

Peer C. Fiss

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ACADEMIC APPOINTMENTS

- 2006 – present Assistant Professor of Strategy, Marshall School of Business, University of Southern California, United States
- 2003 – 2006 Assistant Professor of Strategy & Organization, Queen’s School of Business, Queen’s University, Canada

EDUCATION

- 1998 – 2003 Ph.D., Management & Organizations and Sociology, Northwestern University
- 1993 – 1998 M.A, Sociology, University of Hamburg, Germany
- 1996 – 1997 Diploma, American Studies, Smith College

RESEARCH AND TEACHING INTERESTS

Strategic Management; Corporate Governance; Economic Sociology; Diffusion of Practices among Corporations; Framing and Sensegiving; Qualitative Comparative Analysis (QCA); Set-theoretic Methods in Management and the Social Sciences

RESEARCH AND PUBLICATIONS

1. Articles published in peer-reviewed journals

Shazad Ansari, Peer C. Fiss, Edward J. Zajac. “How Practices Vary as they Diffuse: A Framework for Analysis.” Academy of Management Review, in press.

Mark T. Kennedy and Peer C. Fiss. 2009. “Institutionalization, Framing, and Diffusion: The Logic of TQM Adoption and Implementation Decisions among U.S. Hospitals.” Academy of Management Journal, in press.

Peer C. Fiss. 2007. “A Set-theoretic Approach to Organizational Configurations.” Academy of Management Review, 32: 1180-1198.

Peer C. Fiss and Edward J. Zajac. 2006. "The Symbolic Management of Strategic Change: Sensegiving via Framing and Decoupling." Academy of Management Journal, 49: 1173-1193.

Peer C. Fiss. 2006. "Social Influence Effects and Managerial Compensation: Evidence from Germany." Strategic Management Journal, 27: 1013-1031.

Peer C. Fiss and Paul M. Hirsch. 2005. "The Discourse of Globalization: Framing and Sensemaking of an Emerging Concept." American Sociological Review, 70: 29-52.

Peer C. Fiss and Edward J. Zajac. 2004. "The Diffusion of Ideas over Contested Terrain: The (Non)adoption of a Shareholder Value Orientation among German Firms." Administrative Science Quarterly, 49: 501-534.

2. Book chapters, invited articles, and articles in proceedings

Peer C. Fiss. 2009. "Qualitative Comparative Analysis." Forthcoming in the Encyclopedia of Case Study Research, edited by Albert J. Mills, Gabrielle Durepos, & Elden Wiebe. Thousand Oaks, CA: Sage.

Rodney Lacey and Peer C. Fiss. 2009. "Comparative Organizational Analysis Across Multiple Levels: A Set-theoretic Approach." P. 91-116 Research in the Sociology of Organizations: Comparative Approaches to Organizational Research, edited by Brayden King, Teppo Felin, & David Whetten.

Peer C. Fiss. 2009. "Case Studies and the Configurational Analysis of Organizational Phenomena." Pp. 424-440 in the Handbook of Case Study Methods, edited by Charles C. Ragin and David Byrne. London: Sage.

Paul M. Hirsch, Peer C. Fiss, and Amanda Hoel-Green. 2009. "A Durkheimian Approach to Globalization." P. 223-245 in The Oxford Handbook of Sociology and Organization Studies: Classical Foundations, edited by Paul S. Adler. Oxford: Oxford University Press.

Peer C. Fiss. 2008. "Institutions and Corporate Governance." P. 389-410 in the SAGE Handbook of Organizational Institutionalism, edited by Royston Greenwood, Christine Oliver, Kerstin Sahlin & Roy Suddaby. London: Sage Publications.

Charles C Ragin and Peer C. Fiss. 2008. "Net Effects Analysis Versus Configurational Analysis: An Empirical Demonstration." Chapter 11, Pp. 190-212 in Ragin, Charles C., Redesigning Social Inquiry: Set Relations in Social Research. Chicago, IL: University of Chicago Press.

Mark T. Kennedy and Peer C. Fiss. 2006. "Looking Good and Doing Better: Rethinking Motivations for Adopting Innovations." Best Paper Proceedings of the 2005 Academy of Management Meetings, Atlanta [CD-ROM].

Paul M. Hirsch and Peer C. Fiss. 2000. "Doing Sociology and Culture: Richard Peterson's Quest and Contribution." Poetics, 28 (2-3), 97-105. (invited article)

3. Manuscripts under review and selected working papers

Peer C. Fiss. "Configurations of Strategy, Structure and Environment: A Fuzzy Set Analysis of High Technology Firms." 2nd revise and resubmit, Academy of Management Journal.

Peer C. Fiss, Gerald F. Davis, and Mark T. Kennedy. "Goldplating the Parachute: Practice Variation and Translation in Diffusion Processes." Revise and resubmit, Organization Science.

Peer C. Fiss and Mark T. Kennedy. "Of Porkbellies and Professionals: Market Framing and the Creation of Online Advertising Exchanges." Working paper, Marshall School of Business.

Charles C. Ragin and Peer C. Fiss. "Fuzzy Set Policy Analysis." Book draft for Princeton University Press.

RESEARCH PRESENTATIONS

1. Invited Talks

2008 "Configurations of Strategy, Structure and Environment: A Fuzzy Set Analysis of High Technology Firms." IESE, October 9.

2008 "Configurations of Strategy, Structure and Environment: A Fuzzy Set Analysis of High Technology Firms." University College Dublin, October 7.

2007 "Configurations of Strategy, Structure and Environment: A Fuzzy Set Analysis of High Technology Firms." University of Illinois, Urbana Champaign, November 30.

2006 "What Is Qualitative Comparative Analysis?" Workshop at Erasmus Research Institute of Management, Rotterdam, December 18.

2006 "Looking Good And Doing Better: Rethinking Prior Accounts on Why Organizations Adopt Innovations." The Wharton School, Department of Management, November 29.

2006 "Looking Good And Doing Better: Rethinking Prior Accounts on Why Organizations Adopt Innovations." University of Arizona, Tucson, Department of Sociology, October 13.

- 2005 “The Symbolic Management of Strategic Change: Sensegiving via Framing and Decoupling.” London Business School, Strategic and International Management Area, December 1.
- 2005 “The Symbolic Management of Strategic Change: Sensegiving via Framing and Decoupling.” University of Southern California, Department of Management & Organization, October 14.
- 2005 “The Symbolic Management of Strategic Change: Sensegiving via Framing and Decoupling.” Harvard Business School, Strategy Unit, October 4.
- 2005 “The Symbolic Management of Strategic Change: Sensegiving via Framing and Decoupling.” Vienna University of Economics and Business Administration, Institute for Public Management, September 9.
- 2005 “The Symbolic Management of Strategic Change: Sensegiving via Framing and Decoupling.” Uppsala University, Department of Business Studies, September 5.
- 2005 “Set-theoretic Methods in Management and Strategy Research.” Workshop at Stockholm School of Economics, Institute of International Business (IIB), September 2.
- 2005 “The Symbolic Management of Strategic Change: Sensegiving via Framing and Decoupling.” Stockholm School of Economics, Institute of International Business, September 2, 2005.
- 2005 “The Diffusion of Ideas over Contested Terrain: The (Non)adoption of a Shareholder Value Orientation among German Firms.” University of Erfurt, Germany, June 23.
- 2004 “The Diffusion of Ideas over Contested Terrain: The (Non)adoption of a Shareholder Value Orientation among German Firms.” University of Toronto, Strategy Group, October 22.
- 2004 “The Diffusion of Ideas over Contested Terrain: The (Non)adoption of a Shareholder Value Orientation among German Firms.” Cornell University, Center for the Study of Economy and Society, February 27.
- 2003 “Predicting the Path of a Diffusing Ideology: The Case of a Shareholder Value Orientation in Germany.” Harvard Business School, Strategy Unit, January 21.
- 2002 “Predicting the Path of a Diffusing Ideology: The Case of a Shareholder Value Orientation in Germany.” Queen’s School of Business, Strategy Group, December 4.
- 2000 “Globalization as a Public Issue: Tracking Its Treatment by the Press and in Publicity Releases from Interest Groups.” Northwestern University, Institute for Policy Research, May 1.

2. Conference Papers and Presentations

- 2008 Peer C. Fiss. "Building High Performance Organizations: A Fuzzy Set Analysis of High Technology Firms." Strategic Management Society Annual Conference, Cologne, Germany.
- 2008 Peer C. Fiss and Mark T. Kennedy. "Market Framing and the Creation of Online Advertising Exchanges." West Coast Research Symposium, Stanford, CA.
- 2008 Peer C. Fiss and Mark T. Kennedy. "Frames and Framing in Financial Markets." Academy of Management Meetings, Anaheim, CA.
- 2008 Peer C. Fiss. "Using Qualitative Comparative Analysis (QCA) to Study Configurational Organizing." Asking New Questions: Leadership in the Age of Configural Organizing. Academy of Management Meetings, Anaheim, CA.
- 2008 Peer C. Fiss. "Qualitative Comparative Analysis." The Power of Richness IV: How Can Qualitative Methods Help Us Ask Better Questions? Academy of Management Meetings, Anaheim, CA.
- 2008 Peer C. Fiss. "Configurations of Strategy, Structure, and Environment." 23rd EGOS Colloquium, Amsterdam, the Netherlands.
- 2008 Peer C. Fiss. "Quantitative Methods for Qualitative Research." Pre-conference workshop, 24th EGOS Colloquium, Amsterdam, the Netherlands.
- 2008 Peer C. Fiss. "Configurations of Strategy, Structure and Environment: A Fuzzy Set Analysis of High Technology Firms." MIT BPS Conference, Cambridge, MA..
- 2007 Peer C. Fiss. "Using Qualitative Comparative Analysis (QCA) for Studying Patterns Across Organizations." BYU Comparative Organizations Conference, Sundance, Utah.
- 2007 Peer C. Fiss and Mark T. Kennedy. "'What Is Going On Here?': A Framing Approach to the Creation of New Markets." ESF Exploratory Workshop on Exploring Symbolic Value Creation in Organizations. Bocconi University, Milan, Italy.
- 2007 Peer C. Fiss. "What You Always Wanted to Know about Set-Theoretic Methods..." Academy of Management Meetings, Philadelphia, PA.
- 2007 Peer C. Fiss. "Set-theoretic Analysis Using Fuzzy Sets." PDW presentation, Academy of Management Meetings, Philadelphia, PA.
- 2007 Peer C. Fiss and Mark T. Kennedy. "The Framing of New Markets." 23rd EGOS Colloquium, Vienna, Austria.
- 2007 Peer C. Fiss. "Quantitative Methods for Qualitative Research." Pre-conference workshop, 23rd EGOS Colloquium, Vienna, Austria.

- 2006 Peer C. Fiss. "Social Influence Effects and Managerial Compensation Evidence from Germany." Academy of Management Meetings, Atlanta, GA.
- 2006 Kennedy, Mark T., and Peer C. Fiss. "Looking Good and Doing Better: Rethinking Motivations for Adopting Innovations." Academy of Management Meetings, Atlanta, GA.
- 2006 Peer C. Fiss. "From Crisp to Fuzzy Sets." PDW presentation, Academy of Management Meetings, Atlanta, GA.
- 2006 Peer C. Fiss and Gerald F. Davis. "From Adoption to Reinvention: Combining Institutional and Learning Accounts." 22nd EGOS Colloquium, Bergen, Norway.
- 2006 Peer C. Fiss. "Set-theoretic Methods in Qualitative Research." Pre-conference workshop, 22nd EGOS Colloquium, Bergen, Norway.
- 2006 Peer C. Fiss and Mark T. Kennedy. "Cognition and Conformity: The Micro-Linkages of Institutional Theory." Workshop on the Present and Future of Institutional Theory, Edmonton, Alberta.
- 2006 Peer C. Fiss. "Blazing a Trail in Configurations Research with Set-Theoretic Methods: An Overview and Application." Administrative Sciences Academy of Canada Conference, Banff, Alberta.
- 2006 Mark T. Kennedy and Peer C. Fiss. "Looking Good and Doing Better: Rethinking Motivations for Adopting Innovations." Strategy Research Forum, Egg Harbor, NJ.
- 2005 Peer C. Fiss and Edward J. Zajac. "The Symbolic Management of Strategic Change: Sensegiving via Framing and Decoupling." Harvard Business School Strategy Research Conference, Boston, MA.
- 2005 Peer C. Fiss. "Set-theoretic Methods: Current Issues and Prospects." Academy of Management Meetings, Honolulu, Hawaii.
- 2005 Peer C. Fiss. "Content Analysis and Framing." PDW presentation, Academy of Management Meetings, Honolulu, Hawaii.
- 2005 Mark T. Kennedy and Peer C. Fiss. "Looking Good vs. Doing Good: Regulatory Focus in Technical and Social Motivations for the Adoption of Diffusing Innovations." 21st EGOS Colloquium, Berlin, Germany.
- 2005 Peer C. Fiss. "Set-theoretic Methods in Comparative Research." Pre-conference workshop, 21st EGOS Colloquium, Berlin, Germany.
- 2004 Peer C. Fiss. "A Set-theoretic Approach to Organizational Configurations." Academy of Management Meetings, New Orleans, LA.

- 2004 Peer C. Fiss and Edward J. Zajac. "Framing Strategic Change." Academy of Management Meetings, New Orleans, LA. (Winner of OMT Division Best Symposium Proposal Award).
- 2004 Peer C. Fiss. "Corporate Governance and the Symbolic Management of Stakeholders." Academy of Management Meetings, New Orleans, LA.
- 2004 Peer C. Fiss and Edward J. Zajac. "Framing, Decoupling and Strategic Change among Large German Corporations." 6th International Conference on Organizational Discourse: Artefacts, Archetypes and Architexts. Amsterdam, Netherlands.
- 2004 Peer C. Fiss and Edward J. Zajac. "Explaining the Diffusion of Corporate Practices: The Role of Fit and Reinvention." 20th EGOS Colloquium, Ljubljana, Slovenia.
- 2003 Peer C. Fiss and Edward J. Zajac. "The Symbolic Management of Strategic Change: Framing, Decoupling, and Strategic Change." Annual Meetings of the American Sociological Association, Atlanta, GA.
- 2003 Peer C. Fiss and Edward J. Zajac. "Predicting the Path of a Diffusing Ideology: The Case of a Shareholder Value Orientation in Germany." Academy of Management Meetings, Seattle, WA.
- 2001 Edward J. Zajac and Peer C. Fiss. "Strategy as Ideology." Strategic Management Society Annual Conference, San Francisco, CA.
- 2001 Peer C. Fiss and Edward J. Zajac. "The Unusual Diffusion of a New Corporate Ideology: The Case of a Shareholder Value Orientation in Germany." Annual Meetings of the American Sociological Association, Anaheim, CA.
- 2000 Peer C. Fiss. "Framing Globalization: The Battle for Definitions of a Contested Issue." Annual Meetings of the American Sociological Association, Washington, DC.
- 2000 Edward J. Zajac and Peer C. Fiss. "Corporate Governance and Contested Terrain: Shareholder Value Management in Germany." Academy of Management Meetings, Toronto (Winner of OMT Division Best Symposium Proposal Award).

TEACHING

1. Undergraduate courses

- 2007-present BUAD 497: Strategic Management
(Marshall School of Business Capstone Strategy Course)
- 2003-2006 Commerce 401: Business Policy
(Queen's Commerce Program Capstone Strategy Course)

2003-2006 Commerce 402: Corporate Governance
(Queen's Commerce Program Strategy Elective)

2. MBA courses

2005-2008 MBUS 833: Governance and Control Systems
(Queen's AMBA Program)

3. PhD courses

2009- MOR 602: Organization Theory
(Marshall School of Business)

4. Executive Education

2006 Queen's Fundamentals of Governance and custom programs

HONORS & AWARDS

2008 University of Southern California
Dean's Award for Research Excellence

2008 Lloyd Greif Center for Entrepreneurship
Faculty Research Award, with Mark T. Kennedy (\$5,000)

2007 University of Southern California
Advancing Scholarship in the Humanities and Social Sciences Grant (\$17,000)

2006 Center for Advanced Study in the Behavioral Sciences
Summer Institute Fellow

2005 Queen's School of Business
New Researcher Achievement Award

2005 Queen's School of Business
Commerce '64 Research Fellow in Strategy (2005-2008) (\$30,000)

2005 Social Science and Humanities Research Council (SSHRC)
Grant to conduct research on set-theoretic methods and configurations (2005-2008) (\$64,741)

2005 Queen's School of Business
D.I. McLeod Summer Fellowship

2004 Academy of Management / International Management Division
Finalist, *Barry Richman Best Dissertation Award*

- 2004 Queen's School of Business
General Research Grant
- 2004 Queen's School of Business
D.I. McLeod Fellowship
- 2003 Queen's School of Business
General Research Grant
- 2003 Queen's School of Business
D.I. McLeod Fellowship
- 2002 Northwestern University / The Graduate School
University Scholar
- 2002 Social Science Research Council
Fellow, Program for the Corporation as a Social Institution
- 2002 Northwestern University / KSM / Management & Organizations
Department Nominee for *Presidential Fellowship*, Northwestern University
- 2001 Northwestern University / Weinberg College of Arts and Sciences
Summer Research Fellowship
- 2001 Northwestern University / Center for International and Comparative Research
Dissertation Research Grant
- 2000 Northwestern University / Weinberg College of Arts and Sciences
MacArthur Fellowship
- 1998 Northwestern University / Department of Sociology
Department Scholarship
- 1996 Smith College / American Studies Program
Full Scholarship

PROFESSIONAL MEMBERSHIP AND SERVICE

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|-----------------|---|
| Editorial Board | Academy of Management Journal (2007-present)
Academy of Management Review (2009-present)
Business Research (2007-present)
Journal of International Business Studies (2007-present)
Organization Science (2009-present)
Strategic Management Journal (2009-present) |
| Ad hoc Referee | Academy of Management Annual Meetings
Academy of Management Journal |

Academy of Management Review
 Administrative Science Quarterly
 American Journal of Sociology
 American Sociological Review
 Human Relations
 Journal of Business Research
 Journal of International Business Studies
 Journal of Management Studies
 Organization Science
 Organization Studies
 Organizational Research Methods
 Socio-Economic Review
 Strategic Management Journal
 The Sociological Quarterly

Organizer

EGOS Subtheme 38: Comparing Organizations: New Approaches to Using Case Study, Small-N, and Set-Theoretical Methods, co-convened with Gregory Jackson and Ruth Aguilera. 24th EGOS Colloquium, Amsterdam, the Netherlands, 2008.

“Qualitative Comparative Analysis.” Professional Development Workshop, co-organized with Ruth Aguilera, Thomas Greckhamer, Vilmos Misangyi, and Rodney Lacey. Academy of Management Meeting, 2008.

“QCA and Set-theoretic Methods: New Perspectives for Management and Strategy Research.” Symposium, Academy of Management Meeting, 2007.

“Qualitative Comparative Analysis.” Professional Development Workshop, co-organized with Ruth Aguilera, Thomas Greckhamer, Gregory Jackson, and Rodney Lacey. Academy of Management Meeting, 2007

“Set-theoretic Analysis Using QCA and fs/QCA.” Professional Development Workshop, co-organized with Thomas Greckhamer, Rodney Lacey, and Axel Marx. Academy of Management Meeting, 2006.

“Set-theoretic Methods in Management and Strategy.” Showcase Symposium, Academy of Management Meeting, 2005.

“Language in Organizations and Strategy: Theoretical and Methodological Advances.” Professional Development Workshop, co-organized with Klaus Weber and William Ocasio, Academy of Management Meeting, 2005

Panelist/Discussant

OMT Junior Faculty Consortium 2008
 Strategy Research Forum, 2008
 EGOS Colloquium 2008, 2007, 2006
 Discussant, Academy of Management 2008, 2007, 2006, 2005, 2003.

	<p>Cognition in the Rough Workshop 2007, 2006 Conference on the Relevance of the Classics 2007 Workshop on Symbolic Value Creation 2007</p>
Member	<p>Academy of Management (BPS, OMT, RM sections) American Sociological Association (OOW, Econ. Soc. sections) Strategic Management Society Sociology Alumni Association, University of Hamburg</p>
Scientific Advisor	<p>“National Context and International Business: Comparisons in Time and Space.” Research project at the University of Tampere, Finland (2007-present)</p> <p>“Therapeutic Enterprise: A New Model of Adolescent Substance Abuse Intervention.” Research project at the University of Tasmania, Australia (2006-present)</p>
PhD Committees	<p>Satyendra Singh, Management of Information Systems, Queen’s School of Business. Dissertation committee.</p> <p>Yu-Chieh (Jade) Lo. Department of Management & Organization, Marshall School of Business. Qualifying exam committee.</p> <p>Jay Chok. Department of Management & Organization, Marshall School of Business. Qualifying exam committee.</p>
Judge	<p>Organization Science Dissertation Proposal Competition 2008, 2007 Marshall Case Competition, 2008, 2007 Queen’s Case Competition, 2006</p>