PETER W. ROBERTS
Professor of Organization & Management
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EDUCATION:

PhD, Organizational Analysis, University of Alberta, 1996

MA, Economics, University of Alberta, 1989

BA (Honours), Economics, Queen's University, 1988

REFEREED PUBLICATIONS:

Chen, L.W., Lall, S., & Roberts, P.W. 2026. Business deficits in minority neighborhoods across the United States. **Urban Studies**. https://doi.org/10.1177/00420980261465557

Wienhold, K., & Roberts, P.W. 2025. Is the rising tide of specialty coffee lifting all boats? **World Development**, 195, 107103. https://doi.org/10.1016/j.worlddev.2025.107103

Lall, S., Chen, L.W., & Roberts, P.W. 2020. Are we accelerating equity investment into impact-oriented ventures? **World Development**, 131, 104952. https://doi.org/10.1016/j.worlddev.2020.104952

Longhofer, W., Negro, G., & Roberts, P.W. 2019. The changing effectiveness of local civic action: The critical nexus of community and organization. **Administrative Science Quarterly**, 64, 203-229. https://doi.org/10.1177/0001839218762403

Koushyar, J., Longhofer, W., & Roberts, P.W. 2015. A comparative analysis of corporate and independent foundations. **Sociological Science,** December 15. https://doi.org/10.15195/v2.a28

Roberts, P.W., Negro G., & Swaminathan, A. 2013. Balancing the skill sets of founders: Implications for the quality of organizational outputs. **Strategic Organization**, 11, 35-55. https://doi.org/10.1177/1476127012460944

Roberts, P.W. 2013. The profit orientation of microfinance institutions and effective interest rates. **World Development**, 41, 120-131. https://doi.org/10.1016/j.worlddev.2012.05.022

Roberts, P.W., & Sterling, A.D. 2012. Network progeny? Pre-founding social ties and the success of new entrants. **Management Science**, 58(7), 1292-1304. https://doi.org/10.1287/mnsc.1110.1484

Hsu, G., Roberts, P.W., & Swaminathan, A. 2011. Evaluative schemas and the mediating role of critics. **Organization Science**, 23(1), 83-97. https://doi.org/10.1287/orsc.1100.0630

Roberts, P.W., Klepper, S., & Hayward, S. 2011. Founder backgrounds and the evolution of firm size. **Industrial and Corporate Change**, 20(6), 1515-1538. https://doi.org/10.1093/icc/dtr026

Roberts, P.W., Khaire, M., & Rider, C. 2011. Isolating the symbolic implications of employee mobility: Price increases after hiring winemakers from prominent wineries. **American Economic Review** (Papers and Proceedings), 101(3), 147-151. https://doi.org/10.1257/aer.101.3.147

Roberts, P.W., Simons, T., & Swaminathan, A. 2010. Crossing a categorical boundary: The implications of switching from non-kosher wine production in the Israeli wine market. **Research in the Sociology of Organizations (Categories in Markets: Origins and Evolution)**, 31, 153-173. https://doi.org/10.1108/S0733-558X(2010)0000031007

Tan, D., & Roberts, P.W. 2010. Categorical coherence, classification volatility and examiner-added citations. **Research Policy**, 39, 89-102. https://doi.org/10.1016/j.respol.2009.11.001

Roberts, P.W., & Khaire, M. 2009. Getting known by the company you keep: Publicizing the qualifications and former associations of skilled employees. **Industrial and Corporate Change,** 18(1), 77-106. http://dx.doi.org/dtn045

Simons, T., & Roberts, P.W. 2008. Local and non-local pre-founding experience and new organizational form penetration: The case of the Israeli wine industry. **Administrative Science Quarterly**, 53(2), 235-265. https://doi.org/10.2189/asqu.53.2.235

Roberts, P.W., & Reagans, R. 2007. Critical exposure and price-quality relationships for New World wines in the U.S. market. **Journal of Wine Economics**, 2(1), 56-69. https://doi.org/10.1017/S1931436100000316

Roberts, P.W., & McEvily, S. 2005. Product-line expansion and resource cannibalization. **Journal of Economic Behavior and Organization**, 57(1), 49-70. https://doi.org/10.1016/j.jebo.2003.10.006

Nerkar, A., & Roberts, P.W. 2004. Technological and product-market experience and the success of new product introductions in the U.S. pharmaceutical industry. **Strategic Management Journal**, 25(8-9), 779-799. https://doi.org/10.1002/smj.417

Roberts, P.W., & Amit, R. 2003. The dynamics of innovative activity and competitive advantage: The case of Australian retail banking, 1981 to 1995. **Organization Science**, 14(2), 107-122. https://doi.org/10.1287/orsc.14.2.107.14990

Roberts, P.W., & Dowling, G.R. 2002. Corporate reputation and sustained superior financial performance. **Strategic Management Journal**, 23(12), 1077-1093. https://doi.org/10.1002/smj.274

Roberts, P.W. 2001. Innovation and firm-level persistent profitability: A Schumpeterian framework. **Managerial and Decision Economics**, 22(4-5), 239-250. https://doi.org/10.1002/mde.1018

Ingram, P., & Roberts, P.W. 2000. Friendships among competitors in the Sydney hotel industry. **American Journal of Sociology**, 106(2), 387-423. https://doi.org/10.1086/316965

Roberts, P.W. 1999. Product innovation, product-market competition and persistent profitability in the U.S. pharmaceutical industry. **Strategic Management Journal**, 20, 655-670. https://doi.org/10.1002/(SICI)1097-0266(199907)20:7<655::AID-SMJ44>3.0.CO;2-P

Roberts, P.W., & Greenwood, R. 1997. Integrating transaction cost and institutional theories: Towards a constrained-efficiency framework for understanding organizational design adoption. **Academy of Management Review,** 22(2), 346-373. https://doi.org/10.5465/amr.1997.9707154062

BOOKS:

Roberts, P.W. 2026. **From Supply and Demand to Numbers, Networks, and Narratives: Confronting the Commodification of Specialty Coffee Producers**. Oxford University Press. https://doi.org/10.1093/9780191914331.001.0001

Roberts, P.W., & Lall, S. 2019. **Observing Acceleration: Uncovering the Effects of Accelerators on Impact-Oriented Entrepreneurs**. Palgrave-MacMillan. https://doi.org/10.1007/978-3-030-00042-4

WORKING PAPERS AND PROJECTS:

Say My Name: Say My Name: From Certifications to Named Producers in Specialty Coffee Markets (with Robin Garces-Marin and Olivier Gergaud), presented at the 2024 Alliance for Research on Wine & Hospitality Management Workshop, Reims and the 2025 Academy of Management Annual Conference, under review

Distributed Entrepreneurship: A Model for Achieving Scalable Global Impact (with Robinson Garcés Marín, Robert K. Kazanjian, and Ajay Shah), under review

The Same and Different – Knowledge, Network, Capital and Legitimacy for Neighborhood Entrepreneurs (with Robinson Garcés Marín and Robert K. Kazanjian), presented at the 42nd EGOS (online) Colloquium

Is There Sensible Pricing for Green Specialty Coffees? (with Ozgecan Kocak and Semee Yoon)

Lingering Country Effects on Specialty Coffee Valuations (with Ted Fischer, Robin Garcés-Marín, Olivier Gergaud, and Karl Wienhold)

OTHER ACADEMIC PUBLICATIONS:

Roberts, P.W. 2023. Review of Making Better Coffee: How Maya Farmers and Third Wave Tastemakers Create Value. **Administrative Science Quarterly**, 68, NP68-NP70.

Roberts, P.W. 2009. Review of Why the Garden Club Couldn't Save Youngstown: The Transformation of the Rust Belt. **Administrative Science Quarterly**, 54, 686-688.

Roberts, P.W. 2008. Charting progress at the nexus of institutional theory and economics, in **The SAGE Handbook of Organizational Institutionalism**, R. Greenwood, C. Oliver, R. Suddaby, K. Sahlin-Andersson (Eds.), SAGE Publications.

Roberts, P.W., & Eisenhardt, K. 2003. Austrian insights on Strategic Organization: From market insights to firm implications. **Strategic Organization,** 1, 345-352.

Roberts, P.W. 2000. A processual account of innovative capabilities, in **Resources, Technology and Strategy**, N. Foss & P. Robertson (Eds.), Routledge, London, 80-99.

Ingram, P., & Roberts, P.W. 1999. Sub-organizational evolution in the U.S. pharmaceutical industry, in **Variations in Organization Science,** J. Baum & B. McKelvey (Eds.), Sage Publications, Thousand Oaks, 155-168.

Roberts, P.W., & Greenwood, R. 1997. Coercive forces and the constrained-efficiency framework: A reply to Bates. **Academy of Management Review,** 22, 851-852.

Roberts, P.W., & Dowling, G.R. 1997. The value of a firms corporate reputation: How reputation helps attain and sustain superior profitability. **Corporate Reputation Review**, 1, 88-93.

OTHER PUBLISHED MATERIALS:

A Closer Look at Value Distribution in Specialty Coffee Markets, **Daily Coffee News**, July 2025.

The COVID-19 Pandemic Will Only Make the Price Crisis Worse, **Daily Coffee News**, April 2020.

Green Coffee Pricing Transparency Is Critical (And Complicated), **Perfect Daily Grind**, April 2018.

The Macro Benefits of Microbusinesses, with Deonta Wortham, Stanford Social Innovation Review On-Line, January 2018.

Startup Accelerators Have Become More Popular in Emerging Markets – and They're Working, with Randall Kempner, Harvard Business Review On-Line, October 2017

Accelerating Startups in Emerging Markets: Insights from 43 Programs, with Aspen Network of Development Entrepreneurs and Deloitte, May 2017

Accelerating Impact for Entrepreneurs: Lessons Learned from TechnoServe's Work with SGBs in Central America, with Technoserve, May 2017

What's Working in Startup Acceleration: Insights from Fifteen Village Capital Programs, with Aspen Network of Development Entrepreneurs and Village Capital, released March 2016

Closing the Microbusiness Gap with Targeted Investments in Social Capital, with Ross Baird, The Bottom Line: Investing for Impact on Economic Mobility in the U.S., Aspen Institute, 2015

Village Capital: Using Peer Support to Accelerate Impact Investing, with Carol Gee & Ross Baird, winner of the 2011 NextBillion Case Writing Competition

OTHER CONFERENCE PRESENTATIONS:

Cupping in Context: Valuing and Pricing Green Specialty Coffees, with Özgecan Koçak and Semee Yoon, presented at 2022 EGOS Conference.

Accelerators as Filters: Exploring the Ordering Effect of Impact-Oriented Accelerators, with Li-Wei Chen, Saurabh Lall and Amisha Miller, presented at the 2019 Economic Sociology Conference, Atlanta

Poverty, Race, and Small Neighborhood Businesses, presented at the JPMorgan Chase Institute 2nd Annual Conference on Economic Research, Washington

Accelerating Women-Owned Businesses: Gender Matching and the Efficacy of Advisory Relationships in Entrepreneur Support Programs, presented at 2018 Sustainability and Development Conference, Ann Arbor

The Changing Effectiveness of Local Civic Action: The Critical Nexus of Community and Organization, presented at the 2015 Academy of Management Annual Meeting, Vancouver

A Comparative Analysis of Corporate and Independent Foundations, presented at the 2012 European Group for Organization Studies Colloquium, Helsinki

Role Specificity of the Effects of Founders Career Experiences, presented at the 2009 Organizational Ecology Conference, Verona, at the 2007 Academy of Management Annual Meeting, Philadelphia, at the 2nd Annual Meeting of the American Association of Wine Economists, Portland

Network Progeny? Pre-Founding Social Ties and the Success of New Entrants, presented at the 3rd Annual Meeting of the American Association of Wine Economists, Reims, at the 2009 Academy of Management Annual Meeting, Chicago, at the 2010 Darden Entrepreneurship and Innovation Research Conference

Critical Contributions: Addressing a Status Paradox and the Phenomenon of the 41st Chair, with Ray Reagans, presented at the 2nd Annual Meeting of the American Association of Wine Economists, Portland

Founder Backgrounds and the Evolution of Firm Size, presented at the 2005 European Group for Organization Studies Colloquium, Berlin, at the 2006 Academy of Management Annual Meeting, Atlanta

Isolating the Symbolic Implications of Employee Mobility: Price Changes in the Wake of Hiring Winemakers from Prominent Wineries, presented at the 2nd Annual Meeting of the American Association of Wine Economists, Portland, at the 2008 Harvard Business School Strategy Conference, at the 2010 Academy of Management Annual Meeting, Montreal

Crossing Categorical Boundaries: The Implications of Switching from Non-Kosher Wine Production in the Israeli Wine Market, presented at the 3rd Annual Meeting of the American Association of Wine Economists, Reims

Classification System Volatility and the Determination of a Patent's Effective Scope, presented at the 2007 Academy of Management Annual Meeting, Philadelphia

Reputation Coherence and Financial Performance, with Raj Grewal & Ujwal Kayande, presented at the 2006 Atlanta Competitive Advantage Conference

Getting Known by the Company You Keep: Publicizing the Qualifications and Associations of Skilled Employees, presented at the 2003 Harvard Business School Strategy Conference, at the 2003 Organization Science Winter Conference, Steamboat Springs, at the 2004 Academy of Management Annual Meeting, New Orleans

Local and Non-Local Pre-Founding Experience and Organizational Form Transformation: The Case of the Israeli Wine Industry, presented at the 2005 European Group for Organization Studies Colloquium, Berlin

Critical Exposure and Price-Quality Relationships for New World Wines in the U.S. Market, presented at the 2000 Strategic Management Society Annual International Conference, Vancouver, at the 2001 University of Utah & Brigham Young University Winter Strategy Conference, Salt Lake City, at the 1st Annual Meeting of the American Association of Wine Economists, Trier

Cluster Development and Export Performance, with P. Ingram, presented at the at the 2002 Organization Science Winter Conference, Steamboat Springs, at the 2001 European Group for Organization Studies Colloquium, Lyon

Standards for Quality and the Coordinating Role of Critics, presented at the 1st Annual Meeting of the American Association of Wine Economists, Trier

Firms as Portfolios of Strategic Attributes: An Austrian Economic Approach to Financial Performance Heterogeneity, presented at the INFORMS Fall 2000 Meeting, San Antonio

Capability development and firm profitability, with R. Amit, presented at the 1999 Strategic Management Society Annual International Conference, Berlin, at the 1999 Academy of Management Annual Meeting, Chicago

Factors Affecting Changes in Market Share Outcomes, with C. Soo & S. McEvily, presented at the 1998 Academy of Management Annual Meeting, San Diego

Firm Innovation and Long-Run Financial Performance in the Australian Banking Industry, with R. Amit, presented at the 1997 Strategic Management Society Annual International Conference, Barcelona

Innovation, Imitation and Persistent Profitability in the US Pharmaceutical Industry, presented at the 1996 Strategic Management Society Annual International Conference, Phoenix

Sustained Superior Performance: A Reconceptualization and a New Analytical Approach, with J.L. Brown, presented at the 1994 Strategic Management Society Annual International Conference, Paris, at the 1994 Academy of Management Annual Meeting, Dallas

INVITED ACADEMIC PRESENTATIONS:

Universidad Tecnológica de Pereira (2026); University of Antioquia (2026); Old Dominion U. (2021, 2022); McMaster U. (2018); U. of North Carolina (2014); U. of Illinois (2012); Georgia Institute of Technology (2010); U. of Washington (2009); U. of Toronto (2009); Duke U. (2009); Brock U. (2007); U. of Minnesota (2007); H.E.C. (2007); INSEAD (2007); M.I.T. (2007); Yale U. (2006); U. of Michigan (2006); U. of Utah (2006)

OTHER PRESENTATIONS:

Numbers, Networks, and Narratives in Specialty Coffee (The Chocolate Conservatory Podcast, April 24, 2026)

The Future of Coffee Pricing (It's Just Coffee Podcast, December 1, 2025)

Peter Roberts on Empowering Specialty Coffee to Look Beyond the "C" (Re:co Symposium 2019)

OTHER ACTIVITES:

Academic Director of Emory's **Business & Society Institute**

Creator of the **Specialty Coffee Transaction Guide** (released annually)

Co-founder of the **Research Group for Sustainable and Equitable Specialty Coffee Markets** (network of 50+ researchers working in 15+ countries)

Founding Academic Director, **Social Enterprise @ Goizueta**, 2009-2020 (now **Business & Society Institute**)

RESEARCH GRANTS:

2022	Understanding and Enhancing the Efficacy of Farm Stories Presented by Women and Youth Coffee Growers (Social Justice and the Socially Engaged Arts, $294,000)
2018	Entrepreneurship Database Program (ANDE-led coalition of funders; ~$800,000)
2016	Developing a community to study the acceleration of early-stage entrepreneurship (Kauffman; $163,000)
2015	Womens entrepreneurship and the role of accelerators (Kauffman; ~$30,000)
2015	Entrepreneurship Database Program (USAID-led coalition of funders; ~$1,000,000)
2014	Entrepreneurship Database Program (Argidius and Kauffman; ~$250,000)

AWARDS:

2010	Donald R. Keough Award for Excellence, Goizueta Business School, Emory University
2008	Best research at the American Association of Wine Economists Annual Conference
2007	Best research at the American Association of Wine Economists Annual Conference

2000 George Leland Bach Teaching Award, GSIA, Carnegie Mellon University

1995 Isaac W. Killam Memorial Fellowship, University of Alberta

SUPERVISED DOCTORAL STUDENTS:

Li-Wei Chen (Emory University, supervisor, currently at Old Dominion University); Justin Koushyar (Emory University, supervisor); Adina Sterling (Emory University, supervisor, currently at Columbia University); Scott Hayward (Emory University, supervisor, currently at Elon University); David Tan (Emory University, supervisor, currently at Johns Hopkins University); Mukti Khaire (Columbia University, committee member, currently at Cornell Tech)

RECENT TEACHING EXPERIENCE:

The Past, Present and Future of Specialty Coffee (Undergraduate)

Understanding and Enhancing Farm Stories Told by Specialty Coffee Growers (Undergraduate, MBA)

Race, Poverty and Neighborhood Businesses (Undergraduate)

Grounds for Empowerment Business Tools Workshops (Multiple)

Social Entrepreneurship & Impact Investing (MBA, Undergraduate)

PREVIOUS WORK EXPERIENCE:

2001-2003 Assistant Professor, Graduate School of Business, Columbia

1998-2001 Assistant Professor, Graduate School of Industrial Administration, Carnegie Mellon

1995-1998 Lecturer, Australian Graduate School of Management

1989-1991 Economic Forecasting & Tax Policy Officer, Department of Finance, Canada