

# MAJID MAJZOUBI

Schulich School of Business  
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## ACADEMIC POSITION

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*Assistant Professor, Strategic Management Area* 2021 - Present  
**Schulich School of Business, York University: Toronto, Canada**

## EDUCATION

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*Ph.D. in Strategic Management & Technology Entrepreneurship* 2015 - 2021  
**Foster School of Business, University of Washington: Seattle, Washington**

*Master of Business Administration (MBA)* 2013 - 2015  
**Kenan Flagler School of Business, University of North Carolina: Chapel Hill, North Carolina**

*Bachelor of Computer Science* 2007 - 2013  
**Amir Kabir University of Technology (Tehran Polytechnic): Tehran, Iran**

## RESEARCH INTERESTS

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Theoretical areas of interest: Strategic Positioning and Optimal Distinctiveness, Social Evaluations, CEO Communication, Framing and Linguistics, Security Analysts

Methodological areas of interest: Machine Learning, Natural Language Processing, Recommender Systems, Reinforcement Learning, Generative AI

## PUBLICATIONS

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**Majzoubi, M., Zhao, E., Durand, R., (2025) The Art of Optimal Distinctiveness: Balancing Novelty and Familiarity, *California Management Review Insights***

**Majzoubi, M., Zhao, E., Zuzul, T., Fisher, G., (2025) Optimal Distinctiveness in Dual Benchmark Settings, *Organization Science***

**Majzoubi, M., Zhao, E., (2023) Going beyond optimal distinctiveness: Strategic positioning for gaining an audience composition premium, *Strategic Management Journal***

## UNDER REVIEW

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**Majzoubi, M.,** Murray, A., Mayew, W., [Title redacted] (Invited for *Minor Revision* at *Strategic Management Journal*)

**Majzoubi, M.,** Kotha, S., Boroumand, M., [Title redacted] (Invited for *1<sup>st</sup> R&R* at *Organization Studies*)

Boroumand, M., **Majzoubi, M.,** [Title redacted] (Under Review at *Strategic Management Journal*)

Goudarzi, K., **Majzoubi, M.,** [Title redacted] (Under Review at *Strategic Management Journal*)

## WORKING PAPER

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Kim, J., **Majzoubi, M.,** Strategic Framing of Organizational Change and Stakeholder Evaluations

Boroumand, M., **Majzoubi, M.,** Answering the Critics: Audience Heterogeneity and Responses to Negative Evaluations

Gupta, A., West, N., **Majzoubi, M.,** How CEO Sociopolitical Activism Affects Organizational Political Ideology

Kim, J., **Majzoubi, M.,** Building Common Ground: The Impact of TMT Turnover on the Utilization of Experiential Knowledge from Past Acquisitions

## WORK IN PROGRESS

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Lee, H., **Majzoubi, M.,** Distinctiveness in Embedded Networks of Complementors and Platforms (Under theoretical development)

Harrison, D., Gupta, A., **Majzoubi, M.,** TMT political ideology heterogeneity and corporate misconduct (Data collection and analysis phase completed)

## CONFERENCE PRESENTATIONS

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Shaping Expectations, Losing Flexibility: A Study of CEO Promises as Strategic Communication Tools	2025
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*EGOS*

Maintaining the Right Distance to Rivals: A Dyadic and Dynamic View of Optimal Distinctiveness	2024
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*Strategic Management Society*

Optimal Distinctiveness: Leveraging Methodological Innovations for Generating Theoretical Insights (Panelist)	2023
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*The Academy of Management Annual Conference*

How CEO Sociopolitical Activism affects Organizational Political Ideology	2022
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*The Academy of Management Annual Conference*

Exemplar Similarity: A Tale of Two Countervailing Mechanisms	2022
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*The Academy of Management Annual Conference*

Using Recommender Systems for Predicting Social Evaluations	2022
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*The Academy of Management Annual Conference*

Optimal Distinctiveness: A Critical Reflection on What We Have Learned and Ways Forward (Panelist) 2021

*The Academy of Management Annual Conference*

To Change or Not to Change? The Effects of Change in Identity Claims on Cognitive Legitimacy 2019

*The Academy of Management Annual Conference*

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**GRANTS AND AWARDS**

Principal Investigator for Insight Development Grant from the Social Sciences and Humanities Research Council of Canada (SSHRC) 2025

Seymour Schulich Teaching Excellence Award 2024

Seymour Schulich Teaching Excellence Award 2023

Foster's Excellence in Teaching Award 2019

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**TEACHING EXPERIENCE**

SGMT 6000: Strategic Management Fall 2025  
Schulich School of Business  
Average Instructor Evaluation: 6.5/7

SGMT 3000: Strategic Management Winter 2025,  
Schulich School of Business 2024, 2023,  
Average Instructor Evaluation: 6.6/7 2022

MGMT 430: Strategic Management (capstone course) Winter 2021  
The University of Washington Winter 2019  
Instructor Evaluation: 4.8/5.0 Spring 2018

FGBUS 250: Foundations of Global business Autumn 2018  
The University of Washington Spring 2018  
Co-instructor, Evaluation: 4.7/5.0

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**PROFESSIONAL SERVICE**

Reviewer for Academy of Management Review, Organization Science, Strategic Management Journal, Journal of Business Venturing, Journal of Business Ethics, Academy of Management Annual Conference, Strategic Management Society Annual Meeting 2018-Present

Organized Strategy Research Seminar Series at Schulich School of Business 2022-2023

Member of the BBA/iBBA Committee at Schulich School of Business 2022-Present

Member of Committee for Equity and Community (CEC) at Schulich School of Business 2021-2022

### **SUPERVISORY ROLES**

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Co-supervisor to Mohammad Boroumand, 4<sup>th</sup> Year Doctoral Student at Schulich School of Business

Co-supervisor to Jueun Kim, 3<sup>rd</sup> Year Doctoral Student at Schulich School of Business

Member of the Advisory Committee for Henry Lee, 3<sup>rd</sup> Year Doctoral Student at Schulich School of Business

Member of the Advisory Committee for Nudrat Mahmood, Graduated Summer 2024 from Schulich School of Business

### **PROFESSIONAL SOCIETIES**

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The Academy of Management's Strategic Management Division

The Academy of Management's Organization and Management Theory Division

The Strategic Management Society