

Sylvia Grewatsch, Ph.D.

Goodman School of Business

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Research Interests

Grand Challenges, Innovations for Sustainability, Systems thinking and systems change, Impact creation, Social innovation labs

Education

- 03/2013 – 02/2016 **Ph.D. in Management**
Aarhus University, Department of Management (Denmark)
*Ph.D. Project Topic: Strategic perspectives in corporate sustainability-
Alternative views on the field's business case predominance*
Supervisor: Assoc. Prof. Ingo Kleindienst (Aarhus University)
Assessment Committee: Prof. John Ulhøj (Aarhus University)
Prof. Kai Hockerts (Copenhagen Business School)
Asst. Prof. Caroline Flammer (Boston University)
- 10/2014 – 04/2015 **Visiting Ph.D. student**, hosted by Caroline Flammer
Ivey Business School, Western University (Canada)
- 09/2010 – 09/2012 **Master of Science in Strategy, Organization and Leadership**
Aarhus School of Business, Aarhus University (Denmark)
- 10/2006 – 08/2009 **Bachelor of Science in Business Administration**
Westfälische Wilhelms-University of Münster (Germany)

Employment History

- 07/2019 - present **Goodman School of Business, Brock University (Canada)**
Assistant Professor for Strategy
- 08/2016 – 06/2019 **Ivey Business School, Western University (Canada)**
Postdoctoral Fellow
- 08/2016 – 06/2019 **Network for Business Sustainability (NBS) (Canada)**
Project Leader
- 08/2017 – 12/2017 **Schulich School of Business, York University (Canada)**
External lecturer, MBA course Fall Semester 2017
- 02/2016 – 06/2012 **Aarhus University, Management Department (Denmark)**
Research and Teaching Assistant
- 08/2012 – 10/2012 **Aarhus University, Interdisciplinary Center for Organizational
Architecture Department (Denmark)**
Research Assistant, UN Global Compact Nordic Network

- 09/2011 – 02/2012 **Ernst & Young, Climate Change & Sustainability Service (Germany)**
Intern, Corporate Social Responsibility Consulting
- 09/2009 – 07/2010 **Fraunhofer IPK, Benchmarking & Knowledge Management (Germany)**
Research Assistant in corporate sustainability and sustainable development

Research and Publications

Articles in Peer-Reviewed Journals

- Sharma, G., Greco, A., Grewatsch, S., & Bansal, P. (2022) Cocreating forward: How researchers and managers can address wicked problems together. *Academy of Management Learning & Education*, 21(3), 350-368.
- Grewatsch, S., Kennedy, S., & Bansal, P. (2021). Tackling wicked problems by foregrounding systems thinking in strategy scholarship. *Strategic Organization*, in-press.
- Bansal, P., Grewatsch, S., & Sharma, G. (2021). How COVID-19 informs business sustainability research: It's time for a systems perspective. *Journal of Management Studies*, 58(2), 602-606.
- Bansal, P. & Grewatsch, S. (2020) The unsustainable truth about the stage-gate new product innovation process. *Innovation: Organization & Management*, 22(3): 217-227.
- Grewatsch, S. & Kleindienst, I. (2018). How organizational cognitive frames affect organizational capabilities: The context of corporate sustainability. *Long Range Planning*, 51(4): 607-624.
- Grewatsch, S. & Kleindienst, I. (2017). When does it pay to be good? Moderators and mediators in the corporate sustainability–corporate financial performance relationship: A critical review. *Journal of Business Ethics*, 145(2): 383-416.

Working Papers

- Sharma, G., Grewatsch, S., & Bansal, P. Resilience through routines: The case of a social innovation lab. Target Journal: *Organization Studies* [preparing for submission]
- Grewatsch, S., Gehman, J., & Bansal, P. Project Energy Breakthrough: How breaking, bridging and building enable scalable impact for complex large-scale issues. Target Journal: *Academy of Management Journal* [status: manuscript writing]
- Bansal, P., Gehman, J., & Grewatsch, S. The incremental innovation trap of capital-intensive industries. Target Journal: *Harvard Business Review* [status: manuscript writing]
- Kennedy, S., Grewatsch, S., Liboni, L., & Cezarino, L. A systems approach to business sustainability education. Target Journal: *Management Learning* [status: manuscript writing]

- Nominated for ONE Best Paper Award at the Academy of Management Annual Meeting 2021

Grewatsch, S., Gehman, J., & Bansal, P. Suncor: The Enerkem biofuels investment decision. Target Journal: *Ivey Publishing* [teaching case, status: ready for submission, delayed due to legal issues on the company's side]

Wierenga, M., Heucher, K., Chen, S., & Grewatsch, S. One size does not fit all - understanding the early-career impact scholar's tension between science and activism. Target Journal: *Strategic Organization, Special Issue on Impact Creation* [status: manuscript writing]

Media Coverage

Sharma, G., Grewatsch, S., & Poggioli, N., Trailblazers Share Their Journeys: Impact Scholar Community Event #1, Published online at Network for Business Sustainability, May 11th, 2020, link [here](#)

Grewatsch, S., Poggioli, N., & Sharma, G., Impact Scholar Community: Collective Action toward Impact, Published online at Network for Business Sustainability, April 20th, 2020, link [here](#)

NBS. Summer Highlights from the NBS Team, Published online at Network for Business Sustainability, August 20th, 2019, link [here](#)

NBS. How Can Businesses Tackle Climate Change?. Published online at Network for Business Sustainability, April 4th, 2019, link [here](#) (YouTube video)

Grewatsch, S., Bansal, T., & Gehman, J., How can businesses tackle the climate change catastrophe? Published online at Network for Business Sustainability, October 27th, 2018, link [here](#)

NBS, Sylvia Grewatsch: Delivering Sustainability With a Smile, Published online at Network for Business Sustainability, September 2016, link [here](#)

Presentations and Talks

Peer-reviewed Conference Presentations and Participation

- Sharma, G., Grewatsch, S., & Bansal, P. Systems change: Making time visible in material practices
 - *European Group for Organizational Studies* (EGOS) (Virtual, 2021)
 - Invited Presentation at *Bath University* (Virtual, 2021)
 - Invited Presentation at *King's College London* (Virtual, 2021)
 - *Academy of Management Annual Meeting* (AOM) (Virtual, 2020)
 - *European Group for Organizational Studies* (EGOS) (Virtual, 2020)
 - *Ivey Sustainability Conference* (London, Canada, 2019)

- Grewatsch, S., Kennedy, S., & Bansal, P. Tackling wicked problems by foregrounding systems thinking in strategy scholarship *GRONEN Research Conference* (Lisbon, Portugal, 2020) [Virtual]
- Grewatsch, S., Gehman, J., & Bansal, P. Project energy breakthrough: How breaking, bridging and building enable scalable impact for complex large-scale issues.
 - *European Group for Organizational Studies (EGOS)* (Virtual, 2021)
 - *Ivey Innovation for Sustainability Salon* (London, Canada, 2019) [Virtual]
 - *Ivey Sustainability Conference* (London, Canada, 2018)
 - *Academy of Management Annual Meeting* (Chicago, USA, 2018)
 - *European Group for Organizational Studies (EGOS)* (Tallinn, Estonia, 2018)
 - *Ivey Sustainability Conference* (London, Canada, 2017)
- Kennedy, S., Grewatsch, S., Liboni, L., & Cezarino, L. A systems approach to business sustainability education.
 - *Academy of Management Annual Meeting* (AOM) (Virtual, 2021)
 - *Ivey Innovation for Sustainability Salon* (London, Canada, 2020) [Virtual]
- Grewatsch, S., Sharma, G., & Liboni, L. Systems change: Spatial, temporal and other impact mechanisms for a sustainable future
 - Presenter Symposium sponsored by Organization and Management Theory (OMT), *Academy of Management Annual Meeting* (Vancouver, CAD, 2020) (Organizer & Presenter) [Virtual]
- Grewatsch, S., Bansal, P., Mair, J., & Seelos, Ch. Rejuvenating system perspectives in management research
 - Professional Development Workshop (PDW) sponsored by Organization and Management Theory (OMT), *Academy of Management Annual Meeting* (Boston, USA, 2019) (Organizer)
- Grewatsch, S., Bansal, P., Smith, W., & Zilber, T.B. New ways of approach qualitative research methods.
 - Professional Development Workshop (PDW) sponsored by Research Methods Division (RMD), *Academy of Management Annual Meeting* (Boston, USA, 2019) (Organizer)
- Grewatsch, S. & Bansal, P. Innovations that catalyze sustainable transitions.
 - *Gronen Research Conference* (Almeria, Spain, 2018)
 - *European Group for Organizational Studies (EGOS)* (Copenhagen, Denmark, 2017)

- Grewatsch, S., Bansal, P., DeCelles, K., Smith, W., & Vaara, E. New ways of seeing – Underutilized methods in qualitative research.
 - Professional Development Workshop (PDW) sponsored by Research Methods Division (RMD), *Academy of Management Annual Meeting* (Atlanta, USA, 2017) (Organizer)
- Grewatsch, S. & Bidmon, C. Systems and sustainability: Towards a new research agenda.
 - All-Academy Symposium. *Academy of Management Annual Meeting* (Atlanta, USA, 2017) (Organizer)
- Grewatsch, S. & Kleindienst, I. Exploring the link between corporate sustainability and the development of capabilities.
 - *Academy of Management Annual Meeting* (Vancouver, Canada, 2015)
- Grewatsch, S. & Kleindienst, I. When does it pay to be good? Moderators and mediators in the corporate social performance—Corporate financial performance relationship: A critical review.
 - *Performance Management Association (PMA)* (Aarhus, Denmark, 2014)
 - *Strategic Management Society Conference* (Tel Aviv, Israel, 2014)
- Grewatsch, S., Rohrbeck, R., & Madsen, H. Strategic corporate sustainability – Towards an integrated strategy typology.
 - *Corporate Responsibility Research Conference* (Graz, Austria, 2013)

Invited Talks

- 10/ 2022 United Nations Global Compact Germany, *Keynote*
- 10/ 2021 Universidad Pontificia Bolivariana, *Guest Lecturer*
- 10/ 2021 Carleton University, *Guest Lecturer*
- 08/ 2021 Academy of Management Annual Meeting, PDW on Systems Mapping, *Panelist*

Awards

- 08/ 2021 Academy of Management ONE Best Reviewer Award
Academy of Management ONE Best Paper Nomination
- 08/2019 Academy of Management ONE Best Reviewer Award
- 07/2019 Green Gown Award, Category: Benefitting Society, Highly-commended Award
- 08/2017 Academy of Management ONE Dissertation Award, Finalist
- 08/2017 Academy of Management ONE Best Reviewer Award
- 06/2017 European Doctoral Association in Management and Business Administration (EDAMBA), 1st Prize (€2,500)

Grants

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| 08/2020 | SSHRC Insight Development Grant (Purpose: Research, CAD 59,786) |
| 12/2019 | Academy of Management (AOM) Strategic Project Fund (Purpose: |
| 09/2017 | Greening the conference experience, CAD 4,285) Mitacs Postdoc Internship Grant (Purpose: Postdoc position, CAD 45,000) |
| 08/2014 | Augustinus Fonden (Purpose: Research stay abroad, DKK 20,000) |
| 04/2014 | COWIfonden (Purpose: Research support, DKK 30,000) |

Teaching Experience

Course experience

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| Fall 2020 – to present | MGMT 5P21 Business Strategy (full-time instructor) – Goodman School of Business, Brock University (St. Catharine, Canada) MBA Level, course responsibility, service learning |
| Fall 2019 – to present | MGTM 4P90 Business Strategy (full-time instructor) – Goodman School of Business, Brock University (St. Catharine, Canada) Undergraduate Level, course responsibility, service learning |
| Fall 2017 | Business Strategies for Sustainability (full-time instructor) – Schulich School of Business, York University (Toronto, Canada) MBA level with non-business Master students, course responsibility |
| Winter 2016 | Corporations & Society (assistant) – Ivey Business School (London, Canada) HBA level, Teaching assistant |
| Fall 2014 – Fall 2015 | Information Technology (ITKO) (guest lecturer) – Aarhus University (Aarhus, Denmark) Master level, 2 guest lectures in organizational behavior each semester |
| Fall 2013 – Fall 2015 | Sustainable Production and Consumption (half-course instructor) – Aarhus University (Aarhus, Denmark) Bachelor level, 2–3 guest lectures every semester, shared course responsibility and grading of assignments |
| Fall 2013 – Spring 2014 | Strategy tutorial (full-time instructor) – Aarhus University (Aarhus, Denmark) Bachelor level, Course responsibility, 2 courses each semester, |
| Fall 2013 | Strategy and Business (guest lecturer) – Aarhus University (Aarhus, Denmark) MBA level, organization of a simulation game, shared course responsibility, |

Spring 2013 **Strategy and Business Development (guest lecturer)**
– Aarhus University (Aarhus, Denmark)
Master level, guest lectures on corporate sustainability,

Supervision experience

Fall 2015 – Spring 2016 **Supervision of 3 master theses**
– Aarhus University (Aarhus, Denmark)
theses on corporate sustainability, strategic management, and leadership

Fall 2013 – Spring 2016 **Supervision of 18 bachelor theses and free projects**
– Aarhus University (Aarhus, Denmark)
theses and projects on corporate sustainability, strategic management, and leadership

Professional Services

Ad hoc Reviewing

New Frontiers in Research Fund (Canadian Fund), Management Science, Academy of Management Learning and Education, Journal of Business Research, Business Research, Strategic Organization, Business Strategy and the Environment, Journal of Business Ethics, Long Range Planning, EDAMBA Dissertation Award

Conference Reviewing

GRONEN Conference (scientific committee), Academy of Management Annual Meeting (Divisions ONE and OMT), Strategic Management Society Annual Meeting

Academy Services

03/2020 – present **Academy of Management Impact Scholar Community**, Founder
08/2019 – 09/2021 **Academy of Management SIM-ONE Junior Faculty Consortium**,
Organizer
06/2018 – 06/2021 **Academy of Management ONE Greenings Team**, Elected Member
08/2017 – 08/2018 **Academy of Management Annual Meeting ONE Associate Editor**
08/2017 – 08/2019 **Academy of Management Annual Meeting ONE Doctoral Consortium**,
Organizer
08/2016 – 04/2018 **Organizer** Centre for Environment and Sustainability Challenges for
Sustainability, and EnviroCON, Western University (Canada)

Department Services

02/2021 **Judge** at So You Think You Can Sell Case Competition (Brock
University)
10/2013 – 03/2016 **Elected PhD representative** at the BSS Graduate School Committee,
PhD Association at Aarhus BSS (PHABUSS) (faculty level), and Aarhus
University PhD Association (AUPA) (university level)
Aarhus BSS, Aarhus University
02/ 2014 – 07/2015 **Elected PhD representative** at the Department of Management Council
Aarhus BSS, Aarhus University

09/2010 – 09/2012 **Organizational Member** at Strategy, Organization & Leadership –
Association for Students (SOLAS) for Strategy, Organization &
Leadership (SOL) Master Students, *Aarhus BSS, Aarhus University*

10/2006 – 08/2009 **Member of the executive board** “*Fachschaft WiWi*” (student
representatives)
Westfälische Wilhelms-University of Münster (Germany)