

MAXIM VORONOV

Professor of Sustainability and Organization

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ACADEMIC POSITIONS

Schulich School of Business, York University

- Professor of Sustainability and Organization (2021 to Present)
- Professor of Organization Studies (2018 to 2021)

Goodman School of Business, Brock University

- Professor of Management (2015 to 2018)
- Associate Professor of Management with tenure (2010 to 2015)
- Assistant Professor of Management (2005 to July 2010)

Visiting Positions

- INSEAD (Fontainebleau) – Visiting Scholar (2022)

EDUCATION

2006

Ph.D. Columbia University, Graduate School of Arts and Science, New York, NY
Social-Organizational Psychology
Dissertation Title: “Investigating the Relationship between Power and Strategic Organizational Learning”

2003

MA Columbia University, Teachers College, New York, NY
Social-Organizational Psychology

2000

BA Connecticut College, New London, CT
Major: Psychology; Minor: Chinese Studies
Magna Cum Laude

RESEARCH INTERESTS

I explore how cultural and emotional forces shape organizational and societal change. My work shows how values, emotions, and narratives are mobilized to sustain or challenge institutions – from entrenched norms to moments of crisis. By examining phenomena such as organizational authenticity, social movements, and power dynamics, I reveal how collective action emerges and how our shared worlds are continually remade.

HONOURS AND AWARDS

- Outstanding Bridge Reviewer Mentor, Academy of Management Review, August 2025
- Honourable Mention, Organization Studies Division, “Disruption into Production: How the 'Clean Air' Movement Created Its Own Expertise” (Sullivan, Voronov, Soublière, & Reay), Administrative Sciences Association of Canada, May 2025
- Outstanding Bridge Reviewer Mentor, Academy of Management Review, August 2024
- Academy of Management Review Best Article of the Year, August 2023
- Finalist, Best Published Paper in Organization and Management Theory, August 2023
- Best Reviewer Award, Academy of Management Review, August 2022
- Schulich Research Excellence Fellowship, 2021
- OMT Research Committee Service Award, 2020
- Mike Wright Prize for Best Journal of Management Studies Reviewer, August 2020
- Best Developmental Reviewer Award, Academy of Management Review, August 2020
- Best Reviewer Award, Academy of Management Journal, August 2020
- OMT Research Committee Service Award, August 2020
- Best Reviewer Award, Journal of Management Studies, August 2018
- Distinguished Researcher Award, Goodman School of Business, Brock University, 2015
- Emerald Citations of Excellence for 2015 (“Integrating emotions into the analysis of institutional work”, Academy of Management Review, with Russ Vince)
- Best Developmental Reviewer, CMS Division of the Academy of Management, August 2014
- Finalist, *Best Published Paper in Organization and Management Theory* for 2012 (“Integrating emotions into the analysis of institutional work”, Academy of Management Review, with Russ Vince)
- Best Paper Award from CMS Division of the Academy of Management (with Russ Vince), August 2010
- Best Paper of 2009 from *International Small Business Journal* (with Dirk De Clercq)

RESEARCH GRANTS

- Social Sciences and Humanities Research Council of Canada (SSHRC) “Canadian Public Sector's Response to COVID-19 Pandemic: Conflicting Logics, Emotions and Rhetoric” (\$281,111); April 2022 (P.I.)
- Social Sciences and Humanities Research Council of Canada (SSHRC) “Institutions, movements and emotions: re-building local food” (\$195,980); April 2017 (Co-Applicant)

- Social Sciences and Humanities Research Council of Canada (SSHRC) “Defining rhetorical history: Exploring the work of corporate archivists and historians” (\$332,746); April 2013 (Co-Applicant)
- SSHRC “Creating symbolic value in commercial cultural production: The Ontario wine industry” (\$85,024); April 2009 (P.I.)
- SSHRC 4A Status; April 2008 (P.I.)
- Faculty of Business Research Grant (\$3780); May 2007 (P.I.)
- SSHRC 4A Status; April 2007 (P.I.)
- Internal SSHRC Seed Grant (\$2475); April 2007 (P.I.)

Google Scholar Citations: <https://scholar.google.ca/citations?user=hdXOssIAAAAJ&hl=en>

PUBLICATIONS

Journal Articles

Patriotta, G., & Voronov, M. (in press). Crises Unbound: Institutions, Occupational Groups, and the Construction of Omnicrises. *Journal of Management*.

Voronov, M. (in press). When a Flagship Conference Stops Caring: The Case of the AOM Annual Meeting. *Journal of Management Inquiry*.

Patriotta, G., Augustine, G., & Voronov, M. (in press). Legitimacy tests: Understanding the interplay of justification and orders of worth in public account giving. *Organization Theory*

Wang, M.S., Zhang, R., & Voronov, M. (2026). Building bridges in the digital age: How online platforms foster trust during a crisis. *Organization Studies*, 47(3): 481-509.

Wang, M.S., Zhang, R., & Voronov, M. (2025). Research: How Tencent Built Trust with Users During a Moment of Upheaval. *Harvard Business Review*, April 2025

Voronov, M., & Jarvis, L. (2025). Emotions and institutions. *Oxford Research Encyclopedia of Business and Management*. <https://doi.org/10.1093/acrefore/9780190224851.013.475>

Voronov, M., Toubiana, M., & Ruebottom, T. (2025). How Reality TV Helps Explain Trump’s Success. *Scientific American*, January 24.

Cooper, M., & Voronov, M. (2024). We can’t turn away from reality: To resist complacency, we must understand how it operates. *Scientific American*, 331 (3): 55-57.

Zhang, R., Voronov, M., Toubiana, M., Vince, R., & Hudson, B. (2024). Beyond the Feeling Individual: Insights from Sociology on Emotions and Embeddedness. *Journal of Management Studies*, 61(5): 2212-2250.

Voronov, M., Foster, W.M., Patriotta, G., & Weber, K. (2023). Distilling Authenticity: Materiality and Narratives in Canadian Distilleries' Authenticity Work. *Academy of Management Journal*, 66(5): 1438-1468.

Ruebottom, T., Buchanan, S., Voronov, M., & Toubiana, M. (2022). Commercializing voyeurism: How businesses leverage authenticity and transgression to create value. *Academy of Management Review*, 47(3): 466-488.

- Academy of Management Review Best Article of the Year
- Finalist, Best Published Paper in Organization and Management Theory

Voronov, M., Glynn, M.A., & Weber, K. (2022) Under the radar: institutional drift and non-strategic institutional change. *Journal of Management Studies*, 59(3): 819-842.

Cooper, M., & Voronov, M. (2021). Why Business Leaders Need to Mandate the Covid-19 Vaccine. *Harvard Business Review*, September 2021.

Voronov, M., & Weber, K. (2020). People, actors, and the humanizing of institutional theory. *Journal of Management Studies*, 57: 873-884.

De Clercq, D., Thongpapanl, N., & Voronov, M. (2018). Market Turbulence and Sustainable Behavior: The Critical Roles of Network Embeddedness and Innovative Orientation. *Journal of Business Ethics*, 148: 437-455.

Voronov, M. & Weber, K. (2017). Emotional competence, institutional ethos and the heart of institutions. *Academy of Management Review*, 42: 556-560.

Massa, F., Helms, W., Voronov, M., & Wang, L. (2017). Emotions Uncorked: Inspiring Evangelism for the Emerging Practice of Cool Climate Winemaking in Ontario. *Academy of Management Journal*, 60: 461-499.

Voronov, M. & Weber, K. (2016). The heart of institutions: Emotional competence and institutional actorhood. *Academy of Management Review*, 41, 456-478.

Voronov, M., & Yorks, L. (2015). "Did you notice that?" Theorizing differences in the capacity to apprehend institutional contradictions. *Academy of Management Review*, 40, 563-586.

De Clercq, D., Thongpapanl, N., & Voronov, M. (2014). Explaining SMEs' Engagement in Local Sourcing: The Roles of Location-specific Resources and Patriotism. *International Small Business Journal*, 33, 929-950.

Voronov, M. (2014). Toward a toolkit for emotionalizing institutional theory. *Research on Emotion in Organizations*, 10, 167-196.

Hills, S., Voronov, M., & Hinings, C.R. (2013). Putting new wine in old bottles: Utilizing rhetorical history to overcome stigma associated with a previously dominant logic. *Research in the Sociology of Organizations*, 39B, 99-137.

Voronov, M., De Clercq, D., & Hinings, C.R. (2013). Conformity and Distinctiveness in a Global Institutional Framework: The Legitimation of Ontario Fine Wine. *Journal of Management Studies*, 50 (4): 607-645.

Voronov, M., De Clercq, D., & Hinings, C.R. (2013). Institutional Complexity and Logic Engagement: An Investigation of Ontario Fine Wine. *Human Relations*, 66 (12): 1563-1596.

Voronov, M. & Vince, R. (2012). Integrating emotions into the analysis of institutional work. *Academy of Management Review*, 37 (1): 58-81.

- *Finalist for the Best Published Paper in Organization and Management Theory Award, OMT Division of the Academy of Management, August 2013*
- *Emerald Citations of Excellence for 2015 Award*

De Clercq, D., & Voronov, M. (2011). Sustainability in Entrepreneurship: A Tale of Two Logics. *International Small Business Journal*, 29 (4): 322-344.

Voronov, M. (2009). From Marginalization to Phronetic Science: Toward a New Role for Critical Management Studies. *Journal of Organizational Change Management*, 22 (5): 549-566.

De Clercq, D., & Voronov, M. (2009). The Role of Domination in Newcomers' Legitimation as Entrepreneurs. *Organization*, 16(6): 799-827.

De Clercq, D., & Voronov, M. (2009). The Role of Cultural and Symbolic Capital in Entrepreneurs' Ability to Meet Expectations about Conformity and Innovation. *Journal of Small Business Management*, 47(3): 398-420.

De Clercq, D., & Voronov, M. (2009). Toward a Practice Perspective of Entrepreneurship: Entrepreneurial Legitimacy as Habitus. *International Small Business Journal*, 27(4): 395-419.

- *Winner, Best Paper of the Year Award*

Voronov, M. (2008). Toward Engaged Critical Management Studies. *Organization*, 15(6): 939-945.

Voronov, M. (2008). Toward a Practice Perspective on Strategic Organizational Learning. *The Learning Organization*, 15, 195-221.

Voronov, M. (2005). Should Critical Management Studies and Organization Development Collaborate? Invitation to a Contemplation. *Organization Management Journal*, 2, 4-26.

Voronov, M., & Yorks, L. (2005). Taking Power Seriously in Strategic Organizational Learning. *The Learning Organization*, 12, 9-25.

Voronov, M., & Coleman, P. T. (2003). Beyond the Ivory Towers: Organizational Power Practices and A “Practical” Critical Postmodernism. *Journal of Applied Behavioral Science*, 39, 169-185.

Voronov, M., & Singer, J. A. (2002). The Myth of Individualism-Collectivism: A Critical Review. *Journal of Social Psychology*, 142 (4): 461-480.

Academy of Management Best Paper Proceedings (Top 10% of accepted papers)

Voronov, M., & Foster, W.M. (2018). Curating the past and the struggle for authenticity of Canadian whisky producers. *Proceedings of The Academy of Management*.

Voronov, M., & Yorks, L. (2013). "Did you notice that?" Theorizing how people recognize (or not) the need for change. *Proceedings of The Academy of Management*.

Voronov, M., De Clercq, D., & Hinings, C.R. (2011). Globalization, glocalization and theorization in the Ontario wine industry. *Proceedings of The Academy of Management*.

Voronov, M., & Vince, R. (2010). Emotions and Institutions: Insights from Bourdieu and Psychoanalysis. *Proceedings of The Academy of Management*.

Voronov, M. (2009). From Marginalization to Phronetic Science: Toward a New Role for Critical Management Studies. *Proceedings of The Academy of Management*.

Authored Books

Zietsma, C., Toubiana, M., Voronov, M., and Roberts, A. (2019). *Emotions in Organization Theory*. Cambridge: Cambridge University Press.

Edited Books

Wolfram Cox, J., LeTrent-Jones, T.G., Voronov, M. and Weir, D (Eds.). (2009). *Critical Management Studies at Work: Negotiating Tensions between Theory and Practice*. Cheltenham, UK: Edward Elgar.

Book Chapters

Malhotra, N., & Voronov, M. (2026). Cycles of Passivity: How Mainstreamers Unwittingly Enable Erosion of Democracy. In Espedal, G., Ruebottom, T., Struminska-Kutra, M., Bento da Silva, J., & Creed, D. *The Palgrave Handbook of emotions and values in organizational institutionalism*, pp. 247-267. Cham: Springer.

Lok, J., Creed, D., DeJordy, R., & Voronov, M. (2017). Living institutions: Brining Emotions into Organizational Institutionalism. In Greenwood, R., Oliver, C., Lawrence, T.B., & Meyer, R.E. *The Sage Handbook of Organizational Institutionalism* (2nd Ed), pp. 591-620. London: Sage.

Voronov, M., De Clercq, D., & Thongpapanl, N. (2013). The Ontario wine industry: Moving forward. In Ripmeester, M., Gordon Mackintosh, P., & Fullerton, C. (Eds.), *The World of Niagara Wine*, pp. 97-108. Waterloo: Wilfred Laurier University Press.

De Clercq, D., & Voronov, M. (2011). Entrepreneurial Legitimacy as a Set of Discursive Practices. In E. Bonet, & G. Ilipiniar (Eds.), *Rhetoric and Management Research*. Copenhagen Business School Press.

Voronov, M., & Woodworth, W.P. (2011). OD Discourse and Domination. In D. Boje, B. Burnes, & J. Hassard (Eds.), *The Routledge Companion to Organizational Change*. London, UK: Routledge.

Voronov, M., Wolfram-Cox, J., LeTrent-Jones, T.G. and Weir, D. (2009). Introduction: Intersections of Critical Management Research and Practice: A Multi-Domain Perspective. In J. Wolfram Cox, T.G. LeTrent-Jones, M. Voronov, and D. Weir, (Eds.), *Critical Management Studies at Work: Negotiating Tensions between Theory and Practice*. Edward Elgar.

Coleman, P. T., & Voronov, M. (2003). Power in Groups and Organizations. In M. West, D. Tjosvold, & K. G. Smith (Eds.), *International Handbook of Organizational Teamwork and Cooperative Working*. San Francisco: Wiley & Sons. (Equal Authorship)

- Reprinted in M. West, D. Tjosvold, & K. G. Smith (Eds.) (2005), *The Essentials of Teamworking: International Perspective*. San Francisco: Wiley & Sons.

Public Outreach and Policy Papers

Voronov, M., & Eberlein, B. (2022, July). It's time for business to take the lead on health and safety. TVO.

<https://www.tvo.org/article/its-time-for-business-to-take-the-lead-on-health-and-safety>

Voronov, M., & Eberlein, B. (2022, July). Businesses have the responsibility to invest in health and safety when governments fail to. *The Conversation* (Reprinted in Yahoo News, National Post, and Winnipeg Free Press).

<https://theconversation.com/businesses-have-the-responsibility-to-invest-in-health-and-safety-when-governments-fail-to-187136>

Ruebottom, T., Toubiana, M., Voronov, M., & Buchanan, S. (2022, April). Selling voyeurism: How companies create value from the taboo. *The Conversation*.

<https://theconversation.com/selling-voyeurism-how-companies-create-value-from-the-taboo-181020>

Ruebottom, T., Buchanan, S., Voronov, M., & Toubiana, M. (2021, April). A look at businesses that focus on voyeurism. *Academy of Management Insights*.

- One of top 20 most viewed pieces of 2021

Massa, F.G., Helms, W., Voronov, M., & Wang, L. (2017). How to turn a brand's friends (and detractors) into evangelists: The case of Canadian wine. *LSE Business Review Blog*, <http://blogs.lse.ac.uk/businessreview/2017/07/03/how-to-turn-a-brands-friends-and-detractors-into-evangelists-the-case-of-canadian-wine/>

Armstrong, M.J., Voronov, M., & Helms, W. (2017). How brands turn customers into devoted followers. *The Conversation*, <https://theconversation.com/how-brands-turn-customers-into-devoted-followers-78662>, reprinted on Salon.com, https://www.salon.com/2017/07/11/how-brands-turn-customers-into-devoted-followers_partner/.

Voronov, M. (2017, March). Creating evangelists for Canadian whisky: The P³ Framework of strategic communication. Industry report

Voronov, M., & Helms, W. (2016, March). Evangelism and the amazing spread of quality reputation of Ontario winemaking. Industry report

Voronov, M. (2016, January). Symbolic value creation in Canadian whisky industry. Report

De Clercq, D., Thongpapanl, N., & Voronov, M. (2010, April). Explaining support for VQA wine in the Ontario restaurant industry. Industry report

Book Reviews

Voronov, M. (2005). Review of "Democratic Management: The Path to Total Quality with Total Liberty and Equality" by Asim Sen. *Academy of Management Review*, 30, 194-196.

MANUSCRIPTS UNDER REVIEW

Burrow, R., & Voronov, M. [Title withheld] *Academy of Management Journal* (3rd Round revision).

WORK IN PROGRESS

Tchalian, H., & Voronov, M. Globalization and the privileged vocabulary of authenticity. (Data collection and analysis stage).

Zhou, C., Werner, M., Voronov, M., & Piekkari, R. Translation in hostile contexts. (Manuscript writing stage)

Wang, M.S. & Voronov, M. Institutional Trust: Structural and Experiential Dimensions. (Manuscript writing stage)

Sullivan, S., Voronov, M., Soublière, J-F., & Reay, T. How societal crises reconfigure expertise: The Clean Air Movement. (Manuscript writing stage)

PRESENTATIONS, SYMPOSIA AND TALKS

Conference Presentations and Symposia

Sullivan, S., Voronov, M., Soublière, J-F., & Reay, T. (2025, August). Disruption into production: How the “clean air” movement created its own expertise. Academy of Management, Copenhagen, Denmark.

Sullivan, S., Voronov, M., Soublière, J-F., & Reay, T. (2025, May). Disruption into production: How the “clean air” movement created its own expertise. ASAC, Waterloo, ON.

Sullivan, S. Voronov, M., Reay, T., & Soublière, J-F. (2024, July). A mosaic of expertise: How the ‘Clean Air’ movement configured its systems of occupation to address social issues. Paper presented at the 40th EGOS Colloquium, Milan, Italy.

Wang, M.S. (Organizer), Yan, S. (Organizer), Lounsbury, M. (Organizers), Voronov, M., Patriotta, G., Meyer, R., Jancsary, Schilke, O., Luminieau, F., D., Luo, D., Zhou, K., & Greenwood, R. Institutions and Trust: Crisis Erosion and Construction (2023, August). Symposium Presented at the Annual Conference of the Academy of Management (Boston, MA).

- Showcase symposium

Massa, F., Voronov, M., & Hinings, C.R. (2023, July) Placemaking and the structuration of organizational fields: The Ontario wine region, 1811–2022. Paper presented at the 39th EGOS Colloquium, Cagliari, Italy.

Patriotta, G., & Voronov, M. (2022, July). Theorizing the role of values and institutions in global crises. Paper presented at the 38th EGOS Colloquium, Vienna, Austria.

Voronov, M., & Malhotra, N. (2022, June). New face of authoritarianism – a grand challenge for organization theorists. Fifth Lugano Conference on Organizations, Lugano, Switzerland (Virtual Presentation)

Patriotta, G., & Voronov, M. (2022, June). Theorizing the role of values and institutions in global crises. Paper presented at the Alberta Institutions Conference, Edmonton, Alberta.

Fan, G., & Voronov, M. (2020, August). The Role of Confucian Moral Virtues in Transforming the Stigma-inducing Moral System. Paper presented at the Annual Conference of the Academy of Management (Virtual).

Innis, B. (Organizer), Nelson, A., Voronov, M., Watkiss, L., Wry, T., & Glynn, M.A. (2020, August). Maintaining and Changing Categories: Applying a Practice Lens to Categorization Theory. Symposium presented at the Annual Conference of the Academy of Management (Virtual).

Innis, B. (Organizer), Nelson, A., Voronov, M., Watkiss, L., Wry, T., & Glynn, M.A. (2019, August). Maintaining, Altering, and Deconstructing Categories: How Do Practices Matter? Symposium presented at the Annual Conference of the Academy of Management, Boston, MA.

Helms, W., Wang, L., Massa, F.G., & Voronov, M. (2019, August). Harnessing Work Passion for Advantage in Fine Wineries. Paper presented at the Annual Conference of the Academy of Management, Boston, MA.

Tchalian, H., & Voronov, M. (2019, August). Generous spirits: Sacred economies, category consecration and the upscaling of Canadian whisky. Paper presented at the Annual Conference of the Academy of Management, Boston, MA.

Helms, W., Wang, L., Massa, F.G., & Voronov, M. (2019, July). Harnessing work passion as a source of advantage. Paper presented at the 35th EGOS Colloquium, Edinburgh, UK.

Ruebottom, T., Buchanan, S., Voronov, M., & Toubiana, M. (2019, July). Voyeuristic businesses: The impact of transgression on value creation. Paper presented at the 35th EGOS Colloquium, Edinburgh, UK.

Voronov, M., & Foster, W.M. (2018, August). Curating the past and the struggle for authenticity of Canadian whisky producers. Paper presented at the Annual Conference of the Academy of Management, Chicago, IL.

- Included in AoM Best Paper Proceedings

Ward, R.G. (Organizer), Glynn, M.A., Giorgi, S., Weber, K., Meyer, R.E., Elsbach, K., and Voronov, M. (2017, August). If the Walls Could Talk: At the Interface of Design, Materiality and Culture. Symposium presented at the Annual Conference of the Academy of Management, Atlanta, GA.

- Chosen as an All-Academy Theme Symposium

Lashley, K., Lockwood, C. (Organizers), Delmestri, G., Giorgi, S., Toubiana, M., and Voronov, M. (2017, August). Negotiating Status and Stigma: A Rhetorical Approach. Symposium presented at the Annual Conference of the Academy of Management, Atlanta, GA.

- Chosen as a Showcase Symposium by the MOC Division

Voronov, M., and Foster, W. (2017, July). “We used to know who we were”: Recovery, reinvention, and goodness. Paper presented at the 33rd EGOS Colloquium, Copenhagen, Denmark.

Pyo, S., and Voronov, M. (2017, July). Institutionalizing people: Professional identity development of Postdocs. Paper presented at the 33rd EGOS Colloquium, Copenhagen, Denmark.

Toubiana, M (Organizer), Voronov, M., Ocasio, W., Besharov, M.L., Zilber, T.B., & Gehman, J. (2016, August). The Heart of Institutions: Values, Emotions, Identity, Logics & Work, Finding the Ties that Bind Us. Symposium presented at the Annual Conference of the Academy of Management, Anaheim, CA.

Wei, H. (Organizer), Li, S. (Organizer), Barsade, S., Geddes, D., O’Neill, O.A., Sguera F., Toubiana, M., & Voronov, M. Moral Emotions and Institutions: The Creation of Meaningfulness in Organizations. Symposium presented at the Annual Conference of the Academy of Management, Anaheim, CA.

- Showcase symposium, MOC Division

Massa, F.G., Voronov, M., De Clercq, D., & Hinings, B. (2016, August). The stalled theorization of a legitimately distinctive collective identity. Paper presented at the Annual Conference of the Academy of Management, Anaheim, CA.

Foster, W., Voronov, M., & Suddaby, R. (2016, July). Nostalgia and institutional subjectivity. Paper presented at EMONET X Conference, Rome, Italy.

Foster, W., Voronov, M., & Suddaby, R. (2015, August). Longing for Institutional Work: Nostalgia, Subjectivity and Institutional Control. Paper presented at the Annual Conference of the Academy of Management, Vancouver, BC.

Massa, F., Voronov, M., De Clercq, D., & Hinings, C.R. (2015, July). Mired renaissance: The stalled theorization of a legitimately distinct collective identity for the Ontario wine region. Paper presented at the 30th EGOS Colloquium, Athens, Greece.

Voronov, M., Weber, K., Glynn, M. A. (2015, June). A Relational Perspective on Institutional Inequalities in Organizations. Paper presented at the 4th Alberta Institutions Conference, Banff, Alberta.

Massa, F., Voronov, M., Helms, W., & Wang, L. (2014, August). “From the Heart”: The Role of Emotional Expression in the Legitimation of Ontario Wine. Paper presented at the Annual Conference of the Academy of Management, Philadelphia, PA.

Toubiana, M. (Organizer), Zietsma, C., Thornton, P., Creed, D., Voronov, M., Reay, T., & Goodrick, E. (2014, August). *Emotions and Institutional Logics: Putting Affect onto the Y-axis*

Emotions and Logics. Symposium presented at the Annual Conference of the Academy of Management, Philadelphia, PA. (Participant)

Massa, F., Voronov, M., Helms, W., & Wang, L. (2014, July). "From the Heart": The Role of Emotional Expression in the Legitimation of Ontario Wine. Paper presented at EMONET IX Conference, Philadelphia, PA.

Foster, W., & Voronov, M. (2014, July). Longing for institutional work: Nostalgia as a form of institutional control and resistance. Paper presented at the 29th EGOS Colloquium, Rotterdam, The Netherlands.

Massa, F., Voronov, M., & Helms, W. (2013, November). From the heart: Affective legitimation in Ontario wine industry. Paper presented at the Annual Meeting of the Southern Academy of Management, New Orleans, LA.

Voronov, M. (2013, August). Emotional Capital and Institutional Reproduction. Paper presented at the Annual Conference of the Academy of Management, Lake Buena Vista, FL.

Voronov, M., Weber, K. (2013, August). Emotional Capital and Institutional Reproduction. Paper presented at the Annual Conference of the American Sociological Association, New York, NY.

Voronov, M., & Yorks, L. (2013, August). "Did you notice that?" Theorizing how people recognize (or not) the need for change. Paper presented at the Annual Conference of the Academy of Management, Lake Buena Vista, FL.

Nord, W.R. (Organizer), Adler, P.S., Cooke, B., Day, C., Nkomo, S., Vaara, E., & Voronov, M. (2013, August). *Shadows to the Marquee Lights: Questioning Capitalism and the Mission of the Academy of Management*. Symposium presented at the Annual Conference of the Academy of Management, Lake Buena Vista, FL. (Invited Discussant)

- *Showcase Symposium, GDO Division*

Voronov, M., Press, M., & Vince, R. (2013, July). "Now it's personal!" Integrating the whole person into institutionalism. Paper presented at the 28th EGOS Colloquium, Montreal, QC.

Voronov, M., Weber, K., & Glynn, M.A. (2013, June). A Relational Perspective on Institutional Inequalities in Organizations. Paper presented at the Conference on Inequality, Institutions and Organizations, Vancouver, BC.

Hills, S., Voronov, M., De Clercq, & Hinings, C.R. (2012, August). Rhetorical History as a Theorization Strategy: The case of Ontario fine wine. Paper presented at the Annual Conference of the Academy of Management, Boston, MA.

Voronov, M., De Clercq, & Hinings, C.R. (2012, August). Changing, Stabilizing or Coping? Investigating mundane institutional work. Paper presented at the Annual Conference of the Academy of Management, Boston, MA.

Massa, F., Voronov, M., & Helms, W. (2012, July). From the heart: Affective legitimation in Ontario wine industry. Paper presented at the 27th EGOS Colloquium, Helsinki, Finland.

Voronov, M., & Weber, K. (2012, July). Emotional capital and inequalities. Paper presented at the 27th EGOS Colloquium, Helsinki, Finland.

Voronov, M., & Weber, K. (2012, March). Toward institutional theory of management? Paper presented at SAMS/JMS 50th Anniversary Conference on the Future of Management, Oxford, UK.

Voronov, M., De Clercq, D., & Hinings, C.R. (2011, August). Globalization, glocalization and theorization in the Ontario wine industry. Paper presented at the Annual Conference of the Academy of Management, San Antonio, TX.

Hills, S., Voronov, M., De Clercq, D., & Hinings, C.R. (2011, July). History is written by those who need it. Paper presented at the 27th EGOS Colloquium, Gothenburg, Sweden.

Voronov, M., De Clercq, D., & Hinings, C.R. (2011, June). Globalizing, glocalizing and theorizing in a creative industry. Paper presented at the Annual Conference of the Society for the Advancement of Socioeconomics, Madrid, Spain.

Voronov, M., & Vince, R. (2010, August). Emotions and Institutions: Insights from Bourdieu and Psychoanalysis. Paper presented at the Annual Conference of the Academy of Management, Montreal, QC.

Voronov, M., De Clercq, D., & Hinings, C.R. (2010, August). Creating a Local Wine Industry: The Roles of Translation and Theorization. Paper presented at the Annual Conference of the Academy of Management, Montreal, QC.

Voronov, M., De Clercq, D., & Hinings, C.R. (2010, July). Globalizing, Glocalizing and Organizing: The Case of the Ontario Wine Industry. Paper presented at the 26th EGOS Colloquium, Lisbon, Portugal.

Voronov, M., De Clercq, D., & Hinings, C.R. (2009, August). Institutional Logics and Classification: From Constraints to Resources. Paper presented at the Annual Conference of the Academy of Management, Chicago, IL.

Voronov, M., De Clercq, D., & Hinings, C.R. (2009, July). *Translating Creativity: Framing the Ontario Wine Industry*. Paper presented at the 25th EGOS Colloquium, Barcelona, Spain.

Voronov, M., De Clercq, D., & Hinings, C.R. (2009, July). *Social Classification and Interests in Ontario Wine Industry*. Paper presented at the Bacchus 4th Interdisciplinary and International Wine Conference, Dijon, France.

De Clercq, D., & Voronov, M. (2009, June). Balancing Sustainability and Profitability in Entrepreneurial Practice: An Institutional Logics Perspective. Paper presented at the International Council of Small Business Conference, Seoul, South Korea.

Voronov, M., & De Clercq, D. (2008, August). *The Coexistence Of Conflicting Institutional Logics in Cultural Production*. Paper presented at the Annual Conference of the Academy of Management, Anaheim, CA.

De Clercq, D., & Voronov, M. (2008, August). *The Role of Cultural Capital and Symbolic Violence in Entrepreneurial Legitimacy*. Paper presented at the Annual Conference of the Academy of Management, Anaheim, CA.

Voronov, M. (2008, August). *Toward Engaged Critical Management Studies*. Paper presented at the Annual Conference of the Academy of Management, Anaheim, CA.

Voronov, M., & De Clercq, D. (2008, July). *Upsetting Art, Upsetting Commerce: From Separate Worlds to Selective Enactment*. Paper presented at the 24th EGOS Colloquium, Amsterdam, Holland.

Voronov, M. (2007, August). *OD as a Dominated Field*. Paper presented at the Annual Conference of the Academy of Management, Philadelphia, PA.

De Clercq, D., & Voronov, M. (2007, July). *Waltz of the Entrepreneur: From Path Dependencies to Practical Coping*. Paper presented at the 23rd EGOS Colloquium, Vienna, Austria.

Voronov, M. & De Clercq, D. (2007, June). Symbolic Value Creation in the Wine Industry. Paper presented at Bacchus 3rd Interdisciplinary Wine Conference, St. Catharines, ON.

De Clercq, D. & Voronov, M. (2007, May). *Re-Writing Entrepreneurship as a Set of Discursive Practices*. Paper presented at the 2nd Conference on Rhetoric and Narratives in Management Research, Barcelona, Spain.

Voronov, M., Johnson, B. K., Kaufman, B. E., Woodworth, W. P., Zickar, M. J., and Nord, W. R. (2006, August). *Understanding Different Assumptions about Power and Equity: An Inter-Disciplinary Conversation*. Symposium to be presented at the Annual Conference of the Academy of Management, Atlanta, GA.

Voronov, M. (2006, May). *Discourse, Sensegiving and Disidentification in the Context of New Product Development*. Paper presented at the 1st Conference on Rhetoric and Narratives in Management Research, Barcelona, Spain.

Voronov, M., & Yorks, L. (2004, August). *Investigating the Deep Structure of the Tower – What if We Took Power Seriously in Strategic Learning?* Paper presented at the Annual Conference of Academy of Management, New Orleans, LA.

Voronov, M., & Yorks, L. (2004, June). *Taking Power Seriously in Strategic Organizational Learning*. Paper presented at the Annual Conference of Administrative Sciences Association of Canada, Quebec, PQ, Canada.

Voronov, M., & Yorks, L. (2003, November). *Making the Undiscussable Discussable in the Strategic Conversation: Improving Strategic Management Through Recognizing the Role of Primary Power*. Paper presented at the Annual Conference of Strategic Management Society, Baltimore, MD.

Voronov, M., Deetz, S., LeTrent-Jones, T. G., & Nord, W. R. (2003, August). *Perspectives on Critical Management Studies in Organizational Consulting: Invitation to a Dialogue*. Symposium conducted at the Annual Conference of Academy of Management, Seattle, WA.

Voronov, M., & Singer, J. A. (2000, February). *Rethinking Filial Piety*. Poster session presented at the 1st Convention of Society for Personality and Social Psychology, Nashville, TN.

Voronov, M., & Singer, J. A. (1999, August). *A Second Look at Filial Piety*. Paper presented at the 57th Annual Convention of International Council of Psychologists, Salem, MA.

Voronov, M., Kimrey, D., & Singer, J. A. (1998, October). *An Investigation of the Academic Choices of Chinese and Chinese-American College Students*. Paper presented at the 38th Annual Meeting of New England Psychological Association, Providence, RI.

Invited Talks and Presentations

- ESCP Paris, May 2025
- University of British Columbia Okanagan, November 2025
- University of British Columbia, Sauder School of Business, November 2025
- ZHAW School of Management and Law, October 2025
- Connecticut College, May 2025
- Rotterdam School of Management, Erasmus University, April 2025
- Judge Business School, University of Cambridge, March 2025
- Warwick School of Business, University of Warwick, October 2024
- Esade Business School, October, 2024
- Kyoto University, August 2024
- York Circle, December 2023
- Alberta Business School, University of Alberta, October 2023
- Divisional Speaker, OT Division, Administrative Science Association of Canada, June 2023
- University of Bath School of Management, March 2023
- Aalto University School of Business, October 2022

- EM Lyon School, October 2022
- Goodman School of Business, Brock University, April 2022
- Keynote Speaker, Alternative Accounts Conference, April 2022
- Invited Speaker, Publishing in Academy of Management Journal PDW, Academy of Management, August 2021
- WU Wien, Vienna University of Economics and Business, June 2020
- Invited Panelist, Diamonds in the Rough Doctoral Consortium, MOC Division, Academy of Management, August, 2019
- Xiamen University, April 2018
- Minjiang University, April 2018
- Keynote, Canadian Whisky Awards (Victoria, BC), January 2018
- Saïd School of Business, Oxford University, December 2017
- Warwick Business School, University of Warwick, December 2017
- University of Bath, Master Class on Emotions and Institutions, May 2016
- Schulich School of Business, York University, Invited Panelist at the Emotions and Institutions Workshop, December 2014.
- CMS Division's Doctoral and New Scholar Consortium, Academy of Management Meeting, August 2014, Philadelphia, PA.
- Schulich School of Business, York University, Invited Panelist at the Emotions and Institutions Workshop, December 2013.
- Grenoble School of Management, March 2012.

EDITORIAL AND REFEREEING DUTIES

Editor

Senior Editor, *Organization Studies* (2021-present)

Guest Editor, *Organization Studies* Special Issue “Emotions, Values and Institutions in Turbulent Times” (2026-)

Guest Editor, *Business & Society*, Special issue “Commons at a new frontier: Opening new avenues for research in business and society” (2024-2027)

Editorial Board Member

- *Academy of Management Review* (2015-present)
- *Academy of Management Journal* (2018-present)
- *Journal of Management Studies* (2013-present)
- *Research in the Sociology of Organizations* (2021-present)
- *Organization Studies* (2018-2021)
- *Journal of Workplace Rights* (2009-2012)

Advisory Boards

International Advisory Board, Qual+ Center, Aalto University (2024-)

Ad Hoc Reviewer

Administrative Science Quarterly, Organization Science, American Sociological Review, Organizational Behavior and Human Decision Processes, Strategic Management Journal, Organization Theory, Strategic Entrepreneurship Journal, Strategic Organization, Human Relations, Organization, Entrepreneurship Theory and Practice, Technovation, Journal of Small Business Management, Journal of Business Ethics, Journal of Management Inquiry

Academy of Management Committee Memberships

- MOC Division, 2021 Best Symposium Award Committee
- OMT Division Research Committee, 2020 OMT Responsible Research Award Sub-Committee
- OMT Division Research Committee, 2019 OMT Entrepreneurship Paper Award Sub-Committee
- OMT Division Research Committee, 2018 OMT Best International Paper Award Sub-Committee
- OMT Division Research Committee, 2017 OMT Best Student Paper Award Sub-Committee
- OMT Division Research Committee, 2016 OMT Best Paper Award Sub-Committee
- All-Academy Theme (AAT) Committee, 2016 Academy of Management Conference

Other Reviewing

- Reviewer for Canada Research Chair
- Reviewer for MITACS
- Reviewer for INFORMS/Organization Science Dissertation Proposal Competition
- Social Sciences and Humanities Research Council of Canada (SSHRC)
- Academy of Management Conferences
- Best Paper Adjudication Committee, Canadian Journal of Administrative Sciences (2013 and 2014)

SERVICE TO THE PROFESSION

Co-Convenor of the Subtheme 48, “Reframing the Lived Experience at Work: Emotion, Body, and Space as New Ways of Exploring Ethics, Responsibility, and Sustainability” EGOS Colloquium, Bergamo/Online (2026)

Facilitator, *Organization Studies/Organization Theory* Paper Development Workshop, Winterthur (October 2025)

Facilitator, *Organization Studies/Organization Theory* Paper Development Workshop, Barcelona (October 2024)

Co-Convenor of the Subtheme 43, “Institutions and People at Crossroads: The Hidden Role of Emotions in Understanding Actions and Disruptions”. EGOS Colloquium, Milan, Italy (2024).

Mentor, Ivey 11th Sustainability Academy, Western University, October 2018

Coordinator EGOS Standing Working Group on “Emotions in Social Contexts: Relational, Organizational, Institutional” (2018-2021).

Co-Convenor of Subtheme 13, “Mixed Feelings and Disruptions: Multiple Emotions in Organizations and Institutions and their Implications within Social Systems”, EGOS Colloquium, Hamburg, Germany/Virtual (2020).

Co-Convenor of the Subtheme 38, “Bringing Emotions out of the Shadows of Institutions”, 32nd EGOS Colloquium, Naples, Italy, (2016).

Co-Organizer of the Professional Development Workshop “Habitus: Theoretical Foundations and Operationalization for Organization and Management Theory” Academy of Management (2014).

Co-Convenor of the subtheme 26, “Emotions and (the limits of) institutional control”, 30th EGOS Colloquium, Rotterdam, The Netherlands (2014).

Representative at Large, Critical Management Studies Division, Academy of Management (2009 to 2011)

Stream (division) Co-coordinator, “Intersections: Critical Management Research and Organizational Practice”, 4th *International Critical Management Studies Conference*, University of Cambridge, Cambridge, UK (2005)

Organizer, *Critical Management Studies Doctoral Consortium, Academy of Management* (2004)

STUDENT SUPERVISION

Ph.D. Committee Member

Diya Yang, Schulich School of Business, Committee Member (Expected, 2027)

Sean Sullivan, Schulich School of Business, Supervisor (Expected, 2028)

Mohammad Boroumand, Schulich School of Business, Committee Member (Expected, 2026)

Chloe Cameron, Ivey School of Business, Committee Member (Expected, 2026)

Shuo Yuan, University of Alberta, Committee Member (Expected 2026)

Huan You, Schulich School of Business, Committee Member (Expected, 2026)

Suvi-Tuuli Vuori, Aalto University, External Examiner (2025)

Xiaoran Ma, University of Melbourne, External Examiner (2024)

Kam Phung, Schulich School of Business, Committee Member (2021)

Abiodun Ige, University of Alberta, External Examiner (2019)

Anne Antoni, The University of Warwick, External Examiner (2017)
Derin Kent, Queen's University, External Examiner (2017)
Wren Montgomery, Queen's University, External Examiner (2015)

MSc Thesis Supervisor

Sonya Pyo (2018), "Institutionalizing People: Professional Identity Development of Postdoctoral Scientists"
Shilo Hills (2012), "The role of Rhetorical History in Theorization Work"

MSc Thesis Committee Member

Fatemehsadat Seyedalikhani, Lassonde School of Engineering (2025)
Manuel Gloger (2016)
Asma Zafar (2013)
Pinar Kekec (2012)

UNIVERSITY SERVICE

York University

- Ph.D. Program Coordinator, Sustainability (2021-)
- Ph.D. Program Coordinator, Organization Studies (2019-2021)
- MPC Committee (2018-2019)

Brock University

- Senate Sub-Committee on Research and Scholarly Publishing (2017-2018)
- Dean of Graduate Studies Advisory Committee (2015 to 2016)
- MSc Program Committee (2012 to 2018)
- Search Committee Member (2010, 2011, 2012, and 2014)
- Journal List Committee (2012 to 2014)
- Faculty of Business UPC Committee (2008-2013)
- Associate Fellow, Cool Climate Oenology and Viticulture Institute (CCOVI) (2009-2018)
- Associated Faculty, CCOVI (2007 to 2009)
- Faculty Advisory Council to the Dean (2007 to 2008)
- Working group on Corporate Social Responsibility and Sustainability Institute (2007 to 2008)

TEACHING

Courses Taught at Schulich

Advanced Topics in Organization Theory (Ph.D.)
Logics of Social Research (Ph.D.)
Theoretical Contribution and Theorizing (Ph.D.)
Resilience to Catastrophic Failure in Organizations (undergraduate)
Organizations and Their Environments (undergraduate)

Courses Taught at Brock University

Macro-Foundations of Organization Studies (MSc)
Strategic Management (undergraduate, MBA and International MBA)
Business and Society (undergraduate)

Independent Studies

Satbir Dharni (MBA) 2025; Topic: Managing a unionized workforce in a public sector organization
Shaharin Mushrekat (BBA) 2022; Topic: The use of emotions by social media influencers
Long He (Ph.D.) 2019; Topic: Emotions and CSR adoption

MEDIA MENTIONS AND INTERVIEWS

Financial Times, The Globe and Mail, Toronto Star, Financial Post, Global News, CBC News, Scotchwhisky.com, St. Catharines Standard, Welland Tribune, Windsor Star, The Silo, Uncork Ontario

PODCASTS

Research at Schulich, 2025
HRD Masterclass Podcast, Season 4, Episode 3 “HRD & Politics” (August 29, 2023)
<https://www.allbypodcast.com/politics>