

MAURO GUILLEN: AN ACADEMIC'S CAREER ¹

*“Good morning, everybody. My name is Mauro Guillén, I’ve been a Professor at Wharton for twelve years and I’ve been in the United States for more than twenty. I’m Spanish, I’m telling you this, in case you notice something different about my accent. I give sessions to university students as well as to MBA students and executives. All my sessions are related to the phenomenon of the internationalization of company strategy”.*²

PRESENTATION

Mauro F. Guillén, born in Leon in 1964, is Professor of International Management at the Wharton School at the University of Pennsylvania; he is also Professor of Sociology at the same university. He received his PhD in Sociology from the University of Yale and his PhD in Economics from the Universidad de Oviedo (University of Oviedo, Spain). Currently, he is the Director of the Joseph H. Lauder Institute at the University of Pennsylvania.

The research, he has been carrying out for years, concerns the internationalization process in the economic world, as well as the effects of globalization on companies and society as a whole. His most recent books are *“Santander, The Bank”*, 2007, (together with) Professor Adrian Tschoegl and *“The Rise in Spanish Multinationals”*, 2006, amongst others.

He has published several academic articles in specialised magazines. He is associate editor of *Administrative Science Quarterly* and is or has been member of the

¹ Instituto Internacional San Telmo Department of Research Case Study. Prepared by Pablo Lucas Chinchilla to serve as a basis for discussion, not as an illustration of the adequate or inadequate management of a particular situation.

Copyright © October 2008.

Instituto Internacional San Telmo, Spain. The complete or partial reproduction without written authorisation from the Instituto Internacional San Telmo is prohibited

² Presentation by Professor Mauro Guillén in a class as part of the “Dubai Leaders Program” Executive Programme, Aresty Institute, Wharton School, on 31st July 2008.

editorial board of *American Sociological Review*, *Academy of Management Journal*, *Academy of Management Review*, and *Journal of International Business Studies*. As well, he publishes columns in newspapers such as *El País*, *Expansión*, *Korea Times*, etc.

Appendix I contains brief references about the University of Pennsylvania, the Wharton Business School and the Lauder Institute, where Professor Guillén works. (For further information, see the Instituto Internacional San Telmo case study “DGI- Wharton: The University of Pennsylvania Business School”, published in September 2008).

A few events in the academic career of Professor Mauro Guillén are outlined below followed by an extensive interview.

AN OUTLINE OF PROFESSOR GUILLÉN'S ACADEMIC CAREER

Mauro Guillén studied his degree in Economics at the Universidad de Oviedo, Asturias (Spain). During that time two professors marked his professional development, Jesús de Miguel³ and Álvaro Cuervo⁴, who, respectively, helped him to enter in the world of Sociology and Management fields; they both urged him, just finishing his degree, to carry out a doctoral programme abroad as soon as he had finished his degree.

Mauro had attended some summer programmes at the University of Michigan and in Berkeley, so, he already knew the American University world; that factor gave him rise to his decision to apply for the doctoral programme in several university centres in the East Coast of the United States. He was accepted at Harvard, Yale, Cornell and Michigan, deciding to attend Yale, given the number of fine professors in the areas that interested him most.

He was awarded with grant from the Banco de España (Bank of Spain), thanks to the help of Professor Cuervo, although he already had a grant from the University of Yale (which supposed that he had to carry out particular projects for the university; in contrast, the one from the Banco de España did not imply any other agreements). This grant was for two years. He subsequently obtained a three year Fulbright grant to complete his PhD.

In his third year of the Phd, he began writing his thesis. He started studying the AIDS problem -a very fashionable topic at that time-, but he gave up after three months (years later he would publish a book on this subject with Charles Perrow⁵), taking up the

³ Jesús de Miguel, 1947, professor of Politics at the Universidad Complutense (Complutense University) and PhD in Sociology from Yale. He has held the *Prince of Asturias Spanish Studies* Chair in Georgetown, Washington DC. Visiting professor at this university and at Berkeley, he has been a researcher at Yale and Stanford. He has published more than fifty books and more than one hundred articles.

⁴ Álvaro Cuervo, 1942, Professor of Business Economics at the Universidad Complutense. He was visiting professor at the universities of New York (Salomon Center) and California-Berkeley, Vice-Dean of the Departments of Economics and Business Studies at the Universidad Complutense and the Universidad de Oviedo, and Dean of it latter. His field of research is centred on the areas of economics and business management, finance, financial systems and public companies.

⁵ Charles B. Perrow, PhD from the University of California, Berkeley, is professor emeritus of Sociology at the University of Yale. Author of six books and more than fifty articles.

topic he had initially considered on Organisational Theory, seen from a sociological perspective.

In 1989 he had published the book “The Economic Professions: The Rise of Economists, Executives, and Entrepreneurs in Spain”; from this he was able to use quite a few pages for his thesis project. He presented this project to three professors, Charles Perrow and Paul DiMaggio⁶, specialists in Organisational Theory, and Juan Linz⁷, specialist in compared theses; all three passed the project and, furthermore they agreed to form part of the thesis committee.

The development of the thesis consisted of four blocks which attempted to describe how Organisational Theory had spread to other countries; each block dealt with one country. He began with the United States, given the amount of historical material found in Yale library. He used to catch the train early in the morning in New Haven to go to the public library in New York and return at night. The next country was Germany: he was there searching for information, although there were many gaps due to the war. With regards to Spain, he spent many hours in the Biblioteca Nacional (National Library). Finally, for the block of England he spent time in London.

When he was about to finish his PhD he sent application forms to fifty universities and business schools (including reference letters from professors), and was interviewed by professors at INSEAD, Sloan (MIT) and the School of Public Policy at the University of Chicago (for economics and business topics) and by Irving, Minnesota and Northwestern (for sociology topics). He received job offers from INSEAD, Irving and Sloan; deciding on the last one, where he knew the professor Elenor Westlee, who had been at Yale and was a friend of the professors who made up his thesis committee. After having worked for four years in Boston he went to Wharton; he was interested in working in Philadelphia, since his wife had found work there.

He currently is a professor at Wharton and Director of the Joseph H. Lauder Institute, also at the University of Pennsylvania. Annex 1 contains a summary of his curriculum vitae.

⁶ Paul DiMaggio is Professor of Sociology and the former Head of the Department of Sociology at Princeton. Former executive director of the Non-Profit Organisations programme at Yale, he taught in the Department of Sociology and at the School of Organisation and Management at the same university until 1991. PhD in Sociology from Harvard in 1979.

⁷ Juan J. Linz, has been a teacher of Politics at Yale since 1968. His most well known papers deal with theories of totalitarian and authoritarian regimes, the breakdown of democracies and democratic transition. He has specialised in compared analysis, coordinated teams for the analysis of several countries and has worked on the situation in Spain. In 1987 he was awarded with the Prince of Asturias Prize for Social Science.