

CURRICULUM VITAE

Violina P. Rindova

EDUCATION

Ph.D., 1999	Stern School of Business, New York University
MBA, 1992	Madrid Business School – University of Houston, Madrid, Spain Magna Cum Laude
J.D., 1990	Kliment Ohridski University, Sofia, Bulgaria, with Honors

ACADEMIC POSITIONS

2021-present	Interim Vice Dean for Diversity, Equity, and Inclusion, Marshall School of Business, University of Southern California
2016-present	Captain Henry W. Simonsen Chair in Strategic Entrepreneurship, Marshall School of Business, University of Southern California
2016-present	Research Director of the Lloyd Greif Center for Entrepreneurial Studies, Marshall School of Business, University of Southern California
2014-2016	Zlotnik Family Chair in Entrepreneurship, McCombs School of Business, The University of Texas at Austin
2014-2016	Herb Kelleher Chair in Entrepreneurship, McCombs School of Business, The University of Texas at Austin
2014-2016	Director, Herb Kelleher Center for Entrepreneurship, Growth, and Renewal, McCombs School of Business, The University of Texas at Austin
2010 – 2014	Ralph B. Thomas Professor of Business, McCombs School of Business, The University of Texas at Austin
2009 – 2010	Professor, Management Department, McCombs School of Business, The University of Texas at Austin
2006 – 2009	Associate Professor, Management Department, McCombs School of Business, The University of Texas at Austin
2005 –2006	Associate Professor, Department of Management and Organization, R.H. Smith School of Business, University of Maryland
2000 – 2005	Assistant Professor, R.H. Smith School of Business, University of Maryland
1998 – 2000	Assistant Professor, Foster School of Business, University of Washington

RESEARCH

Honors and Awards

- 2021 Runner-up, OMT Best Published Paper Award in 2020 in management and sociology
- 2020 Best Paper Prize, Strategic Management Society, Special Conference “Designing the Future,” Berkeley, CA
- 2019 Outstanding Research Award, MOR Department, Marshall School of Business
- 2018 “Top Gun” Award for Outstanding Research, Teaching, and Service, MOR Department, Marshall School of Business
- 2015 Nominee for Outstanding Research Contribution Career Award, McCombs School of Business
- 2015 Humanities Institute Fellow
- 2014 Nominee for CBA Foundation Advisory Council Award for Teaching Innovation, McCombs School of Business
- 2014 Runner-up, Outstanding Professor Award, Texas Executive MBA.
- 2013 Nominee for Outstanding Research Contribution Career Award, McCombs School of Business
- 2012 Award for Best Article Scholarly Contribution by *Strategic Organization* journal
- 2012 Nominee for CBA Foundation Advisory Council Award for Teaching Innovation, McCombs School of Business
- 2011 Best Paper Award, Oxford University Centre for Corporate Reputation
- 2011 Nominee for Outstanding Research Contribution Career Award, McCombs School of Business
- 2010 Humanities Institute Fellow
- 2009 Thought Leadership Award, Entrepreneurship Division, Academy of Management.
- 2009 Research Excellence Award, McCombs School of Business
- 2007 Nominee for The University of Texas at Austin Co-operative Society Research Excellence Award for Best Research Paper
- 2009 IC² Institute Fellow (2009-present)
- 2008 Dean’s Fellow, McCombs School of Business
- 2006 Ambassador Edward Clark Centennial Endowed Fellow in Business, McCombs School of Business
- 2003 Finalist, Krowe-Mason Teaching Award, Robert H. Smith School of Business
- 1999 Gerhardt-Moore Faculty Fellow in Entrepreneurship, University of Washington
- 1999 Boeing Endowment for Research Excellence Fellow, University of Washington
- 1997 “Breaking the Frame Award” *Journal of Management Inquiry*
- 1995 Joseph Taggart Fellowship for Academic Excellence and Promising Research, Stern School of Business
- 1995 Outstanding Paper Distinction, Western Academy of Management

Journal Articles

Rindova, V. P. & Martins, L. L. 2021. Shaping possibilities: A design-science approach to developing novel strategies. *Academy of Management Review*, vol 46 (4): 800-822. Best Paper Prize, Strategic Management Society, Special Conference “Designing the Future,” Berkeley, CA

Rindova, V.P. & Martins, L. L. 2022. Futurescapes: Imagination and temporal reorganization in the design of strategic narratives. *Strategic Organization*.

Rindova, V. P. and Courtney, H. G. 2020. To shape or adapt? Knowledge problems, epistemologies, and strategic postures under Knightean uncertainty. *Academy of Management Review*. Vol. 45, No. 4, 787–807. Runner-up, OMT Best Published Paper Award in 2020.

Pontikes, E. & Rindova, V. 2020. Shaping Markets Through Temporal, Constructive, and Interactive Agency, *Strategy Science*, 5 (3): 149–159

Pollock, T. G., Lashley, K., Rindova, V. P., Hoon, J.H. 2019. Which of These Things Are not Like the Others? Comparing the Rational, Emotional, and Moral Aspects Of Reputation, Status, Celebrity, and Stigma. *Academy of Management Annals*, 13 (2): 444–478

Ravasi, D., Rindova, V., and Stigliani, I. 2019. The Stuff of Legend: History, Material Memory and the Temporality of Identity Construction. *Academy of Management Journal*. 62(5):1523-1555

Rindova, V. and Martins, L. 2018. From Values to Value: Value Rationality and the Creation of Great Strategies, *Strategy Science*, 3 (1): 323-334.

Hubbard, T., Pollock, T, Pfarrer, M. & Rindova, V. 2018. Hot Hands or Safe Bets: The Effects of Status and Celebrity on IPO firms' Alliance Formations. *Academy of Management Journal*, 61 (5):

Ravasi, D., Rindova, V., Etter, M. Cornelissen, J. 2018. The Formation of Organizational Reputation. *Academy of Management Annals*, 12 (2): 1–25. Lead Article.

Rindova, V. P., Martins, L. L., Srinivas, S. B., Chandler, D. 2018. The Good, the Bad, and the Ugly of Organizational Rankings: A Multi-Disciplinary Review of the Literature and Directions for Future Research, *Journal of Management*. 44 (6): 2175–2208. Lead Article.

Turner, S. F. and Rindova, V. P. 2018. Watching the Clock: Action Timing, Patterning, and Routine Performance, *Academy of Management Journal*. 61 (4):

Dalpiaz, E., Rindova, V., & Ravasi, D. 2016. Combining Logics to Transform Organizational Agency: Blending Industry and Art at Alessi. *Administrative Science Quarterly*, 61 (3): 347-392.

Martins, L., Rindova, V., & Greenbaum, B. 2015. Unlocking the hidden value of concepts: A cognitive perspective business model innovation. *Strategic Entrepreneurship Journal*, 9:99-117.

Petkova, A., Rindova, V., & Gupta, A. 2013. No news is bad news: Sensegiving activities, media attention, and venture capital funding of new technology organizations. *Organization Science*, 24(3): 865-888.

Rindova, V., Yeow, A., Martins, L., & Faraj, S. 2012. Partnering portfolios, value creation logics and growth trajectories: A comparison of Yahoo and Google (1995-2007). *Strategic Entrepreneurship Journal*, 6(2): 133-151.

Ravasi, D., Rindova, V., & Dalpiaz, E. 2012. The cultural side of value creation. *Strategic Organization*, 10: 231-239.

Turner, S. & Rindova, V. 2012. A balancing act: How organizations manage pressures for consistency and change in routine functioning. *Organization Science*, 23(1): 24-46.

Rindova, V., Dalpiaz, E., & Ravasi, D. 2011. A cultural quest: A study of organizational use of new cultural resources in strategy formation. *Organization Science*, 22(2): 413-431.

Rindova, V. P. 2011. Moving from ideas to a theoretical contribution: Comments on the process of developing theory in organizational research. *Journal of Supply Chain Management*, 47(2): 19-21. [Invited contribution.]

Pfarrer, M., Pollock, T., & Rindova, V. 2010. A tale of two assets: The effects of firm reputation and celebrity on earnings surprises and investors' reactions. *Academy of Management Journal*, 53(5): 1131-1152.

Rindova, V., Ferrier, W., & Wiltbank, R. 2010. Value from gestalt: How sequences of competitive actions affect the advantage of firms in nascent markets. *Strategic Management Journal*, 31(13): 1474-1498.

Rindova, V., Williamson, I., & Petkova, A. 2010. When is reputation an asset? Reflections on theory and methods in two studies of business schools. *Journal of Management*, 36(3): 610-619.

Rindova, V., Barry, D., Ketchen, D. 2009. Entrepreneurship as emancipation. *Academy of Management Review*, 34 (3): 477-491.

Pollock, T., Rindova, V., & Maggitti, P. 2008. Market watch: Information and availability cascades among the media and investors in the US IPO market. *Academy of Management Journal*, 51(2): 335-358. [Recipient of the *Thought Leadership Award* of the Entrepreneurship Division, Academy of Management Meetings, 2009.]

Rindova, V. 2008. Editor's comments: Publishing theory when you are new to the game. *Academy of Management Review*, 33(2): 300-303. [Invited contribution.]

Petkova, A., Rindova, V., & Gupta, A. 2008. How can new ventures build reputation? An exploratory study. *Corporate Reputation Review*, 11: 320-334.

Rindova V. & Petkova, A. 2007. When is a new thing a good thing? Technological change, product form design, and perceptions of value for product innovations. *Organization Science*, 18(2): 217-232. [Nominated for The University of Texas at Austin Co-operative Society Research Excellence Award for Best Research Paper published in 2007.]

Rindova, V., Petkova, A., & Kotha, S. 2007. Standing out: How new firms in emerging markets build reputation. *Strategic Organization*, 5(1): 31-70.

Basdeo, D., Smith, K., Grimm, C., Rindova, V., & Derfus, P. 2006. The impact of market actions on firm reputation. *Strategic Management Journal*, 27(12): 1205-1219.

Rindova, V., Pollock, T., & Hayward, M. 2006. Celebrity firms: The social construction of market popularity. *Academy of Management Review*, 31(1): 50-71.

- Rindova, V., Williamson, I., Petkova, A., & Sever, J. 2005. Being good or being known: An empirical examination of the dimensions, antecedents, and consequences of organizational reputation. *Academy of Management Journal*, 48(6): 1033-1049.
- Rindova, V., Becerra, M., & Contardo, I. 2004. Enacting competitive wars: Actions, language games, and market consequences. *Academy of Management Review*, 29: 670-687.
- Hayward, M., Rindova, V., & Pollock, T. 2004. Believing one's own press: The causes and consequences of Chief Executive Officer celebrity. *Strategic Management Journal*, 25: 637-654.
- Pollock, T. & Rindova, V. 2003. Media legitimation effects in the market for initial public offerings. *Academy of Management Journal*, 46: 631-642.
- Rindova, V. & Kotha, S. 2001. Continuous morphing: Competing through dynamic capabilities, form, and function. *Academy of Management Journal*, 44: 1263-1280.
- Huse, M. & Rindova, V. 2001. Stakeholder expectations of corporate boards. *Journal of Management and Governance*, 5: 153-178.
- Kotha, S., Rindova, V., & Rothaermel, F. 2001. Assets and actions: Firm-specific factors in the internationalization of US Internet firms. *Journal of International Business Studies*, 32: 769-792.
- Kotha, S., Rajgopal, S., & Rindova, V. 2001. Reputation building and performance: An empirical analysis of the Top-50 pure Internet firms. *European Management Journal*, 19: 571-586.
- Rindova, V. & Fombrun, C. 1999. Constructing competitive advantage: The role of firm-constituent interactions. *Strategic Management Journal*, 20: 691-710. [Lead article.]
- Rindova, V. 1999. What corporate boards have to do with strategy: A cognitive perspective. *Journal of Management Studies*, 36: 953-977.
- Kennelly, J., Rindova, V. & Ellerbusch, F. 1999. Crafting effective environmental strategies: A "model of learning" from the chemical and pharmaceutical industries. *Corporate Environmental Strategy*, 6(2): 199-207.
- Fombrun, C. & Rindova, V. 1998. Reputation management in global 1000 firms: A benchmarking study. *Corporate Reputation Review*, 1(3): 205-215.
- Rindova, V. 1997. The image cascade and the dynamics of corporate reputations. *Corporate Reputation Review*, 1(2): 188-194.
- Rindova, V. & Starbuck, W. 1997. Ancient Chinese theories of control. *Journal of Management Inquiry*, 6(2): 144-160. [Winner of "Breaking the Frame" Award.]

Chapters in Edited Volumes

Rindova, V., Srinivas, S. & Martins, L. 2022. Breaking Free: An Orders-Of-Worth Perspective on Emancipatory Entrepreneurship. In Eberhart, Lounsbury and Aldrich (Eds). *Research on the Sociology of Organizations*.

Turner, S. and Rindova, V. 2021. Time and temporality in routine dynamics. In Feldman M. S., Pentland B. T., D'Adderio L., Dittrich K., Rerup C., & Seidl D. (Eds.). 2021. *Cambridge Handbook of Routine Dynamics*. Cambridge: Cambridge University Press

Rindova, V. P. & Martins, L. L. 2018. The Three Minds of the Strategist: Toward an Agentic Perspective in Behavioral Strategy. In Augier, M., Fang, C., and Rindova V. P. (Eds). *Advances in Strategic Management*, volume 39: 167 – 179.

Augier, M. Fang, C., Rindova, V.P. 2018. Introduction–Behavioral Strategy: A Quick Account. In Augier, M., Fang, C., and Rindova V. P. (Eds). *Advances in Strategic Management*, volume 39.

Ravasi, D., Rindova, V., & Dalpiaz, E. 2018. Analyzing Changes in Organizational Cultural Repertoires. In Mir, R. & Jain, S. (Eds). *Routledge Companion to Qualitative Research in Organization Studies*_Ch. 14, p. 203-226._Routledge.

Rindova, V. 2018. Reputation. *Palgrave Encyclopedia of Strategic Management*.

Rindova, V. & Srinivas, S. 2017. The Management of Meaning. In Wilkinson, A. Armstrong, S. J. Lounsbury, M. The *Oxford Handbook of Management*. Oxford University Press.

Rindova, V.P., Martins, L.L., Yeow, A. 2016. The Hare and the Fast Tortoise: Dynamic Resource Reconfiguration and the Pursuit of New Growth Opportunities by Yahoo and Google (1995–2007). In Folta, T.B., Helfat, C.E., Karim, S. (Eds.) *Advances in Strategic Management*, Volume 35: pp.253 – 284.

Kyprianou, C. Graebner, M. and Rindova, V. P. 2016. Strategic conversations: Methods for data collection and analysis. In Elsbach K. & Kramer, R. (Eds.) *Handbook of Qualitative Research: Innovative Pathways and Methods*_Routledge, New York, NY.

Rindova, V., Reger, R. K., Dalpiaz, E. 2014. The Mind of the Strategist and the Eye of the Beholder: The Socio-cognitive Perspective in Strategy Research, *Handbook of Research on Competitive Strategy*, Giovanni B. D'Agino (Ed.), Edgar Elgar Publisher.

Rindova, V. and Martins, L. 2012. Show me the money: A multi-dimensional view of reputation as an intangible asset. In Barnett, M. & Pollock, T. (Eds.) *Oxford Handbook of Reputation Management*. Oxford University Press.

Dalpiaz, E., Rindova, V., & Ravasi, D. 2010. Where strategy meets culture: The neglected role of cultural and symbolic resources in strategy research. In Baum, J. & Lampel, J. (Eds.) *Advances in Strategic Management*. Volume 27, p. 175-208.

- Ravasi, D., Rindova, V., & Stiligiani, I. 2010. Valuing products as cultural symbols: A conceptual framework and empirical illustration. In Jens Beckert and Patrik Aspers (Eds.) *The Worth of Goods: Valuation and Pricing in the Economy*. Oxford University Press.
- Ravasi, D. & Rindova, V. 2008. Symbolic value creation. In Barry, D. & Hansen, H. (Eds.) *The Sage Handbook of New Approaches to Organization Studies*.
- Rindova, V. 2007. Starbucks: Constructing a multiplex identity in the specialty coffee industry. In Lerpold, L. Ravasi, D., van Rekom, J., & Soenen, G. (Eds.) *Organizational Identity*. Routledge.
- Rindova, V. & Petkova, A. 2005. Entrepreneurial reputations. In Hitt, M. & Ireland, D. (Eds.) *Handbook of Entrepreneurship*. Blackwell.
- Rindova, V. 2004. Examples of social measurement in firm valuation. In Kempf-Leonard, K. (Ed.) *Encyclopedia of Social Measurement*. Elsevier.
- Rindova, V., Wiltbank, R., & Kotha, S. 2001. Action and value: An investigation of the strategies of new ventures on the Internet. In Butler, J. (Ed.) *E-commerce and Entrepreneurship*. Greenwich, CT: Information Age Publishing.
- Rindova, V. & Fombrun, C. 2001. The growth of the specialty coffee niche in the U.S. coffee industry. In Bird-Schoonhoven, K. & Romanelli, E. (Eds.) *The Entrepreneurship Dynamic*. Stanford University Press.
- Fombrun, C. & Rindova, V. 2000. The road to transparency: Reputation management at Royal Dutch/Shell. In Schultz, M. & Hatch, M.J. (Eds.) *The Expressive Organization*. Oxford University Press.
- Rindova, V. & Fombrun, C. 1998. The eye of the beholder: The role of corporate reputation in defining organizational identity. In Whetten, D. & Godfrey, P. (Eds.) *Identity in Organization: Developing Theory through Conversation*. Thousand Oaks, CA: Sage.
- Rindova, V. & Schultz, M. 1998. Identity within and without: Lessons from corporate and organizational identity. In Whetten, D. & Godfrey, P. (Eds.) *Identity in Organizations: Developing Theory through Conversation*. Thousand Oaks, CA: Sage.
- Rindova, V. & Starbuck, W. 1997. Distrust in dependence: The ancient challenge of superior-subordinate relations. In Clark, T.A.R. (Ed.) *Advancement of Organization Behavior: Essays in Honor of Derek Pugh*. Dartmouth.
- Stumpf, S. & Rindova, V. 1997. Assessment and evaluation techniques and the motivation to teach. In Bess, J. (Ed.) *Teaching Well and Liking It: Motivating Faculty to Teach Effectively*. Baltimore: The Johns Hopkins University Press.

Published Refereed Conference Proceedings

- Chandler D. & Rindova, V. 2008. Would you like fries with that? Producing and consuming social measures of firm value. *Academy of Management Best Paper Proceedings*.

Pfarrer, M., Pollock, T., & Rindova, V. 2008. Does noblesse oblige? The effects of firm reputation and celebrity on earnings surprises and investors' reactions. *Academy of Management Best Paper Proceedings*.

Rindova, V. 2007. Cultural consumption and value creation in consumer goods technology industries. *Academy of Management Best Paper Proceedings*, pp. 1-6.

Rindova, V. & Kennelly, J. 1995. Transfer of environmental standards in the global chemical and pharmaceutical industries: An organizational learning perspective. Proceedings of the International Association of Business and Society, Sixth Annual Conference, Vienna, Austria.

Fombrun, C. & Rindova, V. 1994. Reputational rankings: Institutionalizing social audits of corporate performance. Proceedings of International Association of Business and Society, Fifth Annual Conference, Hilton Head Island, SC.

Bethel, J. & Rindova, V. 1994. The impact of CEO, top management teams and boards of directors turnover on corporate restructuring. Proceedings of the Second International Federation of Scholarly Associations of Management, Dallas, TX.

Invited Talks

- 2020 University of Illinois, Urbana-Champaign
- 2019 Bocconi University
- 2018 New York University
- 2017 INSEAD
- 2016 Dartmouth College
- 2015 UC-Irvine
- 2014 University of Michigan
- 2013 University of Chicago
- 2013 Cornell University (Cornell Tech and Johnson School of Business)
- 2013 University of Kansas
- 2013 Drexel University
- 2012 University of Alberta
- 2012 University of Southern California
- 2011 Harvard University
- 2011 University of Illinois, Urbana-Champaign
- 2011 Stanford University
- 2009 Kellogg School of Management, Northwestern University
- 2008 University of California at Berkeley, Fall 2008.
- 2008 London Business School

2008 INSEAD
2007 Bocconi University
2006 University of Florida
2006 London Business School
2005 University of Catania
2005 INSEAD
2004 Lund University
2004 Bocconi University
2004 University of New Mexico
2002 Purdue University
2000 University of British Columbia
1999 Columbia University

Refereed Conference Presentations

Academy of Management

2018

2017

2016, Anaheim

- The cultural side of value creation, Presented at PDW on The Social Construction of Markets
- From Values to Value, Presented at PDW on The Value of Values for Organization Theory.
- How Entrepreneurs Use Valuation Logics, Paper presented at the symposium on Identity, Entrepreneurship, and Meaning Construction Through Cultural Resources
- Presenter, Symposium on Celebrity in Strategic Management and Organizational Studies

2015, Vancouver

- Co-organizer, PDW on Design and Design Thinking

2014, Philadelphia, PA

- Panelist at PDW on Cultural Design and Designing Culture
- How to do things with words. Paper Presented at All-Academy Symposium
- Business models and business model innovation. Paper Presented at All-Academy Symposium
- Big names and fragmented experiences (with Melissa Graebner and Christina Kyprianou). ,
Competitive paper

2013, Orlando, FL

- Managerial cognition perspective on business model innovation (with Luis Martins and Bruce Greenbaum) Competitive paper
- Cultural entrepreneurship: Unity in diversity. Presentation at the PDW on Cultural Perspectives on Entrepreneurship and Innovation.
- Where cognition meets culture. Presentation at the PDW on Behavioral Strategy.

2012, Boston, MA

- Addressing the skillful navigation of gatekeeping in the art world (with Elena Dalpiaz and Davide Ravasi). Paper presented in the All-Academy Symposium.
- Understanding value: Definition, generation and appropriation (with Shazad Ansari and Kamal Munir). Competitive paper.

- The effectiveness of routine interfacing: How consistency in the timing of interface exchanges affects output quality (with Scott Turner). Competitive paper.

2010, Montréal, CANADA

- Combining different logics in organizations: A study of institutional change and strategic renewal (with Elena Dalpiaz and Davide Ravasi). Competitive paper.

- Confidentiality and the process of knowledge generation: Approaches to qualitative research (with David Kirsch and Anastasyia Zavyalova). Competitive paper.

2008, Anaheim, CA

- Asking questions about branding: An investigation into symbolic value creation. (Co-chair). Symposium sponsored by Organization Theory, Organizational Development and Change, and Managerial and Organizational Cognition Divisions.

- Product ideology, value, and meaning in the specialty coffee industry. Paper presented at the Symposium on Cultural Approaches to the Study of Entrepreneurship sponsored by the Entrepreneurship, Organization Theory, and Managerial and Organizational Cognition Divisions.

- A socio-cognitive view of stakeholder theory. Paper presented at the Symposium on Toward a Stakeholder Theory of Strategy. Showcase symposium sponsored by Business Policy and Strategy, Organization Theory, and Social Issues in Management Divisions.

2007, Philadelphia, PA

- Developing a co-organizing model of organizational routines from garbage cans (with Scott Turner). Competitive paper.

- Cultural capital, aesthetic consumption, and value creation in consumer good industries. Competitive paper. Selected for publication in *Best Paper Proceedings*.

- Reputation building by new ventures (with Antoaneta Petkova and Anil Gupta). Competitive paper.

2005, Honolulu, HI

- Technological change, product design, and consumer perceptions of value. Paper presented at the Symposium on High tech *and* High Touch: Fashion Dynamics in Technology Markets. Showcase Symposium sponsored by Business Policy and Strategy, Organization Theory, and Technology and Innovation Management Divisions.

- Why markets don't stand still and what firms can do about it: Conversations on dynamic capabilities. (Organizer). PDW Business Policy and Strategy Division

2004, New Orleans, LA

- Media and investor information cascades in the IPO market (with Tim Pollock). Competitive paper.

- Creating symbolic value: A cultural perspective on production and exchange (with Davide Ravasi). Competitive paper.

- When a new thing is a good thing: Cognitive and emotional responses and value created by product innovations (with Antoaneta Petkova). Competitive paper.

2003, Seattle, WA

- Being known and being liked: An empirical examination of the reputations of US business schools with corporate recruiters (with Ian Williamson, Antoaneta Petkova, and Joy Sever). Competitive paper.

- Gonna be a star: The social construction of firm celebrity (with Tim Pollock). Competitive paper.

- The impact of market actions on firm reputation (with Dax Basdeo, Ken Smith, Curt Grimm, and Pamela Derfus). Competitive paper.

2002, Denver, CO

- Of signals, chords, and tunes: An empirical examination of the relationship between strategic actions and market value of Internet firms (1995-1998) (with Walter Ferrier and Robert Wiltbank). Competitive paper.

2000, Toronto, Canada

- Reputation building and firm performance: An empirical analysis of the top-50 pure Internet firms (with Suresh Kotha). Competitive Paper.

- Identity at the interfaces: The dynamic construction of identity in organizational fields. (Co-chair). Symposium sponsored by Business Policy and Strategy and Managerial and Organizational Cognition Divisions

- The identities of morphing organizations: The case of Yahoo and Excite (with Suresh Kotha). Symposium Panel Presentation.

- The road to transparency: The case of Royal Dutch Shell (with Charles Fombrun). Symposium Panel Presentation.

1999, Chicago, IL

- Building corporate reputation on the Internet: The case of Amazon.com (with Suresh Kotha). Competitive paper.

- The meaning of coffee and the growth of the U.S. specialty coffee industry. Symposium panel presentation (showcase symposium sponsored by BPS and OMT Divisions).

1998, San Diego, CA

- What matters most about boards: A discussion with researchers and directors. (Co-chair). Symposium sponsored by Business Policy and Strategy and Managerial and Organizational Cognition Divisions.

- The knowledgeable board: Cognitive diversity and board effectiveness. Symposium panel presentation.

- Learning from crisis: Reputation management at Royal Dutch Shell (with Charles Fombrun). Symposium panel presentation.

1997, Boston, MA

- Collaborative theorizing: The case of organizational identity theory. Symposium panel presentation.

1996, Cincinnati, OH

- Making coffee or meaning? A study of The Starbucks Coffee Company's communications. Competitive paper.

- When rivals go to war: The case of Coca Cola Company versus PepsiCo (with Manuel Becerra). Competitive paper.

1995, Vancouver, Canada

- On the face of it: Reputation and corporate self-presentations. Symposium panel presentation.

- Constructions of greening (with Bill Starbuck). Symposium panel presentation.

1994, Dallas, TX

- What corporate boards have to do with strategy: A decision-making perspective. Competitive paper.

- Theory X, Y, Z BC. Symposium panel presentation.

Strategic Management Society

2016, Berlin

- The role of the media in corporate governance. Presented at a symposium on corporate governance.

2015, Denver

- Industry legitimization. Presented at a panel on the evolution of the cannabis industry.

2014, Madrid, Spain

- Where Cognition Meets Culture. Presentation to Behavioral Strategy Interest Group Track

2010, Rome, Italy

- Combining different logics in organizations: A study of institutional change and strategic renewal (with Elena Dalpiaz and Davide Ravasi).

2007, San Diego, CA

- The mind of the strategist and the eye of the beholder: The socio-cognitive perspective in strategy research (with Rhonda Reger). Competitive paper.

2003, Baltimore, MD

- Routines for change: Relating dynamic capabilities to the macro and microevolution of a firm's capabilities (with Susan Taylor). Competitive paper.

2001, San Francisco, CA

- Value management: Creating, co-producing, and appropriating value (with Charles Hill). Competitive paper.

- Using attraction theory to understand market relationships (with Rhonda Reger). Competitive paper.

2000, Vancouver, CANADA

- Action and value (with Suresh Kotha and Robert Wiltbank). Competitive paper.

Organization Science Winter Conference

2008, Snow Creek, CA

- Catastrophic disorganization (with Philip Bougen).

Atlanta Conference on Competitive Advantage

2008, Atlanta, GA

- Does noblesse oblige? The effects of firm reputation and celebrity on earnings surprises and investors' reactions.

2004, Atlanta, GA

- The impact of market actions on firm reputation (with Dax Basdeo, Ken Smith, Curt Grimm, and Pamela Derfus).

Babson-Kauffman Conference in Entrepreneurship

2000, Babson, MA

- The buzz and the pitch: The role of information flows in the IPO market (with Tim Pollock).

International Association of Business and Society

1995, Sixth Annual Conference, Vienna, AUSTRIA

- Transfer of environmental standards in the global chemical and pharmaceutical industries: An organizational learning perspective (with Jim Kennelly). Competitive paper.

1994, Fifth Annual Conference, Hilton Head Island, SC

- Reputational rankings: Institutionalizing social audits of corporate performance (with Charles Fombrun). Competitive paper.

EGOS

2013, Montréal, CANADA

Value creation strategies for multi-sided platforms (with Christina Kyprianou).

2009, Barcelona, SPAIN

From history to heritage: Corporate museums and organizational institutionalization (with Davide Ravasi and I. Stigliani). Paper also presented at the Business History Society Conference, June 2009, Milan, Italy.

Reputation Institute Conference

2009, Amsterdam, THE NETHERLANDS

The effects of intangible assets on earnings surprises and investors' responses (with Michael Pfarrer and Tim Pollock). Paper presented at the 13th Conference of the Reputation Institute.

Conferences Organized

Micro-foundations of Creative Strategizing. Conference sponsored by the Herb Kelleher Center, McCombs School of Business, University of Texas at Austin, 2016.

First and Second Annual Entrepreneurship Conference (with Anil Gupta), University of Maryland, 2004 and 2005.

First and Second International Workshops on Symbol-Intensive Organizations (with Davide Ravasi, Nelson Philips, and Pablo de Holan), 2002 and 2007, Bocconi University. The Second Workshop was sponsored by a grant of the European Science Foundation.

First International Conference on Reputation, Image and Competitiveness (with Charles Fombrun), 1997, New York University.

Grants

- 2012 The Origins of Strategy: Strategy Making in Early Technology Startups. Research Excellence Grant, McCombs School of Business, The University of Texas at Austin
- 2009 The Two Faces of Deviance: A Study of Innovation and Deviance at Enron. Research Excellence Grant, McCombs School of Business, The University of Texas at Austin.
- 2007 Product Form Design: An Exploratory Study of the Practices of Leading Italian Firms. *CIBER* Center, McCombs School of Business, The University of Texas at Austin
- 2007 International Workshop on Symbol-Intensive Organizations. *European Science Foundation*
- 2006 Strategic Choices and Investor Valuations of New Firms in Emerging Industries. *Distinguished Entrepreneurship Research Award*, R. Smith School of Business, University of Maryland
- 2006 Strategic Choices and Investor Valuations of New Firms in Emerging Industries. *General Research Board Award*, University of Maryland
- 2002 Evolving Dynamic Capabilities in Times of Dramatic Change. *National Science Foundation*, Innovation and Organizational Change Program, SEGR.
- 2002 Does Practice Make Perfect? HCIT, R. Smith School of Business, University of Maryland.
- 1999 Internationalization Strategies of Internet Firms. *CIBER*, University of Washington
- 1999 Information Mediators in the Market for Initial Public Offerings: The Role of the Media and Financial Analysts in IPO Valuation. *Ewing Marion Kauffman Foundation*.

1996 Entrepreneurial Action and Niche Creation. Center for Entrepreneurial Studies, Stern School of Business

Editorial Boards and Reviewing Activities

Senior Editor, *Strategy Science* (2018-present)

Guest Editor, *Strategy Science*, “Shaping the Future: Strategies for market creation and transformation (2019-2020)

Guest Editor, *Academy of Management Review*, Special topic forum: “Dreaming, Discovering, Creating: The Visions and Costs of Entrepreneuring” (2006-2008)

Associate Editor, *Academy of Management Review* (2005-2008)

Editorial Board, *Administrative Science Quarterly* (2009-2016)

Editorial Board, *Strategic Management Journal* (2009-2013)

Editorial Board, *Strategic Organization* (2006-2017)

Editorial Board of *Organization Studies* (2004-2009)

Editorial Board of *Academy of Management Journal* (2004-2007)

Editorial Board of *Organization Science* (2003-2005)

Editorial Board of *Corporate Reputation Review* (2002-present)

Editorial Board of *Journal of Management* (2000)

TEACHING

Ph.D.

Contemporary Issues in Strategic Management, Ph.D. seminar, McCombs School of Business, 2007, 2008, 2009, 2010, 2012, 2013, 2015.

Seminar on Cognitive and Institutional Approaches to Strategy, University of Maryland. Ph.D. seminar, 2002, 2004.

MBA and EMBA

GSBA 572 Strategic Planning for Growth: Strategy, MBV, Marshall School of Business, 2016, 2017, 2018, 2019, 2020, 2021

GSBA 552 Problem Solving and Decision Making: An Integrative Approach, Marshall School of Business, 2017, 2018

MOR 564 Strategic Innovation: Creating new markets, business models, and growth, MBA elective, Marshall School of Business, 2017, 2018, 2019, 2020

Theme X, Executive of the Future, EMBA, 2020, 2021

Strategic Innovation: Creating new markets, business models, and growth, Texas Executive MBA, 2014, 2015; HMBA, DMBA, 2015

Strategic Management, 2006- 2013, McCombs School of Business

Strategic Management, University of Maryland, 2000-2004

Entrepreneurship, University of Washington, 1999-2000

Executive Education Open-enrollment and Custom Programs

Strategic and Business Model Innovation (2013-present)

Designing Winning Strategies (2014-2016)

Developing Intangible Assets (1999-2000)

Undergraduate

MOR 467 Strategic Innovation Management, 2017.

General Management and Strategy, McCombs School of Business, 2011, 2012, 2013

Strategic Change and Innovation, McCombs School of Business, 2010, 2011, 2012, 2013

Entrepreneurship, Foster School of Business, University of Washington, 1999, 2000

Doctoral Student Advising

Dissertation Committee Chair/Co-Chair

Bruce Greenbaum, 2012-2015. The University of Texas at Austin

Ye Dai, 2009-2012. The University of Texas at Austin

Elena Dalpiaz, 2007-2010. Bocconi University, Milano, Italy.

Michael Pfarrer, 2005-2007. University of Maryland

Antoaneta Petkova, 2004-2006. University of Maryland, Best Dissertation Award, Entrepreneurship Division, Academy of Management, 2007

Dissertation Committee Member

Jaewoo Jung, 2020-present, University of Tennessee-Knoxville

Jue Wang, 2017- 2020, University of Southern California

Jake Grady, 2016-2017, University of Southern California

Santosh Srinivasan, 2015-present. The University of Texas at Austin

Julie Sharek, 2012-present. The University of Texas at Austin

Andy Kui Du, 2011-2013. Department of Information, Operation, and Risk Management (IROM), The University of Texas at Austin

Philip Roundy, 2011-2013. The University of Texas at Austin

Cindi Baldi, 2010-2013. The University of Texas at Austin

Anastasya Zavyalova, 2010-2012. University of Maryland

David Chandler, 2008-2011. The University of Texas at Austin

Michael Bednar, 2006-2008. The University of Texas at Austin

Michael Luchs, 2006-2008. The University of Texas at Austin

Holy Slay, 2004-2006. University of Maryland

Carmelita Troy, 2003-2004. University of Maryland

SERVICE

Academic and Professional

- 2019 Member, Strategy Division, Executive Committee
- 2018 Member, Strategy Division, Executive Committee
- 2018 Chair, Behavioral Strategy Interest Group, Strategic Management Society
- 2017 Program Chair, Behavioral Strategy Interest Group, Strategic Management Society
- 2016 Associate Program Chair, Behavioral Strategy Interest Group, Strategic Management Society
- 2014 Representative-at-Large, Behavioral Strategy Interest Group, Strategic Management Society
- 2022, Panelist, OMT Junior Faculty Consortium, Academy of Management
- 2014 Panelist, OMT Doctoral Student Consortium, Academy of Management
- 2013 Panelist, OMT Doctoral Student Consortium, Academy of Management
- 2012 Panelist, BPS Doctoral Student Consortium, Academy of Management
- 2010 Panelist, SMS Extension on Knowledge and Capabilities, Milan, Italy
- 2010 Reviewer for *Organization Science/INFORMS* Dissertation Proposal Competition
- 2008 Panelist, Business Policy and Strategy Division Mid-Career Workshop
- 2008 Reviewer for *Organization Science/INFORMS* Dissertation Proposal Competition
- 2007 Panelist, Business Policy and Strategy Division Junior Faculty Consortium
- 2005 Panelist, Technology and Innovation Management Division Doctoral Student Consortium
- 2004 Organizer, OMT/ODC/MOC Doctoral Student Consortium
- 2002 Member, Organization Management and Theory Division, Executive Committee
- 2003 Panelist, OB/OMT/ODC/MOC Doctoral Student Consortium
- 2002 Panelist, Business Policy and Strategy Division Junior Faculty Consortium
- 2000 Member, Business Policy and Strategy Division, Research Committee

Institutional

- Research Director, Lloyd Greif Center for Entrepreneurial Studies, USC, 2016-present
- Chair, Service Evaluation of TTT FAC Committee, Academic Senate, University of Southern California, 2020-2021
- Member, UCAPT, University of Southern California, 2020-2021
- Member, Personnel Committee, Marshall School of Business, 2016-2020
- Member, Greif Recruiting Committee, Marshall School of Business, 2017-present

Chair, PEG Committee for Promotion to Tenure for Nan Jia, 2017

Member, PEG Committee for Promotion to Tenure for Shon Hiatt, 2018

Member, Promotion Standards Committee, Marshall School of Business, 2017

Member, Strategy Recruiting Committee, Marshall School of Business, 2017

Director, Herb Kelleher Center for Entrepreneurship, Growth and Renewal, 2014-2016

Member, Advisory Board of the Innovation Center, Cockrell School of Engineering, 2013-present

Chair, McCombs School of Business Tenure and Promotion Committee, 2011-2014

Member, McCombs School of Business Tenure and Promotion Committee, 2010-2011; 2014-2015

Member, Health Care Initiative Steering Committee, McCombs School of Business, 2010-2012

Member, McCombs School of Business Research Evaluation Committee, 2007-2010

Member, Management Department Executive Committee, 2008-present (three two-year terms)

Member, Management Department MSTC Program Committee, 2013-present

Member, Promotion Subcommittee for Luis Martins, 2015

Member, Promotion Subcommittee for Emily Amantullah, 2014

Member, Promotion Subcommittee for Kyle Lewis, 2013

Chair, Management Department Publications Committee, 2010

Chair, Third-Year Review Committee for Professor Francisco Polidoro, 2010

Member, Promotion Subcommittee for Mary Benner, 2009

Chair, Promotion Subcommittee for Melissa Graebner, 2009

Member, Promotion Subcommittee for Caroline Bartel, 2008

Chair, Management Department Recruiting Committee, 2007-2008

Member, R.H. Smith School of Business Salary Review Committee, 2006

Coordinator, Strategy Ph.D. comprehensive exams, R.H. Smith School of Business, 2002, 2003, 2004, 2005, and 2006

Coordinator, Strategy course in the MBA core, R.H. Smith School of Business, 2001, 2004, 2005, and 2006

Member, Strategy Recruiting Committee, Management Department, R.H. Smith School of Business 2000, 2001, 2003, 2004 and 2005