nonprofit Organizations.” *Strategic Management Society*, Denver, October 2015.

“Towards a Moral-Strategic Perspective of Corporate Sustainability: An Integration of Christian Thought and the Natural-Resource-Based View.” 4th International Colloquium on Christian Humanism in Economics and Business, *Barcelona*, April 2015.

“Raising the Voice: Dialogue as a ‘Catalyst’ for Change in Complex Institutional Environments.” *Strategic Management Society*, Madrid, September 2014.

“Let’s Talk: Studying Dialogue among Firms and Outside Actors on Social and Environmental Issues.” *Academy of Management*, Philadelphia, August 2014.

TEACHING EXPERIENCE

Florida State University	2017 – present
MAN 6235 (Ph.D.) — Doctoral Seminar in Organizational Theory	2 courses
MAN 5721 (MBA) — Strategy and Business Policy	6 courses
MAN 4701 — Business and Society	10 courses
MAN 4720 — Strategic Management and Business Policy	20 courses
ENT 5216 — Foundations of Entrepreneurship and Leadership	2 courses
ENT 5901 — Foundations of ENT Leadership	1 course
ENT 3003 — Introduction to Entrepreneurship	2 courses
Nominated for the Charles Hardwick Outstanding Graduate Teacher Award , FSU College of Business (2022, 2023).	
International University of Catalonia , Barcelona, Spain	2015 – 2017
Lecturer, Leadership Workshop for Entrepreneurs (M.Sc. in Entrepreneurship). Designed and taught the workshop; cases discussed: Rob Parson and Thomas Green.	
Business Engineering School La Salle , Barcelona, Spain	2015 – 2017
Lecturer, Strategic Management for Technological Ventures (undergraduate). Cases discussed: Disney, Zara, Coca-Cola, Ducati, Pet Food Industry, Sony Ericsson.	

DOCTORAL DISSERTATION CHAIRING AND COMMITTEES

Ahmed Alsafwani (Florida State University). In process — committee member.

KS Choi (Florida State University). In process — committee member.

Andréa Hodge (Florida State University). *How Do Entrepreneurs Navigate Legitimacy Trade-offs in the Pursuit of Social Movement Market Opportunities?* Advisor: Michael Holmes. To be defended June 2025.

Kalen Horton (Florida State University). *Evolution, Adaptations, and Complexity in Ecosystems: Three Essays on Ecosystem Evolution*. Advisors: Bruce Lamont and David King. Defended March 19, 2025.

Janice Gordon (Florida State University). *Regulatory Antecedents and Moderators of Firm Self-Regulation*. Advisor: Bruce Lamont. Defended August 1, 2024.

Christine Kirkland (Florida State University). *Essays on the Effects of the Institutional Logics of Social Impact Accelerators on Hybrid Venture Firm Performance*. Advisors: Michael Holmes and Horacio Rousseau (co-chair). Defended March 25, 2024.

Justin Pepe (Florida State University). *Essays on Entrepreneurship, Income Inequality, and Social Comparison*. Advisor: Bruce Lamont. Defended April 10, 2023.

Igor Pereira (Florida State University). *Entrepreneurship in Marginalized Groups*. Advisor: Bruce Lamont. Defended July 2022.

María del Mar Martínez Bravo (University of Almería). *Sustainable Cities*. Advisor: Raquel Antolín López. Defended May 6, 2021.

Katia Galdino (Florida State University). *Institutions and Imprinting in the Formalization of Informal Firms: A Cross-Country Analysis*. Advisor: Bruce Lamont. Defended July 6, 2018.

DEPARTMENT AND COLLEGE SERVICE

- Chair, Teaching Strategy Faculty Search Committee (February 2025).
- Faculty Onboarding and Mentorship, Management Department (July – December 2024).
- Committee Member, COB Strategic Planning Committee (August 2023 – present).
- Committee Member, MBA Admissions Committee (January 2023 – present).
- Committee Member, Management Department Strategic Planning Committee (August 2022 – present).
- Panel Member, Academic Honor Policy Hearing (May 2019 and October 2020).

PROFESSIONAL AFFILIATIONS

- Academy of Management — ENT, ONE, OMT, and STR divisions (2013 – present).
- Strategic Management Society (2013 – present).

REVIEWING AND PROFESSIONAL SERVICE

- Editorial Review Board, *Academy of Management Discoveries* (2026 – present).
- Ad hoc reviewer: *Administrative Science Quarterly* (2020 – present); *Organization Science* (2020 – present); *Journal of Management Studies* (2020 – present); *Journal of Management* (2021 – present); *Strategic Management Journal* (2024 – present).
- Reviewer for the STR, OMT, and ONE divisions, AOM Conference (2013 – present).
- Reviewer, Strategic Management Society Conference (2025 – present).
- Responsible Research for Business and Management (RRBM) (2025 – present).

- Grant Application Reviewer: Swiss National Science Foundation (2023 and 2025); FONDECYT, Chile (2026).
- Action Editor, Academy of Management ONE Division (2017 – 2019).
- Reviewer, Stanford University Press (March 2022).