

CAROLIN J. WALDNER

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JULY 2025

ACADEMIC CAREER & EDUCATION

Since 01/2023	Assistant Professor (tenure track) for Sustainability Management at ESCP Business School, Berlin.
04/2020 – 12/2022	Research Associate (Post-doc) at the Henkel-Endowed Chair of Sustainability Management (Prof. Dr. Rüdiger Hahn), Faculty of Business and Economics, Heinrich-Heine-Universität Düsseldorf.
08/2022	Visiting Scholar at Lam Family College of Business, Management Department (Prof. Dr. Antoaneta Petkova) at San Francisco State University, USA.
11/2021 – 12/2021	Visiting Scholar at the Centre for Sustainability, Department of Management, Society and Communication, (Prof. Dr. Andreas Rasche) at Copenhagen Business School, DK.
10/2019 – 03/2020	Research Associate at the Chair of Business Ethics and Management (Prof. Dr. Dirk Ulrich Gilbert), Faculty of Business, Economics, and Social Sciences, Department of Socioeconomics, University of Hamburg.
11/2019	Ph.D. in Business Administration , Dissertation: "Reputation Formation of Nonprofit and Social Entrepreneurial Organizations: Towards A Stakeholder Perspective" (summa cum laude; Dr. rer. pol.). PhD Committee: Prof. Dr. Jurgen Willems (Vienna University of Business and Economics), Prof. Dr. Rick Vogel (University of Hamburg), Prof. Dr. Dirk Ulrich Gilbert (University of Hamburg).
09/2019	Visiting Scholar at the Department of Management, Institute for Public Management and Governance (Prof. Dr. Jurgen Willems) at Vienna University of Business and Economics.
10/2016 – 09/2019	Research Assistant and PhD Student at the Chair of Management of Private, Public, and Nonprofit Organizations (Prof. Dr. Silke Boenigk), Faculty of Business, Economics, and Social Sciences, Department of Socioeconomics, University of Hamburg.
10/2013 – 08/2016	M.A. in International Business and Sustainability , University of Hamburg.
01/2015 – 07/2015	Visiting Student at Stellenbosch University, South Africa.
10/2009 – 03/2013	B.A. in International Cultural and Business Studies , University of Passau.

Publications in peer-reviewed journals

- Waldner, C. J., Schrage, S., & Rasche, A. 2025. Enabling local solutions to global challenges: The interplay between paradox knots and paradox salience in a Non-Governmental Organization working in Uganda. *Organization Studies*, 46(3), 355-384.
<https://doi.org/10.1177/01708406251314586>
- Willems, J., Waldner, C., Winter, V., & Wiedemann, F. 2025. Bureaucratic Reputation Theory: Micro-Level Theoretical Extensions. *Perspectives on Public Management and Governance*, gvaf004. (online first). <https://doi.org/10.1093/ppmgov/gvaf004>
- Eijdenberg, E., Ostertag, F., & Waldner, C. J. 2025. Different stage, different social bricolage: Evidence from social entrepreneurs in Kenya and Rwanda. *Journal of Small Business & Entrepreneurship*, p. 1-25 (online first). <https://doi.org/10.1080/08276331.2025.2515657>
- Schlütter, D., Schätzlein, L, Hahn, R, & Waldner, C. 2024. Missing the Impact in Impact Investing Research – A Systematic Review and Critical Reflection of the Literature. *Journal of Management Studies*, 61(6), 2694-2718. <https://doi.org/10.1111/joms.12978>
- Waldner, C. J. 2024. In the centre of attention: how social entrepreneurs influence organisational reputation. *Journal of Social Entrepreneurship*, 14(1), 50-72.
<https://doi.org/10.1080/19420676.2020.1823456>
- Becker, A., Waldner, C. J., Trautwein, S., & Ditsch, L. 2023. Communicating Social Value: An Experimental Study on the Effects of Social Entrepreneurial Communication on Stakeholder's Behavioral Intentions. *Nonprofit Management & Leadership*, 33(3), 511-533.
<https://doi.org/10.1002/nml.21529>
- Waldner, C. J., Willems, J., Ehmann, J., & Gies, F. 2020. The impact of street fundraising on the reputation of nonprofit organizations. *International Journal of Nonprofit and Voluntary Sector Marketing*, 25(4). <https://doi.org/10.1002/nvsm.1672>
- Willems, J., Waldner, C. J., & Ronquillo, J. C. 2019. Reputation star society: Are star ratings consulted as substitute or complementary information? *Decision Support Systems*, 124, 113080.
<https://doi.org/10.1016/j.dss.2019.113080>
- Willems, J., Waldner, C. J., & Vogel, D. 2019. Reputation spillover effects from grant-providing institutions. *Nonprofit Management & Leadership*. 30(1), 9-30.
<https://doi.org/10.1002/nml.21357>
- Willems, J., Waldner, C. J., Dere, Y I., Matsuo, Y., & Högy, K., 2017. The role of formal third-party endorsements and informal self-proclaiming signals in nonprofit reputation building. *Nonprofit and Voluntary Sector Quarterly*. 46(5), 1092-1105. <https://doi.org/10.1177/0899764017720770>

Book chapters, conference proceedings and other publications

- Waldner, C. J. 2024. *Social Entrepreneurship und paradoxe Spannungsfelder*. In: P. Kenel, J. Eschweiler, H. Hackenberg, M. Wihlenda. (Eds.) *Social Entrepreneurship in Deutschland - Stand und Perspektiven in Wissenschaft und Praxis*, p. 137-152.
<https://doi.org/10.36198/9783838563336>
- Lüdeke-Freund, F., Waldner, C. J., Shevchenko, A., & Breaugh, J. 2024. Towards sustainability transformation education: A mindset course for decision-makers Developed by ESCP's STAR Centre. ESCP Impact Papers, ESCP Research Institute of Management (ERIM) 2024 (08)

- Waldner, C. J., & Rasche, A. 2024. Book & Resource Review for “i5 Playbook - Transforming Business Education with 5 Impactful Methods by Principles for Responsible Management Education (PRME)”, *Academy of Management Learning & Education*.
<https://doi.org/10.5465/amle.2023.0344>
- Bick, M., Breaugh, J., Dong, C., Pina, G., & Waldner, C. 2023. AI and the future of academic writing: Insights from the ESCP Business School Prompt-o-thon workshop in Berlin. ESCP Impact Papers, ESCP Research Institute of Management (ERIM) 2023 (24)
- Waldner, C. J. & Rasche, A. 2023. *Alternative Types of Organizing for Sustainability*. In: A. Rasche, A. Kourula, M. Morsing, & J. Moon. (Eds.). (2023, 2nd edition in process). *Corporate sustainability: Strategy, communication, governance*. Cambridge University Press
- Waldner, C. J., Schrage, S., & Rasche, A. 2022. Fading In and Fading Out: The Temporary Nature of Asymmetric Paradoxical Knots within Organizations. In: Sonia Taneja (Ed.) *Proceedings of the Eighty-second Annual Meeting of the Academy of Management*. Online ISSN: 2151-6561
- Waldner, C. J. 2022. *Alternative forms of organizations*. In: Rüdiger Hahn (Ed.): *Sustainability Management – Global Perspectives on Concepts, Instruments, and Stakeholders*, c/o Block Services. www.sustainabilitymanagementbook.com
- Waldner, C. J., Schrage, S., & Rasche, A. 2021. Driving internal change by external means: The paradoxical mission of development NGOs. *Academy of Management Proceedings*, 2021(1), 12929. Briarcliff Manor, NY 10510: Academy of Management
- Waldner, C. J., & Willems, J. 2020. Preceding Reputation: A Stakeholder Perspective on Pre-Reputation Signals of Nascent Ventures. *Academy of Management Proceedings*, 2020(1), 19651. Briarcliff Manor, NY 10510: Academy of Management
- Mertins, V., & Waldner, C. J., 2020. *Evidenzbasiertes Fundraising-Management (EFM)*. In M. Urselmann (Hrsg.) *Handbuch Fundraising*: 523-542. Springer Gabler, Wiesbaden.
https://doi.org/10.1007/978-3-658-08461-5_39-1
- Willems, J., Maier, F., & Waldner, C. J. 2020. Reputationsmanagement von öffentlichen und zivilgesellschaftlichen Organisationen und die damit verbundenen Konzepte Leistung, Transparenz und Rechenschaftspflicht. Open Science: <https://epub.wu.ac.at/7741/>
- Waldner, C. J. 2019. *Reputation Formation of Nonprofit and Social Entrepreneurial Organizations: Towards A Stakeholder Perspective*. Staats- und Universitätsbibliothek Hamburg (PhD Dissertation).

THIRD-PARTY FUNDED PROJECTS

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| 2025-2028 | PATH4Well-Being - Paradox mindset for individual well-being & societal impact (PM4IWSI): The role of leaders in social purpose organizations (<i>role: project leader and principal investigator; with S. Schrage, C. Pradies, N. Fürstenberg, S. Fiedler</i>), funded by CHANSE (Collaboration of Humanities and Social Sciences in Europe) and NORFACE (New Opportunities for Research Funding Agency Cooperation in Europe) (1.498.367 €); national funding agency: Deutsche Forschungsgemeinschaft (DFG). (www.paradox-thinking.org) |
| 2021 - 2023 | Sustainable knowledge for tomorrow: A summer school on entrepreneurial ecosystems for inclusive innovation start-ups in Sub-Saharan Africa (<i>role: project leader and principal investigator; with: R. Hahn, J. Volschenk, O. Olabanji, and H. Onwuegbuzie</i>), funded by VW foundation (78.200€) |
| 2018 - 2020 | Stakeholder management of international NGOs in the global south (<i>role: project leader and principal investigator</i>), funded by Übersee Club e.V. (3.000€) |