

# Kenneth DE ROECK

Professor

Academy: Innovation

Research center: SKEMA Centre for Sustainability Studies

Campus: Lille

Email: kenneth.deroeck@skema.edu

## Research interests

---

Organizational Behavior, Leadership, CSR, Mindfulness

## Teaching interests

---

CSR, Leadership, Mindfulness, Organizational Behavior

## Education

---

2013      Ph.D. in Management and Economic Sciences, Université catholique de Louvain, Belgium

## Experience

---

### **Full-time academic positions**

Since 2021      Associate Professor, SKEMA Business School, France  
2019 - 2021      Associate Professor with Tenure, University of Vermont, United States of America  
2016 - 2019      Assistant Professor, University of Vermont, United States of America  
2013 - 2016      Assistant Professor, IÉSEG School of Management, France

### **Other academic affiliations and appointments**

2008 - 2013      Research Assistant, Université catholique de Louvain, Belgium  
2007 - 2013      Teaching Assistant, Université catholique de Louvain, Belgium  
2012      Visiting Scholar, University of Queensland, Australia

### **Other professional experiences**

2010 - 2012      External Consultant in CSR and HRM, ENGIE, Belgium  
2004 - 2006      Business Analyst, ERAMET, United States of America

## Research grants, Awards and Honors

---

### **Awards and Honors**

2024      SKEMA Research Excellence Award,  
2023      Journal of Management and SAGE Scholarly Impact Award 2023  
2019      Best paper award of the 5th International CSR Communication Conference, Co-constructing corporate social responsibility: Toward a sensemaking-based dialogical and configurational approach. Authors: Maon, F.; Swaen, V.; and De Roeck, K.  
2018      Faculty Research Excellence Award - UVM Grossman Business School

## Publications

---

### Peer-reviewed journal articles

- DE ROECK, K., RAINERI, N., JONES, D. and SCHEIDLER, S. (2024). Giving the Benefit of the Doubt: Investigating the InsuranceLike Effect of CSR in Mitigating Negative Employee Reactions to Psychological Contract Breach. *Journal of Management Studies*, 61(7), pp. 3226-3259.
- BABU, N., DE ROECK, K., RIVKIN, W. and BHATTACHARYA, S. (2024). I can do good even when my supervisor is bad: Abusive supervision and employee socially responsible behaviour. *Journal of Occupational and Organizational Psychology*, 97(02), pp. 555-578.
- MAON, F., SWAEN, V. and DE ROECK, K. (2021). Corporate branding and corporate social responsibility: Toward a multi-stakeholder interpretive perspective. *Journal of Business Research*, 126, pp. 64-77.
- BABU, N., DE ROECK, K. and RAINERI, N. (2020). Hypocritical organizations: Implications for employee social responsibility. *Journal of Business Research*, 114, pp. 376-384.
- MAON, F., VANHAMME, J., DE ROECK, K., LINDGREEN, A. and SWAEN, V. (2019). The Dark Side of Stakeholder Reactions to Corporate Social Responsibility: Tensions and Micro-level Undesirable Outcomes. *International Journal of Management Reviews*, 21(2), pp. 209-230.
- DE ROECK, K. and MAON, F. (2018). Building the theoretical puzzle of employees' reactions to corporate social responsibility: An integrative conceptual framework and research agenda. *Journal of Business Ethics*, 149, pp. 609-625.
- DE ROECK, K. and FAROOQ, O. (2018). Corporate social responsibility and ethical leadership: Investigating their interactive effect on employees' socially responsible behaviors. *Journal of Business Ethics*, 151, pp. 923-939.
- EL AKREMI, A., GOND, J.P., SWAEN, V., DE ROECK, K. and IGALENS, J. (2018). How do employees perceive corporate responsibility? Development and validation of a multidimensional corporate stakeholder responsibility scale. *Journal of Management*, 44(2), pp. 619-657.
- DE ROECK, K., EL AKREMI, A. and SWAEN, V. (2016). Consistency matters! How and when does corporate social responsibility affect employees' organizational identification? *Journal of Management Studies*, 53(7), pp. 1141-1168.
- DE ROECK, K., MARIQUE, G., STINGLHAMBER, F. and SWAEN, V. (2014). Understanding employees' responses to corporate social responsibility: Mediating roles of overall justice and organisational identification. *International Journal of Human Resource Management*, 25(1), pp. 91-112.
- DE ROECK, K., MAON, F. and LEJEUNE, C. (2013). Taking up the challenge of corporate branding: An integrative framework. *European Management Review*, 10(3), pp. 137-151.
- DE ROECK, K. and DELOBBE, N. (2012). Do Environmental CSR Initiatives Serve Organizations' Legitimacy in the Oil Industry? Exploring Employees' Reactions Through Organizational Identification Theory. *Journal of Business Ethics*, 110(4), pp. 397-412.

### Conference presentations

- BABU, N., DE ROECK, K. and RAINERI, N. (2022). Generating Social Good in Generation Z. In: Academy of Management. Seattle.
- RIVKIN, W., BABU, N., BHATTACHARYA, S. and DE ROECK, K. (2022). From This is Depleting to This is Energizing - How Work Enhances Psychological Energy. In: Academy of Management. Seattle.
- MAON, F., DE ROECK, K. and SWAEN, V. (2019). Co-constructing corporate social responsibility: Toward a sensemaking-based dialogical and configurational approach. In: International CSR Communication Conference. Stockholm.
- MAON, F. and DE ROECK, K. (2019). Framing undue domination: Outsider-driven corporate delegitimation efforts and the Occupy Wall Street movement. In: EGOS Colloquium. Edinburgh.

DE ROECK, K., RAINERI, N. and SCHEIDLER, S. (2018). Giving the benefit of the doubt: A micro-level investigation of the insurance-like effect of CSR. In: Academy of Management Annual Meeting. Chicago.

JONES, D., FAROOQ, O. and DE ROECK, K. (2018). Do attributed motives moderates the effect of CSR on employees' OCB? In: Academy of Management Annual Meeting. Chicago.

DE ROECK, K., RAINERI, N. and SCHEIDLER, S. (2018). A risk-mitigation approach of CSR: The case of the psychological contract breach. In: CR3+ Conference. Nantes.

MAON, F. and DE ROECK, K. (2017). Making sense of CSR: Towards a multipartite interactional conceptualization. In: Society for Business Ethics Annual Conference. Atlanta.

## Other research activities

---

### **Senior or associate editor**

2020 - 2025      M@n@gement

### **Editorial board member**

Since 2023      Journal of Business Research

Since 2018      Journal of Business Ethics

### **Affiliations**

Since 2010      Academy of Management

## Professional Activities

---

### **Other professional activities**

Since 2010      Louvain Corporate Social Responsibility Network