

Short CV – Irene Pollach

Aarhus University // Business and Social Sciences
Dept. of Management // Organisation, Digitisation & Accounting Section

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Interests and Impact

Research Organization studies, corporate sustainability, media studies

Teaching CSR & Sustainable Business; Organizational Interventions; Marketing Communication;
(examples) Qualitative Methods (Bachelor, Master, PhD); Quantitative Methods (Bachelor)

Impact 2,869 citations, h-index 25

Higher Education

2007 Vienna University of Economics and Business (WU Wien), Austria
Habilitation (post-doctoral lecturing qualification)

1999-2002 Vienna University of Economics and Business (WU Wien), Austria
Doctorate in Social and Economic Sciences (Dr.rer.soc.oec.)

Fall 1997 University of Illinois, Urbana-Champaign, USA
Exchange student

1994-1999 Vienna University of Economics and Business (WU Wien), Austria
Magister in Social and Economic Sciences (Mag.rer.soc.oec.)

Academic Employment

Since 2017 Professor, Dept. of Management, Aarhus University, Denmark

2017 Associate professor, Dept. of Management, Aarhus University, Denmark

2008-2016 Associate professor, Dept. of Business Communication, Aarhus University, Denmark

2007-2008 Assistant professor, Dept. of Business Communication, Aarhus University, Denmark

2000-2007 *Universitätsassistent* (= PhD + assistant prof)
Vienna University of Economics and Business (WU Wien), Austria

External Funding Received

2023 DFF Project 1 (Main applicant): DKK 2.88 million
"The Mediation of Climate Change Responsibility" (2024-2027)

2021 DFF Project 1 (Main applicant): DKK 2.65 million
"Advertising and News Media Bias" (2022-2025)

2020 Carlsberg Research Infrastructure grant: DKK 318,000

2017 DFF Project 1 (Main applicant): DKK 2.51 million
"Discursive Power over Financial News" (2017-2021)

Institutional Citizenship (at Aarhus University)

- Since 2023 Representative for research unit "Organizations & Society", Dept. of Management
- Since 2021 Member of PhD Field Committee, Dept. of Management
- Since 2020 Member of Research Committee, Dept. of Management
- Since 2020 Member of Department Council, Dept. of Management
- 2016-2018 Member of PhD Field Committee, Dept. of Business Communication
- 2014-2020 Mentor for postdocs and assistant profs as part of AU's mentoring program
- 2013-2015 Program coordinator for Master in Corporate Communication, Dept. of Business Communication
- 2010-2012 Member of board of studies for Master programs, Dept. of Business Communication

Reviewing Experience

Grant reviewer *Marie Skłodowska-Curie Postdoctoral Fellowships*, European Commission
Evaluator and rapporteur (2020, 2021, 2022, 2023)

Journal reviewer In alphabetical order: *Business Ethics, Corporate Communications, Business & Society, Economy & Society, Electronic Markets, European Journal of Marketing, Government Information Quarterly, Human Relations, Journal of Business Research, Journal of Business Ethics, Journal of Communication, Journal of Communication Management, Journal of Computer-Mediated Communication, Journal of Strategic Information Systems, Management Communication Quarterly, Management Decision, Organizational Research Methods, Qualitative Research, Regulation & Governance, Scandinavian Journal of Management, The Sociological Quarterly*

Internal peer reviewer Feedback on *Sapere Aude & ERC Starting Grant* applications (2023)
Organized by Aarhus BSS deanship

Mock interviewer for *Innovation Fund Denmark Grand Solutions* applications (2022)
Organized by Aarhus University Research Support Office

Relevant Training

- 2018-2019 Course on research leadership, Aarhus University
- 2014 Course on supervision of Master and PhD students, Aarhus University
- 2014-2015 Workshops for mentors as part of Aarhus University's mentoring program
- 2007-2010 Danish language course (Completion of all 6 modules)

Honors and Awards

- 2019 Outstanding Reviewer Award, *Corporate Communications: An International Journal*
- 2011 *Aarhus BSS Research Award*, Aarhus University
- 2006 *WU Best Paper Award*, Vienna University of Economics & Business, Austria
- 2006 *High Potential Contact Weeks Grant*, Vienna University of Economics & Business, Austria

Peer-Reviewed Journal Articles

BFI
(frozen in 2021)

1. Pollach, I., Thomsen, C., Nielsen, A. E. (2024). In search of change: Organizational role expectancies of CSR professionals, *Business Ethics*, 33(2), 201-216.
2. Hansen, L. V., Pollach, I., Malmose, M. (2023). Journalistic evaluation in financial news, *Discourse & Communication*, 17(2), 199-220. 2
3. Pollach, I., Schaper, S. (2023). Social visibility and substance in corporate social sustainability disclosures, *Corporate Communications: An International Journal*, 28(3), 400-424. 2
4. Pollach, I., Ravazzani, S., Maier, C. D. (2022). Organizational guilt management: A paradox perspective, *Group & Organization Management*, 47(3), 487-529. 2
5. Pollach, I. (2022). The diffusion of management fads: A popularization perspective, *Journal of Management History*, 28(2), 284-302.
6. Schaper, S., Pollach, I. (2021). Modern slavery statements: From regulation to substantive supply chain reporting, *Journal of Cleaner Production*, Vol. 313, 127872. 2
7. Pollach, I., Hansen, L. V. (2021). Tone variation in financial news: A comparison of companies, journalists, and financial analysts, *European Journal of Communication*, 36(5), 511-526. 2
8. Pollach, I. (2018). Issue cycles in corporate sustainability reporting: A longitudinal study, *Environmental Communication*, 12(2), 247-260. 2
9. Rosenkranz, J., Pollach, I. (2016). The framing and reframing of corporate financial results: How corporate earnings releases become news, *Corporate Communications: An International Journal*, 21(1), 103-119. 2
10. Pollach, I. (2016). The logo change at Gap North America, *The CASE Journal*, 12(2), 214-220.
11. Pollach, I. (2015). Strategic corporate social responsibility: The struggle for legitimacy and reputation, *International Journal of Business Governance and Ethics*, 10(1), 57-75.
12. Pollach, I. (2014). Corporate environmental reporting and news coverage of environmental issues: An agenda-setting perspective, *Business Strategy and the Environment*, 23(5), 349-360.
13. Pollach, I. (2012). Taming textual data: The contribution of corpus linguistics to computer-aided text analysis, *Organizational Research Methods*, 15(2), 263-287. 2
14. Pollach, I., Johansen, T., Ellerup, A., Thomsen, C. (2012). The integration of CSR into corporate communication in large European companies, *Journal of Communication Management*, 16(2), 204-216.
15. Treiblmaier, H., Pollach, I. (2012). The influence of privacy concerns on perceptions of Web personalization, *International Journal of Web Science*, 1(1/2), 3-20.
16. Pollach, I. (2011). Software Review: WordStat 5.0, *Organizational Research Methods*, 14(4), 741-744. 2
17. Pollach, I. (2011). Online privacy as a corporate responsibility: An empirical study, *Business Ethics: A European Review*, 20(1), 88-102.
18. Pollach, I., Kerbler, E. (2011). Appearing competent: A study of impression management in CEO profiles, *Journal of Business Communication*, 48(4), 355-372.

19. Pollach, I. (2011). The readership of corporate websites: A cross-cultural study, *Journal of Business Communication*, 48(1), 27-53.
20. Pollach, I., Scharl, A., Weichselbraun, A. (2009). Web content mining for comparing corporate and third party online reporting: A case study on solid waste management, *Business Strategy and the Environment*, 18(3), 137-148.
21. Pollach, I. (2008). Electronic word-of-mouth: A genre approach to consumer communities, *International Journal of Web-Based Communities*, 4(3), 284-301.
22. Pollach, I., Treiblmaier, H. (2008). Drivers and inhibitors of online donations to nonprofit organizations, *Journal of International Technology and Information Management*, 17(2), 85-98.
23. Pollach, I. (2008). Media richness in online consumer interactions: An exploratory study of consumer-opinion websites, *Information Resources Management Journal*, 21(4), 49-65.
24. Pollach, I. (2007). What's wrong with online privacy policies?, *Communications of the ACM*, 50(9), 103-108. 2
25. Pinterits, A., Treiblmaier, H., Pollach, I. (2006). Environmental web sites: An empirical investigation of functionality and accessibility, *International Journal of Technology, Policy and Management*, 6(1), 103-119.
26. Pollach, I. (2006). Privacy statements as a means of uncertainty reduction in WWW interactions, *Journal of Organizational and End User Computing*, 18(1), 21-46.
27. Pollach, I. (2005). A typology of communicative strategies in online privacy policies: Ethics, power and informed consent, *Journal of Business Ethics*, 62(3), 221-235. 2
28. Pollach, I. (2005). Corporate self-presentation on the WWW: Strategies for enhancing usability, credibility and utility, *Corporate Communications: An International Journal*, 10(4), 285-301. 2
29. Schlegelmilch, B.B., Pollach, I. (2005). The perils and opportunities of communicating corporate ethics, *Journal of Marketing Management*, 21, 267-290.
30. Pollach, I., Treiblmaier, H., Floh, A. (2005). Online fundraising for nonprofit organizations, *Transactions on Advanced Research*, 1(2), 56-62.
31. Treiblmaier, H., Pollach, I., Floh, A., Kotlowski, M. (2004). A conceptual framework for e-branding strategies in the non-profit sector, *Journal of International Technology and Information Management*, 13(3), 143-156.
32. Pollach, I. (2003). Communicating corporate ethics on the World Wide Web, *Business & Society*, 42(2), 277-287. 2