Center for Organizational Research 2009 - 2010 Annual Report

We appreciate your continued support of the Center for Organizational Research (COR). Enclosed please find the COR 2009 – 2010 Annual Report. Below are some of the highlights of COR activities:

- Our COR executive committee members currently account for approximately $5 million of research grants from federal agencies, including the NSF, NCI, NAS and NASA and private foundations. Many of these grants represent collaborations among COR members.
- COR provided $10,200 in research support for faculty members and graduate students, making the total research support awarded since 2006 $52,142. Our 2009 COR small grant recipients report $247,989 in research support from external and internal sources after receiving the COR grant.
- COR continues its reach into the community of organizational scholars by funding a course taught by Visiting Professor, Monica Worline. The course was taken by students from the Bren School of Information and Computer Science, the Merage School of Business, the School of Social Ecology and the School of Social Sciences.
- COR sponsored or co-sponsored 12 events featuring 13 different speakers, which were attended by faculty and graduate students.

We are looking forward to working with you this coming year in our continued efforts to promote research in organization studies.

Martha S. Feldman
Jone L. Pearce
COR Co-Directors, 2009 – 2010
The Center for Organizational Research

The Center for Organizational Research (COR) brings together multi-disciplinary expertise to understand organizations and the process of organizing. Active participation of nearly 40 UCI faculty members in the School of Social Ecology, the Paul Merage School of Business, the School of Social Sciences and the Donald Bren School of Information and Computer Sciences, external faculty affiliates at universities across the United States, and external community affiliates creates a vibrant community that supports both research and its practical applications in this vital field.

Mission

The Center for Organizational Research (COR) facilitates research on organizations by connecting scholars from many different disciplines, providing a focal point and common meeting ground for scholars and practitioners, creating a venue for and financial support for developing collaborative research projects, and offering educational and financial resources for students.

New Challenges in Organizing

Organizing has always been fundamental to economic, political and social wellbeing. As the 21st century unfolds, we increasingly find organizing that diverges from traditional bureaucratic structures. Such possibilities can be found in global teams, web-based collaboration, network structures, collective threats to security and privacy, micro enterprises, international non-governmental organizations, and alliances across private, public, and non-profit fields. These developments raise opportunities for alternative modes of decision-making, just as they present challenges for accountability and efficacy. They also raise questions about how existing distributions of power encourage or limit organizational experimentation.

UC Irvine has enjoyed a long tradition of innovative, interdisciplinary organizational research that dates back to the founding of the campus in the mid 1960s. COR continues and solidifies this tradition with affiliates from anthropology, business, computer science, economics, education, humanities, informatics, organizational studies, political science, public policy, public management, sociology, and urban planning.

COR Co-Directors
Martha S. Feldman, School of Social Ecology
Jone Pearce, Paul Merage School of Business

COR Liaisons
Nina Bandelj, School of Social Sciences
Judith Olson, Bren School of Information and Computer Science
COR Executive Committee Members
Deborah Avant, Social Sciences
Nina Bandelj, Social Sciences
Christine Beckman, Paul Merage School of Business
Phillip Bromiley, Paul Merage School of Business
Martha Feldman, Social Ecology
Gloria Mark, Donald Bren School of Information and Computer Science
Melissa Mazmanian, Donald Bren School of Information and Computer Science
Gary Olson, Donald Bren School of Information and Computer Science
Judith Olson, Donald Bren School of Information and Computer Science
Jone Pearce, Paul Merage School of Business
Judith Stepan-Norris, Social Sciences
Dan Stokols, Social Ecology
Alladi Venkatesh, Paul Merage School of Business

Advisor to the Executive Committee
Lyman Porter, Paul Merage School of Business

COR Staff Support
Heather Goldsworthy, Social Ecology

Affiliated Faculty

UCI Internal Affiliates
- Deborah Avant, Social Sciences
- Nina Bandelj, Social Sciences
- Christine Beckman, Paul Merage School of Business
- Kristin M.j. Behfar, Paul Merage School of Business
- Catherine Bolzendahl, Social Sciences
- Philip Bromiley, Paul Merage School of Business
- Carter Butts, Social Sciences
- Yen-Sheng Chiang, Social Sciences
- Simon Cole, Social Ecology
- Joe Dimento, Social Ecology
- Paul Dourish, Donald Bren School of Information and Computer Science
- Katherine Faust, Social Sciences
- Martha Feldman, Social Ecology
- Cristina Gibson, Paul Merage School of Business
- Mary Gilly, Paul Merage School of Business
- Yan Gong, Paul Merage School of Business
- Ann Hironaka, Social Sciences
- Matt Huffman, Social Sciences
- Helen Ingram, Social Ecology
- Raul Lejano, Social Ecology
- Elizabeth Loftus, Social Ecology
- Gloria Mark, Donald Bren School of Information and Computer Science
Sanjoy Mazumdar, Social Ecology
David Meyer, Social Sciences
Calvin Morrill, Social Sciences
Bonnie Nardi, Donald Bren School of Information and Computer Science
David Obstfeld, Paul Merage School of Business
Gary Olson, Donald Bren School of Information and Computer Science
Judith Olson, Donald Bren School of Information and Computer Science
Jone Pearce, Paul Merage School of Business
Andrew Penner, Social Sciences
Francesca Polletta, Social Sciences
Lyman Porter, Paul Merage School of Business
Justin Richland, Social Ecology
Shawn Rosenberg
Evan Schofer, Social Sciences
Karen Schoonhoven, Paul Merage School of Business
Carroll Seron, Social Ecology
Judith Stepan-Norris, Social Sciences
Dan Stokols, Social Ecology
Alladi Venkatesh, Paul Merage School of Business
Margarethe Wiersema, Paul Merage School of Business

External Affiliates
- Paul Adler, University of Southern California
- Lisa Cohen, London Business School
- Jane Dutton, University of Michigan
- Lynn Eden, Stanford University
- Rodney Lacey, UC Davis
- James G. March, Stanford University
- Calvin Morrill, UC Berkeley
- David Obstfeld, New York University
- W. Richard Scott, Stanford University
- Lynn Shore, San Diego State University
- Gretchen Spreitzer, University of Michigan
- Diane Vaughan, Columbia University
- Marc Ventresca, Naval Postgraduate School and University of Oxford
- Mayer Zald, University of Michigan

Visiting Scholar, 2009 – 2010

Monica Worline, PhD (co-sponsored by COR, Planning Policy and Design and Paul Merage School of Business)

Research Summary: I view my mission as a scholar as one of introducing high quality, rigorous, academic research to the study of positive dynamics and organizational excellence. My general approach to research draws upon the underlying notion of life as a fundamental aspect of organizing. My main research assumption is that organizations
have the potential to enliven or deaden the people who live and work within them, and that this is a central property in our experience of organizing. Once scholars and managers see organizations as sites of life, we begin to ask new questions about people in organizations, about systemic properties of organizations, and about the generative intersection between people and structures. Three interrelated themes are woven through all of my research and develop directly from asking questions about life.

- The first of these themes is emotion. Organizational research is enjoying a renewed emphasis on understanding the role of emotion and the ways that it shapes people’s experiences in organizations. My work builds on this growing emphasis, placing emotion at the very core of concepts such as courage and compassion.
- The second of these themes is the aesthetic. I draw upon work that views organizations as aesthetic and symbolic systems, just as they have been conceptualized as rational and economic systems.
- The third of these themes is narrative. My work builds strong links between the stories people tell and the ways that we understand organizational processes.

Courses taught at UCI:

- Management 290: Strategic Communication, Spring 2010
- PPD: Qualitative Research Design and Writing, Fall 2009 - Winter 2010
  - This course included students from the schools of Business, Education, Information and Computer Sciences, Social Ecology, and Social Sciences
- Management 220: Organizational Change, Winter 2010
- Management 200: Management of Organizations, Fall 2009
Calendar of Events Sponsored or Co-sponsored by COR, 2009 - 2010

COR sponsors the following types of events:

- **COR Faculty Workshops**
  Faculty members read a work in progress of one of the affiliates and discuss it. Discussants start the commentary.

- **Seminars**
  Organizational scholars present their research to the faculty affiliates and other interested organizational scholars.

- **Graduate Student Seminars and Workshops**
  Students receive instruction from UCI faculty and organizational scholars from off-campus.

**October 2009**
Paul Merage School of Business, Science & Art of Strategic Innovation Colloquia Series
Margaret Shih, Anderson School of Management, University of California - Los Angeles
*Multiple Identities: Putting your Best Self Forward*
October 29, 11:30am-1:00pm
SB 117

**November 2009**
Paul Merage School of Business, Organization & Management Colloquium
Barbara Lawrence, UCLA
*The accumulation of disadvantage: The impact of perceptual diffusion on career advancement*
November 10, 3:30-5:00pm
SB 223

Paul Merage School of Business, Science & Art of Strategic Innovation Colloquia Series
Renee Rottner, Paul Merage School of Business, UCI
*Growth Rings: Patterns of Resource Bundle Emergence and Dynamics in New Ventures*
November 9, 12:00 – 1:30pm
SB 223

**December 2009**
COR Faculty Workshop
Deborah Avant, Department of Political Science, UCI
Virginia Haufler, Department of Government and Politics, University of Maryland
*Transnational Organizations and Security in Threatening Environments*
December 4, 12:00 - 1:30pm
Social Ecology I, Room 306
January 2010
Paul Merage School of Business, Science & Art of Strategic Innovation Colloquia Series
Jac Meszaros
January 28, 12:00 - 1:30pm

February 2010
Paul Merage School of Business, Science & Art of Strategic Innovation Colloquia Series
Marc Ventresca, Saïd Business School, Oxford
February 25, 12:00 - 1:30pm

COR Faculty Workshop
Denis Trapido, Paul Merage School of Business, UCI
Relational Counterbalances to Economic Endogamy
February 26, 12:00 - 1:30pm
Social Ecology I, Room 306

March 2010
Paul Merage School of Business, Strategy Colloquia Series
Don Hambrick, Pennsylvania State University
Executive Personality and the Strategic Behavior of Firms: Two Studies of Narcissism in CEOs
March 5, 2:00 - 3:30pm
SB 112

Paul Merage School of Business, Strategy Colloquia Series
Jason Davis, Sloan School of Management, MIT
March 19

May 2010
Paul Merage School of Business, Organization & Management Colloquium
Peter Carnevale, Marshall School of Business, University of Southern California
Groups in Bilateral Negotiation
May 12
Presentation: 1:30 - 3:00pm, SB 112
Reception: 3:00 - 4:00, SB 300

Paul Merage School of Business, Science & Art of Strategic Innovation Colloquia Series
Mary Tripsas, Harvard University
May 20, 12:00-1:30pm
COR Seminar
Alexandra Michel, University of Southern California
*Organizational Control and the Social Construction of the Body: A Longitudinal Study*
May 21, 12:00 - 1:30pm
Social Ecology I, Room 306

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**June 2010**
COR End of the Year Open House
Small Grant Recipient Poster Session and Award Presentation
June 4, 12:00 - 1:30pm
Social Ecology I, Room 306
Graduate Student Fellowship and Faculty Small Grants Awarded for the upcoming year, 2010-2011

The Center for Organizational Research (COR) offers fellowships and small grants (up to $1500) and mini-grants (up to $750) to facilitate research on organizations. COR supports a broad definition of research on organizations and welcomes proposals from members of any department or school. Funds can be used for any expenses related to the research process (e.g. purchase of data sets, transcription costs, purchase of equipments such as tape recorders, purchase of video tapes, research related travel costs, subject costs, copying expenses, computer software, etc.). Funds may not be used for salary.

To date COR has distributed $52,142 in fellowships and small grants, including 5 awards in 2006-07, 11 in 2007-08, 6 in 2008-2009, 22 in 2009-2010, and 12 for 2010-2011.

Graduate Student Fellowship Recipients

- Julka Almquist – PPD  
  The Orange County Great Park Corporation: Future-Oriented Narratives in Organizational Processes

- Natalie Baker – PPD  
  Enacting Stability in Instability: Vulnerable Work in Non-Traditional Organizations

- James Bany – Sociology  
  The Role of Ethnic Organizations in the Construction of Identity: The Case of Mexican- and Italian-Origin Americans

- Elizabeth Chiarello – Sociology  
  Pharmacists of Conscience: Ethical Decision-Making Across Legal, Political, and Organizational Environments

- Heidi Haddad – Political Science  
  Participation of Non-Governmental Organizations at International Courts

- Kenji Klein – School of Business  
  Reclaiming Forbidden Medicine: Interest Groups, Collective Identity, and the Emergence of Medical Marijuana as an Organizational Field

- Yong Ming Kow – Informatics  
  Social Systems of Software Production in Online Communities
• Dana Nakano – Sociology
_The Power and Pervasiveness of Story: The Merging of Personal, Organizational, and Ethnic Narratives_

• Daisy Reyes – Sociology
_Latino Student Politics: Constructing Ethnic Identities through Organizations._

• Kristen Shorette – Sociology
_Fair Trade Certified: The Global Institutionalization of Nongovernmental Regulatory Organizations_

• Amy Voida – Informatics
_Understanding and Envisioning Information Systems in Volunteer Management and Coordination_

• Lydia Zacher – Anthropology
_A New Medical Model for Childbirth: Understanding the Role of Mexico’s Emergent Professionalized Midwifery_

**Progress Reports from 2009-10 Graduate Student Fellowship and Faculty Small Grant Recipients**

The fellowship and small grant recipients from 2009-10 supplied COR with reports on their use of funds, detailed below. For several grant recipients, COR funding led to securing additional funds or publishing journal articles. Based on COR-funded research:

• Natalie Baker was awarded a Faculty Mentoring Fellowship from the UC Office of the President ($37,000)
• Liz Chiarello was awarded Mellon/ACLS Dissertation Completion Fellowship ($33,000)
• Philip Goodman was awarded a National Science Foundation Dissertation Research Improvement Grant ($11,989), a Social Ecology Dean’s Dissertation Data-gathering Fellowship ($10,000), and a research stipend from the Center for Law, Society and Culture
• Alexis Hickman was awarded a Don Owens Water Policy Fellowship, the Urban Water Research Center ($3000), Center for Asian Studies Research($800), PPD Departmental Research Funds ($2000), Newkirk Center for Science and Society ($5000), Center for Global Peace and Conflict Studies ($700)
• Jasmine Kerrissey was awarded a fellowship from the Labor and Employment Research Fund at UCLA ($3,000)
• Sang-Tae Kim was awarded a Phi Beta Kappa International Scholarship ($500), an Honorable Mention Public Impact Fellowship ($1,000), and a Social Ecology Dean’s Dissertation Data-Gathering Fellowship ($10,000)
• Dana McDaniel was awarded a Ray Watson Dissertation Fellowship ($1,000), Graduate Dean’s Dissertation Fellowship ($10,000)
- Diana Pan was awarded a SSSP Racial/Ethnic Minority Graduate Scholarship ($12,000)
- Katie Pine was awarded a University of California Public Impact Fellowship ($10,000)
- Kathy Quick was awarded a Kettering Foundation Fellowship ($10,000)
- Daisy Reyes was awarded a UC/ACCORD Dissertation Fellowship ($20,000)
- Chitvan Trivedi was awarded Newkirk Center for Science and Society Research Fellowship ($8000), Center for Unconventional Security Affairs Research Fellowship ($5000)
- Lydia Zacher was awarded a Dr. Dard Magnus Rossell Award ($700), and a Global Health Travel Fellowship ($4500)
- Shoazeng Zhang was awarded a dissertation fellowship from the Institute of Money, Technology and Financial Inclusion at UCI ($10,000)

**Janet Alexanian**

Thanks in part to the COR grant, here are some of my achievements from the last year:

- 2009 Ph.D., Anthropology, University of California, Irvine, Title: Constructing Iran: Conflict, Community, and the Politics of Representation in the Digital Age (September 2009)

- 2010 (Forthcoming) “Eyewitness Accounts and Political Claims: Transnational Responses to the 2009 Post-Election Protests in Iran.” Comparative Studies of South Asia, Africa and the Middle East 30.1


- May 2010 UC Irvine Center for Ethnography and Persian Center Workshop on Ethnography of Iran.


**Nina Bandelj and Elizabeth Sowers**

The grant received from COR, 2009-10, was spent to off-set some expenses to help compose the index for our book *Economy and State: A Sociological Perspective*, Polity Press, 2010. The aim of the book is to develop a conceptual framework for understanding the economy/state nexus from a sociological perspective which highlights the mutually constitutive properties of the state and economy, state’s integral role in shaping the market and redistributive institutions, and the role of ideas and politics in economic development and policy-making process. The book provides an overview of the role of the state in capitalist, socialist and postsocialist economies, and
in managing issues related to money, labor and firms. It also discusses states’ role in economic development and globalization.

We address issues related to organizational research most directly in Chapter 5. We approach the subject from a sociological perspective treating firms not as economic efficiency units but as social organizations, as is exemplified by sociological accounts of the rise of big corporations over the course of the 19th and 20th century where emphasis is put on the role of legal regulation enforced by states rather than economic cost efficiency of large productive entities. We then turn to examining how the state influences organizational structure of firms, drawing on organizational neoinstitutionalism which attempts to explain why firms are becoming more and more alike in their structures and practices, also due to coercive pressures from the state. A significant aspect of business regulation relates to how corporations are administered and controlled, and we discuss issues related to corporate governance, noting the stricter rules in the U.S. since the corporate financial scandals at the beginning of the new millennium. We also discuss how states play a role in protecting the principle of competition between firms. Issues like monopolistic tendencies, formation of business groups and interlocking directorates, all need to be monitored with this goal in mind. Cross-national practices show that market fundamentalism is often not as strong in other countries than in the US. Admittedly, some recent corporate financial scandals, such as the Enron or WorldCom debacles, have been followed by passing of laws that assure stricter regulation of business also in the U.S.

Firms are also the key productive units that contribute to economic growth. States try to influence that by direct and indirect provisions in research and development. The consequence of greater government spending on research and development do not directly translate into new innovations and scholars make clear that, given the changing nature of technology, states need to remain flexible in providing enough support to firms but not too much. Finally, we discuss business regulation to protect the environment and the consumers. Should businesses simply pursue maximum profits, assumed to be their primary function by economic theory, the welfare of consumers and the environment could be seriously at risk. This is where the role of states comes in: they enact regulations that protect consumers and the environment from the potentially unsafe consequences of business activity. Importantly, however, we cannot assume that the state always protect all kinds of consumer rights for all kinds of people. Like for other areas of governmental involvement, state action is embedded in broader social forces, and this will mediate its intended and unintended consequences.

We received endorsements for the book from Frank Dobbin, Greta Krippner and Nicole Biggart. There is no electronic copy of the book, but it can be found at the publisher’s page: [http://www.politybooks.com/book.asp?ref=9780745644554](http://www.politybooks.com/book.asp?ref=9780745644554)

**Natalie Baker**

Based on the research that was funded by my COR small grant, I recently presented a paper, co-authored with Martha Feldman and Victoria Lowerson, entitled "Working Through Disaster: Re-establishing Mental Health Care after Hurricane Katrina at the
Elizabeth Chiarello
I would like to thank COR for being such an extraordinary source of support during my tenure in graduate school. COR has provided seed money for several burgeoning projects including my dissertation research. This report details my use of COR funds from 2009-2010.

Grant-Supported Research
I received a COR grant for $1,000 from 2009 – 2010 to support my dissertation research titled “A Proposal to Study Organizational and Institutional Bases of Pharmacists' Decision-Making About Birth Control Dispensation.” This grant partially funded two weeks of field research in New Jersey, one of four states in my research design. The funds paid for lodging and travel in the state where I conducted 30, 1-2 hour semi-structured interviews and brief standardized surveys with pharmacists working in hospital and retail settings.

Grant Proposals
I incorporated preliminary findings from New Jersey into applications for several grant competitions. I was selected as one of 70 fellows out of a pool of almost 1,200 applications to receive the Mellon/ACLS Dissertation Completion Fellowship, a $33,000 fellowship that will enable me to focus exclusively on dissertation writing in my final year of graduate school. I was also a finalist for the Charlotte W. Newcombe Doctoral Dissertation Fellowship (top 12% out of 700 applications) and received a small grant from COR ($400) to help with transcription costs for 2010-2011. In addition to these, I applied for but did not receive the American Association of University Women Dissertation Fellowship, the Institute for Research on Labor and Employment minigrant, the P.E.O. Scholar Award, the National Science Foundation Doctoral Dissertation Improvement Grant, and the UC Irvine Public Impact Fellowship. My application for the National Institute of Health’s Agency for Healthcare Research and Quality Grant for Health Services Research Dissertation is currently under review.

Presentations
I presented/will present findings to health professionals and academic researchers at the following meetings:

• Chiarello, E.A. (2010, April). “Ethical Challenges in Pharmacy.” College of Pharmacy, Touro University, Vallejo, CA.

Paper Award
A paper based on research COR funded from 2006 – 2007 received the following award:

Again, thank you to COR for ongoing support and for building such vibrant center that continues to enhance student research.

Heather Goldsworthy
During the 2009-2010 year I successfully defended my dissertation and completed my PhD in Social Ecology, with emphases in Environmental Analysis and Design and Feminist Studies. Thanks to the funding I have received from COR over the years, I have been able to travel to gather dissertation data in Canada and Uganda, attend conferences where I have presented papers, and purchase the materials I needed to do interviews and fieldwork. This past year I published a single-authored paper entitled “Microfinance, Human Security, and Millennium Development Goal No.7” in a special microfinance-focused issue of Perspectives in Global Technology and Development. I am grateful to COR for the ongoing financial support I have received as a student, and the intellectual support I have received as a scholar.

Philip Goodman
The research funded by COR was my dissertation, which provides an opportunity to expand outward from previous scholarship by asking questions about punishment and social change. In particular, I ask whether, how, and with what consequences macro-level shifts in punishment (such as the much discussed “punitive turn” in the U.S. that took place during the last quarter of the twentieth century) translate into practices “on the ground” at particular sites within the broad spectrum of criminal justice system control.

The funds generously supplied by the Center for Organizational Research were utilized to partially offset the cost of attending the 2010 annual meetings of the Law and Society Association in Chicago (in particular, funds were used to pay some of the cost of airfare
and hotel). At these meetings I presented findings from my dissertation project on a panel that included three other members, all assistant professors: Michael Campbell (Northern Illinois University), Joshua Page (University of Minnesota), and Heather Schoenfeld (Northwestern). We were also fortunate to have as a discussant a senior scholar in the law and society field, Joachim Savelsberg. Additional funding for this dissertation project has been provided by the National Science Foundation (Doctoral Dissertation Research Improvement Grant, Law and Social Sciences Program, PI Valerie Jenness, Co-PI Philip Goodman $11,989), the UCI School of Social Ecology (Dean’s Dissertation Data Gathering Fellowship), and the UCI Center for Law, Society and Culture (Graduate Student Fellow Research Stipend).

Alexis Hickman
Progress on the research funded by my COR Small Grant:

- Fieldwork conducted in Bangkok, Thailand and Singapore City, Singapore for five weeks in December 2009 to January 2010 for project entitled “East Asian Seas: The Case of Cities”: Data collection included participant observation for 5 weeks, 22 interviews, and archival analysis.
- Paper presented at the Urban Affairs Conference in Honolulu, Hawaii 2010, “Sink or Swim: Towards environmental governance in Coastal Bangkok” (interviews collected during Winter fieldwork were utilized in this paper)
  - Following comments and edits at the conference, paper is being prepared for journal submission
- Currently collaborating as a co-author on a working book with Professor Joseph DiMento on Ocean Governance, Policy, and Law. Potential submission date is October 2010 to Edward Elgar Publishers. Center for Organizational Research will be thanked in my portion of the text. COR supported the chapter on the East Asian Seas; one of the primary case studies within the book.
- Presentations with data resulting from the Winter trip have been presented to Center for Global Peace and Conflict Studies (research presentation), Center for Organizational Research (research presentation), Intro to Environmental Analysis (guest talk) and Public Health 1 (guest talk)

Grants received:
Center for Asian Studies Research Grant 2010 - $800
Urban Water Research Center Fellowship Spring 2010- $3000
Planning, Policy, and Design Departmental Summer Research Funds 2010 - $2000
Newkirk Center for Science and Society Research Grant August 2010 - $5000
CGPACS (Center for Global Peace and Conflict Studies) Research Grant 2010-$700

Jasmine Kerrissey
I am grateful to have been awarded a COR mini-grant from my dissertation work for the academic year 2009/2010. These funds allowed me to complete an archival trip to Cornell University. I am currently writing an article for publication based off this data. When it is published, I will acknowledge and thank COR for the award. In addition, since the COR grant, I was awarded a research grant for $3000 through the Labor and Employment Research Fund at UC Los Angeles.
Sang-Tae Kim
The COR small grants have been instrumental in conducting about 20 interviews, attending several community events in San Diego and acquiring a set of valuable books. Most of all, the grants enabled me to travel to San Diego to conduct interviews which have been the foundation for the development of dissertation research. The interviews and field observations are the primary data for my research. Based on the collected data, I have found an interesting set of concepts explaining the development of the local biotechnology cluster from the perspective of organizational research. More importantly, the grants enabled and encouraged me to connect with several colleagues at UCI through the presentation and the announcement. The experience has been so encouraging that I could have written several grant proposals. The following is the list of fellowships or grants which I could receive, in part, because of the COR grants.

- Dean’s Dissertation Writing Fellowship, April 2010, School of Social Ecology ($10,000)
- Honorable Mention Public Impact Fellowship (2009-2010), Jan. 2010, Graduate Division of UCI ($1,000)
- Phi Beta Kappa International Scholarship, Sep. 2009, Phi Beta Kappa Alumni in Southern California ($500)

The interactions with COR and the people through the granting process also helped me to pay more attention to the studies in the organizational research. This experience has been instrumental in developing the main concepts of the research. I deeply appreciate the attention and support from the Center for Organizational Research.

Benjamin Lind
I greatly appreciate the assistance I have received from COR for my project, entitled "The Formation of Contention Cycles: Strikes and Lockout Waves in the U.S., 1881-1894." I have allocated the awarded funds toward an upgrade in computer components which has enabled the computationally-heavy analyses needed for my dissertation research. To date, I have produced two dissertation chapters with the partial help of this award. Aside from the COR poster session, I have not yet presented or published from this research. I am very grateful for the assistance I have received.

Silvia Lindtner
My COR small grant has in part supported travel for ethnographic fieldwork in China and conference travel for my dissertation research. The ethnographic research of this project focused on an informal alliance of young professionals, entrepreneurs and artists, active in the creative and entertainment industry in urban China. I studied in particular a series of digital-urban entertainment spaces, which these informal organizations of young entrepreneurs and professionals helped co-design. Two main points emerged from this research: First, technological appropriation for cultural and creative production, social networking and new entrepreneurialism in China is not confined within a single organizational unit or software application, but is a contingent process that evolves in relation to other developments, e.g. economic, social and technological. Second, appropriation of digital media for creative and cultural production are a means by which young urban Chinese engage with and express ideas about
social belonging, identity and class within contemporary transnational configurations. Findings of this work, for example, illustrate the creative ways in which people circumnavigate state censorship and respond to modernization discourses such as harmonious development, but also how class distinction are reproduced through these same technologies.

So far, two publications have come out of this research:

- I have presented this work at the 8th Chinese Internet Research Conference, June, 2010, together with my collaborator Marcella Szablewicz. The paper received the best student paper award: Lindtner, S. and Szablewicz, M. In Between Wangba and Elite Entertainment: China's many Internets. See a posting about this here: http://luci.ics.uci.edu/blog/?p=649
- A journal article about this work just got accepted to the Games and Culture Journal and will appear later this year: Lindtner, S. and Dourish, P. The Promise of Play: A New Approach to Productive Play. In Press.

I very much appreciate the support I received from COR! It greatly contributed to my research efforts and has made it possible in parts to conduct crucial parts of my dissertation research and present my work to an interdisciplinary audience.

Dana McDaniel
The 2009-2010 COR grant funded multiple aspects of my dissertation research, including: a software program which aided in the coding of my qualitative data (Atlas.ti), a digital recorder for interviews, and transportation costs for fieldwork. Since receiving the COR grant, I have been able to engage in local fieldwork in five surf and boardsport organizations across Southern California, which has also led to connecting with four organizations in Western Australia for further data collection purposes. I have also received funding from a Ray Watson Dissertation Fellowship ($1,000) in 2009 and a Graduate Dean’s Dissertation Fellowship ($10,000/relief from one quarter TA work) in 2010.

In addition to my dissertation (targeted completion in April 2011), I also have several working papers resulting from this research, including: a theoretical paper developing the social exchange basis of energy expression (to be resubmitted to Academy of Management Review), qualitative analysis of interview and observation data allowing for the context-based construct development of relational energy (targeted for Administrative Science Quarterly), a mixed-method scale development and validation of relational energy construct (targeted for Journal of Applied Psychology), and a cross-cultural comparison of energy and emotion displays (targeted for Journal of International Business Studies).

Results from this research have been accepted to several academic annual conferences. At the Academy of International Business in Rio de Janeiro in June 2010, I chaired a panel titled “A Multilevel examination of positive organizational constructs across cultures,” and presented the most recent qualitative findings from this research. Upcoming, I am chairing two symposia accepted at the Academy of Management
annual meeting in Montreal (August, 2010). The first is titled “Caring about context: Contextualizing energy research in organizations,” in which I have gathered several researchers who are studying various forms of energy using a diverse array of methods while incorporating a contextual, process-oriented approach. My paper in this symposium will discuss findings regarding the construct development of relational energy based on my qualitative fieldwork. The second is titled “Interpersonal mistreatment: The dark side of work relationships,” in which researchers explore harmful or unwanted work behaviors. In this symposium, my paper provides findings from an inductive analysis of the use of negative energy amongst organizational workers.

I have also been invited to present this scholarship at several academic institutions. In November 2009, in conjunction with my international fieldwork in Western Australia, I had invited presentations at Edith Cowan University (“Energy at Work: Relationships, Authenticity, and Other Insights from the Southern California Surf Industry”) and University of Western Australia (“Energy at Work”). I also had an invited presentation in June 2010 as a part of the Paul Merage School of Business brown bag series (“The Use of Energy in Interdependent Work Contexts”). The audiences provided valuable feedback which have helped to further shape the development of the construct and suggestions on theoretical contributions of the work.

**Diana Pan**
COR’s support was invaluable in extending my dissertation research, “From Great Expectations to Mainstream Ambitions: the Socialization of Asian American and Latino Law Students.” This brief report will document how the funding was used, the grant proposals written to extend the study, and additional funding secured for this project.

**Use of Funds ($500.00)**

*Transportation:* Because this study is ethnographic, I needed to travel to and from my field sites for observations: University of California, Berkeley and Golden Gate University. I conduct face-to-face interviews, and also needed to travel to and from interviews with respondents. I mostly used public transportation, but at times drove to field sites or interviews depending on my schedule. MUNI (San Francisco Municipal Railway) cost $4.00 for each roundtrip ticket within the city of San Francisco, and BART (Bay Area Rapid Transit) cost $7.30 for each roundtrip ticket between San Francisco and Berkeley. Additionally, parking in Berkeley ranged from $2.00 to $11.00, depending on the amount of time I spent at the field site and/or interviewing respondents. The Bay Bridge toll was $4.00 for each trip. Parking in downtown San Francisco ranged from $15.00 to $18.00 depending on the parking garage used and amount of time I spent at the field site and/or interviewing respondents. I also used the funds for transportation to meet with professors and other administrators when I was working on gaining entrée at both field sites.

*Materials:* I used the funding to buy ink and paper in order to print copies of the Study Information Sheet that I provided to each respondent, and to print questionnaires for each respondent to answer. I also bought batteries for my digital recorder, and note pads on which I took jotted notes during the interviews.
I completed 50 interviews during the funding period.

Funding Secured
SSSP Racial/Ethnic Minority Graduate Scholarship ($12,000)

Presentation
"From Great Expectations to Mainstream Ambitions: the Socialization of Immigrant and Second Generation Law Students" presentation at the West Coast Law and Society Retreat, Stanford Law School, October 16-17, 2009.

Update on Research
I am over half done with data collection, and will continue to observe student organizations, interview students, and remain on student organization list-servs through Spring semester 2011. I have been analyzing my data while in the field, drafting memos and taking extensive notes. I am currently working on an empirical chapter for my dissertation, in addition to writing the introduction chapter.

Katie Pine
My COR small grant helped me to advance my research greatly over the past year. It provided funds to purchase a digital voice recorder and covered some of my research costs, including transcription of interview data. I have now completed about a third of the field work for my dissertation and recently presented some preliminary results at the International Normal Labor & Birth Research Conference in Vancouver. I also received a Public Impact Fellowship ($10,000) from UCI's graduate division and was honored to be featured on UCI's homepage on the web.

Kathryn Quick
COR's 2009-10 graduate student fellowship for my project entitled, "Boundary Work: Supporting Inclusive Communities of Practice," allowed me to present a paper of the same title, co-authored with Martha Feldman, at the European Group on Organizational Studies annual conference in July 2009. Our paper was one of 21 in a subtrack focused on theorizing communities of practice, and the discussion among that group of scholars regarding the nature of boundaries, cores, and participation in communities of practice advanced our paper substantially. We presented a subsequent version of the paper, entitled "Distinguishing Inclusion and Participation," at the Public Management Research Association annual conference in October 2009. We then submitted it to the Journal of Planning Education and Research and are now finalizing a resubmittal in response to reviewers' comments.

Several COR faculty affiliates, particularly Martha Feldman and also Francesca Polletta and Monica Worline, participated in a narrative reading group which helped me to develop a dissertation chapter in which I theorize public engagement processes as narratives of engagement. I this work as a paper at a graduate conference of the Center for the Study of Democracy at UCI and at the Association of Colleges and Schools of Planning, and will be revising it for presentation at the Public Management Research
Association and journal submittal in early 2011.

I presented this work in several job talks in late 2009, which successfully concluded with my accepting an Assistant Professor position at the Humphrey Institute of Public Affairs at the University of Minnesota. I teach in the Public and Nonprofit Management and Leadership Area, and am one of the core faculty affiliates of the university-wide Center for Integrative Leadership, which focuses on boundary work and other practices of cross-sectoral leadership to address complex public issues.

I received my PhD from UCI in June 2010 after successfully defending a dissertation (chaired by Martha Feldman) entitled, "Inclusive Public Leadership Practices: Green Stewardship and Neighborhood Planning in Grand Rapids."

In addition to COR support, in 2009-10 I received funding from the Kettering Foundation, the Pedagogical Fellows program of the UCI, and the Planning, Policy, and Design Department of UCI.

Daisy Reyes
I would like to thank the Center for Organizational Research for their support for my dissertation project Latino Student Politics: Constructing Ethnic Identities in Organizations. During the 2009-2010 school year, COR funds allowed me to finish collecting data. I completed 20 months on fieldwork, 60 student interviews, and 12 faculty-staff interviews. Funding from the Center for Organizational Research helped pay for transportation between field sites and pay for partial transcription services. I presented some preliminary findings at the 2010 Pacific Sociological Annual meeting in a talk titled Choosing Labels: Latino Students and Ethnic Identities. Recently, I awarded the UC/ACCORD Dissertation Fellowship ($20,000), which will provide writing support.

Aaron Roussell
The small grant provided by COR has contributed greatly to the conduct of my research this past year. Although my completed dissertation is some ways off, the support provided by COR will certainly have enabled me to complete my proposal which hopefully will be defended this fall. Further, the work that COR's support has funded to date includes a presentation at the Visualizing Governing Through Crime symposium held at UCI in May and the Haynes foundation grant technical report that Drs. George Tita and John Hipp will file before the end of the summer regarding interracial violence in Los Angeles.

Rita Shah
COR funds were used to buy books necessary to inform the research conducted as well as technology used to help organize the research, including EndNote and the IRIS pen scanner. A National Science Foundation Dissertation Research Improvement Grant also funds the dissertation research. Although I applied for several fellowships for the 2010-2011 school year to fund the dissertation, none were awarded. As of this date, no publications have resulted from the project. The first presentation based on the
dissertation will be at the American Society of Criminology’s annual conference in November.

Chitvan Trivedi
The main aim of the research project funded by COR was to compare social entrepreneurs with corporate entrepreneurs along several key personality, value orientation, motivation, and leadership dimensions in order to identify their common as well as distinguishing traits and characteristics. One corporate enterprise and one social enterprise in the Orange County area were studied for the purposes of this research. Interviews with social and corporate entrepreneurs have been conducted. Analyses of the interview narratives as well as an archival analysis are underway.

A manuscript presenting the findings of this research is currently in preparation and will be submitted to the Journal of Entrepreneurship for consideration for publication. COR will be acknowledged in this research manuscript. As well, an electronic copy will be provided once the research has been published.

This research was conducted to fulfill my second year pre-dissertation project requirement. As well, two fellowship proposals were developed as an extension of this research, one for the Newkirk Center for Science and Society and one for Center for Unconventional Security Affairs. I have been awarded both fellowships to conduct research on the defining features and developmental trajectories of social entrepreneurial organizations. Additionally, this research is a part of my dissertation project titled “A Social Ecological Framework for Social Entrepreneurial Ventures: A Theoretical and Empirical Investigation.”

Lydia Zacher
The funding awarded to me by COR for my project, “A new medical model for childbirth: Understanding the cultural effects of Mexico’s emergent professional midwifery,” was used to help complete a feasibility pilot study during the summer of 2009. During this study, I conducted ethnographic fieldwork in San Miguel de Allende, Mexico, at CASA clinic and school of professional midwifery. I conducted both semi-structured interviews and participant observation in the clinic. My overall goal was to establish contacts with CASA personnel and to understand the current issues faced by the organization, which I hoped to build on in future research.

My major finding was that CASA is on the brink of broad-scale institutional change. While it has long had to fight for legitimacy as a school and as a clinic, it is now planning to grow through opening new sister schools in other states and even in Guatemala. State support has grown in many ways, and CASA is scrambling to formalize its curriculum into a model that can be transplanted with equal success. CASA’s growing authority is tied to many historical factors, but also to current global discussions about maternal mortality, especially in light of the UN’s millennium development goals. CASA has been heralded by academics and policy makers alike as a model for maternal health care that could serve other developing countries as well.
Alongside the broader shift toward making CASA a reproducible model within and outside of Mexico, I also became interested in the specific practices and routines deployed by CASA midwives. While my observations were limited in time, this study did serve to highlight that individual practices do not always reflect the organizational model. I hope to focus future research on the practices and routines used in CASA in order to understand their relationship to the curriculum, mission statements, and procedural guides of the organization.

I have continued to seek support for this research, and have been awarded with a Dr. Dard Magnus Rossell Award ($700) and a Global Health Travel Fellowship ($4,500), as well as with further support from COR, in order to spend a second summer at CASA. During this summer of 2010, I will focus both on administrative meetings and documents that deal with the transition of CASA from grass-roots organization to reproducible model, and on the individual practices going on in the clinic and classrooms. This second summer will serve to more fully define my research questions as I prepare to write my proposal in the fall for my larger dissertation research, to be conducted in 2011/2012.

**Shoazeng Zhang**
My preliminary field research in Brazil partly funded the COR small grant has been fundamental in preparing my field knowledge 1) for my advancement to doctoral candidacy this April, 2) for my successful application for the doctoral dissertation research award ($10,000) from the Institute of Money, Technology and Financial Inclusion (IMTFI) of UC Irvine, and 3) for my being recruited as a joint researcher for the Center for International Forestry Research (CIFOR) which I will use as an opportunity to advance my doctoral field research as well.
New and Continuing Grants Received by Executive Committee Members

Deborah Avant
- 2010: UC Irvine, Conference Support Program, award for “What Do We Need to Know to Regulate the Global Military and Security Industry?” ($3,000)

Nina Bandelj
- 2009-2011: UC World History Project Grant for “1989: Twenty Years After” ($5,000) (with Dorothy Solinger)
- 2010: for the Study of Democracy Grant, University of California, Irvine ($1,500)
- 2010: ADVANCE Dependent Care Travel Award ($1,640)
- 2010: Academic Senate Council on Research, Computing and Library Resources, University of California, Irvine, Special Research Grant Award ($3,230)
- 2009-2010: American Council of Learned Societies, Eastern European Program Conference Grant ($21,000) (with Dorothy Solinger)
- 2009: American Sociological Association’s Fund for the Advancement of the Discipline/National Science Foundation Small Grants Program (with Frederick Wherry) ($5,000)

Christine Beckman
- 2008-2010: NASA, History of the Scientific Exploration of Earth and Space (HSEES) program: “Managing Innovation over Time: Lessons from the Spitzer Program on Managing Innovation and Uncertainty.” Principal investigator ($91,748)

Martha Feldman
- 2007-2011: National Science Foundation Co-PI with Gloria Mark, ICS “Collaboration Resilience: Restoring Human Infrastructure With Technology” ($450,000)

Gloria Mark
- 2008-2009: UC MEXUS-CONACYT, Co-PI with Barry Brown: “Appropriate networks: Developing appropriate communication technologies for rural and international links” (chosen to receive the 8th annual George E. Brown Jr. award) ($27,500)

Melissa Mazmanian
- 2010-2011: NSF: “Scaling Social Networks to Social Movements,” Co-PI with Paul Dourish ($201,870)
- 2010-2013: NSF: “Innovating Across Cultures in Virtual Organizations,” Co-PI with Paul Dourish ($400,000)

Gary Olson (information pending)
- Army Research Institute, “Successful Collaboration at a Distance”, August 2007-August 2010, $649,100 [Project Director]
- National Science Foundation, “Next Steps in Articulating Success Factors for Distributed Collaborations,” September 2010 – August 2013, $399,336 [Project Director]

Judith Olson
- Army Research Institute: “Successful Collaboration at a Distance” ($649,100 total over three years).
- NSF VOSS grant: “Next steps in articulating success factors for distributed collaborations” ($399,336 total over three years)
- Gift from Google: “Working together apart: Challenges of Cross-cultural collaboration” ($500,000 total over two years)

Judith Stepan-Norris
- NSF grant extension, Co-PI with Caleb Southworth (University of Oregon) (original amount $160,000, extension amount $89,750).

Dan Stokols
- 2009 – Present: “Optimizing at-home behavioral feedback to increase residential energy conservation.” Research grant from the UCI Environment Institute. Co-PI with Professor David Kirkby, UCI Dept. of Physics ($32,000)
- 2009 – Present: “Tracking the Scientific Impacts of the National Academies Keck Futures Initiative (NAKFI) Through its Seed Grants.” Research contract with the National Academies of Science. ($135,000)
- 2005 – Present: “Toward a science of transdisciplinarity and development of evaluative metrics for assessing transdisciplinarity research center initiatives.” Research contract with the Office of the Director, Division of Cancer Control and Population Sciences, National Cancer Institute. ($354,814)

Alladi Venkatesh
- 2010 – Present: National Science Foundation Grant Extension, Project POINT ($100,000)
Publications by Executive Committee Members in 2007-2008

Deborah Avant


Nina Bandelj

Bandelj, Nina and Matthew C. Mahutga. (forthcoming 2010) How socio-economic changes shape income inequality in Central and Eastern Europe”. *Social Forces*


Christine Beckman


Philip Bromiley
*Academy of Management Best Paper Proceedings, 2010.*


**Martha Feldman**


**Gloria Mark**


**Melissa Mazmanian**


**Gary Olson**


Zimmerman, A., Bos, N., Olson, J.S., & Olson, G.M. (2009). The promise of data in e-research: many challenges, multiple solutions, diverse outcomes (pp. 222-239). In N.W.

**Judith Olson**

**Jone Pearce**


**Judith Stepan-Norris**


**Dan Stokols**


**Alladi Venkatesh**


### Courses Taught by Executive Committee Members in 2009-2010

<table>
<thead>
<tr>
<th>COURSE NUMBER</th>
<th>COURSE TITLE</th>
<th>INSTRUCTOR</th>
<th>SCHOOL</th>
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<tbody>
<tr>
<td><strong>Graduate Courses</strong></td>
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<tr>
<td>PoliSci 219</td>
<td>International Relations Survey Course</td>
<td>Avant</td>
<td>SS</td>
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<tr>
<td>Soc 220A</td>
<td>Research Design</td>
<td>Bandelj</td>
<td>SS</td>
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<td>Soc 289</td>
<td>Economic Sociology</td>
<td>Bandelj</td>
<td>SS</td>
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<td>Multivariate Statistics</td>
<td>Bromiley</td>
<td>GSM-PhD</td>
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<td>Management of Complex Organizations</td>
<td>Beckman</td>
<td>GSM-MBA</td>
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<tr>
<td></td>
<td>Theories of Organizations</td>
<td>Beckman</td>
<td>GSM-PhD</td>
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<tr>
<td></td>
<td>Business Dynamics</td>
<td>Bromiley</td>
<td>GSM-FTMBA, FEMBA, EMBA</td>
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<td>Board Governance</td>
<td>Bromiley</td>
<td>GSM-EMBA</td>
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<td>PPD U279</td>
<td>Theories of Power and Empowerment</td>
<td>Feldman</td>
<td>SE</td>
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<td>PPD U283</td>
<td>Collaborative Governance and Public Management</td>
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<td>INF 205</td>
<td>Quantitative Research Methods</td>
<td>G. Olson</td>
<td>ICS</td>
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<tr>
<td>INF 263</td>
<td>Computers, Work and Organizations</td>
<td>Mark</td>
<td>ICS</td>
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<tr>
<td>INF 199</td>
<td>Pro-Seminar - Doctoral workshop on research and writing</td>
<td>Mazmanian</td>
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<td>INF 295</td>
<td>Special Topics: The connected, mediated and wired self: Exploring social identity in the information age</td>
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<td>Organizational Behavior for Executives</td>
<td>Pearce</td>
<td>GSM</td>
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<td>Doctoral Seminar in Org. Behavior I</td>
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<td>Doctoral Seminar in Org.Behavior II</td>
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<td>Global Business IIb</td>
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<td>Development</td>
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<td>Undergraduate Courses</td>
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<td>PoliSci 41/IS 14</td>
<td>Intro to International Relations/Global Politics</td>
<td>Avant</td>
<td>SS/IS</td>
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<td>International Studies Public Forum</td>
<td>Avant</td>
<td>Hum/IS/SS/SE</td>
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<td>Introduction to Sociology</td>
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<td>SS</td>
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<td>Money, Work and Social Life</td>
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<td>SS</td>
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<td>ICS 3</td>
<td>Internet and Society</td>
<td>Mark</td>
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<td>INF 44</td>
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<td>Information Visualization</td>
<td>G. Olson</td>
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<tr>
<td>INF 162</td>
<td>Organizational Information Systems</td>
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<td>INF 161</td>
<td>Social Implications of Computerization</td>
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<tr>
<td>INF 151</td>
<td>Project Management</td>
<td>J. Olson</td>
<td>ICS</td>
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<tr>
<td>INF 153</td>
<td>Computer Supported Cooperative Work</td>
<td>G. Olson</td>
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<tr>
<td>INF 191</td>
<td>Senior Project Design</td>
<td>J. Olson</td>
<td>ICS</td>
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<tr>
<td>PPD 151</td>
<td>Environmental Psychology</td>
<td>Stokols</td>
<td>SE</td>
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</table>
Other Notable News from the Executive Committee:

Nina Bandelj
- Promoted to Associate Professor with tenure
- Elected to the Council of the Comparative and Historical Sociology Section of the American Sociological Association (2010-2012 term)
- Appointed one of the Editors of the Socio-Economic Review (2011-2013 term)

Gary Olson
- Fellow, Association for Psychological Science, 2009
- Fellow, American Psychological Association, 2009 (Note -- elected Fellow of ACM in 2007, so have been recognized by both CS and Psych!)
- Elected Vice President for Finance, ACM SIGCHI, 2009 – 2012

Judy Olson
- Opened The HanaLab in the Donald Bren School of Information and Computer Science. This is a 7-room facility for running behavioral studies, recording computer activity as well as sound and video, and providing analysis tools. We will have an open house in October.

Dan Stokols
- Invited to present a plenary address at the NSF-University of Idaho Conference on "Enhancing Communication in Cross Disciplinary Research" in Coeur d'Alene, Idaho during September 2010: http://www.cals.uidaho.edu/toolbox/conference.asp
- Continues to participate as a faculty instructor and mentor within the UCI Interdisciplinary Summer Undergraduate Research Experience (ID-SURE) fellowship program, including participation in five journal club class sessions with the 2010 cohort of ID-SURE fellows during summer 2010: http://www.urop.uci.edu/id-sure.html
- As Co-Director of the Social Ecology Research Center, Dan Stokols is co-hosting three international visitors to SERC and PPD during 2010-2011:
  1. Dr. Christian Pohl from the Swiss National Academy of Arts and Sciences, and the TD-Net program sponsored by the Academy (http://www.transdisciplinarity.ch/e/index.php). Dr. Pohl is also a faculty member in environmental philosophy at ETH University in Zurich.
  2. Professor Sonomi Hirata, environmental psychologist from Hakuoh University in Tochigi, Japan. Professor Hirata will arrive in late August and stay at UCI through summer 2011.
  3. Professor Maria Montero, environmental and clinical psychologist from National University of Mexico. Professor Montero will arrive in late August and stay at UCI through February 2011.
Alladi Venkatesh

• Keynote speaker for the Association for Consumer Research – Doctoral Workshop on Global Business from July 5-6, 2010 at the University of Strathclyde, Scotland. This workshop was attended by 32 doctoral students from 11 different countries.

• Appointed special issue editor for the Journal of Macromarketing: “Focus on India - Consumption and Marketing Issues”. Expected date of publication 2012.

• Invited speaker at the Forum on Markets and Marketing at Cambridge University, UK. to be held September 23-25, 2010.