

ACADEMIC TRAINING

- 08/2024 – Present **University of Oxford and Copenhagen Business School**
SNSF Postdoctoral Visiting Research Fellow
- 04/2024 – 08/2024 **University of Zurich**
Zurich, Switzerland Postdoctoral Researcher at the Chair of Foundations of Business Administration and Theories of the Firm
- 02/2020 – 03/2024 **University of Zurich**
Zurich, Switzerland PhD at the Chair of Foundations of Business Administration and Theories of the Firm supervised by Prof. Dr. Dr. h.c. Andreas G. Scherer (summa cum laude)
- 03/2022 – 05/2022 **Copenhagen Business School**
Copenhagen, DK Visiting Scholar with Prof. Dr. Dennis Schoeneborn
- 09/2018 – 11/2019 **The University of Edinburgh**
Edinburgh, UK M.Sc. International Business and Emerging Markets | GPA 1.0, with distinction, ranked 1st of entire class [All GPAs in German scale 1 (highest) - 5 (lowest)]
- 06/2018 – 07/2018 **Max-Planck Institute for Innovation and Competition**
Munich, Germany Visiting Scholar with Prof. Dr. Dietmar Harhoff
- 01/2018 – 03/2018 **St. Petersburg State University**
St. Petersburg, Russia Visiting Scholar with Prof. Dr. Nikolai Golovin
- 10/2014 – 08/2017 **Hamburg University**
Hamburg, Germany B.A. Socioeconomics | GPA 1.2, top 5%
- 08/2016 – 01/2017 **Aalborg University**
Aalborg, Denmark Semester abroad | International Business | GPA 1.1, top 5%
- 06/2010 – 05/2013 **Herderschule**
Kassel, Germany Senior High School | GPA 1.2 – top 2%

PROFESSIONAL EXPERIENCE

- 02/2020 – 08/2024 **University of Zurich** | Research and Teaching Assistant
Zurich, Switzerland Empirical and theoretical research
Supervision of Bachelor and Master theses
Teaching lecture exercises and seminars
- 08/2020 – Present **Vorwort.** | C O - Founder
Kassel, Germany Strategy Consulting
- 10/2017 – 01/2018 **German Entrepreneurship GmbH** | Intern
Munich, Germany Management of Accelerator Programm
- 04/2016 – 10/2017 **Hamburg University** | Student assistant

Hamburg, Germany Qualitative and quantitative data analysis in projects about leadership, organization, and university governance

TEACHING AND SUPERVISION EXPERIENCE

- Bachelor: *Foundations of Business Administration 1 (Betriebswirtschaftslehre I)*, Teaching exercises, University of Zurich, 2021–2023 (300 students)
- Bachelor: *Theories of Multinational Enterprises*, Assistance & Teaching, University of Zurich, 2020–2023 (12 students)
- **Supervision of Bachelor and Master Theses**, 8 in total, one supervisee was awarded the price for the best Bachelor thesis in the Faculty of Business, Economics and Informatics at UZH in Autumn Semester 2021 (CHF500), another supervisee was awarded the SDG Impact Award of the Faculty - Bachelor level (CHF3000), yet another supervisee was awarded the price for the best bachelor thesis in German studies 2023 by the “Gesellschaft für Deutsche Sprache und Literatur”

ACADEMIC & EXTRACURRICULAR ACTIVITIES

Reviewing for Journals

- Management Communication Quarterly (MCQ)

Reviewing for Conferences

- Society for Business Ethics (SBE)
- German Academic Association for Business Research (VHB)
- Academy of Management (AoM)

Membership in Academic and Professional Associations

- Academy of Management (AoM), OMT & SIM Division
- European Group of Organizational Studies (EGOS)
- Society for Business Ethics (SBE)
- Verband der Hochschullehrer für Betriebswirtschaftslehre (VHB) / German Academic Association for Business Research
- Human Rights Center of the University of Zurich

Extracurricular Services

- PhD/PostDoc Representative in Faculty Assemblies and Delegate for the Faculty of Economics, Business Administration and Informatics for VAUZ, 2020 – present
- Organization of the “Social Symbolic Work Symposium” at The University of Edinburgh, May 2022, Edinburgh, UK

Professorial Appointment Comissions

- Member of the commission for the appointment of the professorship in Performance Management at University of Zurich, 2021
- Member of the commission for the appointment of the professorship in Quantitative Business Administration at University of Zurich, 2021

PUBLICATIONS

Published Articles in Peer-Reviewed Journals

Schwoon, B., Schoeneborn, D. & Scherer, A. G.: Enacting a grand societal challenge for business and society: Theorizing issue maturation in the media-based public discourse on COVID-19 in three national contexts. *Business & Society (AJG: 3; impact factor: 7.00)*, 2022 (online first).

Published Book Chapters

Buckley, C.¹, Haejung Kim, K, Navick, N, Schwoon, B.: A conversation about the future of CSR communication

research. In A. O'Connor (Ed.), *The Routledge Handbook of Corporate Social Responsibility Communication*. Routledge, 2022, pp. 357–366 ¹Shared first authorship

Manuscripts with conditional accept

Schwoon, B.: Tackling online hate speech collaboratively: Establishing meta-consensus in multistakeholder initiatives. *Target Journal: Academy of Management Perspectives (AJG: 4)*; Conditionally accepted

Manuscripts in Perperation (Full-paper stage)

Lommel, L.¹ and Schwoon, B.: Studying organizations for creating a better world?! Three methodological approaches for the study of normativity in organization and management studies. *Target Journal: Business Ethics Quarterly/ AMJ (AJG: 4/4*)*; Expected date of submission: October 2024

Ahmed, F. and Schwoon, B.: Collective action toward grand challenges in polarised times – The role of deliberation in responding to Covid-19 in the UK. *Organization Studies (AJG: 4)*; Expected date of submission: December 2024

Schwoon, B.¹ and Torres, F.: Social movement communication tactics and polarization of media-based public discourse. *Target Journal: Academy of Management Review (AJG: 4*)*; Expected date of submission: December 2024

Schwoon, B., Schembera, S. & Scherer, A. G.: What is good organizational governance of paradox? The case of normativity in online hate speech governance. *Target Journal: Organization Science (AJG: 4*)*; Expected date of submission: January 2025

Selected Conference (peer reviewed) / Paper Development Workshops

Schwoon, B., Schoeneborn, D. & Scherer, A. G.: *Enacting a grand societal challenge for business and society: Theorizing issue maturation in the media-based public discourse on COVID-19 in three national contexts*

- 2022: German Association for Business Research (WK INT -VHB), March 8-11, Düsseldorf, Germany (virtual)
- 2021: German Association for Business Research (WK ORG -VHB), September 23-22, Lüneburg, Germany (virtual)

Schwoon, B., Schembera, S. & Scherer, A. G.: *What is good organizational governance of paradox? The case of normativity in online hate speech governance*

- 2023: Academy of Management, August 4–8, Boston, US
- 2022: German Association for Business Research (WK ORG -VHB), March 8-11, Düsseldorf, Germany (virtual)
- 2021: EGOS Colloquium, July 8–10, Amsterdam, Netherlands (virtual)

Schwoon, B.: *Polarization and the role of meta-rules of communication in interorganizational collaboration: tackling online hate speech in Switzerland*

- 2022: Society for Business Ethics (SBE) Annual Conference, August 5-7, Seattle, USA.
- 2022: EGOS Colloquium, July 7–9, Vienna, Austria
- 2022: Process Studies Symposium (PROS) Annual Meeting, June 25–28, Rhodes, Greece

Schwoon, B.* and Torres, F.: *Social movement communication tactics and polarization of media-based public discourse*

- 2023: EGOS Colloquium, July 6–8, Cagliari, Italy
- 2023: 10th Annual Edinburgh Paper Development Workshop, May 6, Edinburgh, UK
- 2024: 4th Organization Theory Winter Paper Development Workshop, February 6-8, Innsbruck
- 2024: EGOS, July 3–6, Milan, Italy
- 2024: “Best paper” Academy of Management, August 9–13, Chicago, US

Ahmed, F. and Schwoon, B.: *Collective action toward grand challenges in polarised times: The role of deliberation in responding to Covid-19 in the UK*

- 2023: EGOS Colloquium, July 6–8, Cagliari, Italy

- 2024: Academy of Management, August 9–13, Chicago, US

Schwoon, B: *Studying organizations for creating a better world?! Three methodological approaches for the study of normativity in organization and management studies.*

- 2023: Organization Studies Interpretative Method/ology Development Workshop, October 25, Palermo, Italy
- 2024: EGOS, July 3–6, Milan, Italy

THIRD-PARTY RESEARCH FUNDS

SNSF Postdoc Mobility Scholarship (124'748 CHF)

DIZH Project Social Influencer:innen (531'000 CHF)

AWARDS, NOMINATIONS & ACHIEVEMENTS

Scholarship of the German Academic Scholarship Foundation 04/2018 – 08/2019

(Studienstiftung des deutschen Volkes)

Study abroad scholarship of the German Academic Scholarship Foundation 09/2018 – 08/2019

(Studienstiftung des deutschen Volkes)

The University of Edinburgh Business School Scholarship 09/2018 – 08/2019

Best Student Award of the MSc International Business in Emerging Markets 10/2019

Mekoprint Award at the University of Aalborg – Best Consulting Work 10/2016

LANGUAGES & IT SKILLS

German (*Native proficiency*) | English (*Full professional proficiency*) | French (*B2*) | Spanish (*B1*) | Russian (*A2*)
MS Office (Word, Excel, Powerpoint) | InDesign, Photoshop | NVivo, Stata, SPSS

REFERENCES

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