

**ANA M. ARANDA**

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Católica-Lisbon  
School of Business & Economics  
Universidade Catolica Portuguesa  
Palma de Cima  
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## Academic Positions

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Assistant Professor, CATÓLICA-LISBON ( <i>tenure track</i> )	Sept 2016-current
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## Education

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<b>Ph.D. in Management</b> , Tilburg University (The Netherlands)	Sept 2012-Sept 2016
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*PhD Defense*: September 7th, 2016

*Advisors*: Tal Simons, Xavier Martin

*Committee*: Candace Jones, Renate Meyer, Rodolphe Durand, Patrick Vermeulen

*Dissertation title*:

Thank you for (not) smoking: Essays on institutional theory and strategy in a contested industry

<b>M.Phil. in Business</b> , Tilburg University ( <i>cum laude</i> )	Sept 2011-Aug 2012
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<b>M.Sc. in Strategic Management</b> , Tilburg University ( <i>cum laude</i> )	Sept 2010-Aug 2011
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<b>Post-Graduate Diploma in Marketing</b> , University of Los Andes	Jan 2008-Aug 2008
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<b>B.Sc. in Management</b> ( <i>Major</i> : Finance. <i>Minors</i> : Economics, Business Law), University of Los Andes	Jan 2003-Dec 2007
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## Research Visits

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Visiting Research Fellow, Sloan School of Management. MIT. Boston, MA. ( <i>Faculty sponsor</i> : Ezra Zuckerman).	Feb 2014-June 2014
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## Research Interests

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Strategic Management, Organizational Theory, Contested Industries.

## Research Statement

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My research lies in the intersection between strategy and organizational theory. I explore where institutional pressures and legitimacy threats originate and how they impact the performance of contested industries. Hence, my research intersects with the study of social movements and legal environments as well. The three essays that comprise my dissertation consider: i) the institutional change generated by the simultaneous actions of activist organizations and corporations, ii) the influence of institutional pressures and legitimacy threats on industry performance, and iii) the strength of the impact of legitimacy on performance. Using contested empirical settings, my research combines strategy and organizational theory in order to conceptualize and test how institutions shape an industry's strategy and performance. To test my hypotheses I have developed a unique database with data collected and assembled from various sources and using various methods (e.g. content analysis). Moreover, methodologically I have used cutting-edge techniques to ensure that my studies stand the test of rigor; this is driven by my interest in updating my understanding of econometrics and in staying abreast of new developments in research methods.

## Publications

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Aranda, A.M., & Simons, T. 2018. On two sides of the smoke screen: How activist organizations and corporations use protests, campaign contributions, and lobbyists to influence institutional change (261-315). In: Briscoe, F., King, B., & Leitzinger, J. (eds) Social Movements, Stakeholders, and Non-market Strategy. *Research in the Sociology of Organizations*. Emerald Group Publishing Limited.

## Working Papers

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“Applying topic models in organization studies: Methodological and theoretical relevance” (with Helen Etchanchu and Jonne Guyt).

“Clearing the smoke: Coercive pressures, legitimacy, and performance in the U.S. tobacco industry” (with Tal Simons).

“The quest for appropriateness: The antecedents and outcomes of organizational legitimacy” (with Yasir Dewan and Tal Simons).

“Contested industries and the consequences of state-level marijuana legalization in the US” (with Raffaele Conti and Filippo Carlo Wezel).

“Market’s reaction to corporate political activity” (with Omar El Nayal).

## Presentations

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### CONFERENCES

Applying topic models in organization studies: Methodological and theoretical relevance:

*Academy of Management Annual Meeting*. Chicago, IL. August, 2018.

*European Group for Organizational Studies*. Copenhagen, Denmark. July, 2017.

On two sides of the smoke screen: How activist organizations and corporations use protests, campaign contributions, and lobbyists to influence institutional change:

*Academy of Management Annual Meeting*. Vancouver, Canada. August 11<sup>th</sup>, 2015.

*European Group for Organizational Studies*. Athens, Greece. July 1<sup>st</sup>, 2015.

*11<sup>th</sup> workshop on New Institutionalism in Organization theory*. Vienna, Austria. March 26<sup>th</sup>, 2015.

Clearing the smoke: Coercive pressures, legitimacy, and performance in the us tobacco industry:

*Trans-Atlantic Doctoral Conference*. London Business School. May 8<sup>th</sup>, 2015.

*Academy of Management Annual Meeting*. Orlando, FL. August 13<sup>th</sup>, 2013.

*European Group for Organizational Studies*. Montreal, Canada. July 6<sup>th</sup>, 2013.

### SEMINARS

2016 Department of Organization Studies, Tilburg University. School of Management, Adolfo Ibañez.

2015 Department of Management, Tilburg University. School of Management, Los Andes University. IESE Business School. Católica-Lisbon.

2014 Sloan School of Management, MIT.

2013 School of Management, Los Andes University (Colombia).

## Organized Symposia and Conference Tracks

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*Sub-theme 56: Uncovering Contested Industry Dynamics: The Interaction of Contestation, Social Evaluation and Organizations.* With: Tal Simons and Déborah Philippe. European Group for Organizational Studies. Tallinn, Estonia July 5<sup>th</sup>-7<sup>th</sup>, 2018.

*Legitimacy and its Absence in Strategy and Organization Theory.* Speakers: Renate Meyer (Vienna University of Economics and Business), Rodolphe Durand (HEC Paris), Tal Simons (Tilburg University) and Xavier Martin (Tilburg University). Tilburg University, the Netherlands. September 7th, 2016.

## Workshops

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*OMT Junior Faculty Consortium.* Academy of Management Annual Meeting. Chicago, IL. August, 2018.

*Pre-Colloquium Post-Doctoral & Early Career Scholars Workshop.* European Group for Organizational Studies. Copenhagen, Denmark. July 6<sup>th</sup> - 8<sup>th</sup>, 2017.

*AMR-OMT workshop.* RSM. Rotterdam, the Netherlands. January 14<sup>th</sup>, 2016.

*OMT Doctoral Consortium.* Academy of Management Annual Meeting. Vancouver, Canada. August 6<sup>th</sup>-11<sup>th</sup>, 2015.

*Pre-Colloquium PhD Workshop.* European Group for Organizational Studies. Athens, Greece. June 29<sup>th</sup>-30<sup>th</sup>, 2015.

*11th SCANCOR PhD Workshop on Institutional Theory.* The Hebrew University of Jerusalem. January 5<sup>th</sup>-9<sup>th</sup>, 2014.

*OMT Dissertation Proposal Workshop.* Academy of Management Annual Meeting. Orlando, FL. August 9<sup>th</sup>-13<sup>th</sup>, 2013.

## Teaching Experience

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CATOLICA-LISBON (LISBON, PORTUGAL)

2018 *Strategic Management (MSc), Advanced Strategic Management (MSc), Dissertation Seminar (MSc)*

2017 *Advanced Strategic Management (MSc).*

TILBURG UNIVERSITY (TILBURG, THE NETHERLANDS)

2016 *Theses supervision (MSc).*

2015 *International Strategy (MSc), International Management (MSc).*

2014 *International Strategy (MSc), Comparative and Cross Cultural Management (BSc).*

2013 *International Strategy (MSc), Theses supervision (Bachelor, MSc).*

2012 *International Management (MSc). Theses supervision and teaching certificates.*

LOS ANDES UNIVERSITY (BOGOTÁ, COLOMBIA)

2009 *Teaching Assistant – Strategy (Executive MBA), Colombian Business History (MBA).*

2008 *Teaching Assistant – Fundamentals of Marketing (Post-graduate diploma).*

2006 *Teaching Assistant – Colombian Business History (BSc).*

2005 *Teaching Assistant – Corporate Social Responsibility (BSc).*

### **Fellowships and Awards**

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2012-2016 *PhD Fellowship*. CentER, Tilburg University, the Netherlands.

2011-2012 *Koopmans Scholarship*. CentER, Tilburg University, the Netherlands.

2008 *ECAES Scholarship*. Los Andes University, Bogotá, Colombia.

### **Professional Experience**

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2009-2010 *Strategy analyst*. Solla, S.A. Medellín, Colombia.

2008-2010 *Junior consultant*. Momentum Consulting Group. Bogotá, Colombia.

### **Professional Affiliations**

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Academy of Management.

European Group for Organizational Studies.