



Frank DE BAKKER

Ph.D. in Technology & Management

Full Professor, Entrepreneurship, Innovation and Strategy

f.debakker@ieseg.fr

EDUCATION

2001 Ph.D. in Technology & Management, University of Twente, Netherlands

1995 Master, Environmental Science, Wageningen University, Netherlands

RESEARCH INTERESTS

Corporate Social Responsibility, Non-Governmental Organizations, Organizational Studies

EMPLOYMENT EXPERIENCE

ACADEMIC:

2015 - 2016 Head of Department, VU University Amsterdam, Amsterdam, Netherlands

2013 - 2014 Visiting professor, Copenhagen Business School, Copenhagen, Denmark

2010 - 2013 Member Faculty Board, VU University Amsterdam, Amsterdam, Netherlands

2008 - 2016 Associate professor, VU University Amsterdam, Amsterdam, Netherlands

2007 - 2010 Director of program, VU University Amsterdam, Amsterdam, Netherlands

2001 - 2008 Assistant professor, VU University Amsterdam, Amsterdam, Netherlands

COURSES TAUGHT

- Business ethics, Grande ecole
- Corporate social responsibility and sustainability, Grande ecole
- Ent research methodology, Grande ecole
- Ent strategy and company observation, Grande ecole
- Strategy and decision making
- Strategy for societal organizations
- Organization science

- Corporate social responsibility

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

Wickert C., De Bakker F., (2018), Pitching for social change: Towards a relational approach to selling and buying social issues, *Academy of Management Discoveries*, 4(1), pp. 50-73

Den Hond F., De Bakker F., Doh J., (2015), What prompts companies to collaboration with NGOs? Recent evidence from The Netherlands, *Business & Society*, 53(2), pp. 187-228

Den Hond F., Rehbein K., De Bakker F., Kooijmans-van Lankveld H., (2014), Playing on two chessboards: Reputation effects between corporate social responsibility (CSR) and corporate political activity (CPA), *Journal of Management Studies*, 51(5), pp. 790-813

De Bakker F., Den Hond F., King B., Weber K., (2013), Social movements, civil society and corporations: Taking stock and looking ahead, *Organization Studies*, 34(5/6), pp. 573-593

De Bakker F., Hellsten I., (2013), Capturing online presence: Hyperlinks and semantic networks in activist group websites on corporate social responsibility, *Journal of Business Ethics*, 118(4), pp. 807-823

Rasche A., De Bakker F., Moon J., (2013), Complete and partial organizing in corporate social responsibility, *Journal of Business Ethics*, 115(4), pp. 651-663

De Bakker F., (2012), Exploring networks of activism on corporate social responsibility: Suggestions for a research agenda, *Creativity and Innovation Management*, 21(2), pp. 212-223

Den Hond F., De Bakker F., Den Haan P., (2010), The sequential patterning of tactics: Institutional activism in the global sports apparel industry, 1988–2002, *International Journal of Sociology and Social Policy*, 32(5/6), pp. 648-665

Van de Pol P., De Bakker F., (2010), Direct-to-Consumer Advertising of Pharmaceuticals as a Matter of Corporate Social Responsibility?, *Journal of Business Ethics*, 94(2), pp. 211-224

De Bakker F., Den Hond F., (2008), Introducing the politics of stakeholder influence: A review essay, *Business & Society*, 47(1), pp. 8-20

Den Hond F., De Bakker F., (2007), Ideologically motivated activism. How activist groups influence corporate social change, *Academy of Management Review*, 32(3), pp. 901-924

Six F., De Bakker F., Huberts L., (2007), Judging a corporate leader's integrity: An illustrated three-component model, *European Management Journal*, 25(3), pp. 185-194

Den Hond F., De Bakker F., Groenewegen P., (2006), A research note on the use of bibliometrics to review the Corporate Social Responsibility and Corporate Social Performance literature, *Business & Society*, 45(1), pp. 7-19

Meijer M.-M., De Bakker F., Smit J., Schuyt T., (2006), Corporate giving in the Netherlands 1995-2003: Exploring the amounts involved and the motivations for donating, *International Journal of Nonprofit and Voluntary Sector Marketing*, 11(1), pp. 13-28

De Bakker F., Den Hond F., Groenewegen P., (2005), A bibliometric analysis of 30 years of research and theory on Corporate Social Responsibility and Corporate Social Performance, *Business & Society*, 44(3), pp. 283-317

De Bakker F., Fisscher O., Brack A., (2002), Organising product-oriented environmental management from a firm's perspective, *Journal of Cleaner Production*, 10(5), pp. 455-464

De Bakker F., Nijhof A., (2002), Responsible chain management: A capability assessment framework, *Business Strategy and the Environment*, 11(1), pp. 63-75

De Bakker F., (2001), Product-Oriented Environmental Management: Lessons from Total Quality Management, *Journal of Industrial Ecology*, 5(2), pp. 55-69

Forthcoming

van Hille I., De Bakker F., Ferguson J., Groenewegen P., (2018), Navigating tensions in a cross-sector social partnership: How a convener drives change for sustainability, *Corporate Social Responsibility and Environmental Management*

van Wijk J., Zietsma C., Dorado S., De Bakker F., Martí I., (2018), Social innovation: Integrating micro, meso and macro level insights from institutional theory, *Business & Society*

Kok A., De Bakker F., Groenewegen P., (2016), Sustainability struggles: conflicting cultures and incompatible logics, *Business & Society*

Papers in non-refereed journals

Published

De Bakker F., (2012), Beyond partnerships, *Annual Review of Social Partnerships*, 9, pp. 7

De Bakker F., (2012), Maatschappelijk ondernemen: met en zonder de overheid, *Res Publica*, 54(4), pp. 515-517

Communications in refereed conferences

International

Delalieux G., Kourula A., De Bakker F., (2018), *The Modern Pharmakon: NGOs as Vehicles of Corporate Social Change?* 34th EGOS Colloquium, Tallinn, Estonia

van Hille I., De Bakker F., Groenewegen P., (2018), *Crossing borders in coffee: Addressing the tension of uniformity versus plurality in collaborative sustainability strategies* 34th EGOS Colloquium - Professional Development Workshop, Tallinn, Estonia

van Hille I., De Bakker F., Groenewegen P., (2018), *Navigating through conflict: Managing paradoxes in cross-sector collaboration for sustainable trade.* 34th EGOS Colloquium, Tallinn, Estonia

Barberá D., Castelló I., De Bakker F., (2017), *Structuring through dissent: Field emergence and the strategic role of organizational agency* 33rd EGOS Colloquium, Copenhagen, Denmark

Delalieux G., Kourula A., De Bakker F., (2017), *The Modern Pharmakon: NGOs as vehicles of corporate social change?* International Association for Business & Society Conference, Amsterdam, Netherlands

Lelieveldt H., De Bakker F., (2017), *It's only natural: Exploring frames of NGO and corporations on what constitutes 'good food'.* International Association for Business and Society Conference, Amsterdam, Netherlands

Lelieveldt H., De Bakker F., (2017), *It's only natural: Exploring frames of NGO and corporations on what constitutes 'good food'* Organization Studies Summer Workshop, Chania, Greece

Maon F., Gond J., Janssen C., De Bakker F., (2017), *Stakeholder influence tactics: ideologically loaded objectives and power based moves* 76th Academy of Management Conference, Atlanta, GA, USA

Passenier D., Wolbers J., Groenewegen P., De Bakker F., (2017), *Deviant pilots: why we need them* 33rd EGOS Colloquium, Copenhagen, Denmark

van Hille I., De Bakker F., Ferguson J., (2017), *Storm in a teacup: Unraveling the process of collective brokerage on living wage in the tea industry* 12th Organization Studies Workshop, Chania, Greece

van Hille I., De Bakker F., Ferguson J., (2017), *Storm in a teacup: Unraveling the process of collective brokerage on living wage in the tea industry* European Theory Development Workshop, Zurich, Switzerland

van Hille I., De Bakker F., Ferguson J., (2017), *Storm in a teacup: Unraveling the process of collective brokerage on living wage in the tea industry* International Association for Business and Society Conference, Amsterdam, Netherlands

Hasanefendic S., De Bakker F., Patricio T., (2016), *Field complexity and strategic manoeuvring: A case of Portuguese polytechnics and the new research mission* 29th CHER Conference, Cambridge, United Kingdom

Passenier D., Catz E., Groenewegen P., Wolbers J., De Bakker F., (2016), *Up in the air: The construction and management of risk by commercial airline pilots* 75th Academy of Management Conference, Anaheim, USA

van Hille I., De Bakker F., Ferguson J., (2016), *Convening Multi-Stakeholder Partnerships. Theorizing 'convening' in the context of sustainable trade* Cross-Sector Social Interactions Conference, Toronto, Canada

van Hille I., De Bakker F., Ferguson J., (2016), *Convening Multi-Stakeholder Partnerships: Crafting Social Innovation for Sustainable Trade* 32nd EGOS Colloquium, Naples, Italy

- De Bakker F., Ponte S., Rasche A., (2015), *Multi-stakeholder initiatives and roundtables in transnational governance: A cross-disciplinary review* 31st EGOS Colloquium, Athens, Greece
- Kok A., De Bakker F., (2015), *Implementing sustainability to achieve legitimacy & legitimating sustainability implementation* 74th Academy of Management Conference, Vancouver, Canada
- Passenier D., Catz E., Groenewegen P., Wolbers J., De Bakker F., (2015), *Up in the air: The construction and management of risk by commercial airline pilots* 31st EGOS Colloquium, Athens, Greece
- Wickert C., De Bakker F., (2015), *Managerial struggles during practice implementation: The case of corporate social responsibility* 74th Academy of Management Conference, Vancouver, Canada
- Castelló I., Barberá D., De Bakker F., (2014), *Structuring through dissent: Field emergence and the strategic role of organizational agency* 30th EGOS Colloquium, Rotterdam, Netherlands
- Castelló I., Barberá D., De Bakker F., (2014), *Structuring through dissent: Field emergence and the strategic role of organizational agency* 74th Academy of Management Conference, Philadelphia, USA
- Kok A., De Bakker F., Groenewegen P., (2014), *Two shades of green. The implementation of sustainability policies within a bank: Instrumental versus intrinsic decoupling* 30th EGOS Colloquium, Rotterdam, Netherlands
- Kok A., Groenewegen P., De Bakker F., (2014), *Dislike, distrust & disrespect. The role of employee emotions in the institutionalization of sustainability practices* JMS Workshop, Toronto, Canada
- van Hille I., De Bakker F., Ferguson J., (2014), *Seeing the wood for the trees* 30th EGOS Colloquium, Rotterdam, Netherlands
- Wickert C., De Bakker F., (2014), *Overcoming resistance to CSR. Progressive resistance: How corporate social responsibility managers resist the status quo* 8th Organization Studies Summer Workshop, Corfu, Greece
- Kok A., De Bakker F., Groenewegen P., (2013), *Instrumental versus intrinsic institutionalization: The adoption of CSR practices within a bank* 13th EURAM Conference, Istanbul, Turkey
- Ploeger T., Kruijt M., Aroyo L., De Bakker F., Hellsten I., Fokkens A., Hoeksema J., ter Braake S., (2013), *Extractivism. Extracting activist events from news articles using existing NLP tools and services* DeRiVE 2013, Sydney, Australia
- Whelan G., De Bakker F., de Hond F., Muthuri J., (2013), *Situated interests and multi-stakeholder initiatives: Explaining conflict inside and outside the United Nations Global Compact* Journal of Management Studies Paper Development Workshop, Copenhagen, Denmark
- De Bakker F., Linssen E., den Hond F., (2012), *More than words: Examining the added value of corporate citizenship* 28th EGOS Colloquium, Helsinki, Finland
- De Bakker F., Ploeger T., Kruijt M., Hellsten I., Aroyo L., (2012), *Mapping Online Networks of Activism: Tracing Tactics on the Web* 2nd Social Media for Social Purposes Conference, Copenhagen, Denmark
- Kok A., De Bakker F., Groenewegen P., (2012), *Redesigning CSR: How different subcultures within a bank affect the translation and institutionalisation of CSR* 10th International Conference on Organizational Discourse, Amsterdam, Netherlands
- Kok A., De Bakker F., Groenewegen P., (2012), *Reinventing CSR: how the translation and interpretation of CSR affects the redevelopment of CSR norms in a bank* 28th EGOS Colloquium, Helsinki, Finland
- Ploeger T., Armenta B., Aroyo L., De Bakker F., Hellsten I., (2012), *Making sense of the Arab Revolution and Occupy: Visual analytics to understand events* DeRiVE 2012, Boston, USA
- Whelan G., Muthuri J., De Bakker F., den Hond F., (2012), *The changing state of transnational corporate directed activism: The case of China National Petroleum Corporation in Sudan* ICCSR 10th Anniversary Conference, Nottingham, United Kingdom
- De Bakker F., (2011), *How activist groups (try to) impact corporate policies on CSR* 7th Politeia Annual Forum on Business Ethics and Corporate Social Responsibility in a Global Economy, Milan, Italy
- De Bakker F., Hellsten I., (2011), *On mapping how activist group networks (try to) impact firms* 1st Social Media for Social Purposes Conference, Copenhagen, Denmark
- De Bakker F., Hellsten I., (2011), *On mapping how activist group networks (try to) impact firms* 27th EGOS Colloquium, Gothenburg, Sweden
- De Bakker F., Hellsten I., Kok A., (2011), *Activists and business: Examining networks and tactics* 22nd IABS Meeting, Bath, United Kingdom

den Hond F., Rehbein K., van Lankveld H., De Bakker F., Schuler D., (2011), *The politics of corporate responsibility and the responsibility of corporate politics* 71st Academy of Management Annual Meeting, San Antonio, USA

Other conference and seminar presentations

International

De Bakker F., (2018), *Food for Thought: Organizing and the discursive foundations of NGO-corporate interactions in the food industry* SCORE Workshop on Partial Organizing, Stockholm, Sweden

van Hille I., De Bakker F., Ferguson J., Groenewegen P., (2018), *Paradox in a partnership: How a convener drives change for sustainability* 5th Annual University of Edinburgh Business School Paper Development Workshop, Edinburgh, United Kingdom

van Hille I., De Bakker F., Groenewegen P., (2018), *Navigating through conflict: Managing nested paradoxes in cross-sector collaboration for sustainable trade* 6th biennial International Symposium on Cross-Sector Social Interactions, Copenhagen, Denmark

De Bakker F., (2016), *Online activism, corporate social responsibility and institutional change* University of Twente, Enschede, Netherlands

Wickert C., De Bakker F., (2016), *Pitching for social change: Towards a relational approach to selling and buying social issues* CERMI - VUB, Brussels, Belgium

National

Barbera D., Castello I., De Bakker F., (2017), *Cultural entrepreneurship and the role of visuals in interactive frame alignment processes* Grenoble School of Management, Grenoble, France

De Bakker F., Barberá D., Castelló I., (2017), *Cultural entrepreneurship and the role of visuals in interactive frame alignment processes* Grenoble School of Management, Grenoble, France

Wickert C., De Bakker F., (2017), *Pitching for social change: Towards a relational approach to selling and buying social issues* Audencia Business School, Nantes, France

Books

Published

Den Hond F., De Bakker F., Neergaard P., (2007), *Managing corporate social responsibility in action: Talking, doing and measuring*, 9780754647218, Ashgate Publishing Limited, Aldershot, 280 pages

Chapters in books

Published

Rehbein K., den Hond F., De Bakker F., (2018), *Aligning Adverse Activities? Corporate Social Responsibility and Political Activity*, in: Weber, J. and Wasieleski, D.M.(Eds.), *Corporate Social Responsibility*, 978-1787542600, Emerald Group Publishing Limited, Bingley, chapter 9, pp. 295-324

Hasanefendic S., Patricio T., De Bakker F., (2017), *Heterogeneous responses of Portuguese polytechnics to the new research policy demands*, in: Deem, R., Higgins, E.(Eds.), *The University as Critical Institution?*, 9789463511155, Sense Publishers, Rotterdam, chapter 2, pp. 133-151

De Bakker F., Den Hond F., Laamanen M., (2017), *Social Movements: Organizations and Organizing*, in: C. Roggeband & B. Klandermans(Eds.), *Handbook of Social Movements Across Disciplines*, 9783319576480, Springer, Cham, chapter 8, pp. 203-231

De Bakker F., Den Hond F., (2017), *NGO Activism and CSR*, in: Rasche, A., Morsing, M., Moon, J.(Eds.), *Corporate Social Responsibility: Strategy, Communication, Governance*, 978-1-107-53539-88, Cambridge University Press, Cambridge, chapter 9, pp. 220-245

Den Hond F., De Bakker F., Smith N., (2015), *Social movements and organizational analysis*, in: Diani, M., della Porta, D.(Eds.), *The Oxford Handbook of Social Movements*, 9780199678402, Oxford University Press, Oxford, chapter 18, pp. 291-305

- De Bakker F., (2015), Online activism and institutional change for corporate social responsibility: a typology, in: J. Uldam & A. Vestergaard(Eds.), *Civic Engagement and Social Media: Political Participation beyond the Protest*, 978-1-137-43416-6, Palgrave Macmillan, Basingstoke, chapter 2, pp. 23-43
- Den Hond F., De Bakker F., (2012), Boomerang politics: how transnational stakeholders impact multinational corporations in the context of globalization, in: A. Lindgreen, P. Kotler, J. Vanhamme & F. Maon(Eds.), *A Stakeholder Approach to Corporate Social Responsibility: Pressures, Conflicts, and Reconciliation*, 978-1409418399, Gower Publishing, Aldershot, chapter 15, pp. 275-292
- De Bakker F., Den Hond F., (2011), A disputed contract: IHC Caland in Burma, in: W. Dubbink, L. Van Liedekerke & H. van Luijk(Eds.), *European Business Ethics Cases in Context: The Morality of Corporate Decision Making*, 978-90-481-9334-9, Kluwer Academic Publishers, Dordrecht, chapter 13, pp. 121-139
- De Bakker F., Den Hond F., (2011), A Disputed Contract: IHC Caland in Burma, in: W. Dubbink, L. van Liedekerke & H. van Luijk (Eds.), *European Business Ethics Casebook*, 978-90-481-8966-3, Kluwer Academic Publishers, Dordrecht, pp. 77-98
- Horstman N., De Bakker F., Masurel E., Van Hemert P., (2008), Monkey see – monkey do. Some observations on sustainable innovations in zoos, in: C. Wankel & J.A.F. Stoner(Eds.), *Innovative Approaches to Global Sustainability*, 9780230608047, Palgrave Macmillan, New York, NY, chapter 6, pp. 105-122
- De Bakker F., Den Hond F., (2007), Activist groups tactics to influence companies, in: C. Wankel(Eds.), *21st Century Management: A Reference Handbook*, 9781412954006, Sage Publishing, Thousand Oaks, CA, pp. 927-937
- Den Hond F., De Bakker F., Neergaard P., Gond J.-P., (2007), Managing Corporate Social Responsibility in Action: from conceptual harmony to practical dissonance, in: F. den Hond, F.G.A. de Bakker & P. Neergaard(Eds.), *Managing Corporate Social Responsibility in Action: Talking, Doing, Measuring*, 978-0754647218, Ashgate Publishing Limited, Aldershot, chapter 12, pp. 205-225
- De Bakker F., Ohlsson C., Den Hond F., Tengblad S., Turcotte M.-F., (2007), Tracing the evolution of corporate discourse on corporate social responsibility: a longitudinal, lexicological study, in: F. den Hond, F.G.A. de Bakker & P. Neergaard(Eds.), *Managing Corporate Social Responsibility in Action: Talking, Doing, Measuring*, 978-0754647218, Ashgate Publishing Limited, Aldershot, chapter 4, pp. 53-73
- Den Hond F., De Bakker F., Neergaard P., (2007), Introduction. Managing Corporate Social Responsibility in Action: Talking, Doing and Measuring, in: F. den Hond, F.G.A. de Bakker & P. Neergaard(Eds.), *Managing Corporate Social Responsibility in Action: Talking, Doing and Measuring*, 9780754647218, Ashgate Publishing Limited, Aldershot, chapter 1, pp. 1-12
- van Wijk J., De Bakker F., (2006), Engaging tour operators in sustainable tourism: a Dutch professional association's approach, in: C.A. Brebbia & F.D. Pineda(Eds.), *Sustainable Tourism II*, 978-1-84564-044-6, WIT Press, Southampton, pp. 37-46
- De Bakker F., (2006), Legitimiteit als moreel wisselgeld, in: W. Dubbink & H. van Luijk(Eds.), *Bedrijfsgevallen. Morele beslissingen van ondernemingen*, 9789023241966, van Gorcum, Assen, pp. 120-125
- De Bakker F., Den Hond F., (2006), Een omstreden contract: IHC Caland in Burma, in: W. Dubbink & H. van Luijk(Eds.), *Bedrijfsgevallen. Morele beslissingen van ondernemingen*, 9789023241966, van Gorcum, Assen, chapter 9, pp. 133-148
- De Bakker F., (2004), Contributions of product-oriented environmental management to corporate sustainability, in: S. Sharma & M. Starik(Eds.), *Stakeholders, the Environment and Society*, 9781843764595, Edward Elgar Publishing, Cheltenham, chapter 9, pp. 212-229
- De Bakker F., Foley D., (2002), Product-oriented environmental management. The case of Xerox Europe., in: J. Park & N.J. Roome(Eds.), *The Ecology of the New Economy*, 978-1-87471-947-2, Greenleaf Publishing, Sheffield, chapter 12, pp. 165-172
- Burger S., De Bakker F., Schuyt T., (2002), De invulling van burgerschap door bedrijven, in: R.P. Hortulanus & J.E.M. Machielse(Eds.), *Modern burgerschap*, 9789057499272, Elsevier Bedrijfsinformatie, Den Haag, pp. 107-118

Grants

2014 Against all odds: convenors in multistakeholder partnerships, NWO (Netherlands)

SCIENTIFIC PRIZES AND AWARDS

Award

2016 IABS Best Article Award for 2014, International Association for Business and Society, USA

2015 Best Paper Award 2014, Journal of Management Studies, United Kingdom

PROFESSIONAL MEMBERSHIPS

- 2005** International Association for Business and Society
- 2003** European Group for Organizational Studies
- 1998** Academy of Management

EDITORIAL ACTIVITY

Associate Editor in an academic journal

- 2015 - 2017** Business & Society

Editor in a special issue of a peer reviewed journal

- 2017 - 2019** Business & Society
- 2015 - 2017** Business & Society
- 2011 - 2013** Journal of Business Ethics
- 2010 - 2013** Organization Studies
- 2005 - 2008** Business & Society

Editor in an academic journal

- 2017** Business & Society

Member of the editorial board of an academic journal

- 2014** Business Strategy and the Environment
- 2013** Organization Studies
- 2012** Organization & Environment
- 2008 - 2014** Business & Society
- 2007** International Journal for Sustainable Strategic Management

INSTITUTIONAL SERVICE

Supervision of Ph.D. Thesis:

- 2018** Co-director, University higher education in Portugal and the Netherlands: Organizational responses to the new research mandate and innovation in education, VU University Amsterdam
- 2018** Co-director, Maatschappelijk Verantwoord Ondernemen in de Supermarktbranche, VU University Amsterdam
- 2017** Co-director, Lost in Translation: Bank - NGO interaction about Corporate Social Responsibility norms, VU University Amsterdam
- 2017** Co-director, Secret recipes of flight safety: Standardization and improvisation in aviation safety cultures, VU University Amsterdam

- 2017** Co-director, Against all odds: How cross-sector collaboration platforms catalyze change in sustainable trade, VU University Amsterdam
- 2017** Co-director, Maatschappelijk Verantwoord Ondernemen in de Supermarktbranche, VU University Amsterdam
- 2009** Co-director, Moving beyond heroes and winners: Institutional entrepreneurship in the outbound tour operations field in the Netherlands, 1980-2005, VU University Amsterdam