

CV Dr. Gary Burke

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EDUCATION

- 2015 PgCert in Higher Education (Distinction)
- 2011 PhD., Aston Business School (Passed, no corrections)
- 2007 M.B.A., Aston Business School (Distinction)
- 2000 BA (Hons) Business Studies (Upper second)
- 1998 Higher Diploma., Business and Finance (Distinction)

ACADEMIC POSITIONS

- Aug 2015 Senior Lecturer in Strategy, Aston Business School
- Feb 2012 Lecturer in Strategy, Aston Business School
- Jan 2010 Research Fellow, Aston Business School
- Jan 2004 to Jan 2005: Executive Development Programme Manager, Aston University
- Jan 2003 to Jan 2004: Research Assistant, Aston Business School

ACADEMIC HONORS AND AWARDS

- 2017 Best Practice Paper Award. AOM Annual Meeting, SAP
- 2015 Best Reviewer Prize, Academy of Management Meeting, SAP
- 2015 Nominated Aston teaching academic award ('Most Inspirational Academic')
- 2014 Early Career Researcher of the year, Aston University
- 2014 Nominated Aston teaching academic award (Most Engaging Academic)
- 2012 Best Paper Award. AOM Annual Meeting, OMT Division
- 2012 Best Paper Award. EGOS, New Forms of Organizational Ethnography Track
- 2012 Highly Commended Paper Award, Emerald Literati Network
- 2011 Best Student Reviewer Prize, Academy of Management Meeting, MOC Division
- 2006 Routledge Prize for Best Research Methods Course Student
- 2005 Awarded ESRC (CASE) Studentship: 1+3
- 2005 Beta Gamma Sigma Honour Society Membership

PUBLICATIONS

2016. Managing client relationships to support knowledge generation: An organizational ambidexterity perspective (with R. Bednarek, P. Jarzabkowski and M. Smets). Long Range Planning, 49(3): 324-341. DOI: [10.1016/j.lrp.2015.12.003](https://doi.org/10.1016/j.lrp.2015.12.003)

2015. Constructing Spaces for Strategic Work: A Multimodal Perspective (with P. Jarzabkowski and P. Spee). *British Journal of Management*, 26: S26-S47. DOI: [10.1111/1467-8551.12082](https://doi.org/10.1111/1467-8551.12082)
2015. Reinsurance Trading in Lloyd's of London: Balancing Conflicting-yet-complementary Logics in Practice (with M. Smets, P. Jarzabkowski and P. Spee). *Academy of Management Journal*, 58(3): 932-970. DOI: [10.5465/amj.2012.0638](https://doi.org/10.5465/amj.2012.0638).
2014. Charting new territory for organizational ethnography: Insights from a team-based video ethnography of reinsurance trading in Lloyd's of London (with M. Smets, P. Jarzabkowski and P. Spee). *Journal of Organizational Ethnography*, 3(1): 10-26. DOI: [10.1108/JOE-12-2012-0056](https://doi.org/10.1108/JOE-12-2012-0056)
2013. Institutional Ambidexterity: Leveraging Institutional Complexity in Practice (with M. Smets, P. Jarzabkowski, R. Bednarek and P. Spee). In M. Lounsbury & E. Boxenbaum. (Eds). *Institutional Logics in Action* issue. *Research in the Sociology of Organizations*, 39: 37-61. DOI: [10.1108/S0733-558X\(2013\)0039B015](https://doi.org/10.1108/S0733-558X(2013)0039B015)
2012. Reinsurance Trading in Lloyd's of London: Balancing Conflicting-yet-complementary logics in practice (with M. Smets, P. Jarzabkowski and P. Spee). *Best Paper Proceedings Academy of Management*, 2012(1). DOI: [10.5465/AMBPP.2012.246](https://doi.org/10.5465/AMBPP.2012.246)
2011. The effects of perceived business uncertainty, external consultants and risk management on organisational outcomes (N. Subramaniam, P.M. Collier, M. Phang). *Journal of Accounting & Organizational Change*, 7(2): 132-157. DOI: [10.1108/18325911111139671](https://doi.org/10.1108/18325911111139671)
2007. *Risk and Management Accounting: Guidelines for Enterprise-Wide Internal Control Procedures* (with P. Collier and A.J. Berry). Elsevier, Oxford. [ISBN-10: 0750680407](https://doi.org/10.1016/B978-0-7506-8040-7)

Papers Under Review

- The affordances of strategy toolmaking in ambiguous strategic environments (with C. Wolf). *2nd submission under review*.
- Organizational identity change in cross-institutional contexts: The development of a hybrid organizational identity. *Revise & resubmit*.

Selected Conference Papers

2017. Burke, G. & Wolf, C. All or nothing? Strategizing practices and outcomes in strategy tool development processes. *Academy of Management Annual Meeting*, Atlanta, Georgia.
2017. Burke, G., Jarzabkowski, P. & Spee, P.A. Accomplishing collective identity endurance whilst retaining identity distinctiveness. *Academy of Management Annual Meeting*, Atlanta, Georgia.
2017. Tunezerwe, S., Burke, G. & Stephan, U. At the frontline of micro-finance: Cultural toolkits and relational agency in African MFIs. *Academy of Management Annual Meeting*, Atlanta, Georgia.
2013. Getting Institutional Work to Work: Generating Actionable Insights from a Practice-Approach to Institutional Ambidexterity. *Harvard Business School*. (with M. Smets, P. Jarzabkowski, R. Bednarek and P. Spee).

2012. Reinsurance Trading in Lloyd's of London: Balancing conflicting-yet-complementary logics in practice (with M. Smets, P. Jarzabkowski and P. Spee). *Academy of Management Annual Meeting August 2012*, Boston, Texas.
2012. Trading spaces: The embodiment of risk-trading episodes (with P. Jarzabkowski, M. Smets & P. Spee). *EGOS Colloquium July, Helsinki, Finland*
2012. Charting new territory for organizational ethnography: Insights from a team-based video ethnography of reinsurance trading in Lloyd's of London (with M. Smets, P. Jarzabkowski, P. and P. Spee). *EGOS Colloquium July, Helsinki, Finland*
2011. Organizational identity change in a cross-institutional context: The development of a hybrid identity. *Academy of Management Annual Meeting*, San Antonio, Texas.
2011. Thinking Outside the Box: Conflicting Logics and Decoupling in Lloyd's Reinsurance Trading (with M. Smets, P. Jarzabkowski and P. Spee). *EGOS Colloquium*, Gothenburg, Sweden.
2011. Balancing institutional logics in public-private partnerships: Exploring the cultural dynamics of cross-sector partnering. *EGOS Colloquium*, Gothenburg, Sweden.
2011. Institutional work at field-configuring events: Shaping industry change within sustainable transitions (with L. Knight). *International Conference on Sustainability Transitions June*, Lund, Sweden.
2008. Desperately seeking legitimacy: A process model of identity change dynamics in a public-private context. *EGOS Colloquium July*, Amsterdam.
2006. Exploring relationships between key boundary spanners working in public-private partnerships: A justice perspective. British Academy of Management SIGIOR event, University of Strathclyde, November.

Practitioner publications

2015. Small business owners' dispositions towards growth. *Sociology of Enterprise*. A Department for Business Innovation & Skills (BIS) Research Paper (with Theodorakopoulos, N., Hart, M., Stephan, U. (Aston Business School), Braidford, P., Allyson, G., Houston, M. (University of Durham) and Jones, S. (Leeds Business School). [Link](#)
2014. Global Reinsurance Masterclass. Strategic reinsurance relationships: Imagining the future; Stay ahead in the reinsurance game through scenario planning (with P. Jarzabkowski, L. Cabantous, E. Tapinos and K. Chalkias). See <http://www.cassknowledge.com/research/article/global-reinsurance-masterclass-series-7-imagining-future-stay-ahead-reinsurance>
2013. Global Reinsurance Masterclass. Strategic reinsurance relationships: How to evaluate information and build trust (with P. Jarzabkowski, M. Semts and A. Allocato). See <http://www.cassknowledge.com/research/article/global-reinsurance-masterclass-series-5-strategic-reinsurance-relationships>
2013. Global Reinsurance Masterclass. Be a better reinsurer: How to align structure, knowledge and roles for operational excellence. (with P. Jarzabkowski, R. Bednarek and A. Allocato). See <http://www.cassknowledge.com/research/article/global-reinsurance-masterclass-series-4-better-reinsurer>

2012. *Beyond Borders: Charting the Changing Global Reinsurance Landscape* (with P. Jarzabkowski, R. Bednarek, L. Cabantous and M. Smets,). Insurance Intellectual Capital Initiative Executive Briefing. ISBN 978-1-85449-770-3. See website: <http://www1.aston.ac.uk/reinsurance/>

2006. *Risk and management: Best practice guidelines for enterprise-wide internal control procedures* (with P. Collier and A.J. Berry). *CIMA Research Executive Summaries Series*, 2(11).

TEACHING AND PEDEGOGY

- 2012 Postgraduate Certificate in Teaching & Learning in Higher Education
- 2007 Aston Teaching Certificate
- 2004 Effective Lecturing Course, Aston.

Undergraduate Modules taught (Aston)

- SE1500: Business Management, Second year UG (Module lead)
- BH2296: Strategy for Future Leaders, Second year UG (Lectures)

Postgraduate Modules taught (Aston)

- BSM931 MSc BSM931. Topics in Advanced Strategy
- BSM999 MBA Strategic Management (Module lead).
- MSCDISS Business Research Methods (Qualitative methods)
- BHM319: MSc Research Methods (Lectures)
- MSc/MBA project supervision

PHD Supervision

- Sandrine Tunezerwe (PhD)
- Uche Ogwude (PhD)

GRANT ACTIVITY

- 2017. Prize PhD Studentship. Topic: Language Capability as a means of Sustainable Competitive Advantage for UK SME's. With Ad-De-Jong, Geoff Parks and Iftakar Haji. Amount: £59,000
- 2017. British Academy of Management. Topic: Developing a marketing-as practice research agenda. Co-investigator with Keith Glanfield, Tony Kent and Carola Wolf. Amount: £5,000.
- 2016. Aston Seed Corn Funding. Topic: Scoping a marketing-as practice research agenda. Co-investigator with Keith Glanfield, and Carola Wolf. Amount: £1,000.

- 2014. Department of Business, Innovation and Skills. Topic: The Sociology of Enterprise Research. Co-investigator with Mark Hart, Nick Theodorakopoulos, Ute Stephan and Durham Policy research Institute. Amount: £75,000.
- 2012. Economic and Social Research Council. Topic: Charting New Territory: Positioning the UK (Lloyd's) in a changing global reinsurance landscape. Co-investigator with Paula Jarzabkowski and Michael Smets. Amount: £113,374.
- Working as a Postdoctoral Fellow, I was heavily involved in writing grants for a range of funding bodies, including AXA Research Fund, Leverhulme Trust, Seventh Framework Programme (FP7) and the Economic and Social Research Council (ESRC).

REVIEWING AND RESEARCH SERVICE

- Reviewer for Journal of Management Studies, British Journal of Management, Long Range Planning, Organizational Research Methods, Journal of Organizational Ethnography, AOM Annual Meetings
- 2014-7 Secretary of the AOM Strategizing-as-Practice Interest Group
- 2015. Co-Organiser: PDW: “Exploring the practice of qualitative research,” AOM Vancouver.
- 2015. Panel member of PDW, “Bridging institutional and SAP,” AOM Vancouver.
- 2012. Co-Organiser: PDW: “Capturing social practice in practice: Video recording, new avenues for studies of practice and the practice of ethnography,” AOM Meeting, Boston.
- Co-founder and organizer of the Strategy-as-Practice Review (SAP_R) Group with Sotirios Paroutis (Warwick) and Richard Whittington (Oxford). SAP-R Group is a supportive forum to help authors develop papers and, in particular, deal with reviewers’ comments.
- 2010 Co-organised workshop, “Researching the Transition Towards a Low Carbon Society.”
- 2007/8 Presented sessions on doing qualitative research to Aston PhD students
- 2007 PhD Representative for BAM special interest group, Inter-organisational Relations

MEMBERSHIPS

- Academy of Management
- European Group for Organizational Studies
- Fellow, Higher Education Academy