**Daniela Patricia Blettner, Ph.D.**  
Associate Professor   
Strategy / Technology and Operations Management   
Beedie School of Business  
Simon Fraser University  
8888 University Drive  
Burnaby, B.C., V5A 1S6   
Canada  
1-778-389-7291  
[dblettne@sfu.ca](mailto:dblettne@sfu.ca)

**EDUCATION**

2002-2008 **Ph.D. in Strategic Management – magna cum laude**

*Institute of Management* at the *University of St. Gallen* (HSG), Switzerland

Dissertation: “Emergence and impact of dominant logic in software ventures”.

Dissertation Committee: Georg von Krogh (Chair); Guenther Mueller-Stewens (University of St. Gallen).

2002 **Master of Business Administration (MBA) - with distinction**

*Sheffield Business School* at *Sheffield Hallam University,* U.K.

Thesis: “How can Communities of Practice add value to consultancy firms?”

2000 **Postgraduate Diploma in International Business Administration**

*Ecole Supérieure de Commerce* *Internationale (ESCI)* in Fontainebleau, France

1995 – 2000 **Master’s Degree** **in Modern Languages (MA) – with distinction**

Thesis: “Comparative analysis of gallicisms in an 8000 pages corpus of Italian and Spanish newspapers”

*Ludwig-Maximilians-Universitaet,* Munich, Germany

*Julius-Maximilians-Universitaet.* Wuerzburg*,* Germany

*Universidad de Zaragoza*, Saragosse, Spain

*Université de la Sorbonne*, Paris, France

**RESEARCH INTERESTS**

Strategic Goal Adaptation, Feedback Theories, Managerial and Entrepreneurial Cognition, Innovation, International Management, Research Methodology.

**PUBLISHED MANUSCRIPTS**

Blettner,D., Kotiloglu, S., Lechler, T. 2022. Self-Assessment versus Self-Improvement Motives: How Does Social Reference Group Selection Influence Organizational Responses to Performance Feedback? *British Journal of Management*. Forthcoming.

Kotiloglu, S., Blettner, D., Lechler, T.2022. Integrating national culture into the organizational performance feedback theory. *European Management Journal*. Forthcoming.

Blettner, D., Gollisch, S. 2022. The role of reference points and organizational identity in strategic adaptation to performance feedback. *Management Research Review*, Special Issue on "Behavioral Strategy". Special Issue on Behavioral Strategy at *Management Research Review* 45(9): 1205-1128.

Ruckman, K., Blettner, D. 2022. What role does generic strategy play in how managers adapt their aspirations in response to performance feedback? *Journal of Strategy and Management* 15(4): 718-744.

Saraf, N., Dasgupta, S., & Blettner, D. P. 2022. How do managerial perceptions of performance feedback affect innovation? *Strategic Organization* 20(3): *451-480.*

Jon Carr; James Vardaman; Laura Marler; Ben McLarty; Blettner, Daniela. 2021. Psychological Antecedents of Decision Comprehensiveness and Their Relationship to Decision Quality and Performance in Family Firms: An Upper Echelons Perspective. *Family Business Review*, 34(1): 33-47.

Richard A. Bettis; Daniela Blettner. 2020. Strategic Reality Today: Extraordinary Past Success, but Difficult Challenges Loom. *Strategic Management Review*. https://www.nowpublishers.com/article/Details/SMR-0006

Hu, Songcui; He, Zilin; Blettner, Daniela; Bettis, Richard. 2017. Conflict inside and outside: Social comparisons and attention shifts in multidivisional firms. *Strategic Management Journal* 38(7): 1435-1454.

Blettner, Daniela; He, Zilin, Hu; Songcui; Bettis, Richard. 2015. Adaptive aspirations and performance heterogeneity: Attention allocation among multiple reference points. *Strategic Management Journal,* 36(7): 987 – 1005.

Wright, Robert; Paroutis, Sotirios; Blettner, Daniela. 2013. How useful are the strategic tools we teach in business schools? *Journal of Management Studies*, 50(1): 92-125. Best Paper Prize *Journal of Management Studies* 2013 and Emerald Citation Award 2016.

Blettner, Daniela; Chaddad, Fernando; Bettis, Richard. 2012. The CEO performance effect: statistical issues and a complex fit perspective. *Strategic Management Journal*, 33(8): 986-999.

Soparnot, Richard; Blettner, Daniela. 2012. Attention adjustment after an environmental shock: An exploratory case study. *Gestion 2000*, 29(1): 119-126.

Hu, Songcui; Blettner, Daniela; Bettis, Richard. 2011. Adaptive aspirations: Performance consequences of risk preferences at extremes and alternative references groups. Special Issue on “Psychological Foundations of Strategic Management,*” Strategic Management Journal*, 32(13): 1426-1436.

Carr, Jon; Cole, Michael; Ring, Kirk; Blettner, Daniela. 2011. A measure of variations in internal social capital among family firms. Special Issue “Theories of Family Enterprise,” *Entrepreneurship: Theory and Practice*, 35(6): 1207-1227.

Blettner, Daniela. 2011. Evolution of shared cognitive structures in entrepreneurial teams and opportunity identification and exploitation. *The International Journal of Management and Business*, 2(1): 103-120.

Blettner, Daniela. 2011. Adaptation of allocation of resources and attention in response to external shocks: The case of Southwest Airlines. *Management Research Review* 34(3): 284-293.

Carr, Jon; Blettner, Daniela. 2010. Cognitive control bias and decision-making in context: implications for entrepreneurial founders of small firms. *Frontiers of Entrepreneurship Research*, 30(6), Article 2.

Carr, Jon; Blettner, Daniela. 2009. Cognitive biases and the entrepreneurial start-up process. *Frontiers of Entrepreneurship Research* 29(6), Article 21.

Blettner, Daniela. 2003. Book review on: Szulanski, Gabriel. "Sticky knowledge: barriers to knowing in the firm." London: Sage. *Innovation: Management, policy and practice* 5 (2/3) (Nov./Dec. 2003), 287-288.

**BOOK – BOOK CHAPTERS**

Lucas, Gerardus, Zijlmans, Marius; Meeus, Marius; Blettner, Daniela. The influence of organizational performance feedback on the focus of attention: A microfoundations perspective. Emerald Publishing. Forthcoming.

Bettis, Richard; Blettner, Daniela. Dominant Logic. The Palgrave Encyclopedia of Strategic Management. (Eds. Mie Augier; David J. Teece). 2015.

Bettis, Richard; Blettner, Daniela; Wong, Sze-Sze. Update on the Concept of Dominant Logic. In: The Blackwell Handbook of Organizational Learning and Knowledge. Mark Easterby-Smith, Marjorie A. Lyles (Eds.). Wiley-Blackwell: New York. Forthcoming.

Blettner, Daniela. 2010. *The evolution of dominant logic in relation to strategic inertia in software ventures*. Südwestdeutscher Verlag für Hochschulschriften.

**MANUSCRIPTS IN DEVELOPMENT**

Blettner, Daniela; Gedajlovic, Eric; Atanasova, Christina; Lucas, Gerardus. Fame or Fortune: How do Hollywood Directors and Producers Attend to Multiple Goals and Performance Feedback? Presented at AOM 2019. Full draft in preparation for Strategic Organization.

Blettner, Daniela; Gollisch, Simon. How do multiple goals and multiple reference points drive digital transformation? - Evidence from the German newspaper industry. Full draft. To be presented on February 16 at Beedie brownbag. In preparation for Management Research Review.

Hwee, Cheng Tan, Goh, J.M., Blettner, Daniela. How do analysts react to emotions expressed by top managers during earning conference calls? Presented at Egos 2020. Full draft in preparation for Strategic Management Journal.

Blettner, Daniela. A multi-level overview of the performance feedback literature. In preparation for the International Journal of Management Reviews.

Blettner, Daniela. How do organizations adapt to multiple goals and multiple reference points? In preparation for Organization Theory.

Kotiloglu, Serhan; Blettner, Daniela. Choose Your Aspirations Wisely: How Do Top and Bottom Performers Influence Organizational Performance Feedback? SMS Conference 2021. Full draft.

Kotiloglu, Serhan; Chen, Yan; Lechler, Thomas; Blettner, Daniela. Bearing and sharing risks: two approaches to managing risk exposure in response to performance feedback. Full draft.

Lucas, Gerardus; Blettner, Daniela; Gedajlovic, Eric. The differential impact of competing goals on movie studio strategic behavior. Presented at the Strategic Management Society Meetings 2016. Being prepared for *Strategic Management Journal*.

Sofka, Wolfgang; Noseleit, Florian; Blettner, Daniela; De Faria, Pedro. The impact of obfuscation on strategic alliance formation: If you can’t convince them, confuse them? Reject and Resubmit at *Strategic Management Journal*.

Blettner, Daniela; Carr, Jon; Welpe, Isabell; Meeus, Marius. Entrepreneurial feedback interpretation and goal adjustment. Full draft. Preparation for Academy of Management Journal.

Bettis, Richard; Hu, Songcui; Blettner, Daniela. Three meta-theories of strategy. Finalizing submission for *Academy of Management Review*.

**CONFERENCE PAPERS**

Lechler, Thomas; Kotiloglu, Serhan; Blettner, Daniela. Self- vs. peer-directed search responses to organizational performance feedback. Academy of Management, 2023, submitted.

Xiao, Jing; Blettner, Daniela. The effects of demand aspirations on innovation behavior: evidence from Apple app store. Academy of Management, 2023, submitted.

Yang, Zhi; Xiao, Jing; Blettner, Daniela. Identifying reference points from the demand-side perspective: Evidence from Apple app store. Academy of Management, 2023, submitted.

Blettner, Daniela; Gollisch, Simon. A typology of reference points used by CEOs to interpret firm-level performance feedback and the relation to strategic change. Accepted at the Judgment and Decision-Making Conference 2022.

Gedajlovic, Eric; Blettner, Daniela. Urgency meets opportunities: How mixed and inconsistent feedback can actually speed decision-making. Accepted at the Judgment and Decision-Making Conference 2022.

Kotiloglu, Serhan; Lechler, Thomas; Blettner, Daniela. Considering the Manager in Performance Feedback Theory: Towards a Multi-Level Theory. Presented at the Academy of Management 2021

Kotiloglu, Serhan; Blettner, Daniela. The Effect of Demand-Based Aspirations on Adaptive Changes. Presented at the Strategic Management Conference, 2020.

Ruckman, Karen; Blettner, Daniela. Aspiration Adaptation to Multiple Performance Comparisons: Generic Strategy as Information Filter. Presented at the Academy of Management 2020.

Ruckman, Karen; Blettner, Daniela. Aspiration Adaptation in response to historical and social performance feedback: Generic strategy as information filter. Accepted for presentation at the Organization Science Winter Conference in March 2020 that was cancelled.

Hwee, Cheng Tan, Goh, J.M., Blettner, Daniela. How do analysts react to emotions expressed by top managers during earning conference calls? Presented at the EGOS Conference 2020 Virtual Event.

Xiao, Jing; Yang, Zhi; Blettner, Daniela. The effect of comparison relationships on the direction of strategic change at the dyadic level. Accepted for SMS 202o Hangzhu. Accepted but cancelled.

Blettner, Daniela; Kotiloglu, Serhan, Lechler, Thomas. Understanding the performance feedback discourse: An analysis of the landscape of topics and its dynamics. Strategic Management Conference, 2019, Minneapolis.

Tan, Hwee; Goh, Jie Mein, Blettner, Daniela. How do top managers’ emotions and financial performance feedback affect analyst recommendations? Strategic Management Conference, 2019, Minneapolis.

Blettner, Daniela; Kotiloglu, Serhan; Lechler, Thomas. Variations in the effects of performance above aspirations: Empirical artefact or theoretical gap? Academy of Management, 2019, Boston.

Blettner, Daniela. Atanasova, Christina; Lucas, Gerardus JM. Gedajlovic, ER. How does financial performance feedback and personal reputation affect timing of future projects? Academy of Management, 2019, Boston.

Lucas, Gerardus; Blettner, Daniela; Gedajlovic, Eric. The influence of role-specific performance feedback interpretation on strategic decision-making in the film industry. Special Conference in Strategic Management 2019 in Frankfurt.

Gollisch, Simon; Blettner, Daniela. Coherence among organizational identity and reference points and its relation to strategic adaptation in newspaper publishing companies. EGOS Colloquium 2018 in Tallinn, Estonia.

Sofka, Wolfgang; Noseleit, Florian; Blettner, Daniela; de Faria, Pedro. Strategic description in high-tech firms and analyst coverage. Strategic Management Conference 2018 in Paris.

Saraf, Nilesh; Blettner, Daniela; Dasgupta, Srabana. The impact of managerial perceptions of performance feedback on aspirations. Academy of Management Conference 2018 in Chicago.

Blettner, Daniela; Atanasova, Christina; Lucas, Gerardus; Gedajlovic, Eric. How does celebrity status affect the interpretation of performance feedback and risk taking? Strategic Management Special Conference on Entrepreneurial Thinking and Dynamic Capabilities, Banff, 2017, and Judgment and Decision Making (JDM) Conference 2017 in Vancouver.

Lucas, Gerardus; Blettner, Daniela; Gedajlovic, Eric. The influence of role-specific performance feedback interpretation on strategic decision-making in the film industry. Academy of Management Conference in Anaheim, 2016.

Lucas, Gerardus; Blettner, Daniela; Gedajlovic, Eric. How do film studio executives change their strategies in response to multi-indicator performance feedback? Strategic Management Conference in Berlin, 2016.

Blettner, Daniela; Hu, Songcui; Bettis, Richard. The impact of psychological differences on aspiration adaptation and innovative strategies. Strategic Management Conference in Denver, 2015.

Sofka, Wolfgang; Noseleit, Florian; Blettner, Daniela; de Faria Pedro. The impact of obfuscation on strategic alliance formation: If you can’t convince them, confuse them? Academy of Management in Vancouver, 2015.

Sofka, Wolfgang; Noseleit, Florian; Blettner, Daniela; de Faria Pedro. The impact of obfuscation on strategic alliance formation: If you can’t convince them, confuse them? DRUID Innovation Conference in Rome, 2015.

Blettner, Daniela; Hu, Songcui; Bettis, Richard. Psychological variation among senior managers: Effect on performance feedback interpretation and strategic change. Strategic Management Society Meetings, Madrid, 2014.

Blettner, Daniela; Carr, Jon; Welpe, Isabell; Meeus, Marius. Individual differences in aspiration adaptation: Self-esteem and regulatory focus. Special Conference of the Strategic Management Society: Micro-Foundations of Strategic Management Research, Copenhagen, 2014.

Sofka, Wolfgang; Noseleit, Florian; Blettner, Daniela; de Faria, Pedro. Matches made in heaven? – How information processing overlaps explain alliance partner selection. Special Conference of the Strategic Management Society: Micro-Foundations of Strategic Management Research, Copenhagen, 2014.

Blettner, Daniela. What causes attention shifts in managerial goal adjustment? Society for Personality and Social Psychology Meetings, Austin, 2014.

Blettner, Daniela. Rothengatter, Marloes. The relationship between rational and intuitive information processing styles and heuristics. Society for Personality and Social Psychology Meetings, Austin, 2014.

Blettner, Daniela. Yaoyuneyong, Gallayanee. Exploring learning goal orientation. Society for Personality and Social Psychology Meetings, Austin, 2014.

Hu, Songcui; He, Zilin; Blettner, Daniela; Bettis, Richard. An examination of the behavioral mechanism underlying attention shifts in adaptive aspirations. Strategic Management Conference, Atlanta, 2013. Nominated for Best Conference Paper Prize. Won Strategy Process Best Proposal Award.

Blettner, Daniela. Rothengatter, Marloes. A bias in heuristics: Rational and intuitive thinking styles. Judgment and Decision Making Society Meeting, Toronto, 2013.

Yaoyuneyong, Gallayanee. Blettner, Daniela. Exploring learning goal orientation. Judgment and Decision Making Society Meeting, Toronto, 2013.

Blettner, Daniela. Zeigler-Hill, Virgil, Wang, Jim. Goal adjustment in teams: problem-oriented search versus self-enhancement. Judgment and Decision Making Society Meeting, Toronto, 2013.

Blettner, Daniela; Carr, Jon; Welpe, Isabell; Meeus, Marius. Entrepreneurial feedback interpretation and goal adjustment. Babson Entrepreneurship Conference (BCERC), Lyon, 2013.

Carr, Jon; Blettner, Daniela; Welpe, Isabell. Opportunity shaping: Demand side influences on new venture business model. Babson Entrepreneurship Conference (BCERC), Lyon, 2013.

Blettner, Daniela; Yaoyuneyong, Gallayanee. The female factor in crisis management. Society for Personality and Social Psychology, New Orleans, 2013.

Welpe, Isabell; Blettner, Daniela; Carr, Jon. Understanding entrepreneurial goal adjustment processes; the role of regulatory focus and self-esteem. Society for Personality and Social Psychology, New Orleans, 2013.

Blettner, Daniela; Wang, Zhenguin; Tuertscher, Philipp. The female factor in crisis management: how information processing, self-esteem, and interpersonal style matter. Society for Judgment and Decision Making, Minneapolis, 2012.

Blettner, Daniela; Carr, Jon; Meeus, Marius. Entrepreneurial feedback interpretation and goal adjustment. Society for Judgment and Decision Making, Minneapolis, 2012.

Wang, Jim; Blettner, Daniela. Examination of the effects of formal strategic planning and context factors. Society for Judgment and Decision Making, Minneapolis, 2012.

Wright, Robert; Blettner, Daniela; Soparnot, Richard. Revealing the internal logic of strategy as practice. Strategic Management Conference, Prague, 2012.

Blettner, Daniela; Tuertscher, Philipp; Bettis, Richard. Resource and attention adaptation after crisis. Druid Innovation Conference, Copenhagen, 2012.

Blettner, Daniela; Tuertscher, Philipp; Bettis, Richard. Attention and resource adaptation after crisis: A study of US and EU passenger airlines. Center for Innovation Research Conference, Tilburg, 2012.

Blettner, Daniela; Wang, Jim. Rational and experiential information processing styles and strategic decision quality. Nominated for *Best Conference Paper Prize* at the Strategic Management Society Conference (SMS), Miami, 2011.

Blettner, Daniela; He, Zi-Lin; Hu, Songcui; Bettis, Richard. Heterogeneity and change in goal configurations: A study of the German magazine industry. Accepted for presentation at the Strategic Management Society Conference (SMS), Miami, 2011.

Blettner, Daniela; He, Zi-Lin; Hu, Songcui; Bettis, Richard. Heterogeneity in adaptive aspirations and reference groups. Accepted for presentation and publication in *Best Paper Proceedings* at the Academy of Management Meetings (AOM), San Antonio, 2011.

Wright, Robert; Blettner, Daniela; Soparnot, Richard. Paradoxical tensions in cognitions-in-action. Accepted for presentation at the Academy of Management Meetings (AOM), San Antonio, 2011.

Blettner, Daniela. The role of intuitive and rational information processing in opportunity identification and evaluation: An experimental study. Accepted for presentation at the Babson Entrepreneurship Conference (BCERC), Syracuse, 2011.

Blettner, Daniela; Tuertscher, Philipp. Comparative assessment of three content analysis methods for research on organizational attention. Accepted for presentation at the American Sociological Association (ASA) Methods Conference, Tilburg, 2011.

Wright, Robert; Blettner, Daniela; Soparnot, Richard. What really matters when strategizing: a study of top and middle managers. Accepted for presentation at the European Group of Organizational Studies (EGOS) Colloquium, Gothenburg, 2011.

Wright, Robert; Paroutis, Sotirios; Blettner, Daniela. Managerial cognitions of strategic tools usefulness: A strategy-as-experiential practice perspective. Presented at the Academy of Management (AOM) Meetings, Montreal, 2010.

Carr, Jon; Blettner, Daniela. Illusions of Control and decision-making in context: implications for entrepreneurial founders of small firms. Babson Entrepreneurship Conference (BCERC), Lausanne, 2010.

Carr, Jon; Cole, Michael; Ring, Kirk; Blettner, Daniela. A Social Capital Approach to Measuring Familiness in Family-owned Firms. Theories of Family Enterprise Conference, Alberta, 2010.

Blettner, Daniela; Tuertscher, Philipp; Bettis, Richard. Successful allocation of resources and attention in times of discontinuous change. Strategic Management Society Conference (SMS), Washington DC, 2009.

Wright, Robert; Brown, Andrew; Blettner, Daniela. Strategic Issues as Discourse in an Uncertain World. Strategic Management Society Conference (SMS), Washington DC, 2009.

Hu, Songcui; Blettner, Daniela; Bettis, Richard. Adaptive Aspirations: Aspiration Setting and Risk Taking at Extremes. Strategic Management Journal – Invited Conference. Washington DC, 2009.

Wright, Robert; Blettner, Daniela; Soparnot, Richard. Towards a cognitive model of effective strategy practitioners. Academy of Management Meetings (AOM), Chicago, 2009.

Martignoni, Dirk; Blettner, Daniela; Bettis, Richard. Psychological biases and strategic decision making: It is not all bad news. Academy of Management Meetings (AOM), Chicago, 2009.

Hu, Songcui; Blettner, Daniela; Bettis, Richard. Introducing a two-reference point prospect theory into adaptive aspirations: Why satisfycing is wise. Academy of Management Meetings (AOM), Chicago, 2009.

Blettner, Daniela. Shared Cognitive structures and entrepreneurial opportunity identification and exploitation. Meetings of the Cognitive Science Society and published in proceedings, Amsterdam, 2009.

Hu, Songcui; Blettner, Daniela; Bettis, Richard. Introducing two-reference point prospect theory into adaptive aspirations. Meetings of the Cognitive Science Society and published in proceedings, Amsterdam, 2009.

Blettner, Daniela. How does the evolution of shared cognition relate to opportunity identification and exploitation? - A comparative case study. Babson Entrepreneurship Conference (BCERC), Babson University, 2009.

Carr, Jon; Blettner, Daniela. Cognitive biases and the entrepreneurial start-up process. Babson Entrepreneurship Conference, Babson University (BCERC), 2009.

Blettner, Daniela. Evolution of shared cognitive structures in entrepreneurial teams and opportunity identification and exploitation. International Academy of Management and Business (IAMB), New Orleans, 2009.

Blettner, Daniela. How do consistently high performing companies adapt their allocation of resources and attention in response to external shocks? International Academy of Management and Business (IAMB), New Orleans, 2009.

Blettner, Daniela; Martignoni, Dirk; Bettis, Richard. Is optimism optimal for entrepreneurs? – A simulation study. Academy of Management Meetings (AOM), Anaheim, 2008.

Chaddad, Fernando; Blettner, Daniela; Bettis, Richard. CEO impact on competitive performance: A single-industry panel data study. Academy of Management Meetings (AOM), Anaheim, 2008.

Wright, Robert; Paroutis, Sotirios; Blettner, Daniela. Building Stronger models through strategy-as-practice: The case of strategic tools usefulness. Academy of Management Meetings (AOM), Anaheim, 2008.

Bettis, Richard; Blettner, Daniela; Chaddad, Fernando. Inertia and exceptional performance: An empirical investigation in the USA and EU airline industries. Strategic Management Society Conference (SMS), San Diego, 2007. Paper among finalists for SMS Best Conference Paper for Practice Implications Award.

Bettis, Richard; Blettner, Daniela. Reinforcement learning: Integrating prior mental models, limited feedback, and cognitive biases into organizational learning. Strategic Management Society Conference (SMS), San Diego, 2007.

Blettner, Daniela. Evolutionary patterns of dominant logic and their impact on strategic inertia. Paper presented at the Academy of Management Meetings (AOM), Philadelphia, 2007.

Bettis, Richard; Blettner, Daniela; Chaddad, Fernando. Strategy: The more we change, the more we stay the same. Academy of Management Meetings (AOM), Philadelphia, 2007.

Bettis, Richard; Blettner, Daniela. Organizational reinforcement learning in the presence of stochastic learning, cognitive limits, and previous models. Strategic Management Society Conference (SMS), Vienna, 2006.

Blettner, Daniela. In search for logic in the evolution of dominant logic: A journey into managers’ cognitive maps. Strategic Management Society Conference (SMS), Vienna, 2006.

Blettner, Daniela. Evolution and impact on strategic inertia: A system dynamics approach. Computational Social and Organizational Science (NAACSOS), Notre Dame, 2006.

Blettner, Daniela. Strategizing routines in software ventures: An unpredictable journey into evolutionary patterns. European Group of Organizational Studies Colloquium (EGOS), Bergen, 2006.

Blettner, Daniela. Justification in routinization: Evolution of Dominant Logic. European Group of Organizational Studies (EGOS) Colloquium, Berlin, 2005.

Grand, Simon; Blettner, Daniela; Tuertscher, Philipp. Learning styles and firm differences: A path-dependency and conventionalist perspective on learning under uncertainty and ambiguity. Academy of Management Meetings (AOM), New Orleans, 2004.

Blettner, Daniela; Tuertscher, Philipp. Impact of emotions on learning from failure. European Academy of Management Meetings (EURAM), St. Andrews, 2004.

Grand, Simon; Blettner, Daniela. Evolution of the venture’s justification base: An investigation into the transition of individual into organizational knowledge in high tech ventures. Babson Entrepreneurship Conference (BCERC), Glasgow, 2004.

Grand, Simon; Blettner, Daniela. Exploring justification in routinization: The role of routines knowledge and justification in software venture. Strategic Management Society Conference (SMS), Baltimore, 2003.

Von Krogh, Georg; Blettner, Daniela. Communities in organizations and process of joining them. Paper presented at the Symposium “Wings to Center Stage” at the Academy of Management Meetings (AOM), Seattle, 2003.

Grand, Simon; Blettner, Daniela. Routines and routinization in project-based software ventures: Towards a knowledge-based perspective in entrepreneurial firms”. European Group of Organizational Studies Colloquium (EGOS), Copenhagen, 2003.

**REVIEWS**

**Editorial Review Boards**

2009-today Editorial Review Board Strategic Management Journal

2020-today Editorial Review Board Organization Science

2022-today Editorial Review Board Strategic Organization

2022-today Editorial Review Board Frontiers in Psychology

**Ad Hoc Reviewing**

2022 ongoing Ad hoc reviewer Group & Organization Management

2022 ongoing Ad hoc reviewer Australian Journal of Management

2020 ongoing Ad hoc reviewer PLOS ONE

2019 ongoing Ad hoc reviewer Administrative Science Quarterly

2018 ongoing Ad hoc reviewer Academy of Management Review

2015 ongoing Ad hoc reviewer Journal of World Business

2015 ongoing Ad hoc reviewer Asia-Pacific Education Researcher

2014 ongoing Ad hoc reviewer Journal of Management Studies

2011 ongoing Ad hoc reviewer Journal of Management Inquiry

2011 ongoing Ad hoc reviewer Long Range Planning

2011 ongoing Ad hoc reviewer British Journal of Management

2009 ongoing Ad hoc reviewer Management Research Review

2009 ongoing Ad hoc reviewer Organization Studies

**Conference Reviewing**

2022 ongoing European Academy of Management

2013 ongoing Society for Judgment and Decision Making

2009 once Cognitive Science Society Conference

2005 ongoing Strategic Management Society

2002 ongoing Academy of Management (BPS, MOC, OMT)

**GRANTS**

Rynerson – co-applicant in partnership grant.

https://www.sshrc-crsh.gc.ca/results-resultats/recipients-recipiendaires/2020/partnership\_grants\_2020-subventions\_partenerial\_2020-eng.aspx?utm\_source=SSHRC+PG+Mailing+List&utm\_campaign=40d2185627-EMAIL\_CAMPAIGN\_2020\_05\_31\_03\_05&utm\_medium=email&utm\_term=0\_6fe508db9e-40d2185627-73164622

SSHRC-SFU Institutional Grant – Small. Innovation in publishing companies: The role of strategic goals and organizational identity. CAN $6852. Feb 2018 to Feb 2020.

SSHRC Insight Development Grant February 2014 competition (CAN $40321). Psychological mechanisms of goal adaptation.

SSHRC-SFU Institutional Grant – Small. An exploration of the influence of social reference groups in the goal adaptation of firms (CAN$9456) August 2014 – February 2016. Co-PI, PI is Karen Ruckman.

Mitacs Global Link Research Award (CAN $5000) with Christopher Maringka. The role of big data in sports. Saliency of information in interpretation of performance feedback in Brazilian soccer.

Teaching and Learning Development Grant Project (CAN$6960) with Mila Lazarova and Darin Rowell. Nov 2014-April 2015.

Research Start-up Grant (CAN$45000). President’s Start-up Grant. Simon Fraser University.

University of Southern Mississippi Summer Research Grant. (US$13000). Individual research project on aspiration level adaptation in the German magazine industry was funded in the summer of 2010.

University of Southern Mississippi Summer Research Grant. (US$8000). Individual research project on Strategic Adaptation in various industries was funded in the summer of 2009.

Hong Kong Polytechnic University Grant for Proposal Rate 3.5 in GRF 2008-2009 (HK$ 150000). Top and Middle Management Sensemaking of Strategic Issue Diagnosis. Research project together with Professors Robert Wright and Andrew Brown.

Kenan Center Grant (US$10000) for project on strategic inertia in the airline industry with Richard Bettis and Fernando Chaddad from the Kenan Center at the Kenan-Flagler Business School, University of North Carolina at Chapel Hill.

Swiss National Science Foundation Grant (US$ 32000) for completing the doctoral dissertation and taking Ph.D. level classes at University of North Carolina and Duke University, Université du Quebec a Montréal and Mc Gill University.

**AWARDS**

2016. Emerald Citations of Excellence Award. Journal of Management Studies.

2013. Best Paper Prize 2013. Journal of Management Studies.

2013. Best Proposal Strategy Process Division, Strategic Management Society.

2013. Outstanding Reviewer Award. Strategy-as-Practice Division, Strategic Management Society.

2012. Outstanding Reviewer Award. Strategy-as-Practice Division, Strategic Management Society.

2012. Outstanding Reviewer Award. Managerial and Organizational Cognition Division, Academy of Management.

**TEACHING**

Since 2020 Course coordinator for strategy BUS 478.

Since spring 2019 Developed, and teaching BUS 471 (Strategic Decision Making) spring and fall.

Since Spring 2017 BUS 478 (Strategy) spring and fall.

Fall 2016 BUS 478 (Strategy) and BUS 435 (Managing the International Firm) at SFU.

2012-2016 BUS 696 (America’s EMBA Capstone Projects Course) at SFU.

2012-2016 BUS 340 (International Business Strategy) at SFU.

Fall 2014 Independent Studies course at SFU.

2008-2010 MGT 495 (Multicultural Management) at USM.

2008-2010 MGT 400 (Global Business Strategy and Policy Course) at USM.

Spring 2007 BUSI 698 (Strategy Capstone) at UNC.

Spring 2004 MBA course in Strategic Management, Innovation, and Technology Management at the University of St. Gallen, Switzerland.

* 1. Teaching Assistant, undergraduate and graduate level at the University of St. Gallen, Switzerland.

**SUPERVISION**

**Internal/External examiner:**

Jingyi Wang. External examiner. UNSW Sydney. Ongoing.

Jordyn Hrenyk. Internal examiner SFU. Ongoing.

Sara Graves. Internal examiner SFU. Ongoing.

Dr. Emily Treen. Internal examiner SFU. 2017.

Dr. Karen Robson. Internal examiner SFU. 2016.

Dr. Zorana Svedic. Internal examiner SFU. 2015.

Dr. Lingli Luo. External examiner UNSW-Sydney. 2019.

Dr. Gertjan Lucas. External examiner Tilburg University. 2015.

**Co-supervisor:**

1) Jing Xiao Co-supervisor. September of 2019 to November 2020 in person at SFU, continued work from China. Ongoing.

2) Marino van Zelst at Tilburg University. Co-supervisor. Supervision in person at SFU, October to December of 2019. Ongoing.

3) Dr. Marloes Rothengatter at Tilburg University. Co-supervisor. Graduated in 2016.

**Other supervision:**

Dr. Simon Gollisch as postdoctoral fellow at SFU. 2017/2018.

Dr. Yashar Khalighi as MBA dissertation supervision (graduated June 2017)

Dr. Gertjan Lucas supervision of postdoctoral fellow financed by SSHRC grant November 2015- August 2016.

Several Research Master’s students at Tilburg University.

Christopher Maringka, supervision for Mitacs Research Project.

**SERVICE**

Member of Tenure and Promotion Committee in 2014/2015; 2020/2021; 2021/2022; 2022/2023.

Appointments Committee in 2013/2014 and 2018/2019.

External evaluator of grant application for James Beck for SSHRC. 2022.

External evaluator of grant application for Ohad Ref for the Israel Science Foundation. 2020.

Member of the Research Committee of the BPS Division at the Academy of Management since June 2017.

Member of the appointments committee for a position in strategy 2017/2018.

Member of the Jury of the SSHRC grants

**WORK EXPERIENCE**

2017-today **Associate Professor** in Strategy and Technology and Operations Management at *Simon Fraser University (SFU),* Canada

2012-2017 **Assistant Professor** (tenure-track) in Strategy and Technology and Operations Management at *Simon Fraser University (SFU),* Canada

2010-2012 **Researcher** at the Center for Innovation Research, School of Economics and Management / Social and Behavioral Sciences at *Tilburg University (UvT),* the Netherlands

2008-2010 **Assistant Professor** (tenure-track) in Management

*College of Business* at the *University of Southern Mississippi (USM),* USA

2007-2008 **Adjunct faculty** and researcher

*Kenan-Flagler School of Business* at the *University of North Carolina* *(UNC),* USA

2005-2006 **Visiting Scholar** as part of the doctoral studies (8 months)

*Kenan-Flagler School of Business* at the *University of North Carolina* *(UNC),* USA

2005 **Visiting Scholar** as part of the doctoral studies (6 months)

*École des Sciences de la Gestion* at the *Université du Québec à Montréal(UQAM),* Canada

2002 - 2005 **Research Associate** at the **Research Center for Innovation, Strategy, and Entrepreneurship (RISE)** and **Teaching Assistant** at the chair of Georg von Krogh, *University of St. Gallen, Switzerland.*

2001 – 2002 **Consultant with *PricewaterhouseCoopers***

*PricewaterhouseCoopers*, Frankfurt, Germany.

2001 **Consulting Project as a part of the MBA Degree**

*Noel Village (Steel Founder) Ltd* - Doncaster, U.K.

1994 - 2000 **Tour Director** (high-standard educational journeys)

*Bayerische Pilger & Studienreisen GmbH* – Munich, Germany.

1998 - 2000 **Teaching Assistant for Linguistics**

*Ludwigs-Maximilians-Universitaet* – Munich, Germany.

**LANGUAGES**

English Full professional proficiency

French Full professional proficiency

Spanish Proficient

German Native

**PERSONAL**

Born in Augsburg, Germany, married to Dr. Sterett H. Mercer, two children (Juliana, born 9/23/2007 and Lucia, born 2/6/2010).