Joel Bothello

Professor of Strategic Management, emlyon business school
bothello@em-lyon.com | ORCID 0000-0002-6571-4958

BIOGRAPHICAL INFORMATION

Employment History

emlyon business school, France
2026- Professor (Level 1), Strategic Management

John Molson School of Business, Concordia University, Canada
2021-25 Associate Professor in Management
2020-25 Concordia University Research Chair in Resilience and Institutions
2016-21 Assistant Professor in Management

King's College London, School of Management and Business, United Kingdom
2015-16 Teaching Fellow

ESSEC, Philanthropy Chair, France
2014-15 Research Fellow/Ingénieur de recherche

Education

2009-14 Ph.D./M. Phil. Business Administration – Management Strategy
Committee: Marie-Laure Djelic, Eero Vaara, Philippe Lorino, Sigrid Quack, Olivier Borraz
ESSEC, France

2003-08 BAS General Management – Strategy specialization
Dean's Honor Roll, York Entrance and Continuing Merit Scholarships
York University, Canada

Honours and awards

2025 Best Paper Award at *Journal of Business Venturing* (2024 volume)
2024 Finalist "Best Paper Award" at *Academy of Management Review*
2023 Awarded JMSB Dean's Award for Distinguished Scholarship (Mid-Career Scholar)
2022 Runner-up prize for 2022 Fox International Business Case Writing Competition
2018 Awarded JMSB Dean's Award for Distinguished Scholarship (Emerging Scholar)
2015 Awarded EDAMBA (European Doctoral Association in Management and Business Administration) Runner-up Award for Best Dissertation
Awarded Syntec (Consulting firm) Best Paper Award in Management
2013 Halloran Best Paper Award in Business Ethics

Languages

English (Native), French (High intermediate: Level B2-C1), Spanish (Basic)

RESEARCH

Peer-Reviewed Journal Articles

1. **Bothello, J.** & Bonfim, L. (2025). Marginalized Communities and the Problem of Research Extraction. *Journal of Management Studies,* 62(1): 526-532.
2. Cho, C. H., Zarzycka, E., She, C., Dobija, D., Krasodomska, J., & **Bothello, J.** (2025). Examining Stakeholder Reactions to Corporate Social Irresponsibility: Evidence From Social Media. *European Management Journal,* 43(6): 1020-1037.
3. Krammer, S. M., Porumb, V. A., Zengin-Karaibrahimoglu, Y., & **Bothello, J.** (2024). Beacons not Burdens: Business Groups and Corporate Social Performance around the World. *Global Strategy Journal*, 14(4): 709-753.
4. Nason, R., Vedula, S., **Bothello, J.**, Bacq, S. & Charman, A. (2024). Sight Unseen: The Visibility Paradox of Entrepreneurship in an Informal Economy. *Journal of Business Venturing,* 39(2): 106364. *(Winner, JBV Best Paper Award 2025)*
5. **Bothello, J.**, Ioannou, I., Porumb, V. A. & Zengin-Karaibrahimoglu, Y. (2023). CSR Decoupling within Business Groups and the Risk of Perceived Greenwashing. *Strategic Management Journal,* 44(13): 3217-3251.
6. Roulet, T. & **Bothello, J.** (2023). An Event-System Perspective on Disruption: Theorizing the Pandemic and Other Discontinuities through Historical and Fictional Accounts of the Plague. *Academy of Management Review,* 48(4): 772-789.
7. Nason, R. & **Bothello, J.** (2023). Far from Void: How Institutions Shape Growth in Informal Economies. *Academy of Management Review,* 48(3): 485-503. *(Finalist, AMR Best Article Award 2024)*
8. Abid, M., **Bothello, J.**, Ul-Haq, S. & Ahmadsimab, A. (2023). The Morality of Informality: Exploring Binary Oppositions in Counterfeit Markets. *Organization Studies*, 44(5): 687–711.
9. Pimentel, E., Cho, C. H. & **Bothello, J.** (2023). The Blind Spots of Interdisciplinarity in Addressing Grand Challenges. *Critical Perspectives on Accounting*, 93: 102475.
10. Roulet, T. & **Bothello, J.** (2022). Tackling Grand Challenges beyond Dyads and Networks: Developing a Stakeholder Systems View using the Metaphor of Ballet. *Business Ethics Quarterly,* 32(4): 573-603.
11. Brutus, S. & **Bothello, J.** (2021). Pageantry, Prizes and Pedagogy: A 'Tournament Ritual' view on Business School Case Competitions. *Academy of Management Learning & Education*, 20(4): 596-609.
12. Bitektine, A., Haack, P., **Bothello, J.** & Mair, J. (2020). Inhabited actors: Internalizing Institutions through Communication and Actorhood Models. *Journal of Management Studies*, 57(4): 885-897.
13. **Bothello, J.**, Nason, R. & Schnyder, G. (2019). Institutional Voids and Organization Studies: Towards an Epistemological Rupture. *Organization Studies*, 40(10): 1499-1512.
14. **Bothello, J.** & Roulet, T. (2019). The Imposter Syndrome, or the Mis-representation of Self in Academic Life. *Journal of Management Studies*, 56(4): 854-861.
15. **Bothello, J.** & Mehrpouya, A. (2019). Between Regulatory Field Structuring and Organizational Roles: Intermediation in the Field of Sustainable Urban Development. *Regulation & Governance*, 13(2): 177-196.
16. **Bothello, J.** & Djelic, M.L. (2018). Evolving Conceptualizations of Organizational Environmentalism: A Path Generation Account. *Organization Studies*, 39(1): 93-119.
17. Linder, S. & **Bothello, J.** (2015). Antecedents to Autonomous Strategic Action: What about Decline? *IEEE Transactions on Engineering Management*, 62(2): 226-236.
18. Djelic, M.L. & **Bothello, J.** (2013). Limited Liability and its Moral Hazard Implications – The Systemic Inscription of Instability in Contemporary Capitalism. *Theory and Society*, 42(6): 589-615. *(Halloran Best Paper Award 2013; Syntec Best Paper Award 2015)*

Practitioner-Oriented Publications

- **Bothello, J.** & Weiss, T. (2025). Strengthening Africa's Urban Informal Economies. *Stanford Social Innovation Review*, 23(1): 46–55.
- Nimmo, E., Lacerda, A.E.B., Bonfim, L. & **Bothello, J.** (2024). Who knows Agro-forestry best? *Stanford Social Innovation Review,* 22(3): 71-72.
- **Bothello, J.**, Ioannou, I., Porumb, V. A. & Zengin-Karaibrahimoglu, Y. (2023). How Some Companies Avoid Accusations of Greenwashing. *Harvard Business Review* [Digital Article]. September 27th.
- Gautier, A. & **Bothello, J.** (2022). What Happens When a Company (Like Patagonia) Transfers Ownership to a Nonprofit? *Harvard Business Review* [Digital Article]. October 10th.
- Charman, A., **Bothello, J.** & Nason, R. (2021). Unveiling the Informal Economy. *Stanford Social Innovation Review*, 19(1): 61-62.
- Roulet, T.J. & **Bothello, J.** (2020). Why 'De-growth' Shouldn't Scare Businesses. *Harvard Business Review* [Digital Article]. February 14th.

Case Studies

- **Bothello, J.**, Charman, A.C., & Petersen, L. (2024) Mattera Motors: Succession Planning in South Africa Ref: W36719, London, ON: Ivey Publishing.
- Ahmadsimab, A. & **Bothello, J.** (2020) Stamina – Triathlete's Performance Studio Ref: 820-0008-1, Cranfield, UK: The Case Centre.

Other Publications

- MacDonald, A., Champoux-Pellegrin, J., Drummond, I., Hansen, T., Guimont, D., Bossert, M. J., **Bothello, J.**, Garard, J., Soliz, A., Sabet-Kassouf, N., Lesnikowski, A., Paulin, M., & Paquin, R. (2026). *A Roadmap to Designing Living Lab Governance Structures*. Zenodo. doi.org/10.5281/zenodo.22902425
- Acosta, P., **Bothello, J.**, Delmestri, G., Habersang, S., Gutierrez-Huerter O, G., & Schüßler, E. (2025). Media Review: Extrapolations – A View from OS4F. *Organization Studies*, 46(3): 433-439.
- **Bothello, J.** (2023). Andrew Charman, Leif Petersen, and Thireshen Govender. Township Economy: People, Spaces and Practices. *Administrative Science Quarterly*, 68(1): NP15-NP17
- Delmestri, G., Etchanchu, H., **Bothello, J.**, Habersang, S., Gutierrez Huerter O, G. & Schüßler, E. (2021). OS4Future: an Academic Advocacy Movement for Our Future. In Starik, M. & Kanashiro, P. (Eds.), *Personal Sustainability Practices: Faculty Approaches to Walking the Sustainability Talk and Living the UN SDGs* (pp. 218–229). Cheltenham, UK: Edward Elgar.
- **Bothello, J.**, Gautier, A. & Pache, A.-C. (2019). Families, Firms and Philanthropy: Shareholder Foundation Responses to Competing Goals. In Roza, L., Meijs, L. & von Schnurbein, G. (Eds.), *International Research Handbook on Corporate Foundations*. Berlin: Springer.
- Prophil, Delsol Avocats, ESSEC Philanthropy Chair (2015). *Première étude européenne sur les fondations actionnaires*. Prophil: Paris, France

Conditionally Accepted

- Acosta, P., **Bothello, J.**, Delmestri, G., Gutierrez Huerter O, G. & Schüßler, E. [title withheld]
  Status: Conditionally accepted at *Strategic Organization* (revision submitted October 2026)

Revise and Resubmit

- Taghdisi, M., **Bothello, J.** & MacDonald, A. [title withheld]
  Status: Revise & Resubmit (first round) at *Journal of Management Studies*
- Taghdisi, M. & **Bothello, J.** [title withheld]
  Status: Revise & Resubmit (second round) at *Academy of Management Review*

- Dolbec, P.Y. & **Bothello, J.** [title withheld]
  Status: Revise & Resubmit (first round) at *Journal of Consumer Research*

Working Papers

- **Bothello, J.**, Bonfim, L. & Ioannou, I. How Gaming Spreads: Isomorphic Pressures and the Design of Organizational Evaluation Systems.
- Badger-Newman, A., **Bothello, J.** & Nason, R. The Spatial Dynamics of Institutional Disruption: A study of Ghanaian Market Queens.
- Mangen, C. & **Bothello, J.** The Institutional Maintenance of Gender Inequality.

Funding

Total Awarded: CAD $929,648 *(Asterisk identifies grants where I am principal investigator)*

2024 Aid to Research Related Events, Publication, Exhibition and Dissemination Activities: $5,000*
"All Aboard the Entrepreneur-ship!: Towards more inclusive entrepreneurship research"
National Bank Initiative in Entrepreneurship and Family Business: $15,000*
"Understanding AI adoption patterns among Quebec Family Businesses"

2023 SSHRC Insight Development Grant: $68,717* (w/Tim Weiss)
"Transforming research practices on marginalized populations: From exploitation to engagement"
Aid to Research Related Events, Publication, Exhibition and Dissemination Activities: $4,000*
"Speaker Series: Complexity and Resilience"
University of Cape Town Visiting Lecturer Fund: 7,700 ZAR* (~$600)

2022 Barry F. Lorenzetti Centre for Women Entrepreneurship and Leadership Research Grant: $15,000*
"Tackling Violence against Women through Social Enterprise: A Case Study of Sarjesa, Inc."
SSHRC Partnership Engage Grant: $12,233* (w/ Leandro Bonfim, Adriane MacDonald, Suchit Ahuja and Robert Nason)
"Developing a sustainable value chain for small-scale producers of yerba mate in southern Brazil"
SSHRC Insight Development Grant: $54,770 (w/ Pierre-Yann Dolbec and Brad Aeon)
"Explaining the Concurrent Legitimacy and Illegitimacy of Consumption Practices"
SSHRC Insight Grant: $139,918 (w/ Claudine Mangen)
"Persistence and disruption of gender inequalities in organizational leadership"

2021 Mitacs Accelerate: $15,000*
"Addressing the best strategies for Yukon non-profit organizations to mitigate the impact of COVID-19, and move forward toward recovery, resilience, and innovation."

2020 Concordia University Research Chair: $100,000*
"Resilience and Institutions"
FRQSC Nouveau Chercheur: $39,483*
"La légitimation et la cooptation du microdosage par la logique du marché"
Concordia Undergraduate Student Research Award (PI): $5,000*
"Institutional Maintenance/Disruption of Gender discrimination"

2019 SSHRC Insight Grant (co-applicant): $267,995
"Animating Necessity Entrepreneurship"
Concordia Horizon Postdoctoral Fellowship: $100,000*
"Unveiling Necessity Based Entrepreneurship"

2018 National Bank Initiative in Entrepreneurship and Family Business: $11,000*

"Institutional antecedents to entrepreneurial locations in informal markets"
Concordia SEED Individual Fund: $6,333*
"Framing Contests around Transparency in the Extractive Industries"
Concordia Undergraduate Student Research Award: $5,000*
"Social Control Mechanisms in Self-Managed Teams"
SSHRC Exchange/Explore Grant (PI): $3,438*
2017 SSHRC Insight Development Grant: $61,161*
"Organizational Resilience in Informal markets"

Invited Talks and Keynotes (since 2020)

- Keynote: "Informality beyond Voids"
  UCT GSB Entrepreneurship in Context Workshop. Cape Town, South Africa. March 2023

Conference Presentations and Workshops (since 2020)

- PDW: "Acknowledging the Pluriverse in Social and Environmental Responsibilities"
  Symposium: "Dismantling the Unicorn Myth: Reimagining Responsible Entrepreneurship through Systems Change"
  "Explaining Institutional Change Through Deviance and Entropy"
  Academy of Management Conference, Copenhagen, Denmark, July 2025
- PDW: "AfCFTA and Its Implications for International Business and Entrepreneurship"
  PDW: "It's Not Just You! Let's Have an Honest Conversation about Failure"
  Academy of Management Conference, Chicago, USA, August 2024
- "Sight Unseen: The Visibility Paradox of Entrepreneurship in an Informal Economy"
  M&E Conversations, London, UK. July 2023
- "Decolonizing Management and Organization Studies"
  Academy of Management Conference. Philadelphia, PA. August 2022
- "The Institutional Maintenance of Gender Inequality" (with C. Mangen)
  38th EGOS Colloquium. Vienna, Austria. July 2022
- "Sight Unseen: Visibility in the Informal Economy" (with R. Nason, S. Bacq, S. Vedula and A. Charman)
  Academy of Management Conference [online]. August 2021
- "The Blindspots of Interdisciplinarity" (with E. Pimentel & C. Cho)
  37th EGOS Colloquium [online]. July 2021
- "Far from Void: Institutional Richness and Growth in the Informal Economy" (with R. Nason)
  36th EGOS Colloquium [online]. July 2020

TEACHING/SUPERVISION

Teaching

emlyon business school, Lyon, France
2026- Non-Market Strategy (MSc Core)
2027- Strategic Management (MSc Core)

Concordia University, Montreal, Canada
2023-25 Debating Strategic Management (PhD)
2020-25 Strategy and Organization Theory (MSc Core)
2019-24 Organizational Theory and Design (BSc Core)

2017-18 The Responsible Manager (MBA Core)
2017-18 Strategy and Competition (BSc Core)
2016-25 Sustainability and Strategy (MBA Elective)
Average student evaluations: 1.3 on a scale of 1 (best) to 5

King's College London, United Kingdom
2015-16 International Business Strategy (MSc Core)
2014-16 The Evolution of Modern Business (BSc Core)
Average Student evaluations: 4.5/5 (2015 Nomination for best lecturer award)

Supervision

Ongoing

2024- Morteza Taghdisi (PhD, co-supervised with A. MacDonald) – "Disrupting Social Order: The Role of Deviance in Reshaping Social Structures" (defence scheduled 11 December 2026)

Completed

2024-25 Saeedeh Yadegari (MSc) – "CEO Media Attention and Firm Reputation: The Moderating Role of Board Independence"
2020-24 Hami Yousefdehi (PhD) – "Mind and Matter: The Coevolution of Technology and Institutional Logic in Field Transformation"
2022-23 Zheng Wu (MSc – co-supervised with S. Audousset-Coulier)
2021-23 Leandro Bonfim (Postdoc)
2021-22 Alexandra Calderone (MSc)
2015-16 King's College London: 14 MSc dissertations supervised

Doctoral Committees and External Examining

Ongoing

Isabel Drummond (PhD Concordia)
Anne Thérèse Méno Tamno (PhD UCLouvain)
Stephanie Rüegger (PhD Ivey)
Rayyan Chelli (PhD McGill)
Sonali Uppal (PhD McGill)
Aditi Chandrasekhar (PhD McGill)
Lehlohonolo Kekana (PhD UCT Graduate School of Business) – External Examiner

Defended

2026 Frédérica Martin (PhD Concordia) – Committee member
2025 Saeid Bazmohammadi (PhD Concordia) – Committee member
2024 Ghalia Shamayleh (PhD Concordia) – Committee Chair
2023 Behshad Azodideylami (PhD Concordia) – Committee member
Yicheng Wu (DBA Montpellier Business School) – External Examiner
2022 Elie Abi-Saad (PhD HEC Montreal) – Committee member
Qian Shirley Jin (PhD Hong Kong Polytechnic University) – External Examiner
Nelson Javier Duenas Gil (PhD Concordia) – Committee member
Arman Motaghi (PhD Concordia) – Committee member
2021 Laure Lelasseux (PhD HEC Paris) – External Examiner
2020 Nickesha Ayoade (PhD Concordia) – Committee member

SERVICE

Internal Service

Current

2026-	PhD Committee

Past

2023-25	JMSB Undergraduate Curriculum Committee
	Concordia University Research Committee
2021-25	Course coordinator: Organization Theory and Design (MANA341)
2016-25	JMSB Management Research Conversations Committee
	JMSB Department Hiring Committee (Management)
	Annual Graduate Research Exposition (AGRE) committee
2021-23	JMSB Faculty Research Council
2018-22	Concordia Student Tribunal
2018-19	SSHRC Doctoral Committee member
	JMSB Management Social Committee
2017-18	JMSB Student Undergraduate Request Committee

Event Organization

2026	EGOS Subtheme Co-Convenor: Amplifying Research in and from the Global South
2022-	Workshop Organizer: "All Aboard the Entrepreneur-ship!" Conference • Oxford and Imperial College London (2027, upcoming) • Concordia University, Montreal (2025) • INCAE, Costa Rica (2024) • UMass Boston, USA (2022)
2023	EGOS Subtheme Co-Convenor: Constructing Businesses' Social and Environmental Responsibilities in the Global South: Tensions between Tradition, Innovation, and Imposition
2022	EGOS Subtheme Co-Convenor: Organizing for Interdisciplinarity to Tackle Grand Challenges
2021	AOM Symposium Co-Organizer: Entrepreneurship as a Solution to Social Issues: Fostering New Insights and a Research Agenda
	EGOS Subplenary Co-Organizer: Walking the talk and talking the walk about the climate crisis
2020	EGOS Subplenary Co-Organizer: Doing What Matters: Making Academic Lives More Meaningful
2018	AOM PDW Co-Organizer: Institutional Voids: Refining academic tools for the global economy
	AOM Symposium Co-Organizer: Re-examining the Travel of Ideas: Editing, Generativity & Temporality
2015	Conference Organizer: ERNOP (European Research Network on Philanthropy) Conference

Professional Service

Editorial Board

Academy of Management Review (2023-)

Guest Editor

Journal of Management Studies, Special Issue: "What Do Social and Environmental Responsibilities Mean in the 'Global South'? Towards Pluriversal Perspectives in Management Studies" (with P. Acosta, S.B. Banerjee, S. Habersang, S. Nkomo & K. Potočnik)

Journal Reviews (Ad-hoc)

Academy of Management Review, Academy of Management Journal, Academy of Management Discoveries, Strategic Management Journal, Organization Science, Organization Studies, Journal of Management Studies, Journal of Business Venturing, Entrepreneurship Theory & Practice, Business & Society, Journal of World Business, Socio-Economic Review, International Small Business Journal, Sustainability Accounting, Management and Policy Journal, M@n@gement, Climate & Development

Grant Reviewer

2024 SSHRC Partnership Exchange Grant
2022 SSHRC Insight Grant

Other Professional Engagements

2023 Visiting Fellow: Judge Business School and Wolfson College, University of Cambridge
2021- Steering Committee: Accounting for Impact (AFI)
2019- Co-Founder: Organization Scientists for Future (OS4F)
2018-25 Member: Concordia Social Justice Centre (SJC)
2017-25 Member: Loyola Sustainability Research Centre (LSRC)

REFERENCES

Available on request.