

CHANG-WA HUYNH

ESCP Business School
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ACADEMIC POSITION

ESCP BUSINESS SCHOOL, Paris, France 2023 - present
Assistant Professor in Management (Strategy)

EDUCATION

HEC PARIS, Jouy-en-Josas, France 2018-2023
PhD in Management
Committee: Vanessa Burbano (chair), Flore Bridoux, Dónal Crilly, Rodolphe Durand (supervisor)
Visiting scholar at **Columbia University**, Graduate School of Business, New York City, NY
(sponsor: Vanessa Burbano, in April 2022)

UNIVERSITY PARIS-X NANTERRE, Nanterre, France 2017
Master in Philosophy, *Magna cum laude*

UNIVERSITY PARIS II PANTHÉON-ASSAS, Paris, France
LLM in Labor Law, *Magna cum laude* 2017
Professional Certificate in Compensation and Benefits, *Summa cum laude* 2016

HEC PARIS, Jouy-en-Josas, France 2011
Master in Management, major in Strategic Management, Social Business Certificate. *Dean's list*

UNIVERSITY PARIS VI PIERRE ET MARIE CURIE, Paris, France 2008
Master in Mathematics, Applied probabilities, *Cum laude*

RESEARCH INTERESTS

Strategic Human Capital, Institutional Theory, Legitimacy, Purpose, Corporate Social Responsibility, Sustainability, Morality, Prosociality

My research seeks to understand how social evaluations determine the relationships between firms and societies. More particularly, I study how legitimacy judgments influence firms implementing a corporate purpose and CSR/sustainability practices. In a first project, I investigate how the form of moral reasoning used in legitimacy judgments affects CSR practices' centrality (i.e., how much a practice alters core activities). In a second project, I examine how legitimacy judgments on a purpose-driven firm mediate the impact of prosocial motivation on collaboration. In a third project, I explore how the articulation of a corporate purpose may trigger legitimacy dissonance and how legitimacy dissonance may decrease the attractiveness of firms.

My research relies on experiments, panel data, and conceptual approaches. I integrate both practical lines of questioning from my experience as an Human Resources director and my theoretical backgrounds in philosophy, mathematics, law, and management.

WORKING PAPERS

1. Chang-Wa Huynh “An Inconvenient Compromise: moral legitimacy judgments and centrality of CSR practices” (*rejected after 1st round R&R at Academy of Management Review – under review at Organization Science*)
2. Chang-Wa Huynh & Rodolphe Durand “Collaboration within purpose-driven firms: the roles of prosocial motivation and legitimacy judgments”, (*job market paper, under review at Administrative Science Quarterly*)
3. Chang-Wa Huynh, Yoonjin Choi & Rodolphe Durand “Too Much of a Good Thing? Legitimacy judgments and willingness to join a prosocial purpose-driven company” (*in preparation for new submission at Strategic Management Journal*)
4. Yoonjin Choi, Rodolphe Durand & Chang-Wa Huynh “On Purpose! How corporate purpose impacts an organization’s ability to attract and retain talent” (*in preparation for a new submission at Management Science*)
5. Arnaud Cudennec & Chang-Wa Huynh (*equal contribution, alphabetical order*) “In the Mood for Odd? Cultural distinctiveness before and after the COVID-19 lockdown” (*under review at Poetics*)
6. Chang-Wa Huynh “The Moralization of Organizational Social Goals” (*in preparation for first submission at Academy of Management Review*)

WORK IN PROGRESS

7. “First-time recycling”, co-authored with Marieke Huysentruyt (*data collection*)
8. “Emotional reactions to #metoo as catalyzer of the role of social evaluations in homophilous ties”, co-authored with Arnaud Cudennec (*data collection*)
9. “Moralization in Institutional Logics”, chapter for a volume on Institutional Logics (editor: Patricia Thornton)

PUBLICATIONS

- “Legitimacy judgments and prosociality: organizational purpose explained”, co-authored with Rodolphe Durand, 2021. In *Handbook on the Business of Sustainability: The Organization, Implementation, and Practice of Sustainable Growth*, edited by Gerry George, Martine R. Haas, Havovi Joshi, Anita McGahan, and Paul Tracey. Edward Elgar Publishing. [\[link\]](#)
- “Approaches to Purposeful Leadership”, co-authored with Rodolphe Durand, 2019. Society & Organizations Institute. [\[link\]](#)

CONFERENCES AND SEMINAR PRESENTATIONS

* indicates presentation by co-author

1. “An Inconvenient Compromise: moral legitimacy judgments and centrality of CSR practices”
 - 2021 AMR Idea Development Workshop
2. “Collaboration within purpose-driven firms: the roles of prosocial motivation and legitimacy judgments”
 - 2023 Alliance for Research on Corporate Sustainability Annual Meeting
 - 2023 Ghoshal conference – London Business School
 - 2022 Economic Sociology Job Market Showcase
 - 2022 Strategic Management Society Annual Meeting
 - 2022 Academic of Management Annual Meeting
 - 2022 Egos Annual Meeting
 - 2022 NMSRC doctoral workshop
 - 2021 Strategic Management Society Annual Meeting
 - 2021 University of Michigan*
 - 2020 Berkeley Culture Conference*

3. “Too Much of a Good Thing? Legitimacy judgments and willingness to join a prosocial purpose-driven company”
 - 2023 Legitimacy Workshop – University of Lausanne
 - 2021 Academy of Management Annual Meeting
 - 2020 Cornell University*
 - 2020 University of Lugano*
4. “On Purpose! How corporate purpose impacts an organization’s ability to attract and retain talent”
 - 2021 Academy of Management Annual Meeting*
 - 2021 Alliance for Research on Corporate Sustainability Annual Meeting*
 - 2021 S&O seminar*
5. “In the Mood for Odd? Cultural distinctiveness before and after the COVID-19 lockdown”
 - 2023 Academy of Management Annual Meeting
 - 2021 American Sociological Association Annual Meeting
 - 2021 Egos Annual Meeting*
6. “Emotional reactions to #metoo as catalyzer of the role of social evaluations in homophilous ties”
 - 2022 Egos Annual Meeting Pre-Colloquium Development Workshop

WORKSHOPS

Legitimacy workshop, University of Lausanne, 2023

Egos Pre-Colloquium Development Workshop on Research Methods for Social Evaluations, 2022

Egos PhD Workshop, 2022

ARCS PhD Workshop, 2022

NMSRC PhD Workshop, 2022

ESSEC-HEC-INSEAD Management Research Workshop, 2021

AOM OMT Doctoral Student Consortium, 2021

AMR Idea Development Workshop, 2021

SMS Doctoral Workshop, 2020

TEACHING

Instructor

- ESCP Business School. Strategy core course, Fall 2023
- HEC Paris. ValueS-Based-Strategies, Fall 2020, Master in Strategic Management
- HEC Paris. Purpose and Leadership Seminar, Fall 2020, Fall 2021 and Fall 2022, Undergraduate

Thesis supervisor, ESCP Business School, HEC Paris

Academic tutor, Business projects for Master in International Business, Spring 2022

Teaching Assistant. ValueS-Based-Strategies, Fall 2019 and Fall 2021 Master in Strategic Management. Strategy core course, 2019-2022 Master in Management

Research Assistant, 2018-2020, Purposeful Leadership Chair and Strategy department (incl. case and teaching note writing: “Best Buy case study: How does Purposeful Leadership Impact Performance?”)

ACADEMIC ACTIVITIES AND SERVICE

Organizer and Moderator

- Professional Development Workshop on Corporate purpose, Academy of Management Annual Meeting 2022

Reviewer

- Strategic Management Journal
- Academy of Management Review
- Organization Studies
- Academy of Management Conference 2020-2022

Digital Session Chair, Academy of Management Conference 2021

Contributor, ASQ Blog

AWARDS, HONORS, AND GRANTS

S&O grant for international visits, 2022

Visiting Researcher doctoral grant, HEC Paris, 2022

GREGHEC grant, 2021

SMS Doctoral Workshop grant, 2020

Joly Family Purposeful Leadership Grant, HEC Paris, 2019-now

Doctoral scholarship, HEC Paris, 2018-2023

WORK EXPERIENCE

Director in Human Resources, Compensation and Benefits, Carrefour France (€4bn under management, 2014-2018).

Various other positions in retail: Store Deputy Manager (c. 400 FTE, €130m turnover), Project Manager (FMCG-Argentina), Marketing Manager (€110m under management), Carrefour (2011-14).

Various internships: M&A Intern analyst, Credit Agricole CIB • Financial intern auditor, KPMG • Financial journalist, Lawficom (2009-10)

LANGUAGES

English (fluent), French (native), Cantonese (native), German (intermediate), Spanish (intermediate-beginner), Italian (beginner), Mandarin (beginner)

REFERENCES

Rodolphe Durand

Joly Family Chaired Professor in Purposeful Leadership
HEC Paris
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Flore Bridoux

Professor of Stakeholder Management
Rotterdam School of Management (RSM)
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Vanessa Burbano

Sidney Taurel Associate Professor of Management
Columbia Business School
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