

AURELIEN FEIX

Research Fellow at HEC Paris, Society & Organizations Center (S&O)

1, rue de la Libération, F-78351 Jouy-en-Josas Cedex

feix@hec.fr | +33 (0)1 39 67 98 23

Having earned a PhD from the University of Lausanne, I recently joined HEC's S&O Center (S&O) as a research fellow.

My research explores problematic aspects of Corporate Social Responsibility (CSR) communication. I consider that the practice of “greenwashing”, by which companies make themselves appear more “responsible” than they really are, is only part of the issue. More fundamentally, CSR communication contributes to shaping our very understanding of what actually constitutes a “responsible” business firm. Drawing on critical discourse analysis, deconstruction, and post-structuralist narratology, I examine how communication conventions of CSR – such as recurrent narratives, tropes, and visuals – influence our perception of corporations’ role in society. I place particular attention on how societal demands for economic justice and environmental preservation thereby become accommodated to the capitalist growth regime.

Prior to my doctoral studies, I worked in management consulting.

EDUCATION

University of Lausanne, Faculty of Business and Economics, Switzerland 2013 – 2018
Ph.D. in Economics, subject area Management

ETH Zurich, Switzerland 2001 – 2007
MSc. in Industrial Management and Manufacturing

RESEARCH INTERESTS

Corporate Social Responsibility · Corporate Sustainability · Critical Discourse Analysis ·
Deconstruction · Narrative Analysis · Institutional Theory

RESEARCH

Dissertation

Thesis title:

A Critical Investigation into the Corporate Social Responsibility Discourse

Thesis committee:

Déborah Philippe (supervisor), University of Lausanne, Faculty of Business and Economics

Guido Palazzo, University of Lausanne, Faculty of Business and Economics

Gazi Islam, Grenoble School of Management

André Spicer, Cass Business School, City, University of London

Publications

Feix, A., & Philippe, D. (2018). Unpacking the Narrative Decontestation of CSR: Aspiration for Change or Defense of the Status Quo?. *Business & Society*.

Working Papers

Feix, A. From Reflective to Constitutive Greenwashing: Toward an Extended Critique of CSR Communication.

Feix, A. CSR Resources and Capabilities - What are they, after all?

Feix, A. Simply Confused or Inherently Contradictory? A Deconstructive Inquiry into the Inner Paradoxes of “Diversity”

Conferences

78th Academy of Management (AOM) Annual Meeting, Chicago, IL, USA, August 10-14, 2018

34th European Group for Organisational Studies (EGOS), Tallinn, Estonia, July 5-7, 2018

77th Academy of Management (AOM) Annual Meeting, Atlanta, GA, USA, August 4-8, 2017

33^d European Group for Organisational Studies (EGOS), Copenhagen, Denmark, July 6-8, 2017

76th Academy of Management (AOM) Annual Meeting, Anaheim, CA, USA, August 5-9, 2016

32nd European Group for Organisational Studies (EGOS), Naples, Italy, July 7-9, 2016

Paper Development Seminars

Academy of Management Review-Organization and Management Theory Division (AMR-OMT)

Paper Development Workshop, Rotterdam, Netherlands, January 13-14, 2016

Annual PhD Seminar on Organizations, Management and Theories of the Firm (OMTF),

Appenzell, Switzerland, October 8-9, 2015

RESEARCH STAYS

HEC Paris, S&O Center, France Sept. 2018 – Dec. 2018

Stanford University, Scandinavian Consortium for Organizational Research (SCANCOR), CA, USA April 2018 – June 2018

TEACHING

Lecturer of *Approche Générale du Management* (Undergraduate) 2017: 5 * 2h (3 iter.)
University of Lausanne, Faculty of Business and Economics 2016: 4 * 2h (3 iter.)

Lecturer of *Project and Risk Management* (CAS module) 2017: 1 * 4h
University of Lausanne, Faculty of Business and Economics

Teaching intervention in *Economie Politique Internationale* (Master) 2018: 1 * 2h
University of Lausanne, Faculty of Geosciences and Environment

Teaching Assistant for Prof. Déborah Philippe, *Principes de Politique d'Entreprise* (Undergraduate) and *Corporate Social Responsibility* (Master) 2014 – 2017

NON-ACADEMIC WORK EXPERIENCE

PwC Switzerland, Advisory Services, Strategy & Operations 2007 – 2013
Management Consultant

BMW Group, Germany, **Bucher-Guyer AG**, Switzerland, **Oerlikon Contraves AG** (Rheinmetall Air Defence AG), Switzerland 2003 – 2007
Internships and study projects (~1 year in total)