

## **Majken Schultz**

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Majken Schultz, PhD, is Professor of Organization Studies and Management at Copenhagen Business School, Denmark since 1996. She is International Research Fellow at the CCR (Centre for Corporate Reputation) at Oxford University, Saïd Business School and a member of the Royal Danish Academy of Sciences and Letters. Since 2000 Majken has held several board memberships of major international companies. She served on the Board of Governors of the Academy of Management between 2009 and 2012.

Her work comprises more than 60 articles in international peer reviewed journals, including papers in most of the major leading A-journals in the field of organization and management. She has edited or co-authored more than a dozen books, some of which have been translated into other languages, including Spanish, Korean, Turkish, Persian and Danish. She is among the most cited researchers at CBS. Majken has received several awards and has spoken at numerous international and national academic and practitioner conferences, including the Academy of Management, European Group of Organization Studies, World Economic Forum and the Conference Board.

### **EDUCATION AND AFFILIATIONS**

Master of Political Science 1984 University of Copenhagen, Political Studies.  
PhD Copenhagen Business School 1988. Awarded Tietgen Gold Medal  
1988 and on Assistant and Associate Professor, Copenhagen Business School, Department of Organization Studies and Industrial Sociology  
1988 and 1989 Visiting scholar, Stanford University  
2000 – 2003 Affiliated Professor part time, LEGO Group  
1996 – 2006 Professor at Department of Intercultural Communication and Management, Copenhagen Business School  
Since 2006 Professor at Department of Organization, Copenhagen Business School  
Since 2007-2009 Associate Dean of CBS Full Time MBA  
Since 2009 International Research Fellow, Centre for Corporate Communication, Saïd Business School, Oxford University  
Since 2015 Member of Royal Danish Academy of Sciences and Letter

### **AWARDS AND HONORS**

Ridder af Dannebrog /Order of Dannebrog 2015  
FUHU Research Price 2009,  
Jorcks Foundation Award 2002,  
Danish Marketing Award 2002  
Marie Løngaard's Award 2000

### **BOARD EXPERIENCE**

Carlsbergfoundation (since 2019)

Bang & Olufsen (since 2013)  
Danish Crown (since 2013)  
Danske Spil (2012-2019)  
Academy of Management (2009-2012)  
Realdania (since 2000)  
Danske Bank (2000-2013)  
COWI AS (2005 – 2011)  
Carl Bro (2001 – 2004)  
VL Grupperne (2007 – 2011)  
Foreningen Realdanmark (1998-2000)  
VL 48 (Member since 1999)

## **RESEARCH PROJECT RESPONSIBILITY**

**2015 – 2019**

### **Studying organizational identity in time**

Funded by Tuborg Foundation. Focus on Carlsberg Group and Arla.

With Professor Tor Hernes. Copenhagen Business School.

**2009 -2013**

### **Linking Organizational Identity to Corporate Branding: The Roles of History, Organizational Structures and Boundary Management**

Funded by Tuborg Foundation. Focus on Carlsberg Group.

With Professor Mary Jo Hatch University of Virginia and PhD student Lærke Højgaard Christiansen.

**2001 – 2004**

### **Corporate Branding in a global context**

Funded by Edith and Godtfred Kirk Christiansens Fond and National Social Science Council

Focus on LEGO Group and establishment of global brand initiative as research driven partnership: including Novo Nordisk, Johnson and Johnson, Nissan, Telefonica, ING, SONY and Boeing.

With Professor Mary Jo Hatch, University of Virginia. PhD student Yun Mi Antorini, PhD student Esben Karmark, PhD student Pernille Gjøls-Andersen.

**1996 – 2000**

### **Value-based organizations, including study of Wolff Olins and Bang and Olufsen**

Funded by National Social Science Council

With professor Mary Jo Hatch, Cranfield School of Management.

Professor Davide Ravasi, University of Bocconi.

## **TEACHING EXPERIENCE**

### **Recent Teaching Experience:**

Master of Business Development at Copenhagen Business School since 2018

Master of Board Governance since 2012 with CBS Executive

Full Time MBA at Copenhagen Business School since 2003

Executive MBA at Copenhagen Business School since 1995

Master of Science in Strategy, Organization and Leadership since 2008

MMD: Master of Management Development since 2000;

MCC: Master of Corporate Communication since 2005;

Corporate Communication: Erasmus School of Management, Rotterdam.

CEMS international program since 2003 and numerous other graduate programs

### **Executive and Graduate Courses covering**

Identity and sensemaking in changing organizations

Strategy and identity

Board Culture and leadership

Identity and Corporate Branding

Organizational Culture and Change Management

Managing Corporate Communication

Organizational Theory and Practice

### **PhD Courses:**

Organizational Culture (with Joanne Martin, Stanford Graduate School of Business)

Organizational Identity (with Mary Jo Hatch, U. of Virginia)

Engaged Scholarship (with Andrew Van de Ven, U. of Minnesota)

Organizational Analysis

## **ACADEMIC WORK IN DETAIL**

### **Work in progress:**

Hernes, T; Schmidt, J. and Schultz, M. Managing material temporality in food organizations. Revise and resubmit for *Organization Studies*.

Invited contributions to:

*Oxford Handbook of Organizational Change and Innovation*. Ravasi, D. and Schultz, M. Chapter on identity change and temporality.

### **Academic books**

Pratt, M., Schultz, M., Ashforth, B. and Ravasi, D. (Eds) (2016) *Handbook of Organizational Identity*. Oxford: Oxford University Press.

Foss, Nicolai J., Pedersen, Torben and Pyndt, J. Schultz, M. (2012) *Innovating Organization and Management. – New Sources of Competitive Advantage*. Cambridge University Press.

Schultz, M, McGuire, S., Langley, A., Tsoukas, H. (Eds) (2012) *The Construction of Identity in and around Organizations*. Oxford: Oxford University Press.

Bukh, P.N; Hildebrandt, S., Jenster, P.; Klausen, K.K , Schultz, M., 2011 (Eds) *Ledelseskanon*. København Gyldendal Business: A.P. Møller Mærsk. ISS, Jysk, LEGO; Novo Nordisk. (5 volumes)

Hatch, M.J. and Schultz, M. (2008) *Taking Brand Initiative: How Corporations Can Align Strategy, Culture and Identity through Corporate Branding*. San Francisco: Wiley/Jossey-Bass.

Translations: *Marka Girişimi* (2012): *Kurumsal Markalaşma ile Şirket Stratejisini, Kültürünü ve Kimliğini Uyumlu Hale Getirme Yöntemleri*. Brandage Yayinlari

*Esencia De Marca* (2010): *Desvelan cómo las empresas pueden alinear su estrategia, cultura e identidad a través de la marca corporativa con Mary Jo Hatch*. LID Editorial Empresarial

*Brug dit Brand* (2009) Copenhagen: Gyldendal Business.

Schultz, M., Antorini, Y. M. and Csaba, F. (Eds) (2005) *Corporate Branding Purpose/People/Process* Copenhagen: CBS Press.

Hatch, M. J. and Schultz, M. (Eds)(2004) *Reader on Organizational Identity*. Oxford: Oxford University Press

Schultz, M., Hatch, M. J. and Larsen, M. H. (Eds) (2000) *The Expressive Organization: Linking Identity, Reputation and The Corporate Brand*, Oxford: Oxford University

Translations: Arabic (Obeikan Bookshop and Publishing, Riyadh, Saudi Arabia, 2004)

Portuguese (Pensamento-Cultrix, Sao Paulo)

Schultz, M. and Holten Larsen, M. (1998) *Den udtryksfulde virksomhed*. Copenhagen: Bergsøe 4.

Schultz, M. and Hildebrandt, S. (Eds) (1997) *Fokus på Sygehusledelse*. Copenhagen: Munksgaard.

Schultz, M. (1995) *On Studying Organizational Cultures: Diagnosis and Understanding*. Berlin: Walter de Gruyter.

Schultz, M. (1990) *Organisationskultur: Funktion eller symbol*. Copenhagen: Handelshøjskolens forlag.

Schultz, M. and Molin, J. (Eds)(1989) *Kalejdoskopiske Fortællinger fra en Videnskabelig Verden*. Copenhagen: Akademisk Forlag.

Larsen, J. and Schultz, M. (1984) *Bureaukrati og videnskab - organisationskulturer i centraladministrationen*. Copenhagen: Forlaget Politiske Studier.

### **Non-academic books**

Hernes, T. and Schultz, M. (2016) *Bjergtaget. At vandre sammen fra Mont Blanc til Middelhavet*. København: Gyldendal. 278 pages.

### **Papers in International Journals**

Schultz, M. and Hernes, T. (forthcoming): Temporal interplay between strategy and identity: Punctuated, subsumed and sustained modes. *Strategic Organization*.

Oriol, I., Ind, N. and Schultz, M. (forthcoming) History Matters: The Role of History in Corporate Brand Strategy. *Business Horizons*.

Hatch, M. J. Hatch and Schultz, M. (2017) Toward a Theory of Using History Authentically: Historicizing in the Carlsberg Group. *Administrative Science Quarterly*. 62/4: 657-697.

Schultz, M (2017) Corporate Reputation from Within. *Corporate Reputation Review*. 20/ 3-4:171-172.

Schultz, M. (2015) Time for Culture. *Journal of Business Anthropology*. 4(1):117-124.

Ind, N.; Inglesias, O. and Schultz, M. (2015) How Adidas found its Second Wind. *Strategy+ Business*. August, Issue 80 (9 pages).

Hatch, M. J., Schultz, M. and Skov, A.M. (2015) Organizational identity and culture in the context of managed change: Transformation in the Carlsberg Group 2009–2013. *Academy of Management Discoveries*. 1(1):56-88.

Lejeune, C. Schultz, M. and Vas, A. (2015) How does accreditation influence the dynamics of organizational identity for business schools? *Management International*. 2(14):1-16.

Maguire S. and Schultz, M. (2013) Identity In and Around Organisations: *The European Business Review* May-June: 8 – 12.

Ind, N. Inglesias, O. and Schultz, M. (2013) Building Brands Together: Emergence and Outcome of Co-Creation: *California Management Review*. 55(3): 5-29.

Hatch, M.J. and Schultz, M. (2013) The Dynamics of Corporate Brand Charisma: Routinization and

- Activation at Carlsberg IT. *Scandinavian Journal of Management*. 29(2):147-162.
- Schultz, M. and Hernes, T. (2013) A Temporal Perspective on Organizational Identity. *Organization Science*. 24(1):1–21.
- Schultz, M. (2012) Relationships Between Culture and Institutions: New Interdependencies in a Global World? *Journal of Management Inquiry*. 21(1):102 - 106.
- Hatch, M Jo, and Schultz, M. (2010) Toward a Theory of Brand Co-Creation with Implications for Brand Governance. *Journal of Brand Management*. 17(8):590–604.
- Ind, N. and Schultz, M. (2010) Brand Building, Beyond Marketing. *Strategy + Business*. Issue 78:1-4.
- Schultz, M. (2010) Reconciling Pragmatism and Scientific Rigor. *Journal of Management Inquiry*. 19(3):274-277.
- Schultz, M. and Hatch, M. J. (2009) Of Bricks and Brands: From Corporate to Enterprise Branding. *Organizational Dynamics*. 38(2):117-130.
- Schultz, M. and Hatch, M. J. (2008) Corporate Branding as Organizational Change. *Brandmanager*. 3: 42-47.
- Rubin, J., Schultz, M. and Hatch, M.J. (2008) Coming to America: Can Nordic brand values engage American stakeholders? *Journal of Brand Management*. 16(1-2) Online Edition
- Morsing, M., Schultz, M. and Nielsen, K. U. (2008) The ‘Catch 22’ of communicating CSR: Findings from a Danish Study. *Journal of Marketing Communication*. 14(2): 97 – 111.
- Schultz, M. and Hatch, M.J. (2007) Third Wave Branding: Breaking the ice. *Communication Director* issue 4: 58 – 62.
- Schultz, M. (2007) Desafios da gestão da marca nas organizações, In *A Revista da Fundação Dom Cabral*. 3/July: 12 - 13.
- Morsing, M. and Schultz, M. (2006) Corporate Social Responsibility Communication: Stakeholder information, response and involvement strategies; *Business Ethics: A European Review*. 15(4):323-338.
- Ravasi, D. and Schultz, M. (2006) Responding to Identity Threats: Exploring the role of Organizational Culture. *Academy of Management* . 49(3): 1 – 30.
- Schultz, M. and Hatch, M. J. (2005) Building Theory from Practice, *Strategic Organization*. 3 (August): 337 – 348.
- Schultz, M. and Boege, S. (2004) The Drivers of Corporate Reputation; *Nordisk Forsikringstidsskrift*. 2:183-189.
- Aperia, T., Bronn, P. and Schultz, M. (2004). Corporate Reputations in Scandinavia. *Corporate Reputation Review*. 7(3): 218 – 230.
- Ravasi, D. and Schultz, M. (2003) Practicing Identity: A Process Model of Identity Change Management in Organizations. *SDA BOCCONI Working Paper* No. 03-85.
- Schultz, M. and Hatch, M. J. (2003) Cycles of Corporate Branding: The Case of LEGO Company. *California Management Review*. 46(1): 6-26. Translated into Portuguese and Spanish (reprinted under the title “Desafio superado” in *Gestión* (2004) 9:44-52)
- Hatch, M. J. and Schultz, M. (2003) Bringing the Corporation into Corporate Branding. *European Journal of Marketing*. 37(7/8):1041 – 1064.
- Reprinted in Balmer, John (2006) *Revealing the Corporate Brand*. London: Routledge.
- Reprinted in Elliott, Richard (2008) *Brands and Brand Management: Critical Perspectives*. London: Routledge.

Schultz, M. and Chernatony, L. (2002) Introduction to special double issue on Corporate Branding (first editor), *Corporate Reputation Review*. 5(2-3): 105 – 112.

Hatch, M. J. and Schultz, M. (2002) The Dynamics of Organizational Identity, *Human Relations*, 55(8): 989-1017.

Reprinted in Portuguese journal *Comunicação and Sociedade*: 8. (2005).

Hatch, M. J. and Schultz, M. (2001) Are the Strategic Stars Aligned for Your Corporate Brand? *Harvard Business Review*. 79(2): 129 – 134.

Reprinted in *Harvard Business Review on Marketing* (1999, 2000, 2001) Harvard Business School Press, 109-126.

Reprinted in Elliott, Richard (2008) *Brands and Brand Management: Critical Perspectives*. London: Routledge.

Schultz, M., Mouritsen, J. and Gabrielsen, G. (2001) Sticky Reputation: Analyzing a Ranking System, *Corporate Reputation Review*. Vol 4(1) 2001: 24 – 41.

Gioia, D., Schultz, M. and Corley, K. (2000) Organizational Identity, Image and Adaptive Instability *Academy of Management Review*. 25(1):63-81. Nominated for Best Paper Award Academy of Management 2000.

Schultz, M. and Ervolder, L. (1998) Culture, Identity and Image Consultancy: Crossing Boundaries between Management, Advertising, Public Relations and Design, *Corporate Reputation Review*. 3: 29 - 51.

Hatch M. J. and Schultz, M. (1997): A European View on Identity. Interview with Wally Olins; *Journal of Management Inquiry*. 6: 330 – 339.

Hatch, M. J. and Schultz, M. (1997) Relations between Organizational Culture, Identity and Image. *European Journal of Marketing*. 31(6): 356 – 365.

Schultz, M: and Hatch, M. J: (1996) Living with Multiple Paradigms: The Case of Paradigm Interplay in Organization Culture Studies. *Academy of Management Review*. 21(2): 529-557.

Schultz, M. and Hatch, M. (1995) Restructuring Culture or Celebrating Valhalla. *Studies of Society, Culture and Organizations*. 1(1):

Kreiner, K. and Schultz, M. (1995) Soft Cultures. The symbolism of Cross-border Organizing. *Studies of Society, Culture and Organizations*. . 1(1): 63-81.

Schultz, M. (1995) The Cultural Closure of the Managerial Mind; *Organizations*. 2(1).

Kreiner, K. and Schultz, M. (1993) Informal collaboration in RandD. The formation of networks across organizations. *Organizational Studies* Vol. 14(2): 189-209.

Schultz, M. (1992) Postmodern picture of organizational culture, *International Studies of Management and Organization*. Special issue on postmodernism summer 1992.

Schultz, M. (1991) Transitions between symbolic domains in organizations, *Organization Studies* 12(4): 489-507.

### **Chapters in International Books**

Suddaby, R, Schultz, M. and Israelsen, T. (forthcoming) Autobiographical Memory and Identities in Organizations: The role of temporal fluidity. In Brown, A. (ed) *Oxford Handbook on Organizational Identities*. Oxford: Oxford University Press.

Hernes, T. and Schultz, M. (2016) A temporal understanding of the connections between organizational culture and identity. In Tsoukas, H. and Langley, A. (Eds) *Sage Handbook of Process Organizational Studies*. London: Sage Publications. Chapter 22.

Schultz, M. and Hatch, M. J. 2016 Brand Co-creation Model: *The SAGE Encyclopedia of Corporate Reputation*. Carroll, C. E. (ed). Thousand Oaks, CA: Sage Publications, Incorporated, p. 79-81.

Pratt, M., Schultz, M., Ashforth, B. and Ravasi, D. (2016). Introduction to Organization Identity. In (Eds) Pratt, M., Schultz, M., Ashforth, B. and Ravasi, D. (Eds)(2016) *Handbook of Organizational Identity*. Oxford: Oxford University Press: 1-21.

Pratt, M., Ashforth, B. M. Schultz, and Ravasi, D. (2016) Conclusion: On the Identity of Organizational Identity. (Eds)(2016) *Handbook of Organizational Identity*. Oxford: Oxford University Press: 494-501.

Schultz M. (2016) Identity Change and Temporality. In Pratt, M., Schultz, M., Ashforth, B. and Ravasi, D. (Eds). 2016. *Handbook of Organizational Identity*. Oxford: Oxford University Press: 93-105.

Schultz, M., Hatch, M.J. and Adams, N. (2012) Managing corporate reputation through corporate branding; in Barnett, M. and Pollock, T. *Handbook of Corporate Reputation*. Oxford: Oxford University Press.

Schultz, M., and Hatch, M.J. (2009) Managing Organizational Expression; In S. Clegg and C. Cooper (Eds) *The Sage Handbook of Organizational Behavior, Volume 2: Macro Approaches*. London: Sage Publications: 374-390.

Schultz, M. (2008) Snapshot: Identity Hijack; In D. Barry and H. Hansen (Eds) *New Approaches in Management and Organization*. London: Sage Publications: 447 – 449.

Schultz, M. (2007) Entry on: Organizational Image in *International Encyclopedia of Organization Studies*, London: Sage Publications: 1081 - 1084.

Ravasi, D. and Schultz, M. (2007). “Organizational culture and identity at Bang and Olufsen.”. In L. Lerpold et al. (Eds) *Practicing Identity*, London: Routledge:103-120.

Schultz, M. and Hatch, M. J (2006) A culture perspective on Corporate Branding. In Schroeder, S. and Salzer, M. (Eds). *Brand Culture*, London: Routledge:15 – 33.

Schultz, M., Hatch, M. J and Ciccolella, F. (2006) Living the brand through symbols and artifacts. In Rafaeli, A. and Prat, M. (Eds). *Artifacts in Organizations*. Erlbaum Publishers:141 – 160.

Schultz, M (2005), Personal Branding – Myths and Opportunities. In Kambhamettu, S. S. and Posa, V. N. *Personal Branding an introduction*, India: Magnus School of Business: 27 – 38.

Hatch, M.J. and Schultz, M.S. (2000) Scaling the Tower of Babel: Relational differences between identity, image and culture in organizations. In Schultz, M., Hatch, M.J. and Larsen, M.H. (Eds) *The expressive organization: Linking identity, reputation, and the corporate brand*, 13-35. Oxford University Press: 11-35.

Schultz, M. and Morsing, M. (1998) The Spagetti Way of Organizing. In Morsing and Eiberg (Eds) *Managing the Unmanageable for a Decade; Copenhagen: Oticon*.

Schultz, M. (participating conversationalist) (1998) The Identity of Organizations *Organizational Identity: Building Theory through Conversations*. In Whetten, D and Paul C. Godfrey, P. C. (Eds) Beverly Hills, Sage Publications: 33 – 83.

Schultz, M. and Rindova, V. (1998) On the relationship between Organizational and Corporate Identity; in “*Organizational Identity: Building Theory through Conversations*”. In Whetten, D and Paul C. Godfrey, P. C. (Eds) Beverly Hills, Sage Publications: 46 – 51.

Schultz, M. (1999) Does Culture Matter? In Kreiner, K. and Sevon, G. (Eds) *Constructing RandD Collaboration. The Enactment of EUREKA*. Copenhagen: Copenhagen Business school Press: 85 – 115.

Gioia, D. and Schultz, M. (1995) Creative Post-Processing. On Making Turbulence Valuable. In Gioia (ed) *Creativity in Organizations*. London: Sage Publications.

Schultz, M. (1993) Reconstructing Cultural Analysis in Organizations: Alternatives to the Modernist Tale, in Ahonen, P. (Ed) *Tracing the Semiotic Boundaries of Politics*, Berlin, Mouton de Gruyter.

Larsen, J. and Schultz, M. (1990) Artifacts in a Bureaucratic Monastery. In Gagliardi, P. (Ed) *Symbols and Artifacts: Views of the Corporate Landscape*. Berlin: Walter de Gruyter.

## **Papers in Danish Journals and Books**

Schultz M. (2014) Organisationskultur: In Vikkelsø, S. and Kjær, P. (Eds) *Klassisk og moderne organisationsteori*. København: Hans Reitzels Forlag: 209-233.

Morsing, M. and Schultz, M. (2010) Corporate Social Responsibility: Strategier for kommunikation af social ansvarlighed. In *Håndbog i strategisk public relations*. Merkelén, H. (red.). Frederiksberg : Samfundslitteratur: 87-106.

Schultz, M. and Nome, D. (2009): Glem ikke stakeholderne, *Ledelse idag*. nr.4, April

Antorini, Y.M. and Schultz, M. (2008): Mærkefællesskaber, nettets gave til brandejere?, *Market Magazine*, December

Morsing, M. and Schultz, M. (2007): Tre kommunikationsstrategier for Corporate Social Responsibility: Stakeholder information, Stakeholder Response og Stakeholder Involvement. Copenhagen: *Børsens Ledeshåndbog*.

CBS Executive (2006) *The road to excellence* interview in CBS Executive pp.16-17, Copenhagen

Schultz, M. (2004) Corporate Branding som strategy. i *Viden om ledelse*, (red) Ulhøj. København, Børsens Forlag. P. 390 – 402

Antorini, Y. M. and Schultz, M. 2005 Corporate Brandings ny besindighed. Tema nummer Mandag Morgen Oktober 2004: 41 - 44

Schultz, M. (2004) Netværk om Corporate Branding; *Ledelse I dag*, marts 2004: 14 – 17.

Schultz, M. (2004). Introduktion til, Olins, W. *Om Brands*. København. Børsens forlag (dansk oversættelse)

Schultz, M. (2004) Personlig branding - myter and muligheder. *Børsen Magasiner*. (in Danish and English): 51 – 54

Schultz, M., Morsing, M. and Nielsen, K. U (2004) Kommunikation af social ansvarlighed. *Ledelse i dag*. December 2004: 32-40

Schultz, M. (1991) *Værdibaseret ledelse*, in *En Ny Tids Ledelse - en debatbog om ledelse i staten*. København: Finansministeriet 1999: 147 – 161

Schultz, M. (1997) *Værdier som konkurrenceparameter: Samspil imellem virksomhedens kultur, identitet og image*, i *Professorbogen*, (Eds. S. Hildebrandt and E. Johnson), Copenhagen: Forlaget Børsen: 119 – 147

## **TEACHING CASES in alliance with University of Virginia and Darden Case-Clearing House**

### **Novo Nordisk:**

“Focusing the Corporate Brand”. 2005

Majken Schultz, Mary Jo Hatch, James Rubin and Kasper Andersen 2004.

CBS, University of Virginia, Darden

### **Nissan:**

“Taking Infiniti to Japan” 2006

James Rubin, Mary Jo Hatch, Majken Schultz

Darden, University of Virginia