

ALINE GATIGNON

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ACADEMIC APPOINTMENTS

The Wharton School, University of Pennsylvania

- Assistant Professor of Management (2016-present)
 - *Off tenure clock*: 2017-2018, 2020-2021, 2023-2024
- The Govil Family Faculty Scholar (2020-2022)
- Lecturer (2015-2016)

EDUCATIONAL BACKGROUND

- 2016 **Ph.D.** INSEAD, Concentration: Strategy
- 2007 **M.A.** Institut d'Études Politiques de Paris (« Sciences Po »), Development Economics, *Cum Laude*
- 2005 **B.A.** Institut d'Études Politiques de Paris (« Sciences Po »), Political Science

RESEARCH INTERESTS

Cross-sector Partnerships, Emerging Markets, Non-market Strategy, Stakeholder Governance, Corporate Social Responsibility, Multi-level theory

RESEARCH

A. Articles Published and Forthcoming in Refereed Journals

- [1] **Gatignon, Aline** and Bode, Christiane. 2023. When Few Give to Many and Many Give to Few: Corporate Social Responsibility Strategies under India's Legal Mandate, *Strategic Management Journal*. Forthcoming (published online ahead of print). 1-29
- Nominated for 2020 Best Paper Award, STR Division of the Academy of Management
- [2] **Gatignon, Aline** and Capron, Laurence. 2023. The Firm as an Architect of Polycentric Governance: Building Open Institutional Infrastructure in Emerging Markets. *Strategic Management Journal*. 44: 48– 85.
- Published online ahead of print: January 2020
 - Winner, Best PhD Paper Prize, Strategic Management Society Annual Meeting, 2013
- [3] **Gatignon, Aline**, Gama, Marina and B. DeMello, Rodrigo, 2023. The Returns to Nonmarket Strategies during Institutional Transitions: Investor Reactions to Actor and Tie Characteristics, *Organization Science*. 34: 2, 916-934.
- [4] **Gatignon, Aline**, 2022. The Double-Edged Sword of Boundary-Spanning Corporate Social Responsibility programs. *Strategic Management Journal*. 43(10), 2156– 2184

- [5] Ballesteros, Luis and **Gatignon, Aline**. 2019. The Relative Value of Firm and Non-Profit Experience: Tackling Large-Scale Social Issues across Institutional Contexts. *Strategic Management Journal*, 40: 631– 657.
- Finalist, Best PhD Paper Prize, Strategic Management Society Annual Meeting, 2017
- [6] **Gatignon, Aline** and Gatignon, Hubert. 2011, Transaction Costs in Action: Erin Anderson and the Path-Breaking Work of TCE in New Areas of Business Research, *Journal of Retailing*, 86(3): 232-247
- [7] **Gatignon, Aline**, Charles, Aurélie and Van Wassenhove, Luk N. 2010. The Yogyakarta Earthquake: Humanitarian Relief through IFRC's Decentralized Supply Chain, *International Journal of Production Economics*, 126(1): 102-110

B. Working Papers

- [8] **Gatignon, Aline**, Clément, Julien, Pongeluppe, Leandro and Van Wassenhove, Luk N. Resource-Poor but Network-Rich: A Configurational Approach to Stakeholder Engagement for Scaling Social Innovation, *under review*
- [9] Gama, Marina and **Gatignon, Aline**. From Political Ties to NGO Donations: the Strategic Adaptation of Cross-sector Interactions, *preparing for submission*

D. Other Articles and Book Chapters

- **Gatignon, Aline**. Scaling Up Collaboration for Social Impact: the Governance and Design of Corporate-Nonprofit Partnerships, invited chapter *in* Gerard George, Martine Haas, Havovi Joshi, Anita M McGahan, Paul Tracey (Eds.), *Handbook on the Business of Sustainability: The Organization, Implementation, and Practice of Sustainable Growth* (Edward Elgar, 2022)
- **Gatignon, Aline** & Bode, Christiane. 2020. When Opposites Detract from Cross-Sector Collaboration: An Empirical Analysis of CSR Implementation After The 2013 Reform to The India Companies Act. In Guclu Atinc (Ed.), *Proceedings of the Eightieth Annual Meeting of the Academy of Management*.

E. Research in Progress

- Corporate Social Responsibility and Pandemic Response: Evidence from India (with Doron Tadmor and Christiane Bode)
- The political drivers of CSR investments: an analysis of electoral contests following the 2013 Reform to the India Companies Act (with Christiane Bode)
- Nonmarket synergies in Corporate Strategy: Natura's acquisitions of Aesop, Body Shop, and Avon (with Laurence Capron)

F. Invited Presentations

(* indicates refereed conference, † indicates presentation by co-author)

- Alliance for Research on Corporate Sustainability (ARCS) Annual Conference, Georgetown University, Washington D.C., June 2023*
- Utah Stakeholder Conference, University of Utah, Utah, May 2023

- Strategy and the Business Environment (SBE) Annual Conference, Georgetown University, Washington D.C., May 2023*
- QCA Conference of the Americas, USC Marshall School of Business, California, March 2023*†
- University of Illinois Urbana-Champaign, Gies College of Business, invited seminar, October 2022
- Wharton-INSEAD PhD Consortium, Sustainability Panel, Philadelphia, October 2022
- Strategic Management Society Annual Conference, London, September 2022*
 - Panelist: Cooperative Strategies for Addressing Societal Issues; Strategy and Public and Nonprofit Management: Synergies and Opportunities
- WINIR Conference on Polycentric Governance & the Challenges of the 21st Century
- Academy of Management Annual Conference, Seattle, August 2022*
 - Co-organizer: STR Junior Faculty PDW; Research Frontiers in Nonmarket Strategy PDW
 - Discussant: Organizing for Good PDW
 - Presenter: Connections between Corporate and Stakeholder Governance Symposium; Doing Good Better Symposium; Ecosystems, Stakeholders, and Grand Challenges Symposium
- INSPER Institute of Education and Research, invited seminar, June 2022
- Firms, Markets & Polycentricity Discussion Group & World Interdisciplinary Network for Institutional Research, invited speaker, May 2022
- INSEAD workshop on New Perspectives on Stakeholder Governance, Fontainebleau, France, May 2022
- Academy of Management, STR Division Virtual Paper Development Workshop (PDW) for Brazilian scholars (panelist), November 2021
- UNC Kenan-Flagler Business School, invited speaker (Strategy & Entrepreneurship), October 2021
- Strategic Management Society Annual Conference, Global Strategy Interest Group PDW (panelist), September 2021
- Academy of Management Annual Conference, PDW session (co-organizer) on “The Role of Corporations in Governing the Commons”, August 2021*
- Academy of Management Annual Conference, paper presentation, August 2021*†
- Academy of Management, STR Division Virtual Symposium: “Firm-State Ties: Addressing the Grand Challenges”, May 2020
- NYU Nonmarket Strategy Workshop, Nov. 2020 (presenter), Nov. 2021 (discussant)
- Strategic Management Society Annual Conference, October 2020*
- Academy of Management Annual Conference, August 2020*
- Alliance for Research on Corporate Sustainability, June 2020*
- INSEAD PhD Alumni Reunion, Plenary Speaker, “Research and Social Impact”, Fontainebleau, France July 2019
- Stanford PACS 2019 Junior Scholars Forum, Stanford, CA, June 2019
- Women in Strategy Workshop, Washington University in St Louis, St. Louis, MO, May 2019
- Strategic Management Society Annual Conference, Paris, France, September 2018*
- Olin Business School, Washington University in St Louis, St. Louis, MO, August 2018
- Academy of Management Annual Conference, Chicago, IL, August 2018*
- Harvard Kennedy School: SICI conference on "Rethinking Cross-Sector Social Innovation", Boston, MA, April 2018*
- Strategic Management Society Annual Conference, Houston, TX, October 2017*
- Strategic Management Society Annual Conference, Berlin, Germany, September 2016 *
- London Business School, London, UK, September 2016
- Academy of Management Annual Conference, Anaheim, CA, August 2016*
- Stanford PACS Junior Scholar Forum, Hertie School of Governance, Berlin, Germany, June 2015
- EURAM Annual Conference, Paris (France), June 2016*

- 6th “Strategy Symposium on Emerging Markets”, Jesse H. Jones Graduate School of Business, Rice University, Houston, TX, May 5-6, 2016
- Strategic Management Society Annual Conference, Denver, CO, October 2015*
- Symposium on Design Issues in Public-Private Partnerships, Lee Kuan Yew School of Public Policy, Singapore, April 2015
- Invited presentations at Cornell, HEC Paris, IESE, London School of Economics, University of Bocconi, University of Maryland, University of Michigan, University of Pennsylvania, University of Southern California, University of Western Ontario, October-February 2015: “Cross-Sector Partnerships in Emerging Markets: Managing the Spin-Out, Spin-In Paradox” (Job Market Paper)
- INSEAD Network Evolution Conference 4.0, Fontainebleau, France, October 2014†
- 3rd Wharton-INSEAD Alliance PhD Consortium, Fontainebleau, France, September 2014*
- Strategic Management Society Annual Conference, Madrid, Spain, September 2014*
- Strategic Management Society Pre-Conference Extension: Public-Private Governance, Social Value and Innovative Organizational Design, Paris, France, September 2014
- Academy of Management Annual Conference, Philadelphia, PA, August 2014*
- Academy of International Business Annual Conference, Vancouver, Canada, June 2014*
- 2nd Wharton-INSEAD Alliance PhD Consortium, Philadelphia, PA, October 2013*
- Strategic Management Society Annual Conference, Atlanta, GA, October 2013*
- Academy of Management Annual Conference, Lake Buena Vista, FL, August 2013*
- Academy of International Business (AIB), Istanbul, Turkey, July 2013*
- Consortium for Competitiveness and Cooperation, Kansas City, KS, March 2013
- Israel Strategy Conference Doctoral Consortium, Tel Aviv, Israel, December 2012*
- 1st Wharton-INSEAD Alliance PhD Consortium, Fontainebleau, France, October 2012*
- Strategic Management Society Annual Conference, Prague, Czech Republic, October 2012*
- Society for the Advancement of Socio-Economics (SASE), 24th Annual Meeting, Boston, MA, June 2012*
- Strategic Management Society Annual Conference, Miami, FL, October 2011: Doctoral Student Consortium*
- PREBEM Doctoral Consortium, Rotterdam, Netherlands, September 2011*
- Academy of Management Conference, San Antonio, TX, August 2011*
- 10th Annual Colloquium of the European Academy of Business in Society (EABIS), Fontainebleau, France, October 2011*
- Alliance for Research on Corporate Sustainability (ARCS) & Strategy and the Business Environment (SBE) joint Annual Conference, Philadelphia, PA, May 2011*
- Academy of Management Annual Conference, Montreal, Canada, August 2010*

AWARDS & OTHER HONORS

General Honors

- Emerging Sustainability Scholar Award, Alliance for Research on Corporate Sustainability (ARCS), 2023
- Govil Family Faculty Scholar award, The Wharton School, 2020-2022
- Named to INSEAD’s “50 Years, 50 Women, 50 Ideas” series

Research

- Nominated as a “Best Paper” for the STR Division of the Academy of Management (2020)
- Finalist, Best PhD Conference Paper Award, Strategic Management Society (2017)
- Best Conference Paper Award Nomination, Strategic Management Society (2016)
- Best Conference Paper for Practice Implications Award Nomination, Strategic Management Society (2014)

- Best PhD Conference Paper Award Nomination, Strategic Management Society (2014)
- Outstanding Reviewer Award, Business Policy and Strategy Division, Academy of Management Annual Conference (2014)
- Winner of the Best Conference PhD Paper Prize, Strategic Management Society (2013)
- Best Conference Paper Award Nomination, Strategic Management Society (2012)
- Best PhD Conference Paper Award Nomination, Strategic Management Society (2012)
- Best Conference Paper for Practice Implications Award Nomination, Strategic Management Society (2012)

Teaching and Service

- Outstanding Editorial Board Member Award for the Strategic Management Journal (2017 & 2022)
- Integrating Sustainability across the Curriculum (ISAC) Program grant, University of Pennsylvania (2021)
- Best Reviewer Award, International Management Division of the Academy of Management (2020)
- Winner of the European Foundation for Management Development (EFMD) case study competition: 'Public Sector Innovation' category (2009), 'African Business Cases' category (2009) & 'Supply Chain Management' category (2010)

TEACHING EXPERIENCE

The Wharton School, University of Pennsylvania

- MGMT1010 – Introduction to Management (Undergraduate Core Course: 400 students), 2018-current
- MGMT9600 – Nonmarket Strategy (PhD, co-taught), 2022-current (every other year)
- MGMT715 – Political and Social Environment of the Multinational Firm (MBA elective), 2015-2018
- Independent Study Supervision (PhD & MBA students): 2015-2018, 2021-2022, 2022-2023
- Wharton-INSEAD Corporate Strategy PhD Camp, session on "Linking Globalization and Corporate Strategy", 2017

INSEAD

- Advanced Management Program in collaboration with Fundação Dom Cabral (Executive Education), 2013 & 2014
- Corporate Sustainability (Executive MBA), 2013
- Cross-sector partnerships (Tailored workshops for TNT and the United Nations World Food Program-WFP), 2012-2014
- Scaling Up Social Innovation (Executive Education), 2008

Other

- Training Program for the 'Ecole des Ponts' Engineering School, 2015, CEDEP
- 'Doctoriales' Seminar (PhD): 2014 & 2015, Sorbonne University

Teaching Materials

- Charles, Aurélie, Gatignon, Aline & Van Wassenhove, Luk N., 2011. The Yogyakarta earthquake: IFRC's first experiences with the decentralized supply chain, INSEAD case study, No. 5590.
- Gatignon, Aline & Van Wassenhove, Luk N., 2009. When the Music Changes, so does the Dance-the TNT/WFP partnership 'Moving the World' five years on, INSEAD case study, 02/2010-5596
- Gatignon, Aline & Van Wassenhove, Luk N., 2009. Safety in Numbers-Danida's Multi-Sector Partnerships Reduce Road Risk in the Developing World, INSEAD case study, 03/2009-5589
- Gatignon, Aline & Van Wassenhove, Luk N., 2008. Paving the Road to Healthy Highways – A Partnership to Scale Up HIV/AIDS Clinics in Africa, INSEAD case study, 07/2008-5523

PROFESSIONAL SERVICE & AFFILIATIONS

Leadership

- Academy of Management, Strategic Management Division (STR)
 - Executive Committee, 2022-present
 - Research Committee, 2020-2022
- Strategic Management Society, Stakeholder Strategy Interest Group: Representative-at-large, 2022-2024

Editorial Positions

- Editorial Review Board, Organization Science, 2023-present
- Editorial Review Board, Strategic Management Journal, 2016-present

Ad-Hoc Reviewer

- Management Science, Administrative Science Quarterly, the Academy of Management Journal, Journal of International Business, Strategy Science, American Sociological Review
- Reviewer for the INFORMS/Organization Science Dissertation Proposal Competition, 2022
- Reviewer for the ITC-Emerald Best International Dissertation Award of the Academy of Management, 2018 & 2019

Memberships and Affiliations

- Faculty Affiliate, Wharton Social Impact Initiative
- Faculty Affiliate, Center for Africana Studies, University of Pennsylvania
- Member of the Penn Development Research Initiative (PDRI)
- Senior Fellow, Global Scope Lab (GLOB-S) at George Washington University

University of Pennsylvania Activities

- Co-organizer, OT workshop, Management Department, the Wharton School 2022-2023
- Organizer, Wharton Nonmarket Strategy Workshop, October 2022
- University of Pennsylvania - Global Research & Engagement Funds Peer Review Committee, 2022-2023
- University of Pennsylvania Fulbright Faculty Committee, 2019-2020, 2020-2021, 2021-2022, 2022-2023
- University of Pennsylvania President's Engagement Prize Committee, 2019-2020, 2020-2021
- Seminar Committee, Management Department, the Wharton School, 2019-2020, 2022-2023
- Hiring Committee, Management Department, the Wharton School, 2021-2022
- Doctoral Committee, Management Department, the Wharton School, 2018-2019, 2020-2021
- Junior Faculty Initiative Committee, the Wharton School, 2016-2017
- Advising/mentoring:
 - PhD Committee member & Reader for 2nd year PhD paper, Samantha Darnell
 - Qualifying exams committee & Reader for 2nd year PhD paper, Christopher Bruno
 - First and second-year PhD supervisor, Doron Tadmor
 - Qualifying exams committee: Doron Tadmor, Emily Ulrich
 - Faculty mentor, President's Engagement Prize finalist team, 2019
 - Faculty advisor, Senior Thesis, Huntsman Program in International Studies and Business, 2018
 - Faculty advisor, Global Knowledge Lab project, Lauder Institute, 2018
- Co-organizer of the 1st Wharton-INSEAD Alliance PhD Consortium, 2012

SELECTED MEDIA MENTIONS

- Knowledge at Wharton article: How India's CSR experience can shape ESG strategies, 02/28/2023

- Impact Scholar Community: Profiled as part of the Impact Story collection – 02/14/2023
- How Investors Value Firms' Political or NGO ties, Knowledge @ Wharton – 09/19/2022
- Creating Equity in COVID-19 Testing and Vaccine Distribution, Knowledge @ Wharton – 05/04/2021
- Blending Public and Private Value Creation at Natura, INSEAD Knowledge – 04/20/2020
- Want Your Business to Combat Coronavirus? 3 Best Practices for Partnering with Nonprofits, Forbes – 04/10/2020
- Votre Entreprise peut avoir un Impact sur le Coronavirus..., H24Finances – 03/30/2020
- Confronting COVID-19: Why Firms Need to Tap Nonprofit Partnerships, Knowledge @ Wharton – 03/19/2020
- How Partnerships Drive Health Care Innovation in Africa, Knowledge @ Wharton – 08/19/2016
- Creating Optimal Partnerships to Tackle Socio-economic Problems, Knowledge @ Wharton – 04/21/2016

PERSONAL INFORMATION

- Citizenship: United States of America, France
- Languages: English (Native Speaker) / French (Native Speaker) / Portuguese (Fluent) / Spanish (Fluent)