

Joris BERNs

last updated: 2026-02-23

CONTACT

EMAIL: j.l.m.berns@tilburguniversity.edu
LINKEDIN: [jorisberns](#)
GITLAB: [JBerns](#)
WEBSITE: www.jorisberns.com

RESEARCH INTERESTS

- Corporate governance
- Communication
- Behavioral decision-making
- Digitalization
- Artificial Intelligence
- Research methods
- Organizational failure
- Gastronomy

ACADEMIC EXPERIENCE

2022-current | Assistant Professor in ORGANIZATION STUDIES, **Tilburg University**
Since November 2022, I am an assistant professor in the Organization Studies department, which is part of the Tilburg School of Social and Behavioral Sciences (TSB), Tilburg University. Because of parental duties, I temporarily work .8 FTE since 2022.

EDUCATION

- 2022 | Doctor of Philosophy (PhD) in MANAGEMENT, **Tilburg University**
Title: CEO attention, emotion, and communication in corporate financial distress.
- 2021 | Research visit (virtual), **Rotman School of Management, University of Toronto**
Hosted by Prof. Dr. András Tilcsik during spring semester 2021
- 2018 | Research Master of Science in BUSINESS, **Tilburg University**
cum laude | Major: Organization & Strategy
Thesis: "Attention to organizational failure: Using managerial attention and sentiment to explain organizational failure."
- 2016 | Bachelor of Science in INTERNATIONAL BUSINESS ADMINISTRATION, **Tilburg University**
Minors: Organization & Strategy + Entrepreneurship
Thesis: "Developing capabilities through cognition."
- 2016 | Bachelor of Science in PSYCHOLOGY, **Tilburg University**
Minors: Society + Statistics & Methodology
Thesis: "Adaptive aspiration levels: An empirical study on sequential decision-making."
- 2011 | VWO (Dutch pre-university secondary education), **Zwijzen College**
STEM specialization with extra courses in mathematics, economics, and management

PROCEEDINGS

Berns, J., & Simons, T. (2022). How Incongruence Between Managers' Tone of Voice and Word Sentiment Influences Security Analysts. In *Academy of Management Proceedings* (Vol. 2022, No. 1, p. 11420). Briarcliff Manor, NY 10510: Academy of Management

Berns, J., & Simons, T. (2021). Attention to reference point formation: Examining how attention affects reference dependence. In *Academy of Management Proceedings* (Vol. 2021, No. 1, p. 12551). Briarcliff Manor, NY 10510: Academy of Management

RESEARCH PROJECTS

Active projects address research questions on:

- How verbal communications are not only about *what* is being said, but also *how* words are delivered.
- That firm ownership is not solely the formal ownership possessed, but also about how much actors feel the organization is theirs.
- How crises cause the attention of decision makers to oscillate.
- The communication patterns of experts and general audiences when organizations lose or gain status.

DOCTORAL SUPERVISION

2024 | Jingni He | PhD Candidate

Together with dr. Francesca Ciulli and Prof. dr. Tine Buyl, we supervise a PhD project funded by the Starter Grant. The project is called "Giving and losing sense: How CEOs navigate the disruptive gales of AI adoption".

ACADEMIC SERVICE

2025	Co-convenor for European Group for Organizational Studies sub-theme " <i>Corporate Governance for 'Humanity': Seeking Humble and Contextualized Leadership</i> "
2022-current	Ad-Hoc Reviewer for Strategic Management Society
2020-current	Ad-Hoc Reviewer for International Corporate Governance Society
2019-current	Ad-Hoc Reviewer for Academy of Management annual conference OMT and STR divisions
SEP-DEC 2017	Student Assistant for Prof. Dr. Noorderhaven, Tilburg University Coordination of 2 bachelor courses and 1 master course. Furthermore, data collection and analysis.
2016	Ad-Hoc Reviewer for Journal for Evolutionary Studies in Business
SEP 2016-2017	Student Assistant for Dr. Devarakonda, Tilburg University Programming simulations and reviewing relevant literature.

PRESENTATIONS AND INVITED TALKS

- 2026 | EIASM TMT workshop, **University of Valencia**
- 2025 | Research seminar, **Leeds University**
- 2025 | EIASM TMT workshop, **University of Groningen**
- 2024 | SMS, Istanbul
- 2023 | ICGS, **IE Madrid**
- 2023 | EGOS - Sub-theme: *Corporate Governance and Enacting Good Life*
- 2022 | AOM - Full paper presentation (OMT division)
- 2021 | ICGS, **University of Groningen**
- 2021 | AOM - Full paper presentation (STR division)
- 2021 | EGOS - Sub-theme: *Organizations, Social Relations, and their Meanings: Exploring the Potentials of Natural-language and Image-processing Tools for Big Data Analyses*
- 2021 | PhD Strategy workshop, **Rotman School of Management, University of Toronto**
- 2021 | Brown bag, **Tilburg University**
- 2020 | GSS Seminar series 2020/2021, **Tilburg University**
- 2020 | (Digital) Transformations in Business and Society workshop 2020 - **Tilburg University and Zhejiang University**
- 2020 | Invited talk on using *Python* for bachelor course *Computer Programming*, **Tilburg University**
- 2020 | EGOS - Sub-theme: *The Future of Analyzing Talk: Linguistic Theories and Methods in Organizing*
- 2020 | Inside the black box of board's decision-making, **Vrije Universiteit Amsterdam**
- 2019 | GSS Seminar series 2019/2020, **Tilburg University**
- 2019 | EGOS - Sub-theme: *Heuristics and Simple Rules: Decision-making under Uncertainty in Dealing with the Unexpected*
- 2019 | Research day, **Tilburg University**
- 2019 | PhD days, **Tilburg University**

TEACHING EXPERIENCE

2021-2022 SUPERVISION | Bachelor thesis, Tilburg University

I supervise several students in the Organization and Management Studies program.

2025-current MANAGEMENT | Bachelor Coordinator, Tilburg University

I support the program director in managing the Management and Organization Bachelor program.

2025-current COURSE | Organizing Strategy and Entrepreneurship, Tilburg University

Master students learn about advanced topics in Management and Organization Studies, and work in teams to produce a consultancy report and develop a 'serious game' concept.

2022-2026 COURSE | Financial Project Management, Tilburg University

Bachelor students are exposed to the fundamentals of project management techniques and concepts, and financial management, consisting of basics from accounting and finance.

2022-current COURSE | Academische en beroepsvaardigheden 1, 2, & 3, Tilburg University

First-year bachelor students are exposed to the fundamentals of academic research and obtain a variety of competences in presenting, Excel, and teamwork.

2021-2022 SUPERVISION | Internships, Tilburg University

During one semester, bachelor students intern at an organization, for which they work on a self-identified project. I am the university's supervisor for these students.

2021 DIPLOMA | Basis Kwalificatie Onderwijs (BKO), Tilburg University

The BKO (English: University Teaching Qualification (UTQ)) is obtained after completing an extensive didactic skills course, which is mandatory for lecturing at Dutch universities.

2020-2021 COURSE | Strategy for Pre-master, Tilburg University

Introductory course for pre-master students in topics related to organization theory and strategy.

2020-2021 SUPERVISION | Bachelor thesis, Tilburg University

Every semester I supervise several students in the Bedrijfseconomie (Dutch business economics) and International Business Administration bachelor programs.

2019-2020 COURSE | Projectmanagement IBA, Tilburg University

Students learn the basics of projectmanagement and get practical experience in a case study.

2019-2020 COURSE | Creative entrepreneurship, Tilburg University

Students get exposed to entrepreneurship literature on creativity and participate in a week-long hackathon.

2019-2022 COURSE | Cross-cultural comparative management, Tilburg University

Students get taught the principles of how to manage cultural differences in an international environment, and partake in interactive skills courses.

2018-2021 SUPERVISION | Master thesis, Tilburg University

Every semester I supervise several students in the Strategic Management and International Management master programs.

2018-2022 COURSE | Organisatie & strategie, Tilburg University

First year undergraduate course in topics related to organization theory and strategy for Dutch Business Economics, Fiscal Economics, and Economics & Business Economics programs.

HONORS, AWARDS, AND GRANTS

- JULY 2025 GRANT | NWO, The Netherlands**
I received funding from NWO the 'Small Compute applications' grant, which provides me with special access to the Dutch national supercomputer (Snellius) for extensive big data applications.
- 2023 STARTER GRANT | Tilburg University**
I obtained a starter grant from Tilburg University to hire, together with another recipient, a PhD candidate to advance a new line of research.
- 2021 BEST PAPER NOMINATION | AOM - STR division**
Our submission 'Attention to reference point formation: Examining how attention affects reference dependence' was judged to belong to the top 10 percent of the accepted papers of the STR division at the 81st Annual Meeting of the Academy of Management.
- OCT 2020 GRANT | Google, Alphabet Inc.**
Together with Prof. Dr. Stephan Hollander, we received funding from the 'Google Cloud Platform Research Credits Program'. In total, we received 5,000 dollars worth of credits, which we are able to allocate for research purposes.
- DEC 2019 GRANT | NWO, The Netherlands**
Together with Prof. Dr. Stephan Hollander, we received funding from the 'Computing Time on National Computer Facilities' grant. This grant provides us with special access to the Dutch national supercomputer (Cartesius) for extensive big data applications.
- DEC 2019 GRANT | Google, Alphabet Inc.**
Together with Prof. Dr. Stephan Hollander, we received funding from the 'Google Cloud Platform Research Credits Program'. In total, we received 10,000 dollars worth of credits, which we are able to allocate for research purposes.
- SEP 2017 SCHOLARSHIP | CentER, Tilburg University**
This scholarship is awarded to CentER students based upon academic merit.
- 2014 TOP 5 FINALIST | PeakTime Challenge, Riga**
PeakTime is a major international case competition with 1200+ student participants. After having competed in solving business cases and participating in online simulations, we were invited for the grand final in Riga, Latvia. In Riga, we reached top 5 out of the 25 invited teams.

SERVICE TO THE COMMUNITY

- 2023-current** Organizing committee of the Junior Academics in Strategy Entrepreneurship and Innovation in the Netherlands (JASEIN)
- 2023-current** Member of the Tilburg Young Academy, Tilburg University, Tilburg
- 2019-2022** Education committee Dutch bachelors, Tilburg University, Tilburg
- 2016-2020** Education committee Research Master CentER, Tilburg University, Tilburg

BOARD POSITIONS

2020-2021	BOARD MEMBER - TISEM Tilburg PhD Platform (TiPP), Tilburg The TiPP is a platform that represents all graduate students at Tilburg University. Via representation at the university top level, TiPP aims to promote graduate student welfare, and is thus focused on topics such as mental health, dissertation quality, and social cohesion. Furthermore, TiPP organizes a variety of workshops, seminars, and drinks. RESPONSIBILITIES INCLUDED: Communication, Lobby, Organizing activities.
2018-2020	CHAIRMAN Graduate Students' Society (GSS), Tilburg The GSS is the society for graduate students (Research Master students and PhD's) in the Tilburg School of Economics and Management. Among others, it organizes a variety of professional and social events, promotes graduate student welfare, and supports social cohesion among graduate students. RESPONSIBILITIES INCLUDED: Communication, Leadership, Lobby, Organizing activities.
2014-2015	VICE CHAIRMAN - POLITICAL AFFAIRS Studentenraad, Tilburg The Studentenraad is the official advisory council of the municipality of Tilburg on student affairs. RESPONSIBILITIES INCLUDED: Political Communication and strategy, Policy development, Lobby, Advisory, and Research.
2013-2014	VICE PRESIDENT AND TREASURER TDV Cicero, Tilburg TDV Cicero is the debating society in Tilburg, and is focused on competitive debating and public speaking. RESPONSIBILITIES INCLUDED: Bookkeeping, Finance, Providing training/workshops, Organizing activities, Marketing.

EXTRACURRICULAR ACTIVITIES

2017-2018	Board member of alumni association Quintus, TDV Cicero, Tilburg
2016	Student ambassador Tilburg, Veerstichting, Leiden
2015-2018	Board member of supervisory board, Studentenraad, Tilburg
2014-2015	Member of activities committee, Fractie Front, Tilburg
2014	Member of Ambassadors for Development (Charity), Tilburg
2014	Candidate for university council, Fractie Front, Tilburg
2013-2016	Member of the workshop team, TDV Cicero, Tilburg
2013-2014	Member of the tournament committee, TDV Cicero, Tilburg
2013-2018	Member of TDV Cicero, Tilburg
2012-2016	Member of the magazine committee, TSV Plato, Tilburg
2012-2014	Member and Chairman of the cultural committee, TSV Plato, Tilburg
2012-2018	Member of fraternity Equilibre, TSV Plato, Tilburg
2011-2017	Member of TSV Plato (student association), Tilburg