

## DESIREE F. PACHECO

Associate Professor  
IESE Business School  
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September, 2020

### Education

Ph.D.	2009	Management and Entrepreneurship, University of Colorado
M.S.	2004	Environmental Studies, University of Colorado
B.S.	1998	Industrial Engineering, University of Puerto Rico

### Employment

Associate Professor, IESE Business School, Sept 2020-present. Barcelona, Spain.  
Associate Professor with Tenure, School of Business Administration, Portland State University, June, 2016-July, 2020. Portland, OR.  
Assistant Professor, School of Business Administration, Portland State University, August 2009-June, 2016. Portland, OR.  
Consulting Intern, The Natural Capitalism Group, June-August, 2003. Boulder, CO.  
Business Process Consultant, Accenture (Formerly Andersen Consulting), August 1998-August 2002. Boston, MA.  
Industrial Engineering Intern, Avon Mirabella, August 1997-December 1997. Aguadilla, PR.

### Publications

Shantz, A., Kristuck, G., Pacheco, D., & Webb, J., “How Formal and Informal Hierarchies Shape Conflict within Cooperatives: A Field Experiment in Ghana.” *Academy of Management Journal*, 63(2), 2020, 503-529.

Waldron, T.L., Navis, C., Aronson, O., York, J.G. and Pacheco, D., Values-based rivalry: A theoretical framework of rivalry between activists and firms. *Academy of Management Review*, 44(4), 2019, 800-818.

Dean, T.J. & Pacheco, D. “Saving the commons: An engaging simulation for understanding the market dynamics of common property resources”, in *Academy of Management Learning and Education, Book and Resource Review*, 16(3), 2017, 493-495.

York, J., Hargrave, T. & Pacheco, D. “Converging winds: Logic hybridization in the Colorado wind energy field.” *Academy of Management Journal*, 59:2, 2016, 534-544.

Pacheco, D. & Dean, T.J. “Firm responses to social movement pressures: A competitive dynamics perspective.” *Strategic Management Journal*, 36(7), 2015, 1093-1104.

- Dean, T.J. & Pacheco, D. “Green marketing: A strategic balancing act for creating value.” *Journal of Business Strategy*, 35(5), 2014, 14-22.
- Pacheco, D., York, J. & Hargrave, T. “The co-evolution of industries, social movements, and institutions: A study of wind power,” *Organization Science*, 25(6), 2014, 1609 – 1632.
- James, K., Murray, A. & Pacheco, D. “Strong communities: Integrating environmental, economic, and social sustainability through sustainability vision and culture.” In Dillard, J., Brennan, E.M., & Dujon, V. (Eds.) *Social Sustainability: A Multilevel Approach to Social Inclusion*. Routledge, New York, 2013, 54-78.
- Pacheco, D., York, J., Dean, T. & Sarasvathy, S., “The co-evolution of institutional entrepreneurship: A tale of two theories,” *Journal of Management*, 36(4), 2010, 974-1010.
- Pacheco, D., Dean T., & Payne, D., “Escaping the green prison: Entrepreneurship and the creation of opportunities for sustainable development,” *Journal of Business Venturing*, 25(5), 2010, 464-480.
- Meek, W., Pacheco, D. & York, J., “The impact of social norms on entrepreneurial action: Evidence from the environmental entrepreneurship context,” *Journal of Business Venturing*, 25(5), 2010, 493-509<sup>1</sup>.

#### Conference Proceedings

- Pacheco, D. & Dean, T.J. 2013. “Firm responses to social movement pressures: A competitive dynamics perspective.” *Best Paper Proceedings of the Academy of Management*.
- Pacheco, D., York, J. & Hargrave, T. 2011. “The co-evolution of industries, social movements and institutions: The case of wind power.” *Best Paper Proceedings of the Academy of Management*.

#### Presentations at Professional Meetings

(Refereed paper presentations)

- Waldron, T.L., Navis, C., Aronson, O., York, J.G. and Pacheco, D., Values-based rivalry: A theoretical framework of rivalry between activists and firms. *Sustainability, Ethics, and Entrepreneurship Conference*. Miami, FL. March, 2019.
- Pacheco, D., Greene, J., Dean, T.J. “The New Sustainability Frontier: Accelerating Innovation through System Change”. *Sustainability, Ethics, and Entrepreneurship Conference*. Miami, FL. March, 2019.
- Pacheco, D., Divito, L., and Waldron, T. “Filling the Gap: The Role of Entrepreneurs in Driving Change towards Sustainability in the Sustainable Apparel Industry.” *Academy of Management Conference*. Chicago, IL. August, 2018.

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<sup>1</sup> Authors contributed equally and are listed alphabetically

- Shantz, A., Kristuck, G., Pacheco, D., & Webb, J., “Intervening with Structure: The Effects of Formal and Informal Governance on Intra-Group Conflict.” *Academy of Management Conference*. Chicago, IL. August, 2018.
- Shantz, A., Kristuck, G., Pacheco, D., & Webb, J., “Intervening with Structure: The Effects of Formal and Informal Governance on Intra-Group Conflict.” EGOS (European Group for Organizational Studies) Annual Conference. Tallinn, Estonia. July, 2018.
- Pacheco, D., Divito, L., and Waldron, T. “Filling the Gap: The Role of Entrepreneurs in Driving Change towards Sustainability in the Sustainable Apparel Industry.” *Sustainability, Ethics, and Entrepreneurship Conference*. Washington, DC. March, 2018.
- Pacheco, D., Khoury T. “Social movement intervention in industry development: The role of industry structure and stage.” *Journal of Management Studies*, Special Issue on Market Entry Conference, Denver, CO. May, 2017.
- Dean, T.J., McMullen, J., Pacheco, D. & York, J. “Beyond good intentions and easy actions: Taking the challenges of environmental entrepreneurship seriously.” *Sustainability, Ethics, and Entrepreneurship Conference*. San Juan, Puerto Rico. February, 2017.
- Hargrave, T., Pacheco, D. & York, J. “A collaborative governance model for managing complex problems” *Academy of Management Conference*, Vancouver, BC, August 2015.
- Pacheco, D., Khoury T. Social movement intervention in industry development: The role of industry structure and stage. *European Group for Organizational Studies (EGOS) Annual Conference*, Athens, Greece. July, 2015.
- Pacheco, D., Khoury T. Social movement intervention in industry development: The role of industry structure and stage. *Academy of Management Conference*, Philadelphia, PA. August, 2014.
- Pacheco, D. Engaging Ostrom. *Academy of Management Conference*, Philadelphia, PA. August, 2014.
- York, J., Hargrave, T., & Pacheco, D. “Hybrid logic emergence in the wind energy field: exploring the interplay of organizational responses and field-level change.” *West Coast Research Symposium*, Seattle, WA. Sept. 2014.
- Pacheco, D., Hargrave, T., & Simon, L. The new sustainability frontier: Accelerating innovation through social movement strategies. *Industry Studies Association Annual Conference*, Portland, Oregon, May, 2014.
- Pacheco, D. & Dean, T.J. “Firm responses to social movement pressures: A competitive dynamics perspective.” *Academy of Management Conference*, Orlando, Florida, August, 2013.
- Hargrave, T., Pacheco, D. & York, J. “Managing logic multiplicity: A collaborative governance model.” *Academy of Management Conference*, Orlando, Florida, August 2013.
- Pacheco, D., Dean, T.J. “Firm responses to social movement pressures: A competitive dynamics perspective” *Business and Sustainability Conference*, Portland State University, Portland, OR, November 2012.
- Pacheco, D. “Non-market actions and emerging industry growth: A study of the solar energy industry.” *Sustainability, Ethics, and Entrepreneurship Conference*; University of Denver, Denver, Colorado, April 2012.
- Pacheco, D., Matusik, S. & Heeley, M. “R&D productivity: The role of country-level patterns of knowledge access and use.” *Strategic Management Society Annual Conference*, Miami, Florida, November, 2011.

- Pacheco, D., York, J. & Hargrave, T. "The co-evolution of industries, social movements, and institutions: The case of wind power." *Academy of Management Conference*, San Antonio, Texas, August, 2011.
- Pacheco, D., York, J. & Hargrave, T. "The co-evolution of industries, social movements, and institutions: The case of wind power." *Third Annual Conference of the Alliance for Research in Corporate Sustainability*, Wharton School of Business, May 2011.
- Pacheco, D. "The quest for entrepreneurial legitimacy: exploring the interplay across institutional actors in the emergence of the solar energy sector." *Academy of Management Annual Conference*, San Antonio, Texas, August, 2011.
- Khoury, T. & Pacheco, D., "Towards a systematic understanding of how interest-affiliated actors impact technology trajectories," *INFORMS Conference*, Austin, TX, November, 2010.
- Swift, M. & Pacheco, D., "When are employees committed to CSR initiatives? Exploring the role of motives and attribution," *Business and Sustainability Conference*, Portland State University, November, 2010.
- Pacheco, D., "The quest for entrepreneurial legitimacy: exploring the interplay across institutional actors in the emergence of renewable energy sectors," Poster presentation, *Second annual conference of the Alliance for Research in Corporate Sustainability*, Harvard Business School, Boston, MA, May 2010.
- Meek, W., Pacheco, D. & York, J., "The impact of social norms on entrepreneurial action: evidence from the environmental entrepreneurship context," *Business and Sustainability Conference*, Portland State University, Portland, OR, November 2009.
- Pacheco, D., "Creativity and sustainability in the organization: Bridging two empirically distant, but highly related streams," *Academy of Management Conference*, Chicago, August 2009.
- Pacheco, D., "Legitimacy in the solar energy sector: The role of entrepreneurs and environmental organizations," *Academy of Management Conference*, Chicago, August 2009.
- Pacheco, D., & Matusik, S., "The institutional effects of firm R&D productivity: An inter-country comparison," *Academy of Management Conference*, Philadelphia, August 2007.
- Pacheco, D. Payne, D., & Dean T., "Escaping from the green prison: An evolutionary game theory approach to the formation and transformation of environmental institutions," *Second Annual Conference on Institutional Foundations for Industry Self-Regulation*, Harvard Business School, February 16-17, 2007.
- Matusik, S., & Pacheco, D., "Knowledge creation in context: Institutional encouragement and firm heterogeneity as determinants of firm knowledge creation," *The Strategic Management Society Annual International Conference*, Vienna, Austria, October 29- November 1, 2006.
- Mosakowski, E., Pacheco, D., & Godesiabois, J., "Distinguishing economic transactions from social ties: A step towards understanding how transactions and ties interrelate," *The Strategic Management Society Annual International Conference*, Vienna, Austria, October 29- November 1, 2006.
- Payne, D., Dean, T.J., & Pacheco, D., "Escape from the green prison: Pioneering strategies for competitive advantage through environmental performance," *The Strategic Management Society Annual International Conference*, Orlando, Florida, October 23-26, 2005.

#### Other conference and workshop presentations

- Panelist, Symposium, "Environmental Entrepreneurship: Is Extant Theory Fit for Purpose?"  
Academy of Management Annual Meeting, Anaheim, California, August, 2016.

Pacheco, D. "Strategic responses to social movement pressures: The case of clean energy," Second Annual LCB Research Workshop on Innovation, Sustainability, and Entrepreneurship. University of Oregon, Lundquist College of Business, June 2012.

Pacheco, D., "The quest for entrepreneurial legitimacy: exploring the interplay across institutional actors in the emergence of renewable energy sectors," Poster presentation, *Oregon BEST Conference*, September, 2010.

### Honors, Grants, and Fellowships

2018-19 Winner of Portland State University's School of Business, Diversity in Teaching Award.

2018-19 SBA Scholarly Engagement Faculty Support Grant. Portland State University.

2018, Institute for Sustainable Solutions, Faculty Research Grant, Portland State University

2017-18 SBA Scholarly Engagement Faculty Support Grant. Portland State University.

2016-17 SBA Scholarly Engagement Faculty Support Grant. Portland State University.

"2015 Emerging Scholar Award", Organizations and the Natural Environment (ONE) division of the Academy of Management<sup>2</sup>

Hanna Andersson Sustainability Research Endowment, Portland State University, August 2009.

Center for Global Leadership in Sustainability, Faculty Development and Research Grant, Portland State University, 2013.

Gerald Hart Research Fellowship, Leeds School of Business, 2007.

Gerald Hart Research Fellowship, Leeds School of Business, 2005.

### Teaching and Curricular Achievements

Portland State University:

- BA 495: Business Strategy (Average instructor rating 4.6 on a 5.0 scale). This course takes a unique approach to business strategy by integrating the principal aspects of strategic management and entrepreneurship while students apply these concepts in a Capstone project with local firms and organizations. Students also learn important aspects of entrepreneurship such as feasibility analysis and incorporate them into these consulting engagements.
- MGMT 562: MBA Business Strategy & Policy

University of Colorado:

- MGMT 4000: Strategic Management
- ESBM 3700: Entrepreneurial Environments
- MBAX 6100: Entrepreneurship & Small Business Management, Teaching Assistant

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<sup>2</sup> Granted to "early career academics who have already made outstanding research contributions in the area of organizations and the natural environment, and who appear to have a strong potential to continue making such contributions in the near future."

- ENV5 1000: Introduction to Environmental Studies, Teaching Assistant

### Other Community Outreach Achievements

Invited Speaker, B-Corp Leadership Development Conference, Pacific Northwest, Portland, OR, June, 2019.

Invited Speaker, Oregon State University, Research Seminar Speaker Series, November, 2018.

Presenter, BA 101 Introduction to Business, Portland State University, April 2018.

Presenter, Business Outreach Program, Business Strategy for the Construction Industry, October, 2017.

Participant, Elevating Impact Summit, Portland, OR, June 2014

Presenter, University of Oregon, Lundquist School of Business, Research Seminar Speaker Series, March 2012

Judge, Lab2Market Event, Center for Entrepreneurship, Portland State University, August, 2011

Presenter, Oregon State University, Research Seminar Speaker Series, March 2010

Presenter, Portland State University, Research Seminar Speaker Series, February 2010

Presenter, Colorado State University, Entrepreneurship Center Speaker Series, February 2009

### Significant Professional Development Activities

Participant, Carey-Darden-Leeds Entrepreneurship Scholars' Retreat. University of Colorado, Boulder, CO, October 19-21, 2012.

Participant, research workshop "Electricity transmission planning in the West," part of NSF grant to bring academics and practitioners together in the energy sector. Sponsored by Energy Policy Institute at Boise State University, April 2012.

Participant, Business Policy & Strategy Division New Faculty Consortium, Academy of Management Conference, August, 2011.

Participant, Entrepreneurship Division New Faculty Consortium, Academy of Management Conference, August, 2011.

Oregon BEST Conference, Portland, OR, September 2010.

Participant, Focus group Discussion: Sustainability in Higher Education. Sponsored by The Natural Step, AASHE, and Second Nature. Portland, OR, July 9, 2010.

Future Energy Conference, Portland, OR, March 2010.

Workshop in Longitudinal Data Analysis, Center for the Advancement of Research Methods and Analysis, Virginia Commonwealth University, 2008.

Participant, Doctoral Student Consortium, Entrepreneurship Division, *Academy of Management*, 2006.

Participant, Doctoral Student Consortium, *Strategic Management Society International Conference*, 2006.

Categorical Data Analysis Seminar, Inter-University Consortium for Political and Social Research, University of Michigan, 2005.

New Doctoral Student Consortium, *Academy of Management*, 2004.

Governance and Other Professionally Related Service:  
Governance Activities for the University, College, Department

Chair of Search Committee, Strategic Management Search, School of Business, 2019-2020  
President of Faculty Council, School of Business, 2018-2019  
Member Search Committee, Supply Chain Search, School of Business, 2018-2019  
Vice-president of Faculty Council, School of Business, 2017-2018  
P&T committee member (research)  
Member, Strategy Ideation Committee, School of Business, 2017-2018  
Participant, AACSB Assurance of Learning Seminar I, Charlotte, North Carolina, March 2016.  
Member, Undergraduate Curriculum Revision Committee, SBA, 2014-present.  
Member, Assurance of Learning Committee, SBA, 2015-16.  
Member, Promotion Committee Fixed Term Faculty member SBA, Fall 2015.  
Lead, Cascadia Business and Sustainability Colloquium committee, PSU 2013-2014  
BA 495, Business Strategy Capstone, Task Force, 2013-2014  
Member, Research Committee, School of Business, PSU 2009-2013  
Member, Teaching Committee, School of Business, PSU 2012-2013  
Co-organizer of “Technology and Teaching Effectiveness Panel,” May 2013  
Presenter at Fall Umbrella Tour, October 2013, hosted by PSU’s president  
Participant, Sustainable Business Oregon Roundtable Discussion, May 2013 (Sponsored by the PSU Institute for Sustainable Solutions and the School of Business)  
Judge, PSU Startups Competition, 2013

Professionally-related Service

Chair, Early Career Development Consortium, Entrepreneurship Division, Academy of Management, August, 2020.  
Mentor, SEJ doctoral student Professional Development Workshop in collaboration with Sustainability, Ethics and Entrepreneurship (SEE) Conference, San Juan, Puerto Rico. March 2020.  
Chair, Organizations and the Natural Environment (ONE) Division of the Academy of Management, 2019 Emerging Scholar Award Committee.  
Co-chair, Early Career Development Consortium, Entrepreneurship Division, Academy of Management, Boston, MA. August, 2019.  
Mentor, SIM-ONE Junior Faculty Consortium, Academy of Management, Boston, MA. August, 2019.  
Vice-president of the Iberoamerican Academy of Management (IAM) Division of the Academy of Management, 2017-2018.  
PDW (Professional Development Workshop) Program Chair for 2018 AOM Annual Conference for IAM Division.  
Member, Organizations and the Natural Environment (ONE) 2018 Emerging Scholar Award Committee.  
Mentor, SEJ doctoral student Professional Development Workshop in collaboration with Sustainability, Ethics and Entrepreneurship (SEE) Conference, Washington, DC. March 2018.  
Associate Editor, Academy of Management 2017 Annual Meeting, ONE division.

Mentor, SEJ doctoral student Professional Development Workshop in collaboration with Sustainability, Ethics and Entrepreneurship (SEE) Conference, San Juan, Puerto Rico. February, 2017.

Faculty, ONE Doctoral Consortium, Academy of Management Annual Meeting, Anaheim, California. August, 2016.

Faculty, ETH Zurich PhD Academy on Sustainability and Technology (workshop for PhD students). Appenzell, Switzerland. June, 2016.

Chair, Organizations and the Natural Environment (ONE) 2016 Emerging Scholar Award Committee

Program Track Chair, 2016 *Strategic Management Society Annual International Conference*.

Chair, Organizations and the Natural Environment (ONE) 2015 Best Dissertation Award Committee

Mentor, SEJ doctoral student Professional Development Workshop in collaboration with Sustainability, Ethics and Entrepreneurship (SEE) Conference, April 2015

Member of Advisory Board for the International Conference on Sustainability, Ethics, and Entrepreneurship, 2012-2013.

Session Chair, *Sustainability, Ethics and Entrepreneurship (SEE) Conference*, April 2015

Session Chair, *The Strategic Management Society Annual International Conference*, 2005.

#### Appearance in Academic Conferences

Discussant, Professional Development Workshop, “Social Movements, Stakeholders, and Nonmarket Strategy,” *Academy of Management Annual Meeting*, Boston, MA, August, 2019.

Participant, Organizations and the Natural Environment Plenary Discussion, *Academy of Management Annual Meeting*, Boston, MA, August, 2019.

Discussant, Symposium, “Entrepreneurial Ecosystems and Fields: Exploring Methods and Analytical Approaches”, *Sustainability, Ethics and Entrepreneurship (SEE) Conference*, Washington, DC. March, 2018.

Panelist, Symposium, “Environmental Entrepreneurship: Is Extant Theory Fit for Purpose?” *Academy of Management Annual Meeting*, Anaheim, California. August, 2016.

Discussant, Professional Development Workshop, “Social Movements, Stakeholders, and Nonmarket Strategy,” *Academy of Management Annual Meeting*, Anaheim, California. August, 2016.

Participant, Professional Development Workshop, “The Use of Technology and Mobile Apps to Teach Corporate Sustainability.” *Academy of Management Annual Meeting*, Anaheim, California. August, 2016.

Discussant, Round Table Paper Sessions, *Alliance for Research in Corporate Sustainability (ARCS) Annual Conference*, Boulder, Colorado, May 2016.

Discussant, Professional Development Workshop, “Social Movements, Stakeholders, and Nonmarket Strategy,” *Academy of Management Annual Meeting*, Vancouver, BC, August, 2015.

Presenter, Professional Development Workshop, “The long jump: How to succeed in a North American stage of your career,” *Academy of Management Annual Meeting*, Orlando, Florida, August 2013.



Participant, Caucus, “Venture capital investments in cleantech: An act of passion or another bubble in-the-making?,” *Academy of Management Annual Meeting*, August 2010.  
Organizer and facilitator, Professional Development Workshop, “Social and sustainable entrepreneurship: Defining terms and setting a research agenda,” *Academy of Management Annual Meeting*, August 2006.

#### Editorial Board Membership

Editorial board member for the *Journal of Management*; 2014-Present.  
Editorial board member for the *Journal of Business Venturing*; 2015-Present.

#### Reviewing

Ad-hoc reviewer, *Management Science*, 2020.  
Ad-hoc reviewer, *Academy of Management Discoveries*, 2019.  
Reviewer, Strategic Management Society annual conference, 2018.  
Ad-hoc reviewer, *Journal of Business Ethics*, 2018.  
Ad-hoc reviewer, *Journal of Business Venturing Insights*, 2017.  
Ad-hoc reviewer, *Strategic Management Journal*, 2016, 2017, 2018.  
Ad-hoc reviewer, *Academy of Management Journal*, 2015, 2017, 2018.  
Ad-hoc reviewer, *Strategic Entrepreneurship Journal*, 2011-2015.  
Ad-hoc reviewer, *Journal of Small Business Management*, 2008-2010.  
Ad-hoc reviewer, *Journal of Business Venturing*, 2008-2015.  
Ad-hoc reviewer, *Journal of Management Studies*, 2014-present.  
Reviewer, Business and Sustainability Conference, Portland State University, 2009-2011.  
Reviewer, Academy of Management Annual Conference.  
Ad-hoc reviewer, *Organization and Environment*, 2013-2014  
Ad-hoc reviewer, *Small Business Economics*, 2006, 2008.  
Volunteer, New Doctoral Student Consortium, *Academy of Management* annual meeting, August 2007.

#### Appearance in the Popular Press

Quoted in: “It's a circular ride for Pietro's Pizza of Milwaukie: Mom and pop to big chain, to local business again”. Eric Mortenson, *The Oregonian*, March 13, 2013.

Quoted in: “The green paradox: Inside the topsy-turvy world of corporate sustainability rankings”. Emily Liedel, *Oregon Business*, May 22, 2015.

#### Memberships in Professional Societies

Strategic Management, Entrepreneurship, Organization Management Theory, and Organizations and the Natural Environment Divisions, *Academy of Management*  
Entrepreneurship & Strategy Interest Group, *Strategic Management Society*  
European Group for Organizational Studies (EGOS): 2015-2016  
PhD Project: Management Division (Society for minority Ph.D. degrees in management)

Women of Wind Energy, Portland, OR; 2013-2014

Languages

Fluent in both English and Spanish