

John Joseph

Strategy & Entrepreneurship Area · Paul Merage School of Business · University of California Irvine
· Irvine, CA 92617 · Email: johnj2@uci.edu

ACADEMIC POSITIONS

University of California, Irvine · Paul Merage School of Business · Irvine, CA	
Professor of Strategy	2023-Present
Associate Professor of Strategy	2017-Present
Assistant Professor of Strategy	2015 - 2017
Duke University , Fuqua School of Business · Durham, NC	
Assistant Professor of Strategy	2008 - 2015

RESEARCH INTERESTS

- Impact of organization design on innovation, performance, and growth
- Artificial intelligence and organization design
- Organizational learning, managerial cognition, and attention
- Strategic decision making amidst uncertainty and ambiguity

PEER-REVIEWED JOURNAL PUBLICATIONS

- Joseph, J. and Sengul, M. 2025. The Foundations and Future of Organization Design. *Journal of Management*, 51(1), 249-308.
- Fussell, D. A., Tang, C. C., Sternhagen, J., Marrey, V. V., Roman, K. M., Johnson, J., ... & Chow, D. S. 2024. Artificial Intelligence Efficacy as a Function of Trainee Interpreter Proficiency: Lessons from a Randomized Controlled Trial. *American Journal of Neuroradiology*, 45(11), 1647-1654.
- Gaba, V. and Joseph, J. 2023. Content and Process: Organizational Conflict and Decision Making. *Frontiers in Psychology*, 1227966.
- Joseph, J. Rhee, L. and Wilson, A. 2023. Corporate Hierarchy and Organizational Learning: Member Turnover, Code Change, and Innovation in the Multiunit Firm. *Organization Science*, 34(3), 1332-1352.
- Kim, J., Cunningham, C., and Joseph, J. 2023. Corporate Proximity and Product Market Reentry: The Role of Corporate Headquarters in Business Unit Response to Product Failure. *Academy of Management Journal*, 66(4), 1209-1232.
- Klingebiel, R., Joseph, J., and Machoba, V. 2022. Sequencing Innovation Rollout: Learning Opportunity versus Entry Speed. *Strategic Management Journal*, 43(9), 1763-1792.
- Zhu, L., Kim, J., and Joseph, J. 2021. Feelings in the Fog: The Interplay of CEO Affective Dispositions, Ambiguous Performance Feedback, and Firm Risk Taking. *Proceedings of the 2021 Academy of Management Meeting*.
 - Winner Best Paper Award from AOM STR Behavioral Strategy Division, 2021

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- Joseph, J. and Gaba, V. 2020. Organizational Structure, Information Processing and Decision Making: A Retrospective and Roadmap for Research, *Academy of Management Annals*, 14(1), 267-302.
- Dutt, N. and Joseph, J. 2019. Regulatory Uncertainty, Corporate Structure, and Strategic Agendas: Evidence from the U.S. Renewable Electricity Industry, *Academy of Management Journal*, 62(3), 800-827.
- Chatterji, R., Cunningham, C., and Joseph, J. 2019. The Limits of Relational Governance: Sales Force Strategies in the Medical Device Industry, *Strategic Management Journal*, 40(1), 55-78
- Joseph, J., Baumann, O., Burton, R., and Srikanth, K. 2018. Reviewing, Revisiting, and Renewing the Foundations of Organization Design. in Joseph et al., (Eds.) *Advances in Strategic Management: Organization Design*, Emerald Publishing: UK
- Joseph, J. and Wilson, A. 2018. The Growth of the Firm: An Attention-Based View, *Strategic Management Journal*, 39(6), 1779-1800.
 - Top ten SSRN download (Week of August 21 and week of September 2, 2017)
- Ocasio, W. and Joseph, J. 2017. An Attention-Based View of Great Strategies, *Strategy Science*, 3(1) 289-294.
- Joseph, J. Klingebiel, R. and Wilson, A. 2016. Organizational Structure and Performance Feedback: Centralization, Aspirations and Termination Decisions, *Organization Science*, 27 (5): 1065–1083
 - Nominated for the SMS Best Conference Paper Prize, SMS Conference 2011, Miami
- Klingebiel, R. and Joseph, J. 2016. Technology Entry Timing and Innovation Strategy in the Mobile Handset Industry, *Strategic Management Journal*, 37: 1002–1020.
 - Industry Studies Association (ISA) Ralph Gomory Best Industry Studies Award
- Joseph, J. and Gaba, V. 2015. The Fog of Feedback: Ambiguity and Firm-Responses to Multiple Aspiration Levels. *Strategic Management Journal*, 36: 1960-1978.
- Joseph, J. Ocasio, W. and McDonnell, M. 2014. The Structural Elaboration of Board Independence: Executive Power, Institutional Logics, and the Adoption of CEO-only Board Structures in U.S. Corporate Governance" *Academy of Management Journal*, 57:1834-1858.
- Gaba, V. and Joseph, J. 2013. Corporate Structure and Performance Feedback: Aspirations and Adaptation in M-form Firms, *Organization Science*, 24(4): 1102-1119.
 - Top ten SSRN download (Week of August 11 and week of August 24, 2012)
- Joseph, J. and Ocasio, W. 2012 Architecture, Attention and Adaptation in the Multibusiness Firm: General Electric, 1951-2001. *Strategic Management Journal*, 33 6: 633-660.

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- Ocasio, W. and Joseph, J. 2008. Rise and Fall, or Transformation? The Evolution of Strategic Planning at the General Electric Company, 1940-2006. *Long Range Planning*, 41: 248-272.
- Ocasio, W. and Joseph, J. 2005. Cultural Adaptation and Institutional Change: The Evolution of Vocabularies of Corporate Governance, 1972-2002. *Poetics*, 33: 163-178.

OTHER PUBLICATIONS

- Joseph, J., Laureiro, D., Nigam, A., Ocasio, W., Rerup, C. 2024. Guest-Editors, Introduction, Special Issue of *Strategic Organization*, Research Frontiers on the Attention-Based View of the Firm, *Strategic Organization*
- Joseph, J. and Sengul, M. 2023. Organization Design, Strategic Choice and Organizational Behavior: Principles, Levers, and Dynamics. *Handbook of Principles of Organizational Behavior* Ed Locke and Craig Pearce Eds.
- Joseph, J. 2023. From Capacity to Comprehension: Organizational Structure, Information Processing, and Choice in the Multi-Unit Firm *Centralization: Benefits and Drawbacks*, Adam Nir, Ed. Nova Science Publishers, New York, NY.
- Klingebiel R., and Joseph, J. 2022. Designing the Best Strategy for Your Next Global Product Rollout *Harvard Business Review Online* March 3. <https://hbr.org/2022/03/designing-the-best-strategy-for-your-next-global-product-rollout>
- Joseph, J., Baumann, O., Burton, R., and Srikanth, K., (Eds.) 2018. *Advances in Strategic Management: Organization Design*, Emerald Publishing: UK.
- Joseph, J., 2018. Commentary: Evolution of the Journal and the Field of Organization Design, *Journal of Organization Design*.
- Klingebiel, R. and Joseph, J. 2017. Commentary: Reflection on Entry Timing and Innovation Strategy, *Strategic Management Journal*, 38: 1948–1949.
- Joseph, J. and Klingebiel, R. 2016. Centralized Decision Making Helps Kill Bad Products. *Harvard Business Review Online*. October 18. <https://hbr.org/2016/10/centralized-decision-making-helps-kill-bad-products>
- Klingebiel R., and Joseph, J. 2015. When First Movers are Rewarded and When They're Not. *Harvard Business Review Online*. August 11. <https://hbr.org/2015/08/when-first-movers-are-rewarded-and-when-theyre-not>
- Wilson, A. and Joseph, J. 2015. Organizational Attention and Technological Search in the Multibusiness Firm: Motorola from 1974-1997, In G. Gavetti and W. Ocasio (Eds.), *Advances in Strategic Management: Cognition and Strategy*. UK: Emerald Group Publishing Limited.

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- Joseph, J. 2015. “Realism.” In M. Augier and D. Teece (Eds.) *The Palgrave Encyclopedia of Strategic Management*, Palgrave MacMillan.
- Leonardelli, G. J., Pickett, C.L., Joseph, J.E., & Hess, Y.D. 2011. Optimal distinctiveness theory in nested categorization contexts: Moving from dueling identities to a dual identity. In R.M. Kramer, G.J. Leonardelli, & R.W. Livingston (Eds.), *Social Cognition, Social Identity, and Intergroup Relations: A Festschrift in Honor of Marilyn Brewer*. Psychology Press, New York: Taylor & Francis.
- Ocasio, W. and Joseph, J. 2006. Governance Channels at General Electric: 1950-2001. In Burton, R. M.; Eriksen, B.; Haakonsson, D. D., and Snow, C. C., (Eds.) *Organizational Design: The Dynamics of Adaptation and Change*. Springer Publishers, Information and Organization Design Series, Boston, MA.
- Ocasio, W. and Joseph, J. 2005. An Attention Based Theory of Strategy Formulation: Linking Decision Making and Guided Evolution in Strategy Processes. In Doz, Y., Porac, J., and Szulanski, G. (Eds.) *Advances in Strategic Management*.
- Joseph, J. and Ocasio, W. 2005. And Then There Were None: Political Settlements of Insider Board Membership. *Academy of Management Meetings Best Paper Proceedings, Honolulu*.

PAPERS UNDER REVIEW

- Ringov, D., Asija, A., Joseph, J. and Szulanski, G. Multiple Demands, Attentional Switching, and Organizational Learning: Spatial and Temporal Replication of Routines in Multiunit Organizations, Minor Revision at *Organization Science*
- Joseph, J., Wilson, A., Park, J. and Chow, D. Capacity through Comprehension: Information Processing, Mutual Understanding, and Organization Design in Healthcare. 2nd R&R at *Strategic Management Journal*
- Park, J. Joseph, J., Bromiley, P. and Sopreper, X. Giving Up and Moving On: Temporal Shifts in Attention and Responses to Increasingly Unsolvable Problems. R&R at *Strategic Management Journal*
- Joseph, J. The Attention-Based View: Towards a More Normative Theory of Attention. R&R at *Journal of Management Scientific Report*
- Sinha, A., Bromiley, P., and Joseph J. Individuals vs Organizations: Information Processing Differences in Setting Aspirations R&R at *Journal of Management Studies*
- Park, J. and Joseph, J., Language Control and Novelty in User Entrepreneurship. Under review at *Strategic Entrepreneurship Journal*

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WORKING PAPERS AND WORKS-IN-PROGRES

- Yoon, S. and Joseph, J. Hierarchy, Screening Adjustments, and Online User Community Evaluations: Evidence From STEAM
- Zhu, L., Kim, J., and Joseph, J. Zhu, L., Kim, J., and Joseph, J. Feelings in the Fog: The Interplay of CEO Affective Dispositions, Ambiguous Performance Feedback, and Firm Risk Taking. Under review at *Organization Science*
 - 2021 Winner Academy of Management STR Best Paper Award in Behavioral Strategy, Process and Change
- Steinberger, T. and Joseph, J. Near Decomposability in an AI World: A Problem Representation Approach
- Boylan, D. and Joseph, J. Decomposability, Decoupling, and Growth: The Role of Formal and Attention Structure in Architectural Elaboration
- Joseph, J. Emptier Worlds or Fuller Worlds? Revisiting the Near-Decomposability Hypothesis

CASE STUDIES

- Joseph, J., 2022. "SoyFoods A, B, C." Paul Merage School of Business Case, University of California, Irvine.
- Joseph, J., Jiang, C., and Han, K., A. 2018. "Siemens Healthineers: Diagnostic Imaging in Brazil." Paul Merage School of Business Case, University of California, Irvine.
- Joseph, J. and Acharya, I. 2013. "Pfizer-Pharmacia Merger: Building Capabilities through M&A." Fuqua School of Business Case, Duke University.
- Joseph, J. and Wilson, A. 2011. "Siemens Healthcare: Diagnostic Imaging in Brazil." Fuqua School of Business Case, Duke University.
- Joseph, J. 2009. "Motorola and Mobile Devices: A Next Generation." Fuqua School of Business Case, Duke University.
- Joseph, J. 2007. "Big Bets, Small Bets and Innovation: Corporate Intrapreneurship at Motorola." Kellogg School of Management Case, Northwestern University.

HONORS, GRANTS AND RECOGNITIONS

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| 2023 | Faculty Research Award - Paul Merage School of Business |
| 2021 | Winner Academy of Management STR Best Paper Award in Behavioral Strategy, Process and Change |
| 2019 | Junior Faculty Research Award - Paul Merage School of Business |

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- 2017 Industry Studies Association (ISA) Ralph Gomory Best Industry Studies Paper Award for “Entry Timing and Innovation Strategy in Feature Phones” published in *Strategic Management Journal*.
- 2017 Center for Organizational Research Small Grant, University of California, Irvine
- 2016 Junior Faculty Research Award - Paul Merage School of Business
- 2016 Innovation in Teaching Award – Paul Merage School of Business
- 2016 CORCLR faculty research grant, Paul Merage School of Business
- 2012 Best Paper Nomination, Strategic Management Society, Attention to Multiple Goals in Strategic Decision Making: An Inductive Analysis of Technology Commercialization at Motorola
- 2011 Best Paper Nomination, Strategic Management Society, June 2011 for Organizational Structure and Performance Feedback: Centralization, Aspirations and Phase-out
- 2007 ABCD Reviewer Award, OMT Division, Academy of Management
- 2006 Center for Technology and Innovation Management, Kellogg School of Management, NSF Grant
- 2005 Dispute Resolution Research Center Grant, Kellogg School of Management, Northwestern University

RECENT PRESENTATIONS AND CONFERENCES

Invited University Seminar Presentations (Last 5 years)

- 2025 “Centralization, Screening Adjustments, and Idea Evaluations: Evidence From Online User Communities,” Presented at National University of Singapore
- 2025 “Language Control and Novelty in User Entrepreneurship,” Presented at Singapore Management University
- 2024 “Organization Design Theory: Past, Present and Future,” Presented at University of Illinois, Urbana-Champaign, Illinois Strategic Organization Initiative, Distinguished Speaker Series
- 2024 “Capacity through Comprehension: Information Processing, Mutual Understanding, and Organization Design in Healthcare, Presented at Wharton School, Philadelphia, PA
- 2023 “Hierarchy, Screening Adjustments, and Online User Community Evaluations: Evidence From STEAM,” Presented at Imperial College London, UK
- 2022 “The Cognitive Constrains on Design: Information Ambiguity and Organizational Structure,” Virtually presented at Bocconi University, Milan, Italy

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- 2021 “The Cognitive Constrains on Design: Information Ambiguity and Organizational Structure,” Presented at USC, Marshall School of Business, Los Angeles, CA
- 2021 “The Cognitive Constrains on Design: Information Ambiguity and Organizational Structure,” Virtually presented at Carnegie Mellon, Tepper School of Business Pittsburgh, PA
- 2021 “The Cognitive Constrains on Design: Information Ambiguity and Organizational Structure,” Virtually presented at New York University, Stern School of Business, New York, NY
- 2018 “Learning within Hierarchies: An Empirical Test and Extension of March 1991,” Presented at Boston College, Boston MA

Invited Conference Activities Other (Last 5 years)

- 2025 “Organizational Learning and Linda Argote: Foundations and Future for the Carnegie Perspective,” Panelist at the *Organization Science Winter Conference*, UCLA
- 2025 “Artificial Intelligence Efficacy as a Function of Trainee Interpreter Proficiency: Lessons from a Randomized Controlled Trial,” Presented at the *Sixth AI & Strategy Consortium* (virtual)
- 2024 “Artificial Intelligence Efficacy as a Function of Trainee Interpreter Proficiency: Presented at the *Fifth AI & Strategy Consortium* (virtual)
- 2023 “Capacity through Comprehension: Information Processing, Mutual Understanding, and Organization Design in Healthcare,” Presented at the *DIO Conference*, London, UK
- 2023 “Revisiting the Near Decomposability Hypothesis,” Presented at the *CSR Conference*, Chicago, IL
- 2022 “Organizational Structure and Organizational Learning,” Virtually presented at the *Carnegie School of Organizational Learning* (CSOL) Academy
- 2020 “The Cognitive Constrains on Design: Information Ambiguity and Organizational Structure,” Presented at the *Organization Science Winter Conference*, Monterey, CA

Academy of Management Conference Activities (Last 5 years)

- 2024 Facilitator: Past, Present and Future of the Behavioral Theory of the Firm: Revisiting Foundations in the AI Age, PDW Workshop, *Academy of Management, Chicago, IL*
- 2024 Participant: Research Frontiers on the Attention-Based View, Symposium, *Academy of Management, Chicago, IL*
- 2024 Organizer: Tackling Emerging Design Challenges: Breaking New Ground in Organization Design Theory, Showcase Symposium, *Academy of Management, Chicago, IL*

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- 2024 Panelist: AI and Bounded Rationality, Symposium, *Academy of Management, Chicago, IL*
- 2024 Participant: Psychological Design of Organizations, Symposium, *Academy of Management, Chicago, IL*
- 2023 Organizer: New Frontiers in Online User Community Research: Interaction Dynamics and Content, *Academy of Management, Boston, MA*
- 2023 Author: Hierarchy, Screening Adjustments, and Online User Community Evaluations: Evidence From STEAM, *Academy of Management, Boston, MA*
- 2023 Organizer/Panelist: Hierarchy and the Changing Nature of Organizations, *Academy of Management, Boston, MA*
- 2023 Facilitator: Past, Present, and Future of A Behavioral Theory of the Firm, PDW Workshop, *Academy of Management, Boston, MA*
- 2022 Facilitator: Past, Present, and Future of A Behavioral Theory of the Firm: Multiple Goals in Firm Behavior, PDW Workshop, *Academy of Management, Seattle, WA*
- 2022 Author/Discussant: Organizational Learning and Search Track: Reading the Tea Leaves: The Intertwined Roles of Attention and Search in Innovation and Adaptation, *Academy of Management, Seattle, WA*
- 2022 Organizer: Revisiting Reference Groups: Antecedents and Processes of Social Comparison and Peer Aspiration, *Academy of Management, Seattle, WA*
- 2022 Author: EHR Implementation and Task Allocation Within Hospital Care Units: A Natural Experiment, *Academy of Management, Seattle, WA*
- 2021 Presenter: “STR Junior Faculty Teaching Consortium” *Academy of Management, Virtual*
- 2021 Author: “TMTs, Affect and Personality” *Academy of Management, Virtual*
- 2021 Organizer: “Prescriptions for Better Healthcare Delivers: New Directions for Organizational Learning in Hospitals” (Symposium) *Academy of Management, Virtual*
- 2020 Organizer: “Organization Designs for Better Healthcare: Structure and Attentional Processes in Hospitals,” (Symposium) *Academy of Management, Vancouver (virtual)*
- 2020 Author: “Learning within Hierarchies: Corporate Proximity and Business Unit Response to Adverse Events,” *Academy of Management, Vancouver (virtual)*
- 2020 Organizer: “Current Research in Organization Design: Topics, Tools, and Triumphs,” (PDW) *Academy of Management, Vancouver (virtual)*

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TEACHING EXPERIENCE

MBA level

- 2015-Present Strategic Management (Core Class); Full-time, part-time and online MBA programs
2024 Full-time MBA Core Teaching Award
2023 Full-time MBA Core Teaching Award
2019 Full-time MBA Core Teaching Award
2018 Full-time MBA Core Teaching Award
- 2022-Present Corporate Strategy (MBA elective)
- 2008-2014 Foundations in Strategy (Core Class), Full-time MBA Program
- 2005-2007 Negotiations
Kellogg School of Management Doctoral Teaching Award
- 2005-2006 Leadership in Organizations (Core class)
Kellogg School of Management Doctoral Teaching Award

Undergraduate level

- 2021-2022 Corporate Strategy (elective)

PhD level

- 2021-2022 Writing an Empirical Paper
- 2015-Present Foundation Theories of Strategy
- 2015-2019 Foundation Theories of Organizations (OT)

PROFESSIONAL ACTIVITIES AND SERVICE

Editorial positions

- Senior Editor, *Organization Science* 2020 - Present
- Editorial Board, *Strategic Management Journal* 2011 - Present
- Editorial Board, *Journal of Organization Design* 2020 - Present
- Editorial Board, *Administrative Science Quarterly* 2013 - 2020
- Co-Editor, *Journal of Organization Design* 2017 - 2020
- Ad-hoc reviewer for *Academy of Management Journal*, *Strategy and Organization*, *Long Range Planning*

External Service (Memberships)

- Academy of Management (AOM)
 - STR Executive Committee (2019-2021)
 - STR Doctoral Consortium Co-Chair (2019-2020)
 - BPS Doctoral Consortium Participant (2014)
 - BPS Best Dissertation Award Reviewer (2013)
- Strategic Management Society (SMS)
 - Chair, Behavioral Strategy Interest Group (2025)
 - Theme Track Co-Chair, SMS Annual Conference San Francisco (2025)
 - Program Chair, Behavioral Strategy Interest Group (2024)
 - Associate Program Chair, Behavioral Strategy Interest Group (2023)
 - Theme Track Co-Chair, SMS Annual Conference Frankfurt (2019)
 - Representative-at-Large, Behavioral Strategy Interest Group (2017-2019)
 - Representative-at-Large, Strategy Process Interest Group (2015-2017)

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Doctoral advising

- Park, Jay, Ph.D. 2025 expected. Strategy Area, Paul Merage School of Business, University of California, Irvine. (Chair)
- Kim, John, Ph.D. 2022 expected. Strategy Area, Paul Merage School of Business, University of California, Irvine. (Chair) Placement: Chinese University of Hong Kong
- Alex J Wilson, Ph.D., 2015. Strategy Department, Fuqua School of Business, Duke University. Dissertation Title: *Drivers of New Practice Adoption: Predicting the Gap between Routine "as Designed" and Routine "as Realized"*. (Chair) Placement: University of Minnesota
- Nilanjana Dutt, Ph.D., 2013. Strategy Department, Fuqua School of Business, Duke University. Dissertation Title: *Identifying Search Space*. (Co-Chair) Placement: Bucconi University

School and University service

- Area Coordinator (Chair), Strategy, University of California, Irvine 2018-present
- Council of Budgeting and Planning, University of California, Irvine 2021-2023
- Member, eSports Advisory Board, University of California, Irvine 2019-present
- Member, Masters Program Committee (MPC), University of California, 2018
- Member, Digital transformation committee, University of California, Irvine 2016-2018
- Member, Ph.D. committee, University of California, Irvine 2015-2018
- Faculty advisor, Case competition, National Black MBA conference (Duke University, 2013)
- Faculty advisor, Global Business Practicum for Center for Business Education and Research (CIBER, Duke University) – GE Brazil (2011), GE India (2012)
- Presenter, LEAD program for high potential youth (Duke University, 2010; 2011)

EDUCATION

Northwestern University · Kellogg School of Management · Evanston, IL June 2009
Ph.D. in Management and Organizations

University of Pennsylvania · The Wharton School · Philadelphia, PA May 2001
M.B.A. in Management

Muhlenberg College · Allentown, PA May 1989
B.A. in Business Administration

INDUSTRY EXPERIENCE

Speaking, research, and consulting engagements include: Argyle Executive Forum, British Petroleum, California Society of Anesthesiologists, Children's Hospital of Orange County, CMO Council, Dart Enterprises, Duke University Hospital, General Electric, Heidrick and Struggles, Kellogg Center for Non-Profit Management, Market-bridge, Mazda, Molina Healthcare, Motorola, QTC, Samsung Electronics, and University of California, Irvine.