

MARIA JOSE MURCIA, PhD

Assistant Professor | IAE Business School & Facultad de Ciencias Empresariales, U. Austral.

Mariano Acosta s/n y RP 8, B1629WWA, Pilar. Buenos Aires, ARGENTINA

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

Education

- PhD (2015 -2018)
 - University of British Columbia, Canada
 - Thesis title: *"How Corporate Social Responsibility Affects Firms' Strategic Decisions: Examining Links among Corporate Social Responsibility, Vertical Integration, and New Product Introductions"*
 - Supervisory Committee: Drs. Harry Nelson (co-chair), Rajat Panwar (co-chair), Roy Suddaby, and Jorge Tarzijan
- MBA (2012)
 - IAE Business School, Argentina, *Summa Cum Laude*
- B.A. in Economics (Hons.) (2005- 2010)
 - Universidad de Buenos Aires, Argentina, *Cum Laude*

Affiliations

- (2019-) Visiting Professor. Faculty of Forestry, University of British Columbia.
- (2018-) Assistant Professor. IAE Business School & Facultad de Ciencias Empresariales, U. Austral.

Awards and Honors

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.

2015-2018. International Tuition Award. University of British Columbia.

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

2014. Recipient of the scholarship awarded to only top three papers for presentation in global researchers' professional development workshop held at the annual meeting of the Business Policy and Strategy division of the Academy of Management. Philadelphia, USA.

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

- (2018) Post-Doctoral Fellow. Department of Forest Resources Management. Faculty of Forestry, University of British Columbia.
- (2013- 2015) Instructor and Research Associate at IAE Business School, Argentina

Publications

Guest Editorials (Special Issues)

Hernandez-Pozas, O., Murcia, M. J., Ogliastrri, E., & Olivás-Lujan, M. R. (2021). Management and sustainability dilemmas in Latin America: Introduction. *Academia (Consejo Latinoamericano De Escuelas De Administración)*, 34(1), 1-17. <https://doi.org/10.1108/ARLA-06-2020-0147>

Peer-Reviewed Journal Articles

Dams, M.C., Sarria-Allende, V., & Murcia, M.J., *Forthcoming*. Multilateral development banks: Understanding their impact on start-up development in Latin America. *European Business Review*.

Murcia, M.J. 2020, *In Press*. Progressive and rational CSR as catalysts of new product introductions. *Journal of Business Ethics*, doi: <https://doi.org/10.1007/s10551-020-04625-y>

Murcia, M. J., Panwar, R., & Tarzijan, J. (2021). Socially Responsible Firms Outsource Less. *Business & Society*, 60(6), 1507–1545. <https://doi.org/10.1177/0007650319898490>

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

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

Published Conference Proceedings

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, Forthcoming*.

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 Recession. *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.

Murcia, M. 2016. May Corporate Social Responsibility have a bearing upon the shifting boundaries of the firm? *IABS Meeting Proceedings*.

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 Under Review

Murcia, M.J., Acosta, P. How cookie-cutter managers really are? Exploring cognitions around sustainability among Latin American managers. Under review in *Journal of Business Ethics*.

Murcia, M.J. Shareholder orientation, stakeholder orientation, and new product introductions. Under review in *Innovation: Organization & Management*.

Murcia, M.J., Vassolo, R., García-Sánchez, J., & Mesquita, L. Towards a Penrosian understanding on recessions and industry dynamics. Under review in *Journal of Economics and Management Strategy*.

Manuscripts in Preparation

Murcia, M.J., Vassolo, R., & Suddaby, R. Deinstitutionalization, the rise of digital platforms, and opportunities to redress social ills in the new normal.

Murcia, M. Vertical integration in Management Research: An Integrative Review.

Murcia, M. Orchestrating a sustainability-oriented innovation ecosystem: The case of FPInnovations and the Canadian forest products industry.

Other Teaching Cases and Technical Notes

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

Seminars and Research Talks

Murcia, M.J. 2020. "La Oportunidad de los Negocios Sustentables". 30 Julio de 2020. Webinar, IAE Business School.

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

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, Buenos Aires, November 2019.

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

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

Murcia, M.J. Orchestrating a sustainability-oriented innovation ecosystem: The case of FPInnovations and the Canadian forest products industry. Research Policy Special Issue Conference on "Innovation Ecosystems and Ecosystem Innovation". 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., Panwar, R., Tarzijan, J. 2019. Corporate governance, corporate social performance, and new product introductions. Academy of Management Meeting. Boston, USA.

Murcia, M., Tarzijan, J. 2018. Corporate social responsibility and vertical integration. Academy of Management Meeting. Chicago, USA.

Murcia, M., Garcia-Sanchez, J., Mesquita, L. 2018. Towards a Penrosian understanding on recessions and industry dynamics. Academy of Management Meeting. Chicago, USA.

Murcia, M., Tarzijan, J., and Panwar, R., 2018. Corporate social responsibility and the vertical boundaries of the firm. Sustainability, Ethics & Entrepreneurship Conference, 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, 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. Houston, USA.

Murcia, M., Garcia-Sanchez, J., 2017. Competitive Dynamics under Recession. Academy of Management Meeting. Atlanta, USA.

Sevil, A., Murcia, M., Vassolo, R., 2017. The Effect of Recessions in Platform Market Competition. Academy of Management Meeting. Atlanta, 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. 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. Corporate Social Responsibility and 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.

Sevil, A., Murcia, M., Vassolo, R., 2016. Platform Competition in Unstable Contexts. Academy of Management Meeting. California, USA.

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.

Vassolo, R. Murcia, M. Mesquita, L., Garcia-Sanchez, J., 2014. The Evolution of Competition through the Business Cycle. AOM BPS Global Representatives PDW. Philadelphia, USA.

Supervision Experience

(2019-). Universidad Austral, Argentina

- 2021 – PhD Supervisor, María Cristina Zagame (IAE Business School)
 - Thesis Topic: Sustainable Agribusiness
- 2021 – PhD Supervisor, Sergio Mastrogiovanni (IAE Business School)
 - Thesis Topic: TBD
- 2020 – PhD Supervisor, María Victoria Novaro (IAE Business School)
 - Thesis Topic: Neurodiversity inclusion in the workplace
- 2020 – PhD Supervisor, Fernanda Figueroa (Universidad de Buenos Aires, with Dr. Juan Jose Gilli)
 - Thesis Topic: Argentinean Social Enterprises Growth
- Undergraduate Dissertations Committee - Faculty of Business Sciences

Teaching Experience

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

- Research Methods Chair

(2019-). IAE Business School, Argentina

- Strategy, Decision Making, Sustainable Business Management
- Full-Time MBA, Executive MBA, Online MBA, Executive Education

(2018-). University of British Columbia, Canada

- Business Management in the Wood Industry

(2017-2018). University of British Columbia, Canada

- Co-Instructor. Forestry Economics (Masters' level course).
- Guest Lecturer. Economics, Contracts, and Finances in Forest Operations (400-level course)

(2016). University of British Columbia, Canada

- Graduate Teaching Assistant. Forestry Economics (Masters' level course).

(2013 – 2015). IAE Business School, Argentina

- Strategy, Decision Making and Quantitative Methods Instructor – Full-Time MBA Program, Executive MBA Program and an 8-session program for young professionals, pre-MBA.
- Academic Mentor for MBA students.

(2011). Universidad Austral, Argentina

- Visiting Professor - Macroeconomics, Faculty of Business Sciences

(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

- (2014-to date) Member, Academy of Management. Divisions: Organizations & the Natural Environment, Social Issues in Management, Strategic Management.

Service Activities

- (2021) Track Chair (Corporate & Competitive Strategy). Facing a Volatile Uncertain Complex Ambiguous (VUCA) Context, Strategic Management Conference (SMLA), Buenos Aires.
- (2020) Track Chair (Tackling Sustainability Challenges in LATAM). Advancing Management Research in Latin America, Specialized Conference, Academy of Management, Mexico City.
- (2018) LAEMOS Conference. Buenos Aires, Argentina. Convener of Sub-Theme on Organizational History and Memory.

Reviewing Activities

- (2020- to date) Business & Society. Ad-hoc reviewer.
- (2020- to date) Journal of Strategy and Management. Ad-hoc reviewer.
- (2020- to date) Long Range Planning. Ad-hoc reviewer.
- (2018- to date) Bio Products Business. Ad-hoc reviewer.
- (2017- to date) Journal of Business Research. Ad-hoc reviewer.
- (2017- to date) The CASE Journal. Ad-hoc reviewer.
- (2016 - to date) Journal of Business Venturing. Ad-hoc reviewer.
- (2015 – to date) Management Research, The Journal of the IAM¹. Ad-hoc reviewer.
- (2017) Journal of Management Studies. Reviewer for Special Issue.
- (2016) California Management Review. Reviewer for Special Issue.

Non-Academic Appointments

(2008 –2012) ACCENTURE, Argentina.

Client Financial Management Specialist for UK/Ireland

¹ Iberoamerican Academy of Management