

Rhonda K. Reger

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Education

Ph.D., University of Illinois at Urbana-Champaign, IL (Major: Strategic Management; Minor: Organization Theory)
M.B.A., University of Illinois at Urbana-Champaign, IL (Concentration: Policy)
B.B.A., Marketing, Texas A & M University, College Station, TX

Awards & Honors

Research

- NSF I-Corps South Node Grant, 2016-2021 (\$3.45 million to 4 universities)
- SIM Division Best Student Paper Award, with X.J. Wang (student), W. Zhou & D.W. Williams
- Nominated for Best Paper Award, Strategic Management Society Meetings, (winner will be announced, September 2017)
- Best Paper Award, Reputation Institute, Annual Conference, 2013
- Chaired Dissertation winning Best Dissertation Award, Oxford University Corporate Reputation Centre, 2013
- Invited Senior Scholar, Society of Entrepreneurship Scholars, 2009
- Sage Best Publication Award, *Organizational Research Methods*, 2007
- Best Paper Award, Academy of Management, Managerial and Organizational Cognition Interest Group, 1995
- New Faculty Consortium, Academy of Management, BPP Division, Invited Participant, 1989
- A. T. Kearney Award for Outstanding Dissertation Research in General Management. Academy of Management, Business Policy and Planning Division, 1988
- Doctoral Student Consortium, Academy of Management, BPP Division, Invited Participant, 1985
- University of Illinois Fellowship, 1985-1986
- Alcoa Foundation Fellowship, 1984-1985

Teaching

- Krowe Excellence in Teaching Award, highest teaching award given by the Robert H. Smith School of Business, University of Maryland, 2009
- Robert H. Smith School of Business, University of Maryland, Top 15% Teaching Award, 2006
- University of Illinois, Urbana-Champaign, Top 15% Teaching Awards, 1984-1986
- Redesigned capstone business policy course was named a University of Maryland General Education Scholarship in Practice course

Service

- Fifteen Year Contribution Recognition, Cognition in the Rough Workshop, Managerial and Organizational Cognition Division, Academy of Management, 2016
- Outstanding Reviewer Awards:
 - Technology and Innovation Management Division, Academy of Management, 2015
 - Organization and Management Theory Division, Academy of Management, 2011, 2012, 2016
 - Business Policy and Strategy Division, Academy of Management, 1996, 2008, 2014

- Managerial and Organizational Cognition Division, Academy of Management, 1995, 2009, 2012
- Entrepreneurship Division, Academy of Management, 2016
- Southern Management Association Meetings, 2012

Research Publications

1. Wang, X, & Reger, R.K. (accepted) Rolling the Dice: What Methodological Choices Maximize Chances for Publication in Premier Strategic Management Journals? Chapter in Galavan, R. J., Sund, K. J., & Hodgkinson, G. P. (2017). *Methodological Challenges and Advances in Managerial and Organizational Cognition*. New Horizons in Managerial and Organizational Cognition. Bingley UK: Emerald.
2. Zavyalova, A., Pfarrer, M., & **Reger, R.K.** (in press) Celebrity or Infamy? The Consequences of Revealing an Organization's Identity, *Academy of Management Review*.
3. Zavyalova, A.; Pfarrer, M. **Reger, R.K.** & Hubbard, T.D. 2016. Reputation as a Benefit and a Burden? How Stakeholders' Organizational Identification Affects the Role of Reputation Following a Negative Event, *Academy of Management Journal*.
4. Zavyalova, A., Pfarrer, M., **Reger, R.K.**, & Shapiro, D. 2012. Managing the Message: The Effects of Firm Actions and Industry Spillovers on Media Coverage Following Wrongdoing, *Academy of Management Journal*, Vol. 55 Issue 5, 1079-1101.
5. Rindova, V., **Reger, R. K.**, Dalpiaz, E. 2012. 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, c 584 pp Hb 978 1 84720 044 0.
6. Kiyatkin, L. **Reger, R. K.** & Baum, J. R. 2011. Thought Leadership on Business and Social Issues: Why U.S. Business Schools Lag Corporations and How They Could Improve, *Journal of Corporate Citizenship*. Vol. 41, 83-102.
7. Livengood, R. S. & **Reger, R. K.** 2010. That's Our Turf!: Identity Domains and Competitive Dynamics. *Academy of Management Review*, 35: 48-66.
8. Duriau, V. J., **Reger, R. K.** & Pfarrer, M. 2007. A Content Analysis of the Content Analysis Literature in Organizational Studies: Research Themes, Data Sources, and Methodological Refinements, *Organizational Research Methods*. 10(1): 5-34. Sage Best Publication for 2007 Award.
9. Mullane, J. V., Gustafson, L.T. & **Reger, R.K.** 2002. Entrepreneurs in High Velocity Environments: Leveraging Cognitive Independence, *Journal of Business and Entrepreneurship*, Vol. 14, No. 2, pp. 133-150.
10. **Reger, R.K.**, Barney, J., Bunderson, S., Foreman, P., Gustafson, L.T., Huff, A., Martins, L.L., Sarason, Y. and Stimpert, J.L., 1998. A strategy conversation on the topic of organizational identity. *Identity in organizations: Developing theory through conversations*, 99-168. (Dave Whetten and Paul Godfrey, eds), Sage.
11. Albert, S, Ashforth, B.E., Gioia, D.A., Godfrey, P. C. (moderator), **Reger, R. K.**, Whetten, D. A. 1998. Chapter 8: Epilogue: What Does the Concept of Identity Add to Organization Science?, in

Identity in Organizations: Building Theory Through Conversation. (Dave Whetten and Paul Godfrey, eds), Sage.

12. **Reger, R. K.**, & Palmer, T. B. 1996. Managerial Categorization of Competitors: Using Old Maps to Navigate New Environments. *Organization Science*, 7:22-39.
13. Noble, C. H., Stafford, E. R. & **Reger, R. K.** 1995. A New Direction for Strategic Alliance Research in Marketing: Organizational Cognition. *Journal of Strategic Marketing*, 3: 145-165.
14. **Reger, R. K.**, Mullane, J. V., Gustafson, L. T. & DeMarie, S. M. 1994. Creating Earthquakes to Change Organizational Mindsets. *Academy of Management Executive*, 8(4): 31-46.
15. **Reger, R. K.**, Gustafson, L. T., DeMarie, S. M. & Mullane, J. V. 1994. Reframing the Organization: Why Implementing Total Quality is Easier Said Than Done. *Academy of Management Review*, 19: 565-584.
16. **Reger, R. K.**, & Huff, A. S. 1993. Strategic Groups: A Cognitive Perspective. *Strategic Management Journal*, 14: 103-124.
This article was also summarized by M. Shanley in the 'Translations' section of *Academy of Management Executive*, 7(4): 82-83.
17. Lyles, M. A., & **Reger, R. K.** 1993. Managing for Autonomy in Joint Ventures: A Longitudinal Study of Upward Influence. *Journal of Management Studies*, 30: 383-404.
18. **Reger, R. K.**, Duhaime, I. M., & Stimpert, J. L. 1992. Deregulation, Strategic Choice, Risk and Financial Performance. *Strategic Management Journal*, 13, pp. 189-204.
19. **Reger, R. K.** 1990. Managerial Thought Structures and Competitive Positioning. In A. S. Huff (Ed.), *Mapping Strategic Thought*, Chichester, England: Wiley, pp. 71-88.
20. **Reger, R. K.** 1990. The Repertory Grid Technique for Eliciting the Content and Structure of Cognitive Constructive Systems. In A. S. Huff (Ed.), *Mapping Strategic Thought*, Chichester, England: Wiley, pp. 301-309.
21. Huff, A. S. & **Reger, R. K.** 1987. Review of Strategic Process Research. *Journal of Management*, 13, pp. 211-236.

Other Publications

22. **Reger, R. K.** 2011. Invited book review of Gray, P. S., Williamson, J. B., Karp, D. A., & Dalphin, J. R. (2007). *The Research Imagination: An Introduction to Qualitative and Quantitative Methods*. Cambridge: Cambridge University Press, *Organizational Research Methods*, 14: 394-397.
23. **Reger, R. K.** 2003. Networking: A Step by Step Approach. *Washington Business Journal*.
24. **Reger, R. K.** 2001. Managing in the Information Age, *Journal of Management*, editor's note, 27(3):233-234.
25. **Reger, R. K.** 1999. Building Quake-Proof Companies. *Executive Excellence*. 16(9):19.

26. **Reger, R. K.** 1997. Book review of Strategic Leadership: Top Executives and Their Effects on Organizations, by Sydney Finkelstein and Donald C. Hambrick, *Academy of Management Review*, 22.
27. **Reger, R. K.** & Wiseman, R. M. (Eds.) 1996. Strategic Management: Creating Competitive Advantage, New York: McGraw-Hill, College Custom Series. (Revised readings book for MBA capstone course, with chapter introductions by Reger and Wiseman).
28. Wiseman, R. M. & **Reger, R. K.** (Eds.) 1994. *Readings in Strategic Management*, Acton, MA: Copley Publishing Group. (Readings book for MBA capstone course)
29. **Reger, R. K.** & Wiseman, R. M. (Eds.) 1994. *Cases in Strategic Management*, Lexington, MA: Ginn Custom Publishing. (Case book for MBA capstone course)
30. Palmer, T. B. & **Reger, R. K.** 1992. MeraBank B. In C. W. L. Hill & G. R. Jones, *Strategic Management*, 2nd edition, Boston: Houghton Mifflin.
31. **Reger, R. K.** & Palmer, R. B. 1992. Teaching Note for MeraBank B. In C. W. L. Hill & G. R. Jones, *Instructor's Manual for Strategic Management*, 2nd edition, Boston: Houghton Mifflin

Refereed Conference Proceedings

Benjamin, S., **Reger, R. K.**, & Pfarrer, M. D. 2012. Media Coverage of US Wind Power Plants: Does it Generate Electricity?. In *Proceedings of the New Frontiers in Management and Organizational Cognition Conference*. National University of Ireland Maynooth.

Duriau, V. J. & **Reger, R. K.** 2004. Choice of Text Analysis Software in Organization Research: Insight from a Multi-dimensional Scaling (MDS) Analysis, JADT 2004 : 7es Journées internationales d'Analyse statistique des Données Textuelles (7th International Conference on the Textual Data Statistical Analysis), *JADT 2004 Proceedings Volume 1*, pp.382-389, University Press of Louvain (PUL).

Gustafson, L. T. & **Reger, R. K.** 1995. Using Organizational Identity to Achieve Stability and Change in High Velocity Environments. *Best Paper Proceedings*, Academy of Management, August.

Citation Counts

ISI Web of Science: 1075 citations (June 1, 2016)

Google Scholar: 4695 citations (June 5, 2017)

Work in Progress

Lewis, K., Janardhanan, N., **Reger, R.K.**, & Stevens, C. Getting to Know You: The Value of Cross-understanding and Team Goal Orientation in Team and Individual Performance. Under review at *Organization Science*, May 2017.

Boss, A., **Reger, R.K.**, & Yan, J.J. Keep On Keeping On: Entrepreneurial Persistence. Presented at 2016 AOM meetings; Under review at *Journal of Business Venturing*, May 2017.

Reger, R.K., Noble, C.H., & Swan, S. Design Orientation: Beyond Design Thinking to Firm-Level Competitive Advantage. *Working paper*.

Wang, X., **Reger, R.K.**, & Pfarrer, M. *Faster, Hotter, and Linked In: Accumulation of Social Disapproval in Social Media.* To be submitted to *Academy of Management Review*.

Wang, X., Xia, J., & **Reger, R.K.**, From Losing to Regaining Media-Constructed Legitimacy: A Study of Corporate Bankruptcy, revising paper to submit to *Administrative Science Quarterly*.

Mmbaga, N. A., Goethner, M., Jain, S., Meek, W., **Reger, R.K.**, White, T. D., Wood, M. A Conversation on Identity Based Views in Academic Entrepreneurship, Working paper.

Identity Barriers for Scientists Becoming Academic Entrepreneurs. Earlier versions of theory and empirical papers presented at the Babson Entrepreneurship Research Conference, accepted at Strategic Management Society Conference, and the Southern Management Conference. Working with doctoral students. Papers from this research has been presented at the Strategic Management Society, the Babson University Entrepreneurship Research Conference; and accepted at the Technology Transfer Society Conference.,

The Social Construction of Alternative Energy Sources: A Socio-cognitive Study of Wind Power Adoption, with Michael Pfarrer, Scott Benjamin, and Jason Strickling. Earlier drafts have been presented at AOM, SMS, MERC and ACAC conferences. Preparing manuscript for submission to *Academy of Management Journal*.

Refereed Conference Presentations

1. Wang, X.J., **Reger, R.K.**, Zhou, W., Williams, D. W. (accepted) *Cross-Border Social Disapproval: Social Media, National Animosity, and Nationalism as Mobilization*, SIM Division Best Student Paper Award. To be presented at the Academy of Management Meetings in Atlanta, 2017.
2. Wang, X.J., **Reger, R.K.**, & Pfarrer, M. (Accepted) *Faster, Hotter, and More Linked In: Managing Social Disapproval in the Social Media Era.* To be presented at the Academy of Management Meetings in Atlanta, 2017.
3. **Reger, R.K.**, Mmbaga, N.A., & White, T.D. (Accepted) *To Be or Not to Be? Identity Theory and the Decision to Be (or Not) an Academic Entrepreneur.* Presenting as part of a Showcase Symposium on Micro/OB issues in Academic Entrepreneurship at the Academy of Management Meetings in Atlanta, 2017.
4. **Reger, R.K.**, Perkmann, M., & Mmbaga, N.A. (Accepted) Symposium Organizer and Panelist: *Contributions to Identity Theories from Studies of Scientists Who Engage (or Not) in Academic Entrepreneurship*, Strategic Management Society Meetings, November 2017, Houston.
5. Wang, X.J., **Reger, R.K.**, (Accepted) *Cross-Border Social Disapproval: Social Media Coverage, National Animosity, and Nationalism as Integrated Mobilizations.* Strategic Management Society Meetings, November 2017, Houston. Nominated for Best Conference Paper Award.
6. Boss, A, **Reger, R.K.**, and Yan, J. 2016. *A Theory of Optimal Entrepreneurial Persistence*, Academy of Management Meetings, Anaheim, August 2016.
7. **Reger, R.K.** 2016, Panelist: *Celebrity in Strategic Management and Organizational Studies Symposium*, Academy of Management Meetings, Anaheim, August 2016.
8. **Reger, R.K.** (presenter and session chair) 2016. *Who am I—Scientist or Academic Entrepreneur? Identity Based Views on Academic Entrepreneurship*, Technology Transfer Society, panel discussion

with Maximilian Goether, Sanjay Jain, William Meek, Nick Mmbaga, Daniel White, and Matthew Wood, Phoenix, AZ.

9. White, T.D., **Reger, R. K.** Williams, E. 2015. *Traditional Scientist to Academic Entrepreneur: Why It's Hard to Teach an Old Dog New Tricks*, presented at the Strategic Management Society Meetings, Denver, September.
10. **Reger, R. K.** 2015, *The Social Construction of Innovation*, Symposium Speaker, Academy of Management Meetings, Vancouver.
11. **Reger, R.K.**, Williams, E.; White, T.D. 2015. *Self-identity Conflicts of Academic Entrepreneurs: When Scientists Are Asked to Define Themselves by Who They Are Not (Entrepreneurs)*, Babson (BCERC), June, Natick, MA.
12. **Reger, R. K.** 2014, panelist, All-Academy Theme Symposium, *The Power of Words in Capital Markets*, Philadelphia.
13. Strickling, J.S. & **Reger, R. K.** 2014. *Creating & Growing Entrepreneurial Ecosystems, symposium organizers and presenters*. Academy of Management Meetings, Philadelphia.
14. Zavyalova, A., Pfarrer, M., **Reger, R.K.** 2014, *The Unintended Consequences of Seeking Celebrity*, Strategic Management Society Special conference on the Microfoundations of Strategic Management.
15. Zavyalova, A., Pfarrer, M., **Reger, R.K.** *Going to Extremes: The Double Edge of Seeking Media Coverage*, Strategic Management Society Meetings, Atlanta, GA, October 2013.
16. **Reger, R.K.**, 2013, *Cognitive Approaches in Strategic Management*, presented as part of a panel symposium on “The Micro Turn in Strategic Management”, Academy of Management meetings, Orlando, FL.
17. Co-author on paper as part of an accepted symposium at the Academy of Management: *The role of cross-understanding in teamwork: New empirical evidence* submitted by Kyle Lewis, presented August 2013 in Orlando, FL.
18. Zavyalova, A., Pfarrer, M., **Reger, R.K.** *The Dark Side of Organizational Prominence: Organizational Consequences of Seeking Media Coverage*, presented at “The Reputation Journey: From Exploration to Business Impact”—Reputation Institute’s 17th International Conference on Corporate Reputation, Brand, Identity and Competitiveness, Barcelona, Spain, June 5–7, 2013. **Paper won Best Paper Award.**
19. Zavyalova, A., Pfarrer, M., **Reger, R.K.** *The Benefits and Burdens of Reputation: The Joint Roles of Organizational Identification and Reputation Following Negative Events*, presented at “The Reputation Journey: From Exploration to Business Impact”—Reputation Institute’s 17th International Conference on Corporate Reputation, Brand, Identity and Competitiveness, Barcelona, Spain, June 5–7, 2013.
 - a. A revised version of the paper was also presented at the Oxford Corporate Reputation Conference, Sept 4-6, Oxford University, UK.
20. Han, J. H., Searcy, D., **Reger, R.K.**, Stevens, C. K., & Lewis, K. 2012. *Risk-Taking of Simulated Top Management Teams: A Simulated Investigation of the Moderating Roles of Information Search and Team Conflict*, BPS Division of the Academy of Management meetings, Boston, MA.

21. Stevens, C.K, Searcy, D.W., & **Reger, R.K.** 2012. *Effects of Mean Levels of and Diversity in Goal Orientation on Team Learning Over Time*, part of a Presenter Symposium (Howard Klein, organizer) New Directions in Understanding Motivation to Learn, Academy of Management meetings, Boston, MA.
22. Benjamin, S., **Reger, R.K.**, Pfarrer, M., and Baum, R. *The Media Effect on the Adoption of Green Technologies*, Southern Management Association meetings, November, Ft. Lauderdale, FL.
23. Vesco, R. & **Reger, R.K.** 2012. *Enabling and Motivating Membership in Collective Identities: The Role and Consequences of Media Told Success Stories for Entrepreneurship Across Countries*, Mason Entrepreneurship Research Conference (MERC), George Mason University, May.
24. Moerbe, J., **Reger, R.K.** & Bermiss, S. 2011. Hierarchical Competitor Categorization, Organizational Identity, Identity Domains, and Strategic Choice: Evidence from the Wind Energy Industry, presented as part of symposium entitled *Category Effects in the Evolution of Industries: Cognitive and Institutional Approaches (organized by R.K. Reger)* accepted by BPS, OMT, and SIM divisions at the Academy of Management meetings.
25. **R.K. Reger** (organizer and chair), 2011. *Panel Session: The Social Construction of Social Approval Assets: Who is in Control?* Co-author on paper presented as part of this panel: The Effects of Media Influence on Innovation Adoption in the US Wind Energy Sector, S. Benjamin, **R.K. Reger**, M. Pfarrer, and J. R. Baum, Strategic Management Society meetings, Miami, FL, November.
26. Benjamin, S., **Reger, R.K.**, Pfarrer, M., and Baum, R. 2011. *The Effects of Media Influence on Innovation Adoption in the US Wind Energy Sector* presented at the pre-conference Research-Development Workshop, Atlanta Competitive Advantage Conference, May 17-19, 2011.
27. **R.K. Reger** (with S. Benjamin, M. Pfarrer, and R.Baum,) 2011. *The Effects of Infomediaries on Industry Adoption: Speed of Adoption in the US Wind Energy Industry*, Mason Entrepreneurship Research Conference, May, George Mason University.
28. **R.K. Reger** (with S. Bermiss and J. Moerbe) 2011. *Hierarchical Competitor Categorization, Organizational Identity, Identity Domains, and Strategic Choice: Evidence from the Wind Energy Industry*, Mason Entrepreneurship Research Conference, May, George Mason University.
29. Pfarrer, M., **Reger, R.K.**, and Benjamin, S. (2010) *Discourse and Delayed Adoption of U.S. Wind Farms*. Paper presented at the INFORMS Annual Conference, Austin, Texas, November.
30. Benjamin, S., **Reger, R.K.**, and Pfarrer, M. (2010) *The Bradley Effect: When Sensemaking Doesn't Make Sense*. Paper presented at the Strategic Management Society Conference, Rome, Italy, October.
31. Zavyalova, A., Pfarrer, M., **Reger, R.K.**, & Shapiro, D. (2010) *Reputation Dynamics: The Effects of Industry Spillovers and Firm Actions on Firm Reputation*. Paper presented at the Atlanta Competitive Advantage Conference, May.
32. Benjamin, S., **Reger, R.K.**, Pfarrer, M. (2010) *Social Construction of New Public Good Technology: The Case of the Wind Energy Industry*. Research proposal accepted to the George Mason University Entrepreneurship miniconference, presented April.

33. Zavyalova, A., Pfarrer, M., **Reger, R.K.** & Shapiro, D. (2009) *Reputation Dynamics: Differential Effects of Symbolic and Substantive Actions on Firm Reputation Following Negative Events*, Mid-Atlantic Strategy Colloquium, North Carolina State University, December.
34. Zavyalova, A., Pfarrer, M., **Reger, R.K.** & Shapiro, D. (2009) *Reputation Dynamics in Industries with Transgressing Rivals: From Blessings in Disguise to Collateral Damage*, 2009 Strategic Management Society Conference, Washington, D.C., October.
35. Guo, W. and **Reger, R. K.** (2009) *Methods to Study the Cognitive Micro-foundations in Strategic Management: Computer Simulations and Games*, 2009 Strategy Management Society Conference, Washington, D.C., October.
36. Zavyalova, A., Michael D. Pfarrer, M. D., **Reger, R. K.**, & Shapiro, D. L. 2009. *From Guilty to Good . . . or Just to Looking Good?: Reputational Dynamics in the U.S. Toy Industry*, Academy of Management Meetings, Chicago.
37. Kiyatkin, L. & **Reger, R. K.** Baum, J. R. 2009. *The Purpose of Business: Corporations are More Progressive than U.S. Business Schools?* Selected for inclusion in the poster session and Virtual Global Forum at the 2009 Global Forum for Business as an Agent of World Benefit: "Manage by Designing in an Era of Massive Innovation," June 2-5, 2009, in Cleveland.
38. Livengood, R. S. & **Reger, R. K.** 2008. *That's Our Turf!: Identity Domains and Competitive Dynamics*. Mid-Atlantic Strategy Colloquium, George Mason University, December.
39. Kiyatkin, L. & **Reger, R. K.** Baum, J. R. 2008. *What are we saying? Understanding divergence in corporations' and business schools' expressions about social issues*. Academy of Management meetings, Anaheim.
40. Kiyatkin, L. & **Reger, R. K.** Baum, J. R. 2008. *The social responsibilities of business: Why major corporations are more progressive than U.S. business schools*. Strategic Management Society meetings, Cologne, Germany.
41. Zhang, L., & **Reger, R. K.** 2008. *The Reputation Trap: The Effect of Reputation on Ambidexterity*. Strategic Management Society 2008 Conference, Cologne, Germany.
42. Livengood, R. S. & **Reger, R. K.** 2007. *That's Our Turf!: Identity Domains and Competitive Dynamics*. Academy of Management Meetings, Philadelphia.
43. Duriau, V. J. & **Reger, R. K.** 2004. *Choice of Text Analysis Software in Organization Research: Insight from a Multi-dimensional Scaling (MDS) Analysis*, JADT 2004: 7th International Conference on the Textual Data Statistical Analysis, March , Louvain-la-Neuve, Belgium.
44. Duriau, V. J., **Reger, R. K.** 2003. *Content Analysis in Management Research: A Review of the Literature from 1980 to 2001*. Presented at the Academy of Management Meetings, Seattle, Washington.
45. Duriau, V. J., **Reger, R. K.** & Nodofor, H. 2000. *Content Analysis of Firms' Web Sites: Methodological Foundations, Software Solutions, and Implementation Issues*. Presented at the Academy of Management Meetings, Toronto, Canada.

46. Gustafson, L. T. & **Reger, R. K.** 1999. *Beyond Collective Organizational Identity: Empirical Evidence for Multiple Subidentities*. Presented at the Academy of Management Meetings, Chicago, Illinois.
47. **Reger, R. K.** 1999. *If Red and Love are Real, Then So are Strategic Groups*. Presented at the Academy of Management Meetings, Chicago, Illinois.
48. Gustafson, L. T., Mullane, J. V. & **Reger, R. K.** 1995. *Coping With Turbulence: Upper Echelons in High Velocity Environments*. Presented at the international Strategic Management Society Meetings, Mexico City.
49. Gustafson, L. T. & **Reger, R. K.** 1995. *Using Organizational Identity to Achieve Stability and Change in High Velocity Environments*. Presented at the Academy of Management Meetings, Vancouver. Won Best Paper Award from the Managerial and Organizational Cognition Interest Group.
50. **Reger, R. K.** 1995. *New Perspectives on Assessing and Using the Organization-Culture Construct in Organization Science*. Co-discussant (along with Janice Beyer) on a competitive symposium chaired by Neal Ashkanasy (University of Queensland) presented at the Academy of Management Meetings, Vancouver.
51. **Reger, R. K.** 1995. *Living in Reputational Fields: Management in the Vocal Marketplace of the 21st Century*. Panelist in a competitive symposium chaired by Charles Fombrun (New York University), presented at the Academy of Management Meetings, Vancouver.
52. Duhaime, I. M., Mullane, J. V., **Reger, R. K.**, & Stimpert, J. L. 1994. *The Decision to Enter International Markets: An Upper Echelons Perspective*. Presented at the 1994 International Conference of the Strategic Management Society, France, September.
53. **Reger, R. K.** (symposium chair) 1994. *Upper Echelons Research: Breaking Down Barriers between Demography and Cognitive Theory*. Symposium presented at the Academy of Management Meetings, Dallas, August. Panelists include Syd Finkelstein, Don Hambrick, Anne Huff, Larry Stimpert and Jim Walsh.
54. **Reger, R. K.** 1994. *Cognitive Strategic Groups: Implications for Economic Theory and Research*. Presented as part of a symposium organized by Margaret Peteraf for the Academy of Management Meetings, Dallas, August.
55. **Reger, R. K.** 1994. *Firm and Industry Self-Concepts: Identity Theory and the Social Construction of Industry*. Presented at the Social Construction of Industries and Markets International Conference, Chicago, April.
56. **Reger, R. K.**, DeMarie, S., Gustafson, L. & Mullane, J. 1993. *Cognitive Barriers in the Implementation of Planned Organizational Change: Why Total Quality Initiatives Fail*. Presented at the Strategic Management Society Conference, Chicago, September.
57. Stafford, E. R., Noble, C. H. & **Reger, R. K.** 1993. *A New Direction for Strategic Alliance Research: Organizational Cognition*. Presented at the 1993 Strategic Management Society Conference, Chicago, September.

58. **Reger, R. K.**, & Noble, C. H. 1993. *Identity and Reputation: Managers', Competitors' and Customers' Categorization Schemas in Women's Fashion Retailing*. Presented as part of Failing to See Eye to Eye: Methods for Uncovering Divergent Mental Models Between Managers and Customers. I chaired this competitive symposium. Academy of Management Meetings, Atlanta, August.
59. **Reger, R. K.** & Noble, C. H. 1992. *Understanding Competition in Transforming Industries: Is a Department Store by Any Other Name Still a Specialty Store?* Presented at the Strategic Management Society Conference, London, October.
60. **Reger, R. K.** 1992. *Sensemaking in Tranquil and Turbulent Times: A Punctuated Equilibrium Perspective*. Presented at TIMS/ORSA Meetings, Orlando, April.
61. Gooding, R. Z., **Reger, R. K.** & Palmer, T. B. 1991. *Risk Preferences: The Role of Past Performance and Future Goals*. Presented at the Academy of Management Meetings, Miami, August.
62. **Reger, R. K.**, & Palmer, T. B. 1990. *Cognitive Schemas of Competition: Understandings of Strategy in a Turbulent Industry*. Presented at the Academy of Management Meetings, San Francisco, August.
63. **Reger, R. K.**, Palmer, T. B. & Rathburn, J. A. 1990. *What is Competitive Strategy? Let's Ask Strategic Managers*. Presented at the Strategic Management Society Conference, Stockholm, September.
64. **Reger, R. K.** 1990. *The Effects of Deregulation on Managerial Cognition: Map-making in the U.S. Financial Services Industry*. Presented as part of Environmental Discontinuity, Top Management Cognition, and Strategic Response: A Panel Discussion. I co-chaired this competitive symposium. Strategic Management Society Conference, Stockholm, September.
65. Duhaime, I. M., **Reger, R. K.**, & Stimpert, J. L. 1989. *Strategic Choice and Performance: The Effects of Government Regulation*. Paper presented at the Academy of Management Meetings, Washington, D.C., August.
66. **Reger, R. K.** 1989. *Strategic Expertise in a Changing Environment: Grand Masters in a Rugby Match*. Paper presented at the Strategic Management Society Conference, San Francisco, October.
67. **Reger, R. K.**, & Palmer, T. 1989. *Cognitive Frameworks of Competitive Positioning in a Turbulent Environment*. Paper presented at the Working Conference on Managerial Thought and Cognition Conference, Washington, D.C., August.
68. **Reger, R. K.**, & Huff, A. S. 1989. *Thinking About Strategic Groups*. Paper presented at the State of the Art in Theory and Method in Strategy Research Conference, Wharton, May.
69. **Reger, R. K.** 1988. *Strategic Groups as Cognitive Phenomenon*. Paper presented at the Academy of Management Meetings, Anaheim, CA, August.
70. **Reger, R. K.**, Duhaime, I. M. & Stimpert, J. L. 1988. *The Impact of Governmental Regulations on Strategic Capabilities, Cognitive Frameworks, and Firm Competitiveness*. Paper presented at the Strategic Management Society Conference, Amsterdam, September.

71. **Reger, R. K.** 1988. *The Role of State Regulation in Commercial Banking*. Paper presented at the Midwest Business Administration Association Meetings, Chicago.
72. **Reger, R. K.** 1987. *How Strategists Think About Competitive Positioning: The Case of the Chicago Banking Market*. Paper presented at Managerial Thinking in Business Environments Conference, Boston, September.
73. **Reger, R. K.** 1987. *Repertory Grid Technique*. Paper presented as part of Cognitive Methodologies for Strategic Management Research: Mapping the Mind of the Strategist Symposium. I chaired this competitive symposium. Academy of Management Meetings, New Orleans, August.
74. **Reger, R. K.** 1987. *Strategic Groups as Cognitive Constructions*. Paper presented at Strategic Management Society Conference, Boston, September.
75. Lyles, M. A., & **Reger, R. K.** 1986. *Upward Influence in Joint Ventures*. Paper presented at Strategic Management Society Conference, Singapore, September.
76. **Reger, R. K.** 1984. *The Use of Game Theory for Understanding Capacity Expansion Decisions in Oligopolistic Industries*. Paper presented at Academy of Management Meetings, Boston, August.

Invited Research Presentations at Universities

Columbia University
 Case Western Reserve University
 Boston University
 Marquette University
 Southern Methodist University
 University of Illinois, Chicago
 Texas A&M University
 Arizona State University
 Cranfield University
 University of California, Irvine
 Georgia State University
 University of Maryland, College Park, Psychology Department
 University of Missouri
 University of Illinois, Urbana-Champaign
 The Wharton School, University of Pennsylvania
 Rutgers University, Camden
 University of Texas, Austin
 University of Texas, Dallas
 Texas Christian University
 Texas A&M University
 University of Tennessee, Knoxville
 Texas Tech University
 National University of Ireland, Maynooth
 University of Kentucky

Other Invited Presentations and Research Workshops

1. **Invited Scholar:** Doctoral Workshop, Corporate Reputation Conference, Oxford University, Oxford, UK, August 2017.

2. **Invited Panelist:** The Art of Publishing in A-Level Journals. PhD Project Management Doctoral Student Association, Atlanta, August, 2017.
3. **Invited Facilitator:** Content Analysis in Organizational Research: Techniques and Applications. Professional Development Workshop. Academy of Management Meetings, 2017, Atlanta, GA.
4. **Invited Presenter:** Innovation and Trends in Entrepreneurial Finance Research. Professional Development Workshop. Academy of Management Meetings, 2017, Atlanta, GA.
5. **Invited Presenter:** To Be or Not to Be: Identity based Barriers to participating in Academic Entrepreneurship and NSF I-Corps Teams. Presented NSF funded research at the National Innovation Network conference, Washington, D.C., May, 2017.
6. **Invited Scholar:** Doctoral Workshop, Corporate Reputation Conference, Oxford University, Oxford, UK, August 2016.
7. **Invited Panelist:** The Art of Publishing in A-Level Journals. PhD Project Management Doctoral Student Association, Anaheim, August, 2016.
8. **Invited Scholar:** Academy of Management Meetings, 2016, Managerial and Organizational Cognition Interest Group, "Cognition in the Rough," help junior faculty and doctoral students design research projects, Boston, MA.
9. **Invited Speaker:** Imaging the Future: Micro-Foundations of Creative Strategizing Conference Program, The University of Texas-Austin, April 2016.
10. **Invited Speaker,** 2015, Behavioral Strategy: Past, Present, and Future, Academy of Management PDW, Vancouver.
11. **Invited Speaker,** 2015, Advice From the Experts: Common Issues and Best Practices in Multilevel Theory & Analysis, PDW, Vancouver.
12. **Reger, R.K.** 2014. The Power of Language in Cognition Scholarship, PDW Discussant, Academy of Management Meetings, Philadelphia.
13. **Reger, R.K.** 2014. Behavioral Strategy 5, presenter, Academy of Management Meetings, Philadelphia.
14. **Invited Speaker,** 2014, PhD Project Management Doctoral Students Association Conference, "Marketing Yourself Effectively When on the Job Market," August, Philadelphia.
15. **Invited scholar,** Professional Development Workshop, 2014, organized by: Meyskens, M& Pfarrer, M.D. Academy of Management Annual Meeting, Philadelphia. Content analysis in organizational research: Techniques and applications.
16. **Organizer & Speaker,** UT-SMS Behavioral Strategy & Entrepreneurship Workshop, Sept 26-27, 2013.

17. **Invited scholar**, Professional Development Workshop, 2013, organized by: Meyskens, M& Pfarrer, M.D. Academy of Management Annual Meeting, Orlando, FL. Content analysis in organizational research: Techniques and applications.
18. **Invited scholar**, Professional Development Workshop, 2013, “Diamonds in the Rough”, an identity-building workshop for scholars new to managerial cognition research. Academy of Management Annual Meeting, Orlando, FL.
19. **Invited Speaker**, 2013, Management Doctoral Students Association Conference, “Marketing Yourself Effectively When on the Job Market,” August, Orlando, FL.
20. **Organizer and presenter:** Content Analysis in Management Research, 2012, PDW Southern Management Association Meetings, Florida.
21. **Invited scholar**, Professional Development Workshop, 2012, organized by: Meyskens, M., Kiyatkin, L., & Pfarrer, M.D. Academy of Management Annual Meeting, Boston, MA. Content analysis in organizational research: Techniques and applications.
22. **Invited participant**, Academy of Management Meetings, 2012, Managerial and Organizational Cognition Interest Group, "Cognition in the Rough," help junior faculty and doctoral students design research projects, Boston, MA.
23. **Invited scholar**, Professional Development Workshop, 2012, Behavioral Research in Strategic Management, organized by Mark Shayne Gary. Academy of Management Annual Meeting, Boston, MA. Use of behavioral simulations in strategic management research.
24. **Invited scholar**, Professional Development Workshop, 2011, organized by: Meyskens, M., Kiyatkin, L., & Pfarrer, M.D. Academy of Management Annual Meeting, San Antonio, TX. Content analysis in organizational research: Techniques and applications.
25. **Invited participant**, Academy of Management Meetings, 2011, Managerial and Organizational Cognition Interest Group, "Cognition in the Rough," help junior faculty and doctoral students design research projects, San Antonio, TX..
26. **Invited scholar**, Professional Development Workshop, 2011, organized by Mark Shayne Gary. Academy of Management Annual Meeting, San Antonio, TX. Use of behavioral simulations in strategic management research.
27. **Invited presenter**, 2011, Strategic Management Society meetings, Cognition and Strategy Process Strategy Process Interest Group Pre-conference Workshop, Organized by Pam Barr. Miami, FL.
28. **Invited panelist**, 2011, Strategic Management Society meetings, Data & Research Methods Track, Exploring the strategic mind: Methods for studying cognition and strategy, organized by Joe Porac, Miami, FL.
29. **Invited presenter** in Professional Development Workshop, 2010, organized by: Meyskens, M., Kiyatkin, L., & Pfarrer, M.D. Academy of Management Annual Meeting, Montreal, Canada. Content analysis in organizational research: Techniques and applications.

30. **Invited participant**, Academy of Management Meetings, Managerial and Organizational Cognition Interest Group, "Cognition in the Rough," help junior faculty and doctoral students design research projects, 2010.
31. **Invited presentation**, October 2009, *Strategies for Change, Renewal, and Innovation Begin with Organizations Built for Change, Renewal, and Innovation*, Program for National Security Reform, Arlington, Virginia.
32. **Invited Senior Scholar**, Society of Entrepreneurship Scholars meeting, October 2009, hosted at the Johns Hopkins University, Washington DC site, with sponsorship by The Kauffman Foundation and The Ohio State University, Fisher College of Business.
33. **Invited lead presenter** in Professional Development Workshop organized by: Meyskens, M., Kiyatkin, L., & Pfarrer, M.D. 2009. *Content analysis in organizational research: Techniques and applications*. Well over 100 attendees. PDW at the Academy of Management Annual Meeting, Chicago, IL, August.
34. **Invited participant**, Academy of Management Meetings, Managerial and Organizational Cognition Interest Group, "Cognition in the Rough," help junior faculty and doctoral students design research projects, 2009.
35. **Invited participant**, Academy of Management Meetings, Managerial and Organizational Cognition Interest Group, "Cognition in the Rough," helped junior faculty and doctoral students design research projects, 2008.
36. **Invited participant**, Academy of Management Meetings, Managerial and Organizational Cognition Interest Group, "Cognition in the Rough," helped junior faculty and doctoral students design research projects, 2007.
37. **Panelist**: *A Dialogue About Conducting Strategy Process Research: Building Theory, Designing Studies, and Relevance to Practice*, Pre-conference track on Strategy Process, Strategic Management Society meetings, San Diego, California, 2007.
38. Zhang, L., & **Reger, R. K.** 2007. *Innovation and the Reputation Trap: Using Sensemaking to Achieve the Ambidextrous Organization*. Paper presented to the Maryland CIBER Conference on Globalization and Innovation, November 9, 2007.
39. **Invited participant**, 2006. Academy of Management Meetings, Managerial and Organizational Cognition Interest Group, "Cognition in the Rough," helped junior faculty and doctoral students design research projects.
40. **Invited participant**, 2005. Academy of Management Meetings, Managerial and Organizational Cognition Interest Group, "Cognition in the Rough," helped junior faculty and doctoral students design research projects.
41. **Invited participant**, 2004. Academy of Management Meetings, Managerial and Organizational Cognition Interest Group, "Cognition in the Rough," helped junior faculty and doctoral students design research projects.

42. **Invited participant**, 2002, Academy of Management Meetings, Managerial and Organizational Cognition Interest Group, "Cognition in the Rough," helped junior faculty and doctoral students design research projects.
43. **Invited participant**, 2001. Academy of Management Meetings, Managerial and Organizational Cognition Interest Group, "Cognition in the Rough IV," helped junior faculty and doctoral students design research projects.
44. **Invited participant**, 2000. Academy of Management Meetings, Managerial and Organizational Cognition Interest Group, "Cognition in the Rough III," helped junior faculty and doctoral students design research projects.
45. **Invited participant**, 2000. Theory Building Workshop, Southern Management Association Meetings, Dave Whatten (President of the Academy of Management and former editor of the *Academy of Management Review*) and I presented this workshop as part of the New Faculty Consortium. Additional doctoral students and faculty attended this 2 hour session.
46. **Organizer**, 1999. Three Conversations to Build Theory. Pre-convention activity co-sponsored by Business Policy and Strategy, Organization and Management Theory, and Research Methods Divisions, Academy of Management.
47. **Invited participant**, 1999. Academy of Management Meetings, Managerial and Organizational Cognition Interest Group, "Cognition in the Rough II," helped junior faculty and doctoral students design research projects.
48. **Organizer**, 1998. Three Conversations to Build Theory. Pre-convention activity co-sponsored by Business Policy and Strategy, Organization and Management Theory, and Research Methods Divisions, Academy of Management.
49. **Invited participant**, 1999. Academy of Management Meetings, Managerial and Organizational Cognition Interest Group, "Cognition in the Rough I," helped junior faculty and doctoral students design research projects.
50. **Invited participant**, 1996. Brigham Young University working conference on Organizational Identity III, Utah, September.
51. **Invited participant**, 1995. Brigham Young University working conference on Organizational Identity II, Utah, September.
52. **Invited participant**, 1994. Brigham Young University working conference on Organizational Identity I, Utah, September.
53. **Invited participant**, 1994, Third Annual Cranfield Conversation on Managerial and Organizational Cognition, Paris, September.
54. **Invited participant**, 1993. Second Annual Cranfield Conversation on Managerial and Organizational Cognition, Chicago, September.
55. **Invited participant**, 1992. First Annual Cranfield Conversation on Managerial and Organizational Cognition, Cranfield School of Management, Bedford, England, October.

56. **Invited Lecture** 1988. *Competitive Positioning in the Chicago Banking Market: Mapping the Mind of the Strategist*. Presented dissertation research winning the A. T. Kearney Award for Outstanding Research in General Management at the Academy of Management Meetings, Anaheim, CA, August.

Contracts and Grants

Senior Personnel, "I-Corps South", NSF Node Grant (awarded \$3.45 million over 5 years, effective August 1, 2016) with Georgia Tech, University of Alabama-Birmingham, University of Alabama-Tuscaloosa.

Robert H. Smith School of Business, Summer Research Grant, 2012. Psychological and Sociological Antecedents of Hubris: An Empirical Examination (with Cindy Stevens).

Robert H. Smith School of Business, Summer Research Grant, 2011. Causes and Consequences of Hubris: An Empirical Examination, (with Cindy Stevens)

Robert H. Smith School of Business, Summer Research Grant, 2010. Romanticizing the View: The Role of Idealized Landscape Aesthetics in the Adoption of Wind Turbine Electricity Generation

Research Grant: Visiting Researcher, University of Texas, Spring 2010

Robert H. Smith School of Business, Summer Research Grant, 2009. From Guilty to Good: Does Media Exposure of Prior Bad Acts Help (or Hinder?) Good Performance in the Future? (with Debra Shapiro),

Editorships, Editorial Boards, and Reviewing Activities for Journals

Journal of Management, Associate Editor, 1999-2001

Editorial Board memberships:

Strategic Management Journal, 2010-

Journal of Management Studies, 2012-2015

Organizational Research Methods, 2013-

Africa Journal of Management, 2014-

Academy of Management Review, 1997-1999

Organization Science, 1997-1999

Journal of Quality Management, 1996-2002

Journal of Management, Special Issue Editor, Managing in the Information Age, 27(3), 2001

Organization Science, Special Senior Editor, 1997

Academy of Management Journal Special Research Forum on "Innovation and Organizations" Guest Editorial Board Member, 1994

Journal of Organization Behavior Special Issue on Computerized Content Analysis, Guest Editorial Board Member, 1996-1997

Ad hoc Reviewer:

Academy of Management Review

Academy of Management Journal

Organization Science

Management Science

Administrative Science Quarterly

Organizational Research Methods

Journal of Management
Journal of Management Studies
Strategic Entrepreneurship Journal
Journal of Organizational Behavior
Journal of High Technology Management Research
Journal of Management Inquiry
Long Range Planning
IIE Transactions

Strategic Management Society Conference reviewer, 2007-2016

Strategic Management Society Conference Review Committee, 13th Annual International Conference.
One of 20 invited reviewers for the 1993 conference.

Reviewer, Academy of Management Meetings

Business Policy and Strategy Division, 1989-1997, 2007-2009, 2012

(Outstanding BPS Reviewer, 1996, 2008)

Organization and Management Theory Division, 2008, 2009, 2011, 2012, 2014-2015

(Above and Beyond the Call of Duty Outstanding Reviewer Award, 2011, 2012)

Managerial and Organizational Cognition Interest Group, 1991-1995, 1997, 2008, 2009

(Outstanding MOCIG Reviewer, 1995)

Technology in Management Division, 2015-2016

Entrepreneurship Division, 2016

Reviewer, Southern Management Association Meetings, 2011, 2012

(Outstanding Reviewer Award, 2012)

TEACHING, MENTORING, AND ADVISING

Courses Taught

- Doctoral Seminar: Advanced Strategy 1: A Behavioral Strategy Approach (UTK)
- Doctoral Seminar: Managerial and Organizational Cognition (ASU and Maryland)
- Doctoral Seminar: Strategy Content (ASU)
- MBA Elective: Competitor Analysis (Maryland)
- MBA required core course: Strategic Management (ASU and Maryland; 2 and 3 credit formats)
- MBA and EMBA Elective: Implementing Strategy (Maryland)
- MBA Elective: Strategic Project Management: A Service Learning Approach (Maryland)
- MBA elective: Reengineering for Quality (Maryland)
- MBA elective: Building the Competitive Organization (Maryland)
- Masters in Telecommunications core course: Strategic Management in Telecommunications (Maryland)
- MBA elective: Competitive Strategy (ASU)
- Undergraduate Introduction to Entrepreneurship (Tennessee)
- Undergraduate required capstone course in strategic management taught in mega-sections of up to 250 students; course coordinator for two years (ASU)
- Honors undergraduate required capstone course in strategic management (Maryland; Tennessee)
- Undergraduate required capstone course in strategic management; Course coordinator (Maryland)
- Undergraduate required capstone course in strategic management (Tennessee)
- Introduction to Organizational Behavior (UIUC)

Doctoral Program Advisor, University of Tennessee, February 2013-

- Created the Pathways Doctoral Student Paper Development Workshop series, Fall 2016
- Accompanied doctoral students to the Mid-West Strategy Conference, the Mid-Atlantic Strategy Colloquium, the Mid-South Management Consortium; invited Wally Ferrier (University of Kentucky) to speak to my doctoral seminar
- Successfully recruited many top choices for new students
- Worked with I/O doctoral students to help them earn their degrees
- Instituted weekly research brown bags for students and faculty to receive developmental feedback on their work.
- Regularly host social mixers for doctoral students and faculty to improve doctoral student social skills.

Course and Curriculum Development

Pioneered one of the first doctoral seminars in Managerial and Organizational Cognition in the world. The syllabus has been used to create similar seminars at NYU, George Washington, University of Texas, and other universities, and the syllabus is featured on the MOC Division of the AOM website.

Developed a semester-long doctoral workshop on the *Craft of Writing for Journals*.

Developed a 2-credit hour MBA elective in Competitor Analysis based on my research on competitive and reputation dynamics and other University of Maryland research (e.g., Smith & Grimm and their former doctoral students). Course utilizes a competitor analysis simulation pedagogy to provide authentic competitor analysis experience.

Developed a new MBA elective in the area of social entrepreneurship in which students learn entrepreneurship and management skills through formulating and completing projects to benefit the community. Some students have created new NGOs while most students partner with not-for-profit organizations or governmental entities to raise thousands of dollars in cash, computers, volunteer time to benefit organizations in Washington D.C., Baltimore, Prince Georges and Montgomery County.

Redesigned the undergraduate Capstone Course at the University of Maryland to include a team-based, semester long, computerized simulation and created all teaching materials, piloted tested the new design and helped train 12 instructors. Redesigned course was designated a **General Education Scholarship in Practice** course because “students have the opportunity to engage in authentic business practices. Students apply the scholarship of strategic management in their participation in a semester long business simulation.” Scholarship in Practice Faculty Board

Teaching Presentations and Conferences

- Presented: Teaching the Capstone Business Policy class with an Internet-based Computerized Business Simulation, University of Maryland Innovations in Teaching and Learning Conference, based on my experiences in BMGT 495H. April 24, 2009
- Invited Participant, Chesapeake Conference: Bringing Sustainability into the Curriculum, two day workshop across the University of Maryland Curriculum, May 2009.

Dissertation Committees

1. Dan White, member, 2015-2017.
2. Laura D’Oria, co-chair, 2016-2017, placed at Iowa State University

3. Matthew Shaner, member, 2014-2015, placed at George Mason University
4. Jason Strickling, chair, 2014-2015 (resigned)
5. Xinran Wang, chair, 2014-
6. Deborah Searcy, member, 2011-2013; placed at Florida International University
7. Scott Benjamin, Chair, 2010- 2012; placed at Florida Institute of Technology
8. Anastasiya Zavyalova, Chair, 2009-2012, placed at Rice University
 - a. Zavyalova's dissertation won the 2013 Best Dissertation Award from the Corporate Reputation Centre, Oxford University.
9. Scott Livengood, Member, 2008-2010, placed at University of Florida
10. Lori Kiyatkin, Member, 2008-2009, placed at Towson University
11. Vincent Duriau, Co-Chair, with Anil Gupta; placed at ITEM in Mexico City, 1999-2004
12. Don Knight, Chair; placed at University of Maryland, lecturer, 1996-2000
13. Ayesha Malhotra, Member, 1997-2000, placed at Rutgers University, currently, University of Calgary
14. Manuel Becerra, Member, 1996-1998, currently Instituto de Empresa Business School, Madrid Spain
15. Cormac MacFhionnlaioich, Member, 1996-1998, currently UCD Quinn School of Business, Dublin, Ireland
16. Amy Kristof-Brown, Member, 1996-1998, currently University of Iowa
17. P. Harshavardhan, placed at McKinsey & Company, India, Member, 1994-1996.
18. Jude Rathburn, Chair, 1991-1995, placed at University of North Carolina at Greensboro, currently tenured associate professor, University of Wisconsin-River Falls
19. Loren Gustafson, Chair, 1993-1995, placed at Seattle Pacific University
20. John V. Mullane, Chair, 1993-1995, placed at Michigan State University, currently tenured faculty member at Middle Tennessee State University
21. Christopher Neck, Member, 1991-1992, placed and tenured at Virginia Tech University; currently tenured at Arizona State University.

Doctoral Student Co-authors (Published and accepted for publication)

1. Anastasiya Zavyalova
2. Tim Hubbard
3. Lori Kiyatkin
4. Scott Livengood
5. Elena Dalpiaz
6. Vincent Duriau
7. Michael Pfarrer
8. John Mullane
9. Loren Gustafson
10. Sam DeMarie
11. Stu Bunderson
12. Peter Foreman
13. Luis Martins
14. Yolanda Sarason
15. Larry Stimpert
16. Tim Palmer
17. Charles Noble
18. Ed Stafford

Doctoral Student Co-authors (Under review and in progress)

1. Xinran Joyce Wang
2. Niranjan Janardhanan
3. Nick Mmbaga
4. Justin Yan
5. Dan White
6. Laura D’Oria

Doctoral Student Co-authors (Conference presentations)

1. Dan White
2. Nick Mmbaga
3. Xinran Joyce Wang
4. Justin Yan
5. Jason Strickling
6. Deborah Searcy
7. Joo Hun Han
8. Annie Zavylova
9. April Shen
10. Vivian Wei Guo
11. Scott Benjamin
12. Lei Zhang
13. Lori Kiyatkin
14. Scott Livengood
15. Vincent Duriau
16. Loren Gustafson
17. John Mullane
18. Larry Stimpert
19. Sam DeMarie
20. Charles Noble
21. Tim Palmer
22. Jude Rathburn

Doctoral Working Paper Advisor

Nick Mmbaga, 2016-2017
Jason Strickling, 2013-2015
Xinran Wang, 2014-2016
Robert Vesco, 2011-2012
Scott Benjamin, completed May 2011
Anastasiya Zavyalova, completed December 2009
Lori Kiyatkin, completed January 2008
Alan Boss, completed January 2008
Scott Livengood, completed Summer 2007

Doctoral Program Committees

Vikas Anand, Chair, 1994-1995
Loren Gustafson, Chair, 1991-1993
Jude Rathburn, Chair, 1989-1991
Mary Clarke, Chair, 1991
John Mullane, member, 1990-1993
Bob Zander, 1989-1990

Sanjay Goel, 1990-1991

Undergraduate Honors Thesis Research Committee Chair

Shawna Brinkerhoff, 1992

Undergraduate Honors Thesis Research Committee Member

Paul Lopez, 1992

MBA Advisor

1989-1990

1991-1992

Executive Education and Consulting

- EMBA-03 Shanghai, Implementing Strategy, 3 credit required course, Summer 2009
- Business Process Improvement Consulting (ALP-2; EMBA-7) with Chris Bingham. 2007-2008
- EMBA-7, College Park, Project Management Mastery Session, December 2007
- SAIC (EMBA Cohort 2 in McLean), Mastery Session on Project Management, Fall 2007
- EMBA-03 Beijing, Implementing Strategy, 3 credit required course, Spring 2007
- EMBA-01 Shanghai, Implementing Strategy, 3 credit required course, Spring 2007
- EMSA Cohort 1; Project Management, Spring 2007
- GSBA Zurich Congress, Managing for Project Success, Zurich, Switzerland, October 3, 2006
- EMBA-6, College Park, Project Management Mastery Session, 2006
- Anne Arundel Medical Center Leadership Program through ExecEd/HCIT Center, Strategic Project Management module, 2005
- Black and Decker Financial Development program, Strategic Project Management module, 2005
- EMBA Action Learning Project Advisor, 2005
- EMBA Action Learning Project Advisor, 2004
- Project Management Module, Smith School Executive Education, Aspiring Executives Program, 2002
- Implementing Strategy Module, Smith School Executive Education, Custom program for ARINC, 2001
- Organizational Culture, Strategic Frameworks, Presenting to Executives, Modules presented to University of Lodz Executive MBA program and Head Judge, Executive MBA Case Competition, Lodz, Poland, 1999, 2000
- Strategic Management: New Ways of Thinking for the 21st Century, November 1995
- Presentation to Executive MBA students from PAMTIP, POSTECH, Pohang, Korea. Group included CEOs and Directors of some of Korea's largest companies including Samsung Gangup Steel.
- Strategic Management: New Ways of Thinking for the 21st Century, November 1995
- Presentation to the Computer Sciences Corporation Chapter of the American Management Association.
- Competitive Advantage and Strategic Market Segmentation
- Two day seminar designed for Intel Corporation for middle level managers, taught 1991, 1992.
- Dillard's Professor in Internship, July 1992
- Month long internship to learn about women's fashion retailing and department store strategies. Dillard's is a leader in using information technology for competitive advantage and an innovator in value strategies in the department store industry. Provided recommendations to the Divisional CEO and President.

SERVICE

Professional

- Interest Group Chair, Behavioral Strategy, Strategic Management Society, 2015-2016.
- Co-chair an international conference: New Frontiers in Managerial and Organizational Cognition to be held June 25-27, 2015 at Roskilde University, near Copenhagen, Denmark.
- Organizer, Strategic Management Society Extension Workshop on Behavior Strategy and Entrepreneurship, September 2013, providing visibility to the UTK strategy and entrepreneurship programs.
- Program Chair, Behavior Strategy Interest Group, Strategic Management Society meetings, Atlanta, GA, October 2014-2014 (2013-2013, I was Associate Program Chair, responsible for Sunday program in 2013 and 2014).
- Mid-Atlantic Strategy Colloquium, Program Chair and Organizer, 2014, brought strategy faculty and doctoral students to the UTK campus, Spring 2014.
- Division Chair, Managerial and Organizational Cognition Division, Academy of Management, 2012-2013
- Division Chair-Elect, Managerial and Organizational Cognition Division, Academy of Management, 2011-2012
- Co-chair an international conference: New Frontiers in Managerial and Organizational Cognition held in September 2012 at the National University of Ireland Maynooth.
- Program Chair, Managerial and Organizational Cognition Division, Academy of Management, 2010-2011
- Mid-Atlantic Strategy Colloquium, Program Chair and Organizer; over 80 participants, 10 paper presentations, 25 Strategy-in-the-Rough papers, 4 top tier journal editors, and 3 invited key note presentations including faculty and doctoral students representing over 20 universities from the US and Europe, November 12-13.
- Session Discussant (for two papers), Seventh Annual Atlanta Competitive Advantage Conference, May 18-20, 2010.
- Program Chair-Elect and PDW Chair, Managerial and Organizational Cognition Division, Academy of Management, 2009-2010 (Elected to 5 year leadership rotation)
- Session Chair, Cognitive Approaches to Strategy Process, Strategic Management Society Meetings, Washington, D.C., 2009
- Session Discussant, Academy of Management Meetings, Chicago, 2009
- Interactive Paper Session Facilitator, Academy of Management Meetings, Chicago, 2009
- Mid-Atlantic Strategy Colloquium Doctoral Seminar, Co-Chair, 2009; invited faculty participant, 2008
- Session Discussant, Academy of Management Meetings, San Diego, 2008
- Session Chair, Academy of Management Meetings, San Diego, 2008
- Session Discussion Leader, two sessions, Strategic Management Society Meetings, 2008
- Session Discussant, Academy of Management Meetings, Seattle, 2003
- Knowledge Track Chair, Business Policy and Strategy Division, Academy of Management Meetings, 1998. San Diego.
- Executive Committee Member, Academy of Management, Business Policy and Strategy Division, 1997-2000.
- INFORMS College on Organizations Dissertation Proposal Contest and Workshop Coordinator, 1996; Judge, 1997
- Academy of Management, Business Policy and Strategy Division Doctoral Consortium Faculty, 1995
- Academy of Management, Business Policy and Strategy Division Newsletter Associate Editor, 1993-1994; Editor, 1994-1996

- Academy of Management, Managerial and Organizational Cognition Interest Group, Pre-convention Workshop, Roundtable Leader, 1993
- Regional Liaison to the Western Academy of Management for the Business Policy and Planning Division, 1990-1992
- Co-organizer of the Working Conference on Managerial Thought and Cognition, Washington, D. C., August 10-12, 1989
- Academy of Management, Business Policy and Strategy Division, Session Discussant, 1994 Meetings, Dallas
- Academy of Management, Business Policy and Strategy Division, Session Discussant, 1992 Meetings, Las Vegas
- Academy of Management, Managerial and Organizational Cognition Interest Group, Session Chairperson, 1992 Meetings, Las Vegas
- Academy of Management, Managerial and Organizational Cognition Interest Group, Session Chairperson, 1991 Meetings, Miami
- Academy of Management, Research Methods Division, Session Chairperson, 1989 Meetings, Washington, D. C.

Professional Affiliations

- Academy of Management member
- Strategic Management Society member
- INFORMS member
- Sigma Iota Epsilon, Management Honor Society member

Reviewing Activities for Agencies

Ad hoc Reviewer, National Science Foundation Decision, Risk, and Management Science Program, 1994, 1995, 2009

CAMPUS SERVICE

University of Tennessee, Knoxville

Faculty Search Committee Member, Fall 2015-Spring 2016 (Two committees hired 3 T/TT and 2 Lecturers)

Haslam Innovation & Entrepreneurship Chair, Faculty Search Committee, Chair, Spring 2014-Fall 2015
Department Review Chair (IRB reviews), Spring 2014-Summer 2016

Anderson Center for Entrepreneurship & Innovation Research Director, July 2014-

Ph.D. Program Director, Organizations and Strategy Doctoral Program, February 2013-

Haslam Innovation & Entrepreneurship Chair, Faculty Search Committee, member, Fall 2013

Management Department Research Committee, April 2013-

Management Department Executive Committee, April 2013-

Management Department IRB Coordinator, 2014-

Anderson Center Case Competition, business plan competition reviewer, Spring 2013-

Anderson Center Faculty Research Interest Group, organizer, May 2013-

STRIDE University Diversity and in Hiring Committee, April 2013-October 2015

Attended STEP conference at the University of Michigan, a three-day conference on strategies and tactics for implementing change in universities, invited to attend by the Provost's office, May 2013

University of Maryland

Management and Organizations Department

M&O Department, Doctoral Candidate Placement Coordinator, 2011-2012
M&O Department, Doctoral Program Redesign committee member, 2010-2011
M&O Department, Strategy Faculty Search Committee member, Fall 2009
Undergraduate General Business major redesign committee, chair, Fall 2009
Chaired M&O APT committee for Brent Goldfarb tenure and promotion case, Fall 2008
PhD Career and Professionalization Seminar Series, Co-organizer, 2008-2009
Strategy Search Committee, Fall 2008 (search suspended due to hiring freeze)
Faculty mentor to Assistant Professors Ben Hallen, 2007-2008; and Rafael Corredoira, Fall 2008-Fall 2009
Department Co-Chair, July 2006-July 2008
M&O Maryland Shore Research Conference, 28 participants, Founder & Lead Organizer, 2007
University of Maryland Academy of Management Reception organizer, Atlanta, 2006
M&O Department Research Fellows Director, 2006-2007
Curriculum Committee member, 2006-2008
Endowed Chair committee member, 2006-2007
Search Committee Member, 2005
Department Learning Assessment Coordinator, 2005-2007
Strategy Faculty Recruiting Committee, Chair (hired 2 faculty members), 2004
Annual Review of Assistant Professors, committee member, 2003-
BMGT 495 Course Coordinator, 2004-2005
Strategy Faculty Recruiting Committee, Chair, 2002
MBA Electives Committee, Chair 2001-2003; Member 2000-2001
HRM Faculty Search Committee, Member (1997-98)
PhD student recruitment committee member, 1996-
Strategy PhD Comprehensive Exam committee member, write and grade questions, 1996-
Annual Review of Doctoral Students in Strategy, committee member, 1995-
MBA Concentrations in Management & Organizations, Guidebook Editor, 1995
Ad hoc Advisor to the undergraduate team competing in the EDS Case Competition, 1995

College

Panel Moderator, Financing Renewable Energy; Social Enterprise Symposium, organized by the Smith School of Business Center for Social Value Creation, March 2012
Deloitte Undergraduate Case Competition, Faculty Judge, Spring 2009
Faculty Organizer, Social Value Creation Research Group, 2008-2009
Attended alumni event in Baltimore, Fall 2008
Attended multiple Smith MBA events in College Park to build community and brand, 2008-
AACSB Conference on Sustainability and Ethics, July 2008
Organized half day Smith/Under Armour meeting in June bringing together EMBA, Career Center, and faculty/center director with members of UA's HR and strategic leadership, June 2008
Host, Visiting Scholar, Tracey Zhang, from Nanjing Normal University, at request of Dean, 2008-2009
Task force on Executive Education compensation to faculty, Leader, 2008-2009
Co-Chair, Howard Frank Faculty Scholarship Fund, exceeded initial goal by over 50%, raised over \$300,000 (with Arjang Assad)
PTMBA Program Student Admissions Selection Committee: Reviewed marginal applications for admission, Summer 2008
Smith School Marketing Advisory Board member, 2006-
Smith School Event Planning Advisory Board, 2006-2008

Research Fellows Program, presented to Mr. Bob Smith at a Dean's luncheon on Fellows Programs, 2007
 Task force on Annual Review of Adjuncts and Lecturers, 2007
 National WMBA conference session moderator on Corporate Social Responsibility of Business, National WMBA annual conference, Fall 2007
 Smith School Leadership Awards Selection Committee, 2005-2007
 Chaired Junior Promotion and Tenure Meeting for the college, 2005
 Served on a faculty committee critiquing the first round of MBA program evaluation and revision committee, 2005
 Interviewed on WTOP; quoted in Baltimore Sun and Baltimore Business Journal, 2005
 Smith Business Close-Up, TV segment
 SAWMBA conference session moderator, SAWMBA annual conference, 2005
 FT MBA "Ace the Case" workshop, 2005
 MBA Consulting Forum, Introduced Keynote Speaker, 2005
 College CRM Initiative, Faculty Representative, 2002-2003
 Internship Edge, Faculty Advisor, 2000-2003
 Executive MBA Program Design Committee, Member, 2002
 Graduate Career Management Center Task Force, Member, 2002
 eNGAGE Smith MBA Advanced Workshop: Thought Leaders, Organizer & Faculty Advisor, 2000-2002
 Smith MBA Network, Faculty Sponsor, 2000-2001
 Rutgers Case Competition, Faculty Advisor and Coach, 2000 (winner), 2001 (runner up)
 Smith MBA Consulting Club, Faculty Advisor, 1998-2001
 MBA Oversight Committee, Member (1996-97), Chair (1997-02)
 MBA Revision Committee, Member (1997-98)
 Anderson Consulting Case Competition and Experiential Learning Module, Co-coordinator, 1995, Coordinator 1996, 1997
 Part Time MBA Experiential Learning Module on Total Quality Management, Faculty Liaison, 1995, Coordinator, 1996, 1997
 Experiential Learning Modules Oversight Committee, member, 1995-1996, Chair 1996-1997
 Faculty Search Committee for Transportation, Business & Public Policy Department, 1995-1996
 Site Visit Host, Full Time MBA Program, TQM ELM, Computer Sciences Corporation, 1995
 Student Presentation Evaluator, Full Time MBA Program, Washington Week ELM, 1996

Special Administrative Assignments for Robert H. Smith School of Business

Faculty Director of MBA Programs, 2001-2003

- School received two "A" ratings, (2002 BusinessWeek MBA survey in Career Services and Teaching); only two "A" ratings in these categories since 1998

 Smith School Office of Career Management, Director of Professional Programming and Career Counseling, 2002-2003.

- Created over 50 programs on all aspects of career management and job search skills

University

University Senate, 2002-2004
 University Book Center Advisory Committee, 1999-2001

WORK EXPERIENCE

Academic Experience

Jan. 2013-June 2017	Professor, University of Tennessee, Knoxville
August 2016-June 2017	Nestlé Endowed Chair of Business Administration
Jan. 2010-May 2010	Visiting Research Scholar, University of Texas-Austin (Sabbatical from University of Maryland)
July 2006-July 2008	Management and Organization Department Co-Chair Robert H. Smith School of Business University of Maryland
July 2001- July 2003	Faculty Director of MBA Programs
July 2002- July 2003	Smith School Office of Career Management Director of Professional Programming and Career Counseling
Fall 1995- July 2014	Associate Professor Faculty of Management and Organization Robert H. Smith School of Business University of Maryland (on unpaid leave from January 2013-July 2014)
Fall 1988-Spring 1995	Assistant Professor (promoted to Associate Professor with tenure, 1995), Management Department Arizona State University
Fall 1986-Spring 1988	Visiting Lecturer and Assistant Professor. Strategic Management University of Illinois at Chicago

Other Work Experience

Dow Chemical, Inside Sales and Customer Service Representative; promoted to Pharmaceutical Field Sales