

ALEX B. BITEKTINE, Ph.D.

Associate Professor

John Molson School of Business
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EDUCATION:

2002 - 2009	Ph.D., Strategy and Organizational Theory	McGill University , Desautels Faculty of Management, Montreal, Quebec, Canada, Defended <i>April 9, 2009</i>
1998	M.B.A.	McGill University , Desautels Faculty of Management Montreal, Canada
1995	M.A & B.A. in Linguistics	Moscow State University, Philological Faculty

ACADEMIC EMPLOYMENT:

July 2017 – Present	Concordia University , John Molson School of Business, Department of Management, Associate Professor
June 2008 – June 2017	HEC Montreal , Department of Management Montreal, QC, Canada June 2014 - Promoted to Associate Professor
2005-2007	Part-time Instructor, Desautels Faculty of Management, McGill University , Montreal, QC, Canada

RESEARCH INTERESTS:

Strategy / Entrepreneurship / OT: microinstitutional processes and social cognition, social evaluations; non-market strategies, entrepreneurship, sustainable development, CSR;
Research Methods / Philosophy of Science: innovative study designs; deductive theory testing; experimental research methods in institutional theory; discourse analysis.

DISSERTATION:

Legitimacy properties and their implications for organizational theory and strategic management. (Defended April 9, 2009)

Committee: Steve Maguire, McGill University, Jan Jørgensen, McGill University, Kai Lamertz, Concordia University

External Examiner: Roy Suddaby, University of Victoria

RESEARCH PUBLICATIONS:

Bitektine, A., Nason, R. (2019) Towards a multi-level theory of institutional contestation: Exploring category legitimation across domains of institutional action. *Forthcoming at Research in Sociology of Organizations* (Accepted for publication 03/17/2019).

Bitektine, A., K. Hill, F. Song, and C. Vandenberghe (2018) Organizational legitimacy, reputation and status: Insights from micro-level measurement. *Academy of Management Discoveries* (Published online, Accepted for publication 09/08/2018)

Suddaby, R., A. Bitektine, and P. Haack (2017) Legitimacy. *Academy of Management Annals*. Vol. 11 (1), 451-478.

Bitektine, A., J. Lucas, and O. Schilke (2017) Institutions under a microscope: Experimental methods in institutional theory. Sage Handbook of *Unconventional Methodology in Organization and Management Research*, A. Bryman and D. Buchanan (Eds.) Sage Publications Inc., Thousand Oaks, CA, 147-167.

Song, F. and A. Bitektine (2016) Firm status and evaluators' trust: The many ways to trust a firm. *Journal of Business Ethics*. (Published online, Accepted for publication 09/16/2016)

Bitektine, A. and D. Ghadiri (2016) Social Judgment Theory. *The SAGE Encyclopedia of Corporate Reputation*, Craig Carroll (Ed.) Sage Publications Inc., Thousand Oaks, CA, Vol. 2: 768-770. ISBN : 9781483376516.

Bitektine, A. and P. Haack (2015) The macro and the micro of legitimacy: Towards a multi-level theory of the legitimacy process. *Academy of Management Review*, Special Topic Forum "Communication, Cognition and Institutions". Vol. 40 (1), January 2015: 49-75.

Bitektine, A. and D. Miller (2015) Methods, Theories, Data, and the Social Dynamics of Organizational Research. *Journal of Management Inquiry*. Vol 24 (2), April 2015: 115–130.

S. Poisson-De Haro and A. Bitektine (2015) Global sustainability pressure and strategic choice: The role of firm's structures and non-market capabilities in selection and implementation of sustainability initiatives. *Journal of World Business*. Vol. 50 (2), April 2015: 326–341.

Bitektine, A. (2011) Towards a theory of social judgments of organizations: The case of legitimacy, reputation, and status. *Academy of Management Review*, Vol. 36 (1), January 2011: 151-179.

RESEARCH PUBLICATIONS (**Continued from p. 2**)

Bitektine, A. (2010) Prospective Case Studies. *Encyclopedia of Case Study Research*, A.J. Mills, G. Durepos, E. Wiebe (Eds.) Sage, London, 2010, 746-748. ISBN : 9781412956703

David, R., and A. Bitektine (2009) The Deinstitutionalization of Institutional Theory? Exploring Divergent Agendas in Institutional Research. *Book chapter. Handbook of Organizational Research Methods*, D.Buchanan & A.Bryman (Eds.) Sage, London, UK, 2009, 160-175. ISBN-10: 1412931185

Bitektine, A. (2009) What makes us faddish? Resource space constraints and the 'garbage can' model of social science research. *Scandinavian Journal of Management*, 25, 217-220

Bitektine, A. (2008) Prospective case study design: Qualitative method for deductive theory testing. *Organizational Research Methods Journal* (sponsored by the AoM's Research Methods Division), Vol. 11, Issue 1, January 2008, 160-180

Bitektine, A. (2008) Organizational populations in institutional competition: A typology of legitimacy-based entry deterrence strategies. *Corporate Reputation Review*, Vol. 11 No 1, April 2008, 73-93

Bitektine, A. (2005) Prospective case study for deductive theory testing. In K. Mark Weaver (Ed.), *Proceedings of the Sixty Fifth Annual Meeting of the Academy of Management*, ISSN 1543-8643 (*Best Paper Proceedings*)

CONFERENCE PRESENTATIONS:

Bitektine, A. and F. Song. (2019) Exploring antecedents of social evaluations: The effects of pricing on legitimacy, reputation and status. *35th EGOS Colloquium*, Edinburgh, United Kingdom, July 4-6, 2019

Plourde, Y. and A. Bitektine. (2019) Beyond Internationalization: The development of international political influence capabilities at Greenpeace. Australia and New Zealand International Business Academy (ANZIBA) Conference, Adelaide, Australia, February 11-13, 2019.

Bitektine, A. (2018) Experiments in Institutional Theory. *Academy of Management 2018 Annual Meeting*, Chicago, United States, August 10-14, 2018.

Bitektine, A. and R. Fralich. (2017). The liability of “localness” and internationalization of entrepreneurial firms: Exploring the Codfathers’ economy and entrepreneurial success. *European International Business Association*. Milan, Italie December 14-16, 2017.

Fralich, R.* and A. Bitektine. (2017). “The ‘Matthew Effect’ in Strategic Decision-Making: How CEO Status Affects Investment Decisions.” *American Sociological Association (ASA) Annual Conference*, Montreal, QC, August 12-15, 2017.

Bensalah L. and Bitektine A. (2017). Deregulation and Sustainability: Discursive, political and legal strategies before and after a major industrial accident. Australia and New Zealand International Business Academy (ANZIBA) Conference, Adelaide, Australia, February 15-17, 2017.

ralich, R. and A. Bitektine. The ‘Matthew effect’ in strategic decision-making: How CEO status affects investment decisions. *Academy of Management 2016 Annual Meeting*, Anaheim, CA, August 5-9, 2016.

Bitektine, A. and L. Bensalah (2016) When sustainability takes the back seat: How the global push for deregulation paves way to local catastrophes. *Academy of International Business 2016 Annual Meeting*, New Orleans, USA, June 27-30, 2016

Blevins, D., A. Bitektine, I. Filatochev, and G. Bell (2015) Coming to America: Diversity in Cognitive Legitimacy Judgments of Chinese IPOs. *Academy of Management 2015 Annual Meeting*, Vancouver, BC, August 7-11, 2015.

Song F. and A. Bitektine (2015) Trustee’s status and evaluators’ trust. *31st EGOS Colloquium*, Athens, Greece, July 1-4, 2015

Song, F. and A. Bitektine (2014) Middle-status trust: A theory and empirical investigation, *30th EGOS Colloquium*, Rotterdam, Netherlands, July 2-5, 2014

Elo M. and A. Bitektine (2013) The Social Construction of Liability of Foreignness (LOF): Incumbents’ Strategies against Foreign Entry. *39th European International Business Academy Annual Conference* Bremen, Germany, 2013

Bitektine, A., C. Vandenberghe and K. Hill (2013). The development and validation of empirical measures of organizational legitimacy and the related constructs of reputation and status. *29th EGOS Colloquium*, Sub-theme 30, Montréal, Canada, July 4-6, 2013

Bitektine, A. and J-P. Bonardi. (2013). Influence strategies: Competing over social norms and government policies. *9th New Institutionalism Workshop*, Warsaw, Poland, Mar 14-15, 2013

Bitektine, A. (2012). Organizational legitimacy as a social evaluation: A microinstitutional research agenda. *Academy of Management 2012 Meeting*, Boston, MA, August 3-7, 2012

Bitektine A. (2012). Institutional entrepreneurship in competitive interactions. 38th *European International Business Academy Annual Conference*, Brighton, United Kingdom, December 7-9, 2012

Bitektine, A. and Hill K. (2012). Organizational Legitimacy, Reputation, and Status: The Development and Validation of Empirical Measures. *Academy of Management 2012 Annual Meeting*, Boston, MA, August 3-7, 2012.

Bitektine, A. and Miller, D. (2012). The bounds of New Institutionalism: The role of institutionalized constraints on methods, data, and theory. *8th New Institutionalism Workshop*, Barcelona, Spain, March 15-16, 2012

Bitektine, A. (2011). The role of competition in social construction of legitimacy. *Academy of Management 2011 Annual Meeting*, San Antonio, Texas, August 12-16, 2011

Bitektine, A. and D. Miller (2011). Methods, theories, data, and the social dynamics of management research. *Administrative Sciences Association of Canada (ASAC) 2011 Conference*, Montreal, Canada July 2-5, 2011

Poisson-de-Haro, S. and A. Bitektine (2011). Local responses to global institutional processes: The dynamic of substantive and symbolic in Spanish utilities' CSR strategies. *Academy of International Business Annual Meeting*, Nagoya, Japan, June 24-28, 2011

Bitektine, A. (2010). Entrepreneurs under attack: Collective defense strategies in emergent industries, *Academy of Management 2010 Annual Meeting*, Montreal, QC, August 6-10, 2010

Bitektine A. and Miller D. (2010). The social ecology of research methods. EURAM (European Academy of Management) Meeting, Rome, Italy, May 19-22, 2010

Bitektine, A. (2009). Institutional Strategies and Industry Emergence *25th EGOS Colloquium*, Sub-theme 11, Barcelona, July 2-4, 2009

Bitektine, A. (2008). Exploring slow institutional variables in healthcare context: A study of electronic health record in Canada. Competitive paper, *Administrative Sciences Association of Canada (ASAC) 2008 Conference*, Halifax, NS, June 2008. **Best Student Paper Award**

Bitektine, A. (2007). Regulation-seeking behavior of low-power emergent industries: Why ask for trouble? Paper presented at the "Pushing the Boundaries of NonMarket Strategy" PDW, *Academy of Management 2007 Annual Meeting*, Philadelphia, PA, August 2007

Bitektine, A. (2007). Organizational Forms in Competitive Rivalry. *Academy of Management 2007 Annual Meeting*, Philadelphia, PA, August 2007

Bitektine, A. (2007). The patterns of technology legitimation: Electronic Health Record development in Canada. Competitive paper, *Academy of Management 2007 Annual Meeting*, Philadelphia, PA, August 2007

Bitektine, A. (2007). Please regulate us! Engaging the government in the legitimation process. Competitive paper, *Administrative Sciences Association of Canada (ASAC) 2007 Conference*, Ottawa, Ontario, June 2007. **Best Student Paper Award**

Bitektine, A. (2006). Intangible organizational resources: How are they different? Competitive paper, *Academy of Management 2006 Annual Meeting*, Atlanta, GA, Aug. 2006

Bitektine, A. (2005). Prospective case study for deductive theory testing. Competitive paper, *Academy of Management 2005 Annual Meeting*, Honolulu, Hawaii, August 2005. **Best Paper Proceedings of the Academy of Management**

RESEARCH GRANTS:

Bitektine, A. & F. Song. *Legitimacy judgments and their behavioral outcomes : experimental exploration of micro-organizational effects of legitimacy*. Social Sciences and Humanities Research Council of Canada (SSHRC) 2016 Insight Grant 2016-2022: **\$127,072**.

Bitektine, A. *Programme de professorships de recherche* (2015-2017) - HEC Montreal, July, 2015 (**\$75,000 + \$30,000**).

Bitektine, A. & F. Song. *Bringing the audience onto the stage: Experimental exploration of social judgments formation at the micro-organizational level*. Social Sciences and Humanities Research Council of Canada (SSHRC) 2014 Insight Development Grant 2014-2016: **\$65,868**.

Bitektine, A. *Les jugements de la légitimité, du statut ou de la réputation dans des conditions d'incertitude*. Fonds québécois de la recherche sur la société et la culture (FQRSC), Programme de subventions Établissement de nouveaux professeurs-chercheurs, 2010-2013: **\$39,600**

Bitektine, A. & G. Paré. *Institutional and Political Dynamics in Information Technology Implementation: A Prospective Study of Electronic Health Record Implementation in Canada*, Social Sciences and Humanities Research Council of Canada (SSHRC), Standard research grants program, 2010-2011: **\$12,436**; 2011-2012: **\$29,404**

Bitektine A. « Les jugements de la légitimité, du statut et de la réputation dans des conditions d'incertitude », Aide au démarrage de projet de recherche, Direction de la recherche, HEC Montréal, 2009-2010: **\$4,500**

SCHOLARLY AWARDS AND HONOURS:

Young Researcher Award (*Prix Jeune Chercheur*) – HEC Montreal, November, 2010 (\$5,000).

Best Student Paper Award – Administrative Sciences Association of Canada (ASAC) 2008 Conference, Halifax, Nova Scotia, June 2008.

Best Student Paper Award – Administrative Sciences Association of Canada (ASAC) 2007 Conference, Ottawa, Ontario, June 2007.

Best Paper Proceedings – The Academy of Management Annual Meeting Honolulu, Hawaii, August 2005.

SERVICES TO THE ACADEMIC COMMUNITY:

2017-present Member of the Editorial Review Board – *The Academy of Management Learning and Education*

2012-present Member of the Editorial Board – *Journal of Management Studies*

2013-present Member of the Editorial Review Board – *Organization Studies*

2012-2017 Member of the Editorial Review Board – *The Academy of Management Review*

2018 Organizer of the AoM PDW “Experiments in Institutional Theory and Strategy Research” (OMT, BPS, MOC Divisions) *AoM Meeting*, Chicago, IL, August 10-14, 2018.

2018: Convenor of subtheme 40. “The Micro and Macro of Social Evaluations: Implications for Theory, Methods and Practice” *34th EGOS Colloquium*, Tallinn, Estonia, July 5-7, 2018.

2017: Convenor of Pre-Colloquium Workshop. “Experimental Research in Organization Studies” *33^d EGOS Colloquium*, Copenhagen, Denmark, July 5, 2017.

2016: Organizer of the AoM PDW “Experiments in Institutional Theory and Strategy Research” (OMT, BPS, MOC Divisions) *AoM Meeting*, Anaheim, CA, August 5-9, 2016.

2016: Convenor of subtheme 71. “Hybrid Organizations, Tensions and Institutional Environments” *32nd EGOS Colloquium*, Naples, Italy, July 7-9, 2016.

2016: Convenor of Pre-Colloquium Workshop. “Experimental Research in Organization Studies: Pushing the Boundaries” *32nd EGOS Colloquium*, Naples, Italy, July 6, 2016.

- 2015:** Organizer of the AoM PDW “Experiments in Institutional Theory and Strategy Research” (OMT, BPS, RM Divisions) *AoM Meeting*, Vancouver, BC, August 7-11, 2015.
- 2015:** Convenor of Pre-Colloquium Workshop. “Experimental Research in Institutional Theory: Opportunities and Challenges” *31st EGOS Colloquium*, Athens, Greece, July 1, 2015.
- 2014:** Organizer of the AoM PDW “Experiments in Institutional Theory and Strategy Research” (OMT, BPS, RM Divisions) *AoM Meeting*, Philadelphia, PA, August 1-5, 2014.
- 2014:** Convenor of Pre-Colloquium Workshop. “Experimental Research in Institutional Theory: Opportunities and Challenges” *30th EGOS Colloquium*, Rotterdam, Netherlands, July 2, 2014.
- 2013:** Convenor of Sub-theme 30: “Strategic and Institutional Environments” *29th EGOS Colloquium*, Sub-theme 30, Montréal, Canada, July 4-6, 2013.
- 2013:** Convenor of PhD Pre-Colloquium Workshop. *29th EGOS Colloquium*, Montréal, Canada, July 4-6, 2013.
- 2012-13:** Organizer of the AoM symposium Experimental Research in Institutional Theory - I and - II (OMT, MOC, and OB Divisions)
- 2012:** Member of the evaluation committee - *Fonds de recherche du Québec – Nature et technologies* (FQRNT)
- 2011-17:** Reviewer for *Academy of Management Review*, *Academy of Management Journal*, *Journal of Management Inquiry*, *Organization Studies*, *Strategic Organization*, *Journal of Business Venturing*, and *Journal of Management Studies*

TEACHING EXPERIENCE:

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|--------------|---|
| 2018-present | Seminar in special topics: Non-Market Strategies (MSCA 652) – M.Sc. Program; JMSB – Conocordia University, Department of Management, Montreal, Canada |
| 2017-present | Strategy and competition (COMM 401) – B.Comm. Program; JMSB – Conocordia University, Department of Management, Montreal, Canada |
| 2011-2017 | Non-Market Strategies (6-416-11) – M.Sc. Program; HEC Montreal, Department of Management, Montreal, Canada |

2010-2017	Management Simulation (MNGT 5145102) – MBA Program; HEC Montreal, Department of Management, Montreal, Canada
2009-2013	Strategic Management II (MNGT 5245202) – MBA Program; HEC Montreal, Department of Management, Montreal, Canada
2008-present	Strategic Management of Organizations (MNGT 343014A) – B.Comm Program; HEC Montreal, Department of Management, Montreal, Canada
Winter, 2006	Organizational Policy (MCGR 423) - B.Comm Program; McGill University, Faculty of Management, Montreal, Canada
Fall, 2005	International Business (MGCR 382) - B.Comm Program; McGill University, Faculty of Management, Montreal, Canada

TEACHING CASES:

Alex Bitektine et Camille Bugel (2013) « **U-brewns au Canada : Les aventures de l'industrie émergente de la fabrication de bière et de vin à la maison**».. *Revue internationale de cas en gestion*. 30/09/2013, 18 pages.

Alex Bitektine et Jean Teboul (2013) « **Les débuts mouvementés de l'industrie de la musique en ligne : l'épisode MP3.com et le casier numérique (1997-2001)** » *Revue internationale de cas en gestion*, 23/05/2013, 22 pages.

François Normandin, Emmanuel Coblence, Serge Poisson-de Haro et Alex Bitektine (2012) « **Le Musée des beaux-arts de Montréal : des projets plein les cartons!** » *Revue internationale de cas en gestion*, 04/06/2013, 36 pages.

Valérie Leblanc et Alex Bitektine (2013) « **Québecor et le nouvel amphithéâtre de Québec** » (cas No **9 40 2013 015**), 8 pages.

PROFESSIONAL EXPERIENCE:

1997 – 2008 Biotechnology/Pharmaceutical Industry (Canada, United States, Global): Held several managerial level positions in health care Marketing Research, Global Commercial Development (innovative products), and Business Development (pharmaceutical product licensing). Conducted training for sales management teams, developed extensive experience in product licensing, promotion response modeling, demand forecasting, and sales planning.