

# **Todd Schifeling**

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## **PROFESSIONAL APPOINTMENTS**

**Temple University**, Fox School of Business, Philadelphia, PA  
Assistant Professor of Strategic Management, 2017-present

## **EDUCATION**

**University of Michigan**, Erb Institute, Ann Arbor, MI  
Post-doctoral Research Fellow and Dow Sustainability Fellow, 2015-2017

**University of Michigan**, Department of Sociology, Ann Arbor, MI  
Ph.D., 2015  
Dissertation Title: “Differentiation in Markets: A Study of Social Structure and Politics”  
Committee: Mark S. Mizruchi (Chair), Gerald F. Davis, Jason Owen-Smith, and Kiyoteru Tsutsui

**Reed College**, Portland, OR  
B.A., 2006, Sociology  
Thesis Title: “Inside the Environmental Planetarium: How Green Ideas Move”  
Advisor: Erich Steinman

## **RESEARCH INTERESTS**

Strategy, Innovation, Organizational Theory, Computational Social Science, Entrepreneurship,  
Sustainability and Business, Social Networks, Economic Sociology

## PUBLICATIONS

Schifeling, Todd and Daphne Demetry. 2021. "The New Food Truck in Town: Geographic Communities and Authenticity-Based Entrepreneurship." *Organization Science* 32 (1): 133-155.

- Recipient of media coverage in over thirty-six stories since August 2014
- Analysis based on Twitter data collected via spider program, which the lead author created

Schifeling, Todd and Andrew J. Hoffman. 2017. "Bill McKibben's Influence on U.S. Climate Change Discourse: Shifting Field-Level Debates through Radical Flank Effects." *Organization & Environment* 32 (3): 213-233.

Schifeling, Todd and Mark S. Mizruchi. 2015. "The Decline of the American Corporate Network, 1960-2010." In *The Power of Corporate Networks: A Comparative and Historical Perspective*, edited by Gerarda Westerhuis and Thomas David. New York: Routledge.

Schifeling, Todd. 2013. "Defense Against Recession: U.S. Business Mobilization, 1950-1970." *American Journal of Sociology* 119 (1): 1-34.

- Winner, Ronald Burt Award for Best Student Paper, American Sociological Association Section on Economic Sociology
- Honorable Mention, Thompson Award for Best Student Paper, American Sociological Association Section on Organizations, Occupation and Work

## WORK IN PROGRESS

Kim, Suntae and Todd Schifeling. "Good Corp, Bad Corp, and the Rise of B Corps: Contradictory Incumbent Actions and Mobilization around New Organizational Forms." 2<sup>nd</sup> Revise & resubmit at *Administrative Science Quarterly*.

Schifeling, Todd and Sara Soderstrom. "Empowering Climate Leaders: An Open Resourcing Approach to Issue Selling." 2<sup>nd</sup> Revise & resubmit at *Academy of Management Journal*.

- Collaborative research with the Environmental Defense Fund (EDF)
- Disseminated to practitioners through Network for Business Sustainability blog post: <https://www.nbs.net/articles/what-840-employees-say-about-creating-change>

Schifeling, Todd, Thomas Lyon, and Bogdan Vasi. "Inertia Busters: Social Movement Influence on Incumbents during Technological Ferment." Revising for submission at *Academy of Management Journal*.

- Recognized as among the “Best Papers” (top 10%) by the OMT Division at the Academy of Management, gaining entry into the Proceedings of the 2019 Academy of Management Meeting

Luo, Xueming, Zhijie Lin, and Todd Schifeling. “The Divergent Effects of Platform Interfaces on Complementor Product Variety.” Under review at *Industrial and Corporate Change*.

Schifeling, Todd, Heewon Chae, Daphne Demetry, and Deepak Nayak. “The Rise of Categorical Opportunities: Cultural Change and Theories of Value.” Revising for submission to *Strategic Management Journal*.

Schifeling, Todd and Sara Soderstrom. “Mobilizing an Organizational Field: Network Activism for Expanding Cross-Sectoral Climate Action.” Revising for submission to *Organization Science*.

- Recognized as 1/3 nominees for the GRONEN 2020 Best Paper Award

Sellin, Julianne and Todd Schifeling. “Lifelines and Sinking Ships: Investor Reactions to Divestments during Industry Disruption.” Data analysis stage for submission to *Strategic Management Journal*.

Schifeling, Todd and Yong Hyun Kim. “Greenwashing to Genuine Sustainability: Contested Credibility and the Evolution of Green Products.” Data analysis stage for submission to *Strategic Management Journal*.

Schifeling, Todd and Mary Hunter McDonnell. “Cloaking amidst Contestation: Firms’ Use of Obfuscating Branding Strategies to Avoid Product-level Disruption from Social Activism.” Data analysis stage for submission to *Organization Science*.

- Invited for presentation at Strategic Management Society annual conference in 2019

## ESSAYS AND SHORT PIECES

Schifeling, Todd. Review of Michael Dreiling and Derek Darves, *Agents of Neoliberal Globalization: Corporate Networks, State Structures, and Trade Policy* (Cambridge University Press 2016), *Contemporary Sociology*, 2018, 47.

Schifeling, Todd and Andrew Hoffman. “How Bill McKibben’s radical idea of fossil-fuel divestment transformed the climate debate.” *The Conversation*. December 11, 2017.

- Republished on websites of *Fast Company*, *San Francisco Chronicle*, *Houston Chronicle*, and 11 other outlets.

Kim, Suntae, Matthew Karlesky, Chris Myers, and Todd Schifeling. “Why Companies Are

Becoming B Corporations.” *Harvard Business Review Blog*. Harvard University. June 17, 2016.

Schifeling, Todd. “Defining Niche Identity: Dispatch from the Trade Show for Natural Products.” *Erb Perspective Blog*. Erb Institute, University of Michigan. May 29, 2014.

Schifeling, Todd. Review of David Knoke, *Economic Networks* (Polity 2012), *Sociologica*, 2013, 1.

## **HONORS AND AWARDS**

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| 2020 | Nominee for Best Paper Award, GRONEN  |
| 2019 | Best Paper Award, Academy of Management Division on Organization & Management Theory  |
| 2013 | Ronald Burt Award for Best Student Paper, American Sociological Association Section on Economic Sociology                                 |
| 2013 | Honorable Mention, Thompson Award for Best Student Paper, American Sociological Association Section on Organizations, Occupation and Work |

## **FELLOWSHIPS AND GRANTS**

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| 2020-2021 | Loretta C. Duckworth Scholars Studio Faculty Fellowship                        |
| 2010-2014 | National Science Foundation Predoctoral Fellowship                             |
| 2014-2015 | Rackham Predoctoral Fellowship   |
| 2014      | Rackham Graduate Student Research Grant (\$3,000 in research funding)          |
| 2013      | Sociology Department Dissertation Research Grant (\$1,275 in research funding) |
| 2011      | Rackham Graduate Student Research Grant (\$1,500 in research funding)          |
| 2009-2011 | Schweitzer Summer Fellowship   |
| 2009-2013 | Departmental Fellowship, University of Michigan, Department of Sociology       |

## REFEREED CONFERENCE PAPERS

- 2020 “The Rise of Categorical Opportunities: Cultural Change and Theories of Value.” Strategic Management Society Annual Meeting. *Virtual Presentation*.
- 2020 “Mobilizing an Organizational Field: Network Activism for Expanding Cross-Sectoral Climate Action.” Academy of Management Annual Meeting, Divisional Paper Session of OMT. *Virtual Presentation*.
- 2020 “Mobilizing an Organizational Field: Network Activism for Expanding Cross-Sectoral Climate Action.” GRONEN Bi-Annual Meeting, Lisbon. *Virtual Presenter*.
- 2019 “Inertia Busters: Social Movement Influence on Incumbents during Technological Ferment.” Academy of Management Annual Meeting, Divisional Paper Session of OMT. Boston. *Presenter*.
- 2019 “Empowering Climate Leaders: An Open Resourcing Approach to Issue Selling.” Academy of Management Annual Meeting, Divisional Paper Session of OMT. Boston. *Co-Presenter*.
- 2019 “Inertia Busters: Social Movement Influence on Incumbents during Technological Ferment.” European Group for Organizational Studies Annual Meeting, Sub-theme on Discursive and Material Struggles over the Natural Environment. Edinburgh. *Presenter*.
- 2019 “Empowering Climate Leaders: An Open Resourcing Approach to Issue Selling.” Alliance for Research on Corporate Sustainability Annual Meeting. Chapel Hill. *Presenter*.
- 2018 “The Divergent Effects of Platform Interfaces on Complementor Product Variety.” Academy of Management Annual Meeting, Divisional Paper Session of STR. Chicago. *Presenter*.
- 2018 “Coordinating a movement: Environmental Defense Fund and organizational leadership on climate change.” Sustainability Ethics & Entrepreneurship Conference. Washington, DC. *Presenter*.
- 2017 “Bill McKibben’s Influence on U.S. Climate Change Discourse: Shifting Field-Level

Debates through Radical Flank Effects.” American Sociological Association Annual Meeting, Regular Session of the Environmental Sociology Section. Montreal. *Presenter.*

- 2017 “Empowering Change Agents through Climate Corps.” Academy of Management Annual Meeting, Divisional Paper Session of ONE. Atlanta. *Presenter.*
- 2017 “At the Interface of Academia and Practice: Corporation Engagement with Climate Change.” Academy of Management Annual Meeting, Professional Development Workshop for ONE Division. Atlanta. *Co-Organizer.*
- 2017 “Empowering Change Agents through Climate Corps.” European Group for Organizational Studies Annual Meeting, Sub-theme on Open Politics. Copenhagen. *Presenter.*
- 2017 “Skepticism and Symbolic Competition: A Model of the Extended Cultural Consequences of Social Movements.” Private Governance, Social Movements, and Information Conference. Ann Arbor, MI. *Presenter.*
- 2016 “Social Movements and Organizational Inertia: Insights from the Beyond Coal Campaign.” American Sociological Association Annual Meeting, Collective Behavior and Social Movements Section Roundtable. Seattle. *Presenter.*
- 2016 “David and Goliath?: A Pragmatic Strategy Theory of Social Movement Target Selection.” Academy of Management Annual Meeting, Paper Session on Activism Targeting. Anaheim. *Co-presenter.*
- 2016 "The Struggle for Control over Movements in Markets: Activists, Marketers, and Natural Products," Strategy and the Business Environment Conference. Rochester, NY. *Presenter.*
- 2015 “‘The New Authenticity Economy’: Gourmet Food Trucks and Local Food Scenes.” Academy of Management Annual Meeting, Symposium on “Authenticity in Organizational Life.” Vancouver. *Co-presenter.*
- 2015 “Libraries Using Twitter Better: Insights on Engagement from Food Trucks.” Association of College and Research Libraries Annual Meeting. Portland, Oregon. *Co-presenter.*
- 2014 “Mixed Influences of Environmental Activists and Marketers on the Green Products Frontier.” American Sociological Association Annual Meeting, Regular Session of

the Economic Sociology Section. San Francisco. *Presenter.*

- 2014 “The Rise of the Authenticity Economy: A Study of the Transformation and Spread of Food Trucks across Cities.” American Sociological Association Annual Meeting, Regular Session on the Cultures of Food Production and Consumption. San Francisco. *Co-presenter with Daphne Demetry.*
- 2014 “Movement-Market Interactions on the Green Products Frontier.” European Group for Organizational Studies Annual Meeting, Sub-theme on Movements, Markets, and Fields. Rotterdam. *Presenter.*
- 2014 “The Decline of the American Corporate Network.” International Sunbelt Social Network Conference, Session on Interlocking Directorates. St. Pete Beach, FL. *Co-presenter with Mark S. Mizruchi.*
- 2013 “Frame Variation in the U.S. Environmental Movement, 1962-2004.” American Sociological Association Annual Meeting, Collective Behavior and Social Movements Section Roundtable. New York City. *Presenter.*
- 2012 “Defense Against Recession: U.S. Business Mobilization, 1950-1970.” American Sociological Association Annual Meeting, Economic Sociology Section Roundtable. Denver, CO. *Presenter.*

## **OTHER PRESENTATIONS**

- 2021 “The Rise of Gourmet Food Trucks and the Changing Nature of Authenticity.” Centre for Corporate Reputation, Saïd Business School, Oxford University. *Presenter.*
- 2021 “Lifelines and Sinking Ships: Investor Reactions to Divestments during Industry Disruption.” Interdisciplinary Workshop, Fox School of Business, Temple University. *Presenter.*
- 2020 “ML for Manifest & Latent Variables.” Thought Leadership in AI/ML, Temple University. *Presenter.*
- 2020 “The Rise of Categorical Opportunities: Cultural Change and Theories of Value.” Strategic Management Seminar Series, Temple University. *Presenter.*

- 2019 “Inertia Busters: Social Movement Influence on Incumbents during Technological Ferment.” Strategic Management Seminar Series, Temple University. *Presenter.*
- 2018 “Geographic Communities and the Entrepreneurial Development of Authenticity-based Innovations.” Marketing Workshop Speakers Series, Temple University. *Presenter.*
- 2018 “The Divergent Effects of Platform Interfaces on Complementor Product Variety.” Marketing Workshop Speakers Series, Temple University. *Presenter.*
- 2017 “Skepticism and Symbolic Competition: A Model of the Extended Cultural Consequences of Social Movements.” Seminar series of the Department of Sociology at the University of Iowa. Iowa City, IA. *Presenter.*
- 2017 “Data Structures and Scraping” and “Introduction to APIs.” University of Michigan, Big Data Boot Camp. Ann Arbor, MI. *Presenter.*
- 2016 “Big Data Research with MINIMAL Programming Background.” Academy of Management Annual Meeting, PDW/Symposium. Anaheim. *Presenter.*
- 2016 “Orientation to Computational Social Science Research” and “Introduction to APIs.” University of Michigan, Big Data Boot Camp. Ann Arbor, MI. *Presenter.*
- 2016 “Skepticism and Symbolic Competition: A Model of the Extended Cultural Consequences of Social Movements,” Strategy, Ethics, & Entrepreneurship Conference, Professional Development Workshop. Boulder, CO. *Presenter.*
- 2015 “Estimating the Targeted Success of Movements: A Strategic Revision to *Putting Social Movements in their Place.*” University of Michigan, ICOS Social Movements Workshop. Ann Arbor, MI. *Presenter.*
- 2015 “The Targeted Success of the Beyond Coal Movement.” University of Michigan, Dow Postdoctoral Scholars Program. Ann Arbor, MI. *Presenter.*
- 2014 “From Twitter API to Social Science Paper.” University of Michigan, Big Data Boot Camp. Ann Arbor, MI. *Presenter.*
- 2014 “The Rise of the Authenticity Economy: A Study of the Transformation and Spread of Food Trucks across Cities.” Northwestern University, Culture and Society Workshop. Evanston, IL. *Co-presenter with Daphne Demetry.*



- 2014 “Mixed Influences of Environmental Activists and Marketers on the Green Products Frontier.” University of Michigan, Economic Sociology and Organizations Workshop. Ann Arbor, MI. *Presenter.*
- 2013 “Using Big Data to Do Sociology: Bridging the Offline/Online Canyon.” University of Michigan, ICOS Big Data Users' Group. Ann Arbor, MI. *Presenter.*
- 2012 “The Decline of the American Corporate Network, 1960-2010.” Corporate Networks Conference. Lausanne, Switzerland. *Co-Presenter.*
- 2012 “Environmentalism in the Marketplace: Lost in Commoditization or Guiding Force?” University of Michigan, Economic Sociology and Organizations Workshop. Ann Arbor, MI. *Presenter.*
- 2011 “Defense Against Recession: U.S. Business Mobilization, 1950-1970.” University of Michigan, Social Movements Workshop. Ann Arbor, MI. *Presenter.*
- 2011 “Defense Against Recession: U.S. Business Mobilization, 1950-1970.” University of Michigan, Economic Sociology and Organizations Workshop. Ann Arbor, MI. *Presenter.*
- 2010 “Human Rights and Discursive Dynamics at the UN.” University of Michigan, Power, History, and Social Change Workshop. Ann Arbor, MI. *Presenter.*

## **TEACHING INTERESTS**

Strategic management, organizational change and leadership, general management, social networks, entrepreneurship, innovation, business sustainability, analytics

## **TEACHING EXPERIENCE**

- 2021 Instructor, BA 9101: Getting Your Hands Dirty: The Craft of Data Management and Analysis, Temple University, Fox School of Business, Temple University, Fox School of Business
- 2019 Instructor and Coordinator, Inaugural PhD Data Camp, Temple University, Fox School of Business

- 2018-2020    Instructor, BA 4901: Honors Global Business Policies, Temple University, Fox School of Business
- 2018         Instructor, SGM 5126: Innovation Adoption & Diffusion, Temple University, Fox School of Business
- 2018         Instructor, SGM 5127: Managing Knowledge Networks, Temple University, Fox School of Business
- 2017-2018    Instructor, BA 4101: Global Business Policies, Temple University, Fox School of Business
- 2016         Lead Instructor, PitE/OS 418: Leadership and Environmental Stewardship in Organizations, University of Michigan, Program in the Environment & Department of Organizational Studies
- 2014-2017    Program Coordinator and Instructor, ICOS Big Data Boot Camp, University of Michigan, Interdisciplinary Committee on Organizational Studies
- 2012         Graduate Student Instructor, SOC 100: Introduction to Sociology (Robert S. Jansen), University of Michigan, Department of Sociology
- 2009-2016    Research Mentor, Undergraduate Research Opportunity and Barger Leadership Institute Programs, University of Michigan

## **VOLUNTEER EXPERIENCE**

- 2012-2014    Lead Volunteer, Sierra Club Beyond Coal Campaign, Indianapolis
- 2012-2014    Teacher, SAT/ACT Preparatory Course, John H. Boner Community Center

## **PROFESSIONAL SERVICE**

Ad hoc Reviewer: *Academy of Management Discoveries*, *American Journal of Sociology*, *American Sociological Review*, *California Management Review*, *Mobilization*, *Organization & Environment*, *Organization Science*, *Regulation & Governance*, *Socio-Economic Review*, *Strategic Management Journal*

## **PROFESSIONAL MEMBERSHIPS**

Academy of Management, American Sociological Association, European Group for Organizational Studies

## **OTHER SKILLS**

*Programming:* Perl, Python, R, SQL

*Software:* Gephi, QGIS, Stata, UCINet