

Elise Perrault

Associate Professor of Management
Department of Management & Marketing
College of Charleston

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Professional Academic Appointments

- 2017- present: Visiting Professor, Dept of Sociology, Brown University
- 2017- present: Associate Professor, Dept of Management & Marketing, College of Charleston
- 2012-2017: Assistant Professor, Dept of Management & Marketing, College of Charleston

Education

BENTLEY UNIVERSITY, WALTHAM, MA • 2012
Ph.D., Business Strategy and Social Issues in Management
Thesis: *“Refining the firm-stakeholder engagement model: An expanded theory of salience and firms’ responses to stakeholder influence”*

McGILL UNIVERSITY, MONTREAL, QC • 2007
M.B.A., Strategy

UNIVERSITE DU QUEBEC A MONTREAL, MONTREAL, QC • 2002
B.A., Fashion Marketing

INSTITUTO DE BACHILLERATO, LA CORUNA, SPAIN • 1997
C.O.U., Sciences – Studies abroad

CV Highlights

- Research and teaching interests in Strategy, Stakeholder Management and Activism, Corporate Governance, Social Responsibility and Environmental Management;
- Recipient of the 2017 Distinguished Teaching Award, College of Charleston School of Business;
- Recipient of the 2016 Distinguished Research Award, College of Charleston School of Business;
- Recipient of the 2011 Society for Business Ethics Founders’ Award and a 2011 Aspen Institute PhD fellow.

Refereed Publications¹

- Sikavica, K., Perrault, E., and Rehbein, K. (forthcoming). “Who do they think they are? Identity as an antecedent of social activism by institutional shareholders”. *Business & Society*.
- Perrault, E. and Quinn, M. (2018). “What have firms been doing? Exploring what KLD data report about firms’ corporate social performance in the period 2000-2010”, *Business & Society*, 57(5), 890-928.
- Perrault, E. and McHugh, P. (2018). “Accelerating time: The effect of social pressures and regulation on board gender diversity post-IPO” *Journal of General Management*, 43(3), 95-105.
- Perrault, E. and Desplaces, D. (2017). “Bank of America’s investment in the Dakota pipeline: A wake-up call for stakeholders”, *International Journal of Instructional Cases*.
- Perrault, E. (2017). “A ‘names-and-faces’ approach to stakeholder identification and salience: A matter of status”, *Journal of Business Ethics*, 146(1), 25-38.
- Evans, J., Perrault, E., and Jones, T. (2017). “Managers’ moral obligation of fairness to (all) shareholders: Does information asymmetry benefit privileged investors at other shareholders’ expense?” *Journal of Business Ethics*, 140(1), 81-96.
- Perrault, E. and Clark, C. (2016). “Environmental shareholder activism: Considering status and reputation in firm responsiveness”, *Organization & Environment*, 29(2), 194-211.
- Perrault, E. and McHugh, P. (2015). “Toward a life cycle theory of board evolution: Considering firm legitimacy”, *Journal of Management & Organization*, 21(5), 627-649.
- Perrault, E. (2015). “Why does board gender diversity matter and how do we get there? The role of shareholder activism in deinstitutionalizing old boys’ networks”, *Journal of Business Ethics*, 128(1): 149-165.
- Perrault, E. (2014). “Zombies and originals: How cultural theory informs stakeholder management”, *Business and Society Review*, 119(4), 447-471.
- Perrault, E. and Rieflin, A. J. (2014). “Like company, like self: A multilevel argument explaining firms’ level of engagement in Corporate Social Responsibility”, *Journal of General Management*, 39(3), 39-58.
- Clark, C. and Crawford, E.P. (2012). “Shareholder pressure and firms’ climate change policies: Corporate political influence tactics”. *Business & Society*, 51(1), 148-175.
- Crawford, E.P. and Williams, C.C. (2011). “Non-financial Reporting” In Ihlen, O., Bartlett, J. and May, S. (Eds.) *The Handbook of Communication and Corporate Social Responsibility*. New York: Wiley Blackwell.
- Crawford, E.P. and Williams, C.C. (2010). “Should corporate social reporting be voluntary or mandatory? Evidence from the banking sector in France and the United States”, *The International Journal of Business in Society*, 10(4), 512-526.

¹ Please note that “Crawford, E.P.” is the same person as “Perrault, Elise”.
The blue font highlights the activities while in rank at CofC

Conference Proceedings

- Perrault, E., Berman, S. and Westermann-Behaylo, M. (2014). "Revisiting issue management: #TheImpactOfSocialMedia", *Best Paper Proceedings of the 2014 Academy of Management Meeting*.
- Crawford, E.P., Williams, C. C. and Berman, S. (2011). "Stakeholder salience revisited: Enlightening, balancing and transcending". *Best Paper Proceedings of the 2011 Academy of Management Meeting*.

Refereed Conference Presentations

- Westermann-Behaylo, M., Rehbein, K., and Perrault, E. (2018). Social Activism through E-petitions: Explaining targeting decisions and corporate responses, *Academy of Management Meeting*, August 2018, Chicago, IL.
- Perrault, E. and Shaver, K. (2017). Toward a mid-range theory of CSR: A process model. *Southern Management Association*, October 2017, St Pete Beach, FL.
- Perrault, E. and McHugh, P.J. (2017). The tipping point revisited: Toward a theory of issue diffusion in technology-mediated social networks. *Academy of Management Meeting*, August 2017, Atlanta, GA.
- Desplaces, D. and Perrault, E. (2017). Bank of America's investment in the Dakota pipeline: Back-off or Move Forward? May 2017, Baltimore, MD.
- Sikavica, K., Perrault, E., and Rehbein, K. (2016). Can activists' social identity explain their choice of corporate targets? Evidence from a mixed method study. *Southern Management Association*, October 2016, Charlotte, NC.
- Perrault, E. and McHugh, P.J. (2016). Firms' legitimizing stakeholders and board gender diversity pre- and post-IPO: An empirical study. *Academy of Management Meeting*, August 2016, Anaheim, CA.
- Evans, J., Perrault, E., and Jones, T. (2015). Managers' moral obligation of fairness to (all) shareholders: Does information asymmetry benefit privileged investors at other shareholders' expense?, *Academy of Economics and Finance Conference*, January 2015, Jacksonville, FL.
- Perrault, E., Berman, S., and Westermann-Behaylo, M. (2014). Revisiting issue management: #TheImpactOfSocialMedia, *Academy of Management Meeting*, August 2014, Philadelphia. PA.
- Sikavica, K., Perrault, E., and Rehbein, K. (2014). Who do they think they are? The effect of activists' identity on their targeting decision, *Academy of Management Meeting*, August 2014, Philadelphia. PA.
- Pavelin, S., Perrault, E., and Oikonomou, I. (2014). When does it pay to be good?: Estimating the dynamics of the financial returns on corporate social performance, *International Association for Business and Society (IABS) Meeting*, June 2014, Melbourne, Australia.
- Perrault, E. and McHugh, P.J. (2014). Who cares? Changes in the firm's legitimizing stakeholders and board composition pre- and post-IPO, *Gender, Work and Organizations*, June 2014, London, England.

- Sikavica, K., Perrault, E., and Rehbein, K. (2014). Who do they think they are? The effect of activists' identity on their targeting decisions, *International Corporate Governance Network (ICGN) Academic Meeting*, May 2014, Amsterdam, the Netherlands.
- Perrault, E. and Clark, Cynthia (2014). Managerial responsiveness to environmentally-concerned shareholder activists: Considering status and reputation. *Alliance for Research on Corporate Sustainability (ARCS)*, May 2014, Cornell, Ithaca, NY.
- Perrault, E. and Rieflin, A. J. (2013). Like company, like self: A multilevel argument explaining firms' level of engagement in Corporate Social Responsibility (CSR). *Southern Management Association*, November 2013, New Orleans, LA.
- Perrault, E. and McHugh, P.J. (2013). Toward a metatheory of board evolution: Changing roles and composition across the firm's life cycle. *Academy of Management Meeting*, August 2013, Lake Buena Vista, FL.
- Westermann-Behaylo, M., Berman, S., Perrault, E. (2012), Sensegiving and sensemaking in establishing the salience of stakeholder issues, requests and tactics. *International Association for Business and Society (IABS)*, June 2012, Asheville, NC.
- Crawford, E.P. (2012), Cognitive mechanisms in entrepreneurship as firm-level determinants of stakeholder orientation. *Academy of Management Meeting*. August 2012, Boston, MA.
- Crawford, E.P. and Clark, C. (2012). The role of status in stakeholder salience. *Academy of Management Meeting*. August 2012, Boston, MA.
- Crawford, E.P., Williams, C. C. and Berman, S. (2011). "Stakeholder salience revisited: Enlightening, Balancing and Transcending". *Academy of Management Meeting*. August 2011, San Antonio, TX.
- Crawford, E.P. (2011). "Refining the firm-stakeholder engagement model: An expanded theory of stakeholder salience". *Society for Business Ethics (SBE) Annual Meeting*. August 2011, San Antonio, TX.
- Crawford, E.P. and Williams, C.C. (2010). "Non-starters and poor performers: Firm responses to direct and indirect environmental engagement". *Academy of Management Meeting*. August 2010, Montreal, Canada.
- Crawford, E.P. and Williams, C.C. (2009). "Voluntary Reporting on Environmental and Social Issues: An institutional analysis of practices in France, the United Kingdom and the United States". *European Association of Business in Society (EABIS)*. September 2009, Barcelona, Spain.

Invited Presentations

- "Sustainability as Business Strategy", College of Charleston QEP panel, Charleston, SC, September, 2016.
- "Enabling Others to Act", MUSC Leadership Development Series, Charleston, SC, March 2016.
- "Credible and Accountable", MUSC Leadership Development Series, Charleston, SC, May 2015.

“Promoting Women Up the Corporate Ladder”, MeadWestVaco Women Network, Charleston, SC, September 2014.

“Ethics at Work”, Hospitality and Tourism Finance Professionals Conference, Charleston, SC, February 2014.

“Revisiting Issue Management: #TheImpactOfSocialMedia”, George Washington University, DC, September 2013.

MBA Pre-term, CSR and stakeholder management, College of Charleston, SC, August 2013 and 2014.

United Nations Environment Program (UNEP), “Firm responses to shareholder requests for action on ESG issues”, Boston, MA, November 2010.

Guest lecturer, “Theories of the organization: What is the stakeholder view of the firm?”, Framingham State College, MA, November 2010.

The Conference Board, “Shareholder activism and climate change policies”, Boston, MA, October 2010.

State Street CSR working group, Boston, MA, December 2009.

Refereed Workshops and Professional Development

Case Teaching Workshop, *College of Charleston School of Business*, Charleston, SC, May 2018.

SIM Research Development Workshop, *Academy of Management Meeting*, Anaheim, CA, August 2016.

Junior Faculty Development Consortium, *International Association of Business and Society (IABS) Annual Meeting*, Park City, UT, June 2016.

Research Roundtable Networking Event, *Southern Management Association Meeting*, St. Pete Beach, FL, October 2015.

Shareholder Activism Strategies (PDW), *Academy of Management Meeting*, August 2014.

Early Research Mentorship, *Southern Management Association Meeting*, New Orleans, LA, November 2013.

Distance Education Readiness, Faculty Development Course for Online Teaching, *College of Charleston*, April 2013.

Global Business Ethics Faculty Development Workshop and Symposium, *Bentley University*, May 2012.

Theories of Shareholder Activism (PDW), *Academy of Management Meeting*. Boston, MA, August 2012.

Next Generation 3-day Workshop, one-on-one scholarly training with world-leading experts on Environmental, Social and Governance (ESG) issues, *Bentley University*, May 2010.

SIM Doctoral Consortium, *Academy of Management Meeting*, Montreal, Canada, August 2010.

Doctoral Consortium, *European Association of Business in Society (EABIS)*, Barcelona, Spain, September 2009.

List of Courses Taught

Course title	Institution and Term	Format
Strategy at the Intersection of Society – EMBA	Brown University, Summer 2017, Summer 2018	Face-to-face and hybrid
Business Policy and Strategy in a Global Era – MBA capstone	College of Charleston, Spring 2014, Spring 2016, Spring 2017, Spring 2018	Face-to-face
Business Policy – undergraduate capstone	College of Charleston, Fall 2012, Spring 2013, Fall 2013, Spring 2014, Fall 2014, Fall 2015, Spring 2016, Fall 2016, Spring 2017, Maymester 2017, Fall 2017, Spring 2018, Fall 2018 Bentley University, Fall 2010	Face-to-face and hybrid
Business, Leadership, and Society	College of Charleston, Spring 2013, Fall 2013, Spring 2014, Fall 2014, Fall 2015, Fall 2016, Summer 2017, Fall 2017, Spring 2018, Summer 2018, Fall 2018	Face-to-face, hybrid, and online

Awards and Recognition

- Distinguished Teaching Award, College of Charleston School of Business, 2017
- Distinguished Research Award, College of Charleston School of Business, 2016
- Nominee, Howard F. Rudd Award, 2014
- Nominee, College of Charleston School of Business Service Award, 2014
- Aspen Institute, Beyond Grey Pinstripes PhD Scoring Fellow, 2011-2012
- State Street Corporate Social Responsibility (CSR) Fellow, 2008-2012
- Society for Business Ethics Founders’ Award recipient, 2011
- Best PhD comprehensive examination performance, 2010
- 2nd place, Robert-Cliche first novel literary prize, 2004