

Matthew G. Grimes

University of Cambridge
Judge Business School
Trumpington St.
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United Kingdom

ACADEMIC POSITIONS

University of Cambridge, Judge Business School Reader (Associate Professor) of Organisation Theory & Information Systems Co-Director of Entrepreneurship Centre	6/2018-1/2019
Indiana University, Kelley School of Business Assistant Professor of Management and Entrepreneurship	7/2015-5/2018
University of Alberta School of Business Assistant Professor of Strategic Management and Organization	7/2012-6/2015

EDUCATION

Vanderbilt University, Owen Graduate School of Management, Ph.D. (2012)
University of Oxford, Said Business School, M.Sc. (2007)
College of William and Mary, B.B.A. (2002).

AWARDS & HONORS

- Emerging Scholar Award, ENT Division of the Academy of Management, 2018 (inaugural year)
- Outstanding Reviewer Award, *Academy of Management Journal*, 2018
- Presidential Responsible Research in Management Award, co-sponsored by the Community for Responsible Research in Business and Management and The International Association for Chinese Management Research, 2017 (inaugural year)
- Best Paper Award, 13th Annual Social Entrepreneurship Conference, 2016
- Outstanding Reviewer Award, *Academy of Management Journal*, 2016
- Best Paper Award, SAP Division, Academy of Management, 2016
- Visiting Scholar, Discipline of Work and Organisational Studies, the University of Sydney Business School, 11/2015-12/2015
- International Research Fellow, Skoll Centre for Social Entrepreneurship, Oxford University, 6/2015-
- People's Choice Award from the Alliance for Research on Corporate Sustainability, 5/2015

- Research Fellow, Canadian Centre for Corporate Social Responsibility, 7/2012-6/2015
- Nova Faculty Fellow, 4/2014-6/2015
- Southam *Edmonton Journal* Faculty Fellow, 4/2013-10/2014

RESEARCH FUNDING

- Indiana University Bloomington Collaborative Research and Creative Activity Funding Award, 2015-2017, \$18,859
- SSHRC Insight Development Grant, 2015-2017, \$64,167 (with W. Helms)
- SSHRC Insight Development Grant, 2014-2016, \$70,706 (with J. Gehman)
- Alberta School of Business SAS Grant, 2014-2015, \$840 (with J. Gehman)
- SSHRC Special Competition Grant, 2014-2015, \$9,940 (with J. Gehman)
- Nova Fellowship 2013-2014, \$12,000
- Alberta School of Business SAS Grant, 2013-2014, \$10,000 (with J. Gehman)
- Canadian Centre for Corporate Social Responsibility, 2013-2014, \$7,000
- Canadian Centre for Corporate Social Responsibility, 2013-2014, \$7,000 (with J. Gehman)
- Killam Fellowship, 2013-2014, \$6,947 (with J. Gehman)
- Alberta School of Business SAS Grant, 2012-2013 \$2,300 (with J. Gehman)
- Southam/Edmonton Journal Fellowship, 2012-2013. \$12,000

RESEARCH (**DENOTES EQUAL AUTHORSHIP)

Refereed Journal Publications

Logue, D., **Grimes, M.** Forthcoming. "Platforms for the People: Enabling Civic Crowdfunding through the Cultivation of Institutional Infrastructure." *Strategic Management Journal*

Grimes M., Williams, T., & Zhao, E. 2020. "Beyond Hybridity: Accounting for the Values Complexity of All Organizations in the Study of Mission and Mission Drift" *Academy of Management Review*.

Grimes M., Williams, T., & Zhao, E. 2019. "Anchors Aweigh: The Sources, Variety, and Challenges of Mission Drift" *Academy of Management Review*.

Gehman, J., **Grimes, M.**, Cao, K. 2019. "From Valuing Growth to Certifying Values: Why We Care About Certified B Corporations." *Academy of Management Discoveries*.

Grimes, M. 2018. "The Pivot: How Founders Respond to Feedback through Idea and Identity Work." *Academy of Management Journal*.

Grimes, M., Gehman, J., & Cao, K. 2018. "Positively Deviant: Identity Work through B Corporation Certification." *Journal of Business Venturing*. **

Gehman, J. & **Grimes, M.** 2017. "Hidden Badge of Honor: How Contextual Distinctiveness Affects Category Promotion among Certified B Corporations." *Academy of Management Journal*. **

Amezcuca, A., **Grimes, M.**, Bradley, S., & Wiklund, J., 2013. Organizational Sponsorship and Founding Environments: A Contingency View on the Survival of Business Incubated Firms, 1994-2007. *Academy of Management Journal*.

Grimes, M., McMullen, J., Vogus, T., & Miller, T., 2013. "Studying the Origins of Social Entrepreneurship: Compassion and the Role of Embedded Agency." *Academy of Management Review*.

Miller, T., **Grimes, M.,** McMullen, J., & Vogus, T. 2012. "Venturing with Heart and Head: How Compassion Encourages Social Entrepreneurship." *Academy of Management Review*. **

Grimes, M. 2010. "Strategic Sensemaking within Funding Relationships: The Effects of Performance Measurement on Organizational Identity in the Social Sector." *Entrepreneurship Theory & Practice*.

Chapters

Cao, K., Gehman, J., & **Grimes, M.** 2018 "Standing Out and Fitting In: Charting the Emergence of Certified B Corporations by Industry and Region." In Corbett, A. & Katz, J. (Eds.), *Advances in Entrepreneurship, Firm Emergence, and Growth*. Volume 19.

Victor, B. & **Grimes, M.** 2014 "Making Moral Markets: A Professional Responsibility Ethic for Business and Poverty." In E. Fischer (Ed.), *Cash on the Table: Markets, Values, and Moral Economies*, Santa Fe, AZ: SAR Press.

Victor, B. & **Grimes, M.** 2013 "Why Accountability in Social Entrepreneurship is Crucial." In T. Lyons (Ed.), *Social Entrepreneurship*, Westport, CN: Praeger Publishers.

Conference Presentations and Symposia

2020. Identity Fluidity. Identity Research Conference. Boston, MA. (Invited Panelist)

2019. How to Publish to Top Management Journals. Keynote. Workshop on Food fraud Prevention Using Blockchain Technology. Sao Paulo, Brazil. (Invited Keynote Speaker)

2019. Examining Help, Feedback and Advice in Creating Novelty. Panel Symposium. Academy of Management Annual Meeting. Boston, MA. (Invited Panelist)

Logue, D., **Grimes, M.,** 2019. "Platforms for the People: Enabling Civic Crowdfunding through the Cultivation of Institutional Infrastructure." 15th Academy of Management Annual Meeting. Boston, MA.

2019. Reviewing in the Rough. Professional Development Workshop. Academy of Management Annual Meeting. Boston, MA. (Invited Speaker)

Grimes, M., Helms, W., & Conger, M. 2019. "Competing for Good: How Social Enterprises Categorize and Respond to New Organizational Entrants." Community of Social Innovation. Toronto, Ontario. (Presented by Co-Author)

Logue, D., **Grimes, M.**, 2018. "Platforms for the People: Enabling Civic Crowdfunding through the Cultivation of Institutional Infrastructure." 15th Annual Social Entrepreneurship Conference. Los Angeles, CA. (Presented by Co-Author)

Logue, D., **Grimes, M.**, 2018. "Platforms for the People: Enabling Civic Crowdfunding through the Cultivation of Institutional Infrastructure." SMJ Special Issue Conference on Platform Ecosystems. Minneapolis, MN. (Presented by Co-Author)

Knight, E., **Grimes, M.**, Gehman, J. 2017. "Pivoting: Managing the Liabilities of Successive Change" Academy of Management. Chicago, IL. (Presenter)

Zhao, E. & **Grimes, M.**, Wry, T. 2018. "Staying True to Purpose: How Organizational Conversion Affects Mission Drift among Social Enterprises" Academy of Management. Chicago, IL. (Presented by co-author)

2018. Preparing for a Great Future: Emerging Scholars and New Trends. Plenary Session. Academy of Management Annual Meeting. Anaheim, CA. (Invited Panelist)

2018. Reviewing in the Rough. Professional Development Workshop. Academy of Management Annual Meeting. Chicago, IL. (Invited Speaker)

2018. The Future of Research on Hybrid Organizations and Social Enterprises. Professional Development Workshop. Academy of Management Annual Meeting. Chicago, IL. (Invited Panelist)

Logue, D., **Grimes, M.**, 2018. "Enabling Civic Crowdfunding through the Cultivation of Institutional Infrastructure." European Group for Organisation Studies. Tallinn, Estonia. (Presented by Co-Author)

Grimes, M., Helms, W., & Conger, M. 2018. "Competing for Good: How Social Enterprises Categorize and Respond to New Organizational Entrants." Alberta Institutions Conference. Edmonton, Alberta. (Presenter)

Grimes, M., Helms, W., & Conger, M. 2018. "Competing for Good: How Social Enterprises Categorize and Respond to New Organizational Entrants." Rethinking Cross-Sector Social Innovation. Boston, Massachusetts. (Presented by Co-Author)

Logue, D., **Grimes, M.**, 2018. "Enabling Civic Crowdfunding through the Cultivation of Institutional Infrastructure." Rethinking Cross-Sector Social Innovation. Boston, Massachusetts. (Presented by Co-Author)

2018. Sustainability, Ethics, and Entrepreneurship Professional Development Workshop. Washington, DC. (Invited Panelist)

Grimes, M., Gehman, J. & Cao, K. 2017. "Positively Deviant: Identity Work through B Corporation Certification." 14th Annual Social Entrepreneurship Conference. Boston, Massachusetts. (Presenter)

Grimes, M., Gehman, J. & Cao, K. 2017. "Positively Deviant: Identity Work through B Corporation Certification." Global B Corp Academic Community Roundtable. Toronto, Canada. (Presented by Co-Author)

Grimes, M., Helms, W., Conger, M. 2017. "Competing for Good: How Social Enterprises Categorize and Respond to One Another" European Group for Organisation Studies. Copenhagen, Denmark. (Presenter)

Knight, E., **Grimes, M.,** Gehman, J. 2017. "Pivoting: Managing the Liabilities of Successive Change" Process Symposium. Kos, Greece. (Presenter)

2017. Sustainability, Ethics, and Entrepreneurship Professional Development Workshop. San Juan, Puerto Rico. (Invited Panelist)

Grimes, M., Gehman, J. & Cao, K. 2017. "Positively Deviant: Identity Work through B Corporation Certification." JBV Special Issue Development Symposium. London, Ontario. (Presenter)

Zhao, E. & **Grimes, M.** 2016. "Staying True to Purpose: How Organizational Conversion Affects Mission Drift among Social Enterprises" 13th Annual Social Entrepreneurship Conference. Los Angeles, CA. (Presenter)
Best Paper Award

Knight, E. & **Grimes, M.** 2016. "CEO sensegiving and legitimacy projection across multiple strategic change episodes" Academy of Management Annual Meeting. Anaheim, CA. (Presented by Co-Author)
Best Paper Award, SAP Division

Zhao, E. & **Grimes, M.** 2016. "Staying True to Purpose: How Organizational Conversion Affects Mission Drift among Social Enterprises" Academy of Management Annual Meeting. Anaheim, CA. (Presented by Co-Author)
Finalist for Best Paper in Entrepreneurship Award, OMT Division

2016. "Making Organizations Meaningful." Professional Development Workshop. Academy of Management Annual Meeting. Anaheim, CA. (Invited Panelist)

2016. "The Challenges and Opportunities of Using Social Media Data for Organization and Management Theory." Academy of Management Annual Meeting. Anaheim, CA. (Invited Panelist)

2016. "'Big Data' Research with MINIMAL Programming Background." Professional Development Workshop. Academy of Management Annual Meeting. Anaheim, CA. (Invited Panelist)

2016. "Entrepreneurial Motivations: Past, Present and Future Theoretical and Empirical Directions." Professional Development Workshop. Academy of Management Annual Meeting. Anaheim, CA. (Invited Panelist)

2016. "Changing Conceptions of 'The Good Corporation': Purpose and Beyond." Professional Development Workshop. Academy of Management Annual Meeting. Anaheim, CA. (Invited Panelist)

Glaser, V. & **Grimes, M.** 2016. "Entrepreneurship in Action: Reducing the Uncertainty of Innovation." Academy of Management Annual Meeting. Anaheim, CA. (Presented by Co-Author)

Glaser, V. & **Grimes, M.** 2016. "Entrepreneurship in Action: Reducing the Uncertainty of Innovation." European Group for Organisation Studies. Naples, Italy. (Presented by Co-Author)

Grimes, M. & Gehman, J. 2015. "Lost in the Crowd: How Limited Category Alterity affects Promotional Restraint among Socially Responsible Organizations" Centre for Asian Business and Economics 2nd Annual Conference. Melbourne, Australia. (Presenter)

Glaser, V. & **Grimes, M.** 2015. "Entrepreneurship in Action: Reducing the Uncertainty of Innovation." West Coast Research Symposium. Seattle, WA. (Presented by Co-Author)

2015. "Environmental Entrepreneurship." Sustainability Extension of the Strategic Management Society Annual Meeting, Boulder, CO. (Invited Panelist)

Grimes, M., Rouse, E. 2015. "Ideas about Ideas in Organizations" Academy of Management Annual Meeting, Vancouver, Canada. (Panelist Symposium comprised of: Markus Baer, Melissa Cardon, Jennifer Howard-Grenville, Dean Shepherd, and Scott Sonenshein) (Organizer)

Grimes, M. & Gehman, J. 2015. "Researching Cultural Entrepreneurship in a Digital Age." Academy of Management Annual Meeting. Vancouver, Canada. (Invited Symposium Presenter)

Glaser, V. & **Grimes, M.** 2015. "Entrepreneurial Iteration: A Process Model Explaining How Nascent Firms Reduce the Uncertainties of Commercialization." Process Symposium. Kos, Greece. (Presented by Co-Author)

Grimes, M. & Gehman, J. 2015. "Category Promotion: How B Corporations Respond to the Competing Demands of Fitting In and Standing Out." Fourth Triennial Alberta Institutions Conference. Banff, Canada. (Presenter)

Grimes, M. & Gehman, J. 2015. "Category Promotion: How B Corporations Respond to the Competing Demands of Fitting In and Standing Out." Community of Social Innovation. Ann Arbor, Michigan. (Presenter)

Grimes, M. & Gehman, J. 2015. "Category Promotion: How B Corporations Respond to the Competing Demands of Fitting In and Standing Out." Alliance for Research on Corporate Sustainability Conference. Chicago, IL. (Presented by Co-Author)
Winner of the People's Choice Award.

2015. Sustainability, Ethics, and Entrepreneurship Professional Development Workshop. Denver, CO. (Invited Panelist)

Grimes, M. & Gehman, J. 2015. "Category Promotion: How B Corporations Respond to the Competing Demands of Fitting In and Standing Out." Western Academy of Management Conference. Kauai, Hawaii. (Presented by Co-Author)
Finalist for the Past President's Best Paper Award.

Grimes, M. 2015 “To Thine Own Self Be True? How Entrepreneurs Sustain Motivation Despite Critical Feedback.” The Davis Conference on Qualitative Research. Davis, CA. (Presenter)

Gehman, J., **Grimes, M.**, Wry, T., & Clarke, J. 2014. “Cultural Design and Designing Culture: Institutions, Values and Entrepreneurs” Academy of Management Annual Meeting, Philadelphia. (Professional Development Workshop comprised of: Ted Baker, Raghu Garud, Siobhan O’Mahony, Mary Ann Glynn, Majken Schultz, Violina Rindova, Alan Meyer, Klaus Weber, and Mike Lounsbury) (Organizer)

Grimes, M. & Gehman, J. 2014 “Category Promotion: How hybrid ventures integrate the competing demands of ‘standing out’ and ‘fitting in’.” Academy of Management Annual Meeting, Philadelphia. (Presenter)

Grimes, M. & Gehman, J. 2014 “Category Promotion: How hybrid ventures integrate the competing demands of ‘standing out’ and ‘fitting in’.” European Group for Organizational Studies Conference, Rotterdam. (Presenter)

Bradley, S., **Grimes, M.**, Milanov, H., & Hunter, E. 2014. “Cooperation or Competition? Faultline theory and collaborative efforts within entrepreneurial groups.” Babson College Entrepreneurship Research Conference, London. (Presented by Co-author)

Allison, T., **Grimes, M.**, McKenney, A., Short, J. 2013, “Responses to Institutional Defiance: How media frames alter the rate of sanctions.” Academy of Management Annual Meeting, Orlando. (Presented by Co-author)
Finalist for Best Paper on Social and Environmental Practices, OMT Division

Wry, T. & **Grimes, M.** 2013. “The Macro-Structures and Micro-Processes of Cultural Mixing: Exploring Opportunities for Synthesis.” Academy of Management, Orlando. (Panelist Symposium comprised of: Joe Porac, Adam Cobb, Joep Cornellisen, Matt Kraatz, Giacomo Negro, Paul Tracey, & Klaus Weber) (Organizer)

Grimes, M., 2013. “To Thine Own Self Be True?: Pivoting as paradox resolution during idea-stage entrepreneurship. European Group for Organizational Studies Conference, Montreal. (Presenter)

Grimes, M. & Lingo, E., 2013. “The Socialization of Entrepreneurs: Toward a Theory of Entrepreneurial Identity Bandwidth.” Process Symposium, Crete. (Presenter)

Grimes, M. & Gehman, J., 2013. “Putting B-Corp Certification to Work?: Differences in Cultural Entrepreneurship within an Emerging Category.” Sustainability, Ethics, & Entrepreneurship Conference, Denver. (Presenter)

Grimes, M. 2011. “Organizational Responses to the Social Entrepreneurship Challenge.” Academy of Management Annual Meeting, San Antonio. (Presenter)

Grimes, M. 2010. “Is Social Entrepreneurship a Movement?” Southern Management Association, St. Pete. (Presenter)

Caza, B., Vogus, T., Avgar, A. & **Grimes, M.** 2010. "Things are not always as they seem: Power and status in critical care units." Academy of Management, Montreal. (Presented by coauthor)

Grimes, M. & Miller, T. 2010 "Moved by Compassion: Organizational Compassion as a Driver of Social Entrepreneurship." 2010 Research Colloquium on Social Entrepreneurship, Oxford University. (Presenter)

Grimes, M. & Victor, B. 2009. "Development and Validation of Empirical Measures for Social Entrepreneurship." 2009 Academy of Management Annual Meeting, Chicago. (Presenter)

Victor, B. & **Grimes, M.** 2009. "Making Moral Markets: A Professional Responsibility Ethic for Business and Poverty." Market and Moralities conference, Santa Fe. (Presented by coauthor)

Grimes, M. 2008. "Legitimacy Contests in the Social Sector: The Emergence of New Forms." Southern Management Association, St.Pete. (Presenter)

Grimes, M. 2008. "Who's In, Who's Out: The Cross-Cultural Logics of Market Failure." Humboldt Institute of Management International CSR Conference, Berlin. (Presenter)

INVITED SEMINAR PRESENTATIONS

2019

IE University

Imperial College

Technical University of Munich

2018

Rotterdam School of Management

2017

Cambridge University

2016

University of Illinois at Urbana-Champaign

2015

University of Sydney

2014

Indiana University

University of Texas Austin

University of California Irvine

TEACHING EXPERIENCE

Indiana University

Theoretical and Historical Foundations of Organization Theory (PhD Seminar)

Spring 2018. Evaluations not submitted

Corporate Entrepreneurship & Innovation (Kelley Direct Online MBA)
Spring 2017. Overall Instructor Evaluation = 6.4/7. Overall Course Benefit = 6.4/7

Social & Environmental Entrepreneurship (Kelley Direct Online MBA)
Spring 2017. Overall Instructor Evaluation = 6.4/7. Overall Course Benefit = 6.6/7

Social Entrepreneurship and Impact in Costa Rica (Undergraduate Elective)
Spring 2016. Overall Instructor Evaluation = 6.7/7. Overall Course Benefit = 6.6/7
Spring 2017. Overall Instructor Evaluation = 6.6/7. Overall Course Benefit = 6.9/7
Spring 2018. Evaluations not submitted

University of Alberta (2012-2015)

Entrepreneurship 101 (Undergraduate Elective)
Fall 2014. Overall Instructor Evaluation = 5.0/5.0. Overall Course Evaluation = 4.6/5.0

New Venture Creation and Organization (MBA Elective)
Winter 2014. Overall Instructor Evaluation = 4.7/5.0. Overall Course Evaluation = 4.5/5.0
Winter 2015. Overall Instructor Evaluation = 4.7/5.0. Overall Course Evaluation = 4.1/5.0

New Venture Creation (Undergraduate Elective)
Fall 2012. Overall Instructor Evaluation = 5.0/5.0. Overall Course Evaluation = 4.7/5.0
Fall 2013. Overall Instructor Evaluation = 4.9/5.0. Overall Course Evaluation = 4.8/5.0

Starting a Social Venture (Joint Undergraduate & MBA Elective)
Fall 2012. Overall Instructor Evaluation = 5.0/5.0. Overall Course Evaluation = 4.9/5.0
Fall 2013. Overall Instructor Evaluation = 4.7/5.0. Overall Course Evaluation = 4.6/5.0

Vanderbilt University (2008-2012)

Exploring Corporate Social Responsibility, Vanderbilt University, Undergraduate level
Lecturer, with full course responsibility.

Design for Sustainability, Vanderbilt University, MBA level
Guest Lecturer and Teaching Assistant

Strategies for Corporate Social Responsibility, Vanderbilt University, MBA level
Guest Lecturer and Teaching Assistant

Social Entrepreneurship, Vanderbilt University, MBA level
Guest Lecturer and Teaching Assistant

PROFESSIONAL SERVICE & AFFILIATIONS

Editorial

Academy of Management Journal, Editorial Review Board, 2015 – Present
Administrative Science Quarterly, Editorial Review Board, 2017 – Present
Academy of Management Review, Editorial Review Board, 2017 – Present

Journal of Business Venturing, Editorial Review Board, 2017 – Present
Journal of Social Entrepreneurship, Associate Editor, 2017 – Present
Entrepreneurship Theory & Practice, Editorial Review Board. 2013 - 2015

Ad-Hoc Journal Reviews

Administrative Science Quarterly
American Sociological Review
Organization Science
Academy of Management Journal
Academy of Management Review
Journal of Business Venturing
Strategic Entrepreneurship Journal
Entrepreneurship Theory & Practice
Social Entrepreneurship Journal
Journal of Management
Organizational Studies
Journal of Management Studies
Work and Occupations

Conference Governance

Sustainability, Ethics, and Entrepreneurship Conference, Co-Organizer, 2017 – Present
Alberta Institutions Conference, Co-Organizer, 2015

Industry Board Governance

Covet International, Board Member. 2015-2016
Wannado Inc. Board Member. 2012-2015
Inter-American Health Alliance. Board Member (Treasurer). 2010-2012
Nashville Social Enterprise Alliance. Board Member. 2010-2012
Green Loop. Board Member. 2011-2012

PROFESSIONAL EXPERIENCE

Wannado. Nashville, TN. Co-Founder.

Responsible for co-founding a technology startup and attracting initial rounds of external capital investment. The company uses affinity-engine technology and qualitative matching to connect individuals to local labor, entertainment, and service opportunities.

CEB. Washington, DC. Associate Research Director

Managed a global department of 30 researchers and a \$3 million annual budget. The company leverages a network of over 85% of the executives from the Fortune 1000 to gather information on best practices and provide advisory services back to that network.