

Publications
Johanna Mair

January 2023

Book

Seelos, C. and Mair, J. 2017. [Innovation and Scaling for Impact – How effective Social Enterprises do it](#). Stanford University Press.

2017 Terry Mc Adam Book Award for most inspirational and useful new book contributing to nonprofit management.

2018 ONE Book Award for outstanding book (Awarded by Academy of Management ONE Division).

2019 Virginia A. Hodgkinson Research Book Prize (Awarded jointly by ARNOVA and Independent Sector).

Peer Reviewed Journal Articles

Mair, J., Gegenhuber, T., Thäter, L., and Lühsen R. 2023. [Pathways and mechanisms for catalyzing social impact through Orchestration: Insights from an open social innovation project](#). *Journal of Business Venturing Insights*, 19. doi: 10.1016/j.jbvi.2022.e00366

Seelos, C., Mair, J., and Traeger, C. 2022. [The future of grand challenges research: Retiring a hopeful concept and endorsing research principles](#). *International Journal of Management Reviews*, 1–19. doi:10.1111/ijmr.12324

Cunha, M. P., Gomes, E., Kamoche, K., Mair, J., Miner, A., and Tarba, S. 2022. [Improvisation, strategy, and strategic improvisation in emerging markets](#). *European Management Review*, 1-8. doi: 10.1111/emre.12543

Mair, J., and Seelos, C. 2021. [Organizations, Social Problems, and System Change: Invigorating the Third Mandate of Organizational Research](#). *Organization Theory*, 2(4). doi: 10.1177/26317877211054858

Chandra, Y., Shang, L., and Mair, J. 2021. [Drivers of success in social innovation: Insights into competition in open social innovation contests](#). *Journal of Business Venturing Insights*, 16, doi:10.1016/j.jbvi.2021.e00257

Weber, C. E., Okraku, M., Mair, J., and Maurer, I. 2021. [Steering the transition from informal to formal service provision: labor platforms in emerging-market countries](#). *Socio-Economic Review*, 19(4), 1315-1344. doi: 10.1093/ser/mwab008

Uzo, U., and Mair, J. 2021. [How informality affects habitual improvisation in firms: insights from the Nigerian movie industry](#). *International Studies of Management & Organization*, 51(2), 162-184. doi: 10.1080/00208825.2021.1898102

Uzo, U., Mair, J., and Adewusi, A. 2021. [How firms strategically navigate informal and formal copyright practices: insights from Nollywood](#). *International Journal of Organizational Analysis*, ahead-of-print(ahead-of-print). doi:10.1108/IJOA-06-2020-2236

Mair, J., and Rathert, N. 2021. [Alternative organizing with social purpose: revisiting institutional analysis of market-based activity](#). *Socio-Economic Review*, 19(2), 817–836. doi:10.1093/ser/mwz031

Bitektine, A., Haack, P., Bothello, J., and Mair, J. 2020. [Inhabited Actors: Internalizing Institutions through Communication and Actorhood Models](#). *Journal of Management Studies*, 57(4): 885-897. doi:10.1111/joms.12560.

Chliova, M. Mair, J. and Vernis, A. 2020. [Persistent category ambiguity: The case of social entrepreneurship](#). *Organization Studies*. 41(7): 1019-1042. doi:10.1177/0170840620905168.

Amis, J. M., Mair, J., and Munir, K. A. 2020. [The Organizational Reproduction of Inequality](#). *Academy of Management Annals*, 14(1), 195-230. doi.org/10.5465/annals.2017.0033

Hehenberger, L., Mair, J., and Metz, A. 2019. [The Assembly of a Field Ideology: An Idea-Centric Perspective on Systemic Power in Impact Investing](#). *Academy of Management Journal*, 62(6), 1672-1704. doi:10.5465/amj.2017.1402

Uzo, U., Mair, J., and Adewusi, A. 2019. [Relational activities and channel contracts: Insights from channel intermediaries in Nigeria](#). *Journal of Strategic Contracting and Negotiation*. 4(1-2): 75-97. doi:10.1177/2055563619867341

Wolf, M. and Mair, J. 2019. [Purpose, Commitment and Coordination around Small Wins: A Proactive Approach to Governance in Integrated Hybrid Organizations](#). *Voluntas*, 30(3): 535-548. doi:10.1007/s11266-019-00116-5.

Best Paper Award in Voluntas for 2019

Mair, J. 2018. [Scaling innovative ideas to create inclusive labour markets](#). *Nature Human Behaviour*, 2: 884. doi.org/10.1038/s41562-018-0352-1

Romme, A.G.L., Ansell, C., Buck, J., Choi, Y., Van der Eyden, R., Figueroa Huencho, V., John, E., Kunckler, T., Mair, J., Meijer, A., Meyer, R.E., Stephenson, K., Välikangas, Whitestone, N., Yu, C. 2018. [United People: Designing a New Model of Global Governance](#). *Journal of Asian Scientific Research*, 8 (4): 152-170. doi:10.18488/journal.2.2018.84.152.170

Reischauer, G. and Mair, J. 2018. [How Organizations Strategically Govern Online Communities: Lessons from the Sharing Economy](#). *Academy of Management Discoveries*, 4(3): 220-247. doi:10.5465/amd.2016.0164

Mair, J. and Reischauer, G., 2017. [Capturing the dynamics of the sharing economy: Institutional research on the plural forms and practices of sharing economy organizations](#). *Technological Forecast and Social Change*, 125: 11-20. doi: 10.1016/j.techfore.2017.05.023

Moschieri, C. and Mair, J. 2017. [Corporate Entrepreneurship: Partial Divestitures as Real Option](#). *European Management Review*, 14(1): 67-82. doi:10.1111/emre.12099.

Mair, J., Wolf, M., and Seelos, C. 2016. [Scaffolding: A Process of Transforming Patterns of Inequality in Small-Scale Societies](#). *Academy of Management Journal*, 59(6): 2021-2044 doi:10.5465/amj.2015.0725.

Finalist for Best AMJ Paper Award for 2016

Markman, G. D., Russo, M., Lumpkin, G. T., Jennings, D., and Mair, J. 2016. [Entrepreneurship as a Platform for Pursuing Multiple Goals: A Special Issue on Sustainability, Ethics, and Entrepreneurship](#). *Journal of Management Studies*, 53(5): 673-694. doi:10.1111/joms.12214

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Mair, J., Mayer, J., and Lutz, E. 2015. [Navigating Institutional Plurality: Organizational Governance in Hybrid Organizations](#). *Organization Studies*, 36(6): 713-739. doi:10.1177/0170840615580007

Daskalaki, M., Hjorth, D., and Mair, J. 2015. [Are Entrepreneurship, Communities, and Social Transformation Related?](#) *Journal of Management Inquiry*, 24(4):419-423. doi:10.1177/1056492615579012

Ebrahim, A., Battilana, J., and Mair, J. 2014. [The Governance of Social Enterprises: Mission drift and accountability challenges in hybrid organizations](#). *Research in Organizational Behavior*, 34: 81–100. doi:10.1016/j.riob.2014.09.001

Mair, J. and Hehenberger, L. 2014. [Front-Stage and Backstage Convening: The Transition from Opposition to Mutualistic Coexistence in Organizational Philanthropy](#). *Academy of Management Journal*, 57(4): 1174-1200. doi:10.5465/amj.2012.0305

Featured in Stanford Social Innovation Review Fall 2012

Best Paper Award 2016 by the Organizational Theory section of the German Business Research Association

Uzo, U. and Mair, J. 2014. [Source and Patterns of Organizational Defiance of Formal Institutions: Insights from Nollywood, the Nigerian Movie Industry](#). *Strategic Entrepreneurship Journal*. 8:56-74. doi.org/10.1002/sej.1171

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Moschieri, C. and Mair, J.2012. [Managing divestitures through time – expanding current knowledge](#). *Academy of Management Perspectives*, 26 (4): 35-50. doi: 10.5465/amp.2011.0115

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Mair J., Martí I., and Ventresca M. 2012. [Building Inclusive Markets in Rural Bangladesh: How Intermediaries Work Institutional Voids](#). *Academy of Management Journal*, 55(4): 819-850. doi.org/10.5465/amj.2010.0627

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Moschieri, C. and Mair, J. 2011. [Adapting for innovation: including divestitures in the debate](#). *Long Range Planning*, 44(1): 4-25. doi: 10.1016/j.lrp.2010.11.002

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- Gold Prize "IFC - Financial Times Essay Competition" on Private Sector Development – Creating Markets, Transforming Lives*
- SMS Best Conference Paper for Practice Implication Award. Strategic Management Society Conference 2007*
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Translated into Arabic

Edited Books

Maurer, I., Mair, J. and Oberg, A. 2020. [Theorizing the Sharing Economy: Varieties and Trajectories of New Forms of Organizing](#). Research in the Sociology of Organizations, Vol. 66: Emerald Publishing Limited: Bingley, UK.

Zilber, T.B., Amis, J.M. and Mair, J. 2019. [The Production of Managerial Knowledge and Organizational Theory: New Approaches to Writing, Producing and Consuming Theory](#). Research in the Sociology of Organizations, Vol. 59: Emerald Publishing Limited: Bingley, UK.

Hockerts, K., Mair, J. and Robinson, J. 2010. [Values and Opportunities in Social Entrepreneurship](#). Palgrave Macmillan: Basingstoke, UK and New York.

Robinson J., Mair, J. and Hockerts, K. 2009. [International Perspectives on Social Entrepreneurship Research](#). Palgrave Macmillan: Basingstoke, UK and New York.

Mair, J., Robinson J. and Hockerts, K. 2006. [Social Entrepreneurship](#). Palgrave Macmillan: Basingstoke, UK and New York.

Nominated for "Most Promising Forthcoming Management Book" by the European Academy of Management

Book Chapters / Peer Reviewed Chapters in Edited Volumes

Bünder, T., Rathert, N. and Mair, J. 2022. [Understanding firm- and field-level change toward sustainable development: insights from the pharmaceutical industry and access to medicines, 1960–2020](#). In G. George, M. R. Haas, H. Joshi, A.M. McGahan, and P. Tracey (Eds.), *Handbook on the Business of Sustainability*. Edward Elgar: Cheltenham, UK: 300-319.

Mair, J. and Wolf, M. 2021. Hybrid organizations as sites for reimagining organizational governance. In G. Donnelly-Cox, M. Meyer & F. Wijkström (Eds.), *A Nonprofit Governance Research Handbook*. Edward Elgar: Cheltenham, UK: 311-326.

Sezgi F. and Mair J. 2021. [To Control or Not Control: A Coordination Perspective to Scaling](#). In R. Bali Swain & S. Sweet (Eds.) *Sustainable Consumption and Production*, Volume II. Cham: Palgrave Macmillan: 355-376. doi: 10.1007/978-3-030-55285-5_15.

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- Seelos, C., and Mair, J. 2020. [Social Innovation: Specifying Pathways for Impact](#). In O. Laasch, D. Jamali, R. E. Freeman & R. Suddaby (Eds.), *Research Handbook of Responsible Management*. Edward Elgar Publishing: Cheltenham, UK: 624-639.
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Mair, J. 2005. How much do middle managers really matter? In K. Cool, J. Henderson and R. Abate (Eds), **Strategic Management Series: Restructuring Strategy**. Blackwell Publishing: Oxford, UK: 236-250.

Nominated for "SMS Best Conference Paper Award". Strategic Management Society Conference 2002

Practice Oriented Research Articles

Mair, J., Kindt, J. and Mena, S. 2023. The Emerging Field of Political Innovation. **Stanford Social Innovation Review**, 21(2).

Henriques, I., Mair J., and Beckman C. 2022. [Researching Social Innovation: How the Unit of Analysis Informs the Questions We Ask](#). **Rutgers Business Review**, 7 (2), 153-165.

Mair, J. and Gegenhuber, T. 2021. [Open Social Innovation](#). **Stanford Social Innovation Review**, 19(4), 26-33. doi: 10.48558/Q78Z-F094

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Seelos, C., and Mair, J. (2012). [Innovation Is Not the Holy Grail](#). *Stanford Social Innovation Review*, 10(4), 44-49. doi: 10.48558/40Z4-0F36.

Reports

Mair, J., Gegenhuber, T., Lührsén, R., and Thäter, L. 2022. UpdateDeutschland: [Open Social Innovation - thinking ahead and learning](#). Learning Report. doi: <https://doi.org/10.48462/opus4-4292>

Mair, J., Gegenhuber, T., Lührsén, R., and Thäter, L. 2022. UpdateDeutschland: Open Social Innovation weiterdenken und lernen - Learning Report. doi: <https://doi.org/10.48462/opus4-4204>

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