

Max C. Braun

LMU Munich | Munich School of Management | Institute of Strategic Management
max.braun@lmu.de | Ludwigstr. 28 | 80539 Munich | [Google Scholar](#)

RESEARCH INTERESTS

I study **legitimacy** challenges arising at **organization-stakeholder interfaces**. Growing responsibility demands of internal and external stakeholder groups towards corporations have transformed organizational legitimacy into an increasingly valuable resource. My research improves our understanding of how corporations can prevent the violation of stakeholder norms and expectations. It is located at the intersection of strategic management and organizational theory which I infuse with criminological, psychological, and sociological perspectives. I combine econometric methodologies (regression and meta-analysis) with qualitative approaches. In the research stream **strategic business integrity**, I study how corporations can mitigate the violation of stakeholder expectations and secure their legitimacy within firm boundaries. The research stream on the **legitimacy evaluations of firm behaviors** examines the social evaluations of stakeholders outside firm boundaries and organizational impression management.

ACADEMIC POSITIONS

Since 10/2023	Assistant Professor LMU Munich, Germany, Institute of Strategic Management
2021-2023	Postdoctoral Researcher and Visiting Lecturer FU Berlin, Germany, Chair of Strategic Management
2020-2022	Visiting Lecturer HTW Berlin, Germany
2020-2021	Visiting Lecturer HWZ Zurich, Switzerland
2018	Visiting Researcher University of California in Irvine, USA, Paul Merage School of Business
2015-2021	Research Associate FU Berlin, Germany, Chair of Strategic Management

EDUCATION

2015-2020	Dr. rer. pol. in Business and Economics FU Berlin, Germany, Title: "Four Essays on the Antecedents of Financial White-Collar Crime", Advisors: Thomas Mellewig, Miriam Flickinger
2015-2021	Doctoral Program in Business Research FU Berlin, Germany, Dahlem Research School
2010-2012	M. Sc. in Management and Marketing FU Berlin, Germany and Jiaotong University Shanghai, China
2007-2010	B. A. in Economics University Erlangen-Nuremberg, Germany and Warsaw School of Economics, Poland

PUBLICATIONS

- Hofsaess, L., Braun, M. C. (2023). Exploring the Dimensionality of Opportunism in Inter-Organizational Relationships with Meta-Analysis, **Academy of Management Best Paper Proceedings**, 2023 (1). [DOI:10.5465/AMPROC.2023.167bp](https://doi.org/10.5465/AMPROC.2023.167bp).
- Braun, M. C., Jess, C. (2022). Impression Management in Corporate Communication to Camouflage Financial Misrepresentation, **Academy of Management Best Paper Proceedings**, 2022 (1), [DOI:10.5465/AMBPP.2022.145](https://doi.org/10.5465/AMBPP.2022.145).
- Braun, M. C. (2021). Four Essays on the Antecedents of Financial White-Collar Crime, **Doctoral Dissertation**, Freie University Berlin.

PEER-REVIEWED CONFERENCE PRESENTATIONS (presenter in italics)

-
- Braun, M. C., Schnatterly, K.* (2023). CEO Rationalization and Corporate Misconduct: A Meta-Analytic Structural Equation Model. **9. Annual International Corporate Governance Society Conference**, Madrid, Spain.
- Braun, M. C., Eulitz, S.* (2023). Who is a Vigilant Watchdog? A Meta-Analysis of External Corporate Governance and Corporate Misconduct. **9. Annual International Corporate Governance Society Conference**, Madrid, Spain.
- Braun, M. C., Eulitz, S.* (2023). Who is a Vigilant Watchdog? A Meta-Analysis of External Corporate Governance and Corporate Misconduct. **43. Strategic Management Society Annual Conference**, Toronto, Canada.
- Braun, M. C., Schnatterly, K.* (2023). CEO Rationalization and Corporate Misconduct: A Meta-Analytic Structural Equation Model. **83. Annual Meeting of the Academy of Management**, Boston, USA.
- Hofsäss, L., *Braun, M. C.* (2023). Exploring the Dimensionality of Opportunism in Inter-Organizational Relationships with Meta-Analysis. **83. Annual Meeting of the Academy of Management**, Boston, USA.
- Eulitz, S., Braun, M. C., Tuschke, A., Meyer, C.* (2023). Preventing Corporate Misconduct in an Unstable Environment – The Case of Strategic Change. **83. Annual Meeting of the Academy of Management**, Boston, USA.
- Braun, M. C., Schnatterly, K.* (2023). CEO Rationalization and Corporate Misconduct: A MASEM. **23. European Academy of Management Annual Conference**, Dublin, United Kingdom.
- Braun, M. C., Schnatterly, K.* (2022). Governance Bundles as Antecedents to Corporate Misconduct: A MASEM, **42. Strategic Management Society Annual Conference**, London, United Kingdom.
- Braun, M. C., Jess, C.* (2022). Impression Management in Corporate Communication to Camouflage Financial Misrepresentation, **82. Annual Meeting of the Academy of Management**, Seattle, USA.
- Braun, M. C., Jess, C.* (2022). Impression Management in Corporate Communication to Camouflage Financial Misrepresentation, **German Academic Association for Business Research (VHB)**, Duesseldorf (virtual), Germany.
- Braun, M. C., Mellewigt, T., Schnatterly, K.* (2021). Other People's Money: Meta-Analysis on the Governance Antecedents of Corporate Misconduct, **7. International Corporate Governance Society Conference**, Groningen, Netherlands.
- Wonoadi, M., Braun, M. C.* (2021). Playing the CEO Blame Game: The Unintended Effects of Shareholder Activism at CEO Turnovers on Big Bath Accounting” **7. International Corporate Governance Society Conference**, Groningen, Netherlands.
- Braun, M. C., Mellewigt, T., Schnatterly, K.* (2021). Other People's Money: Meta-Analysis on the Antecedents of Corporate Misconduct, **45. Organization Workshop of the German Academic Association for Business Research (VHB)**, Lueneburg (virtual), Germany.
- Braun, M. C., Mellewigt, T., Schnatterly, K.* (2021). Other People's Money: Meta-Analysis on the Governance Antecedents of Corporate Misconduct, **37. EGOS Colloquium**, Amsterdam (virtual), Netherlands.
- Bremer, A., *Braun, M. C., Mellewigt, T.* (2017). Do Women on Corporate Boards Lead to More or Less Financial Misrepresentation? **77. Annual Meeting of the Academy of Management**, Atlanta, USA.

AWARDS

-
- Sumantra Ghoshal Research and Practice Award**, 2023, Academy of Management (for “Exploring the Dimensionality of Opportunism in Inter-Organizational Relationships with Meta-Analysis”)
- Best Paper Nomination**, 2023, Academy of Management Annual Meeting, STR Division (for “Exploring the Dimensionality of Opportunism in Inter-Organizational Relationships with Meta-Analysis”)
- Wolfgang Ritter Dissertation Award**, 2023, Wolfgang Ritter Foundation
- Roman Herzog Dissertation Award Social Market Economy**, 2022, Roman Herzog Institute
- DICO Dissertation Award**, 2022, German Institute for Compliance
- Best International Paper Award (Runner-Up)**, 2022, Academy of Management (for “Impression Management in Corporate Communication to Camouflage Financial Misrepresentation”)
- Best Paper Nomination**, 2022, Academy of Management Annual Meeting, OMT Division (for “Impression Management in Corporate Communication to Camouflage Financial Misrepresentation”)

TEACHING

-
- 2023 Fundamentals of Business Administration (BA, German, Lecture, 500 students, FU Berlin)
- 2022 Fundamentals of Business Administration (BA, German, Lecture, 500 students, FU Berlin)

- 2022 Strategic Business Integrity (MA, English, Lecture and Case Study Seminar, 30 students, FU Berlin)
 - 2022 Sustainable Management (MA, German, Research Seminar, 20 students, FU Berlin)
 - 2021 Strategic Management (MA, German, Case Study Seminar, 40 students, FU Berlin)
 - 2021 International Management (BA, German, Lecture and Case Study Seminar, 40 students, HTW Berlin, summer and winter term)
 - 2020 Strategic Management (MA, German, Case Study Seminar, 40 students, FU Berlin)
 - 2020 Strategic Management (EMBA, German, Examination, 30 students, HWZ Zurich)
 - 2020 Biases in Strategic Decision-Making (MA, German, Research Seminar, 20 students, FU Berlin)
 - 2020 International Management (BA, German, Lecture and Case Study Seminar, 40 students, HTW Berlin)
 - 2019 Strategic Management (MA, German, Case Study Seminar, 40 students, FU Berlin)
 - 2019 Strategic Management (EMBA, German, Examination, 30 students, HWZ Zurich)
 - 2019 Business Simulation (BA, German, Tutorial, 500 students, FU Berlin)
 - 2018 Business Simulation (BA, German, Tutorial, 500 students, FU Berlin)
 - 2017 Strategic Management (BA, German, Case Study Seminar, 200 students, FU Berlin)
 - 2017 Business Simulation (BA, German, Tutorial, 500 students, FU Berlin)
 - 2016 Strategic Management (BA, German, Case Study Seminar, 200 students, FU Berlin)
 - 2016 Management (BA, German, Tutorial, 200 students, FU Berlin)
 - 2015 Management (BA, German, Tutorial, 200 students, FU Berlin)
- Theses supervision (Bachelor: 34+, Master: 14+)

SELECTED NON-ACADEMIC ACTIVITIES AND MEDIA

“**Concealed Realities**” 2022, Interview at Tagesspiegel Newspaper (German, [link](#))

Dissertation video summary, 2022, Youtube (German, [link](#))

“**Sustainability Reports of Large German Corporations: 4th Evaluation of the GRI Standards Application**”, with Zur Nieden & Gürtürk, 2020, Study for Transparency International Germany (German, [link](#))

“**Interdisciplinary Exchange on Corruption Research**”, 2020, Article in “Scheinwerfer” for Transparency International Germany (German, [link](#))