

**Alanna M. Hirshman**  
**Assistant Professor**  
Jerry S. Rawls College of Business  
Texas Tech University  
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## **EDUCATION**

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**Doctor of Philosophy, Strategic Management** 2021  
John Chambers College of Business & Economics, West Virginia University  
Morgantown, West Virginia

**Dissertation:** *“Making Sense of and Giving Sense to Management Research on Social Evaluations and Ethical Decisions: A Three Essay Dissertation.”*

**Committee:** Olga Bruyaka, David D. Dawley, Miles A. Zachary, and Mike D. Pfarrer

**Bachelor of Science, Business Administration and Economics** 2016  
Frostburg State University, Frostburg, Maryland

## **PROFESSIONAL EXPERIENCE**

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**Texas Tech University, Jerry S. Rawls College of Business** 2021- Present  
Assistant Professor of Management, Strategic Management

**West Virginia University, John Chambers College of Business & Economics** 2016-2021  
Graduate Assistant, Strategic Management

**Frostburg State University, College of Business** 2013-2016  
Research Assistant, Economics

## **PROFESSIONAL INTERESTS**

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**Research Interests:** Theoretically grounded in sensemaking and sensegiving literature, stakeholder theory, and signaling theory, my research takes a behavioral approach to strategic management. Specifically, I explain the behavioral and sociocognitive mechanisms that underlie stakeholders’ perceptions of firms’ ethical decisions and how firms manage these perceptions through interactions with key stakeholders. I study ethical decisions associated with crisis management, corporate social responsibility, market re-entry, and competitive dynamics. The perceptions that I study include social evaluations (e.g., social approval, organizational stigma, firm celebrity, and reputation), investor reactions, and the role of the media (e.g., social media, traditional news publications, and press releases).

**Teaching Interests:** Strategic Management, Business Ethics, International Business, Organizational Theory, and Entrepreneurship.

## RESEARCH

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### MANUSCRIPTS UNDER REVIEW

Zachary, M.A., Ketchen, D. J., **Hirshman, A. M.**, & Nicholas, K. Investor Reactions to Market Re-Entry Announcements: An Attribution Theory Perspective. *Journal of Management*. [Revise and Resubmit].

### MANUSCRIPTS IN-PROGRESS

**Hirshman, A. M.**, Bruyaka, O., & Zachary, M. A. Toward a Framework for Stakeholder Sensemaking and Sensegiving: A New Perspective on Existing Research. Submission to target *Journal of Management Studies*. [Finalizing for Submission Stage].

**Hirshman, A.M.**, Bruyaka, O., & Phillippe, D. In the Eye of the Media. Firms' CSR Actions, Signal Framing, and Receiver Bias. Submission to target *Academy of Management Journal*. [Finalizing for Submission Stage].

**Hirshman, A. M.**, Dawley, D. D., & Zachary, M. A. A Stakeholder Perspective to Crisis Management: How Stakeholder Sensegiving Influences Firm Sensemaking and Crisis Response. Submission to target *Academy of Management Journal*. [Finalizing for Submission Stage].

Zachary, M. A., Bundy, J., Payne, G. T., Hayes, N., & **Hirshman, A. M.** Who Do You Think We Are? The Influence of Stakeholders on Projected Organizational Identity Change During an IPO. Submission to target *Strategic Management Journal*. [Finalizing for Submission Stage].

Bruyaka, O., **Hirshman, A. M.**, & Philippe, D. Media Coverage of Firms' CSR Initiatives: Interaction Effects of Point and Flow Signals. Submission to target *Academy of Management Journal*. [Finalizing Data Collection Stage].

Fessmann, A., Bruyaka, O., & **Hirshman, A. M.** Strategic Orientation of Firms' CSR and Media Favorability: A Study of Point and Flow Signals. Submission to target *Journal of Management Studies*. [Finalizing Data Collection Stage].

Oxarart, R. A., **Hirshman, A. M.**, Hu, X., & Chen, T. How CEO Personality Influences Organizational Competitive Dynamic Actions. Submission to target *Academy of Management Journal*. [Mid-Data Collection Stage].

**Hirshman, A. M.** Selfless or Selfish? Firms' Strategic Motivation for Engaging in Different Types of CSR Actions. Submission to target *Journal of Business Ethics*. [Beginning Data Collection Stage].

**Hirshman, A. M.**, & Dawley, D. D. Timing is Everything. How Timing of a Crisis Response Strategy Influences Stakeholders' Evaluations. Submission to target *Strategic Management Journal*. [Beginning Data Collection Stage].

**Hirshman, A. M.** Why Now? Firms' Strategic Motivation for the Timing of a Crisis Response Strategy Announcement. Submission to target *Journal of Business Ethics*. [Beginning Data Collection Stage].

Bruyaka, O. & **Hirshman, A.** CSR Announcements and Strategic Ambiguity: How Firms Linguistically Frame Time in CSR Announcements. Submission to target *Strategic Management Journal*. [Development stage]

**Hirshman, A. M.,** & Houghton, J. Internal Stakeholders Matter: How Organizational Crisis Influences Employee Commitment and Turnover Intentions. Submission to target *Journal of Business Ethics*. [Writing Stage].

Roccapriore, A., Tribble, L. L., & **Hirshman, A. M.** To Be, or Not to Be (Narcissistic): How an Entrepreneur's Narcissism Influences Quality and Quantity of Customer Responses on Social Media. Submission to target *Academy of Management Journal*. [Writing Stage].

## CONFERENCE PRESENTATIONS

Bruyaka, O., **Hirshman, A. M.,** & Philippe, D. (2020, October). Media Coverage of Firms' CSR Initiatives: Interaction Effects of Point and Flow Signals. Paper presentation at the *Strategic Management Society 40<sup>th</sup> Annual Conference*, London, United Kingdom. [virtual]

**Hirshman, A. M.** (2020, October). A Stakeholder Approach to Crisis Management: Stakeholder Sensegiving, Firm Sensemaking, and Crisis Response. Paper presentation at the *Southern Management Association Annual Conference*, St. Pete Beach, FL. [virtual] \*\*\***Best Paper in Strategic Management Track**\*\*\*

**Hirshman, A. M.** (2020, October). Selfless or Selfish? Firms' Strategic Motivation for Engaging in Different Types of CSR Actions. Paper presentation at the *Southern Management Association Annual Conference*, St. Pete Beach, FL. [virtual]

**Hirshman, A. M.,** & Bruyaka, O. (2019, October). In the Eye of the Media. Firms' CSR Actions, Signal Framing, and Receiver Bias. Paper presentation at the *Strategic Management Society 39<sup>th</sup> Annual Conference*, Minneapolis, MN.

**Hirshman, A. M.** (2019, August). A Stakeholder Approach to Crisis Management: How Stakeholder Sensegiving Influences Firm Sensemaking and Crisis Response. Round table presentation at the Experiments in Institutional Theory and Strategy Research, Professional Development Workshop at the *Academy of Management Annual Meeting*, Boston, MA.

**Hirshman, A. M.,** Dawley, D. D., & Zachary, M. A. (2018, September). A Stakeholder Perspective to Crisis Management: How Stakeholder Sensegiving Influences Firm Sensemaking and Crisis Response. Paper presentation at the *Strategic Management Society 38<sup>th</sup> Annual International Conference*, Paris, France.

**Hirshman, A. M.,** Bowers, L., & Houghton, J. (2018, March). Is Blood Thicker Than Water? How Crisis Type and Severity Influence Organizational Commitment and Turnover Intention. Paper presentation at the *Western Academy of Management*, Salt Lake City, UT.

**Hirshman, A.M.** (2016, May). Factors that Influence Internal Migration Patterns within the United States: 2005 – 2014. Presented at *Frostburg State University*, College of Business and Economics, Frostburg, MD.

**Hirshman, A.M.** (2015, June). An Economic Analysis of Charles County, Maryland. Invited presenter at the *Charles County Department of Economic Development*, LaPlata, MD.

## **CONFERENCE PANELS, INVITED PRESENTATIONS, SYMPOSIA, & WORKSHOPS**

**Hirshman, A. M.,** (2021, November). Co-Representative for Texas Tech University at the PhD Project Virtual University Fair. PhD Project. Virtual.

**Hirshman, A. M.,** (2021, November). Pre-Doctoral Consortium Panel: “Is a PhD for Me? What Are My Options?”. Panelist. Southern Management Association.

**Hirshman, A. M.,** (2021, September). Coding in Macro-Level Management Research. Invited research presentation. Texas Tech University.

**Hirshman, A. M.,** (2021, September). Servant Leadership in the Workplace. Keynote Presenter. Frostburg State University.

**Hirshman, A. M.,** (2021, August). Roundtable Lead for the I Got By With A Little Help: Recent Perspectives on the Academic Job Market. Academy of Management Annual Meeting. Virtual.

**Hirshman, A. M.,** (2021, June). Panel Participant of The Job Market During the Pandemic. Corporate Strategy Division of the Strategic Management Society. Virtual.

**Hirshman, A. M.,** (2021, March). Presenter of A Stream of Research on Firms’ CSR Actions and Media Coverage. Invited research presentation. Texas Tech University. Virtual.

**Hirshman, A. M.** (2020, February). Ethics and Stakeholder Theory. Round table lead discussant at the Mid-South Management Research Consortium, Auburn, AL.

## **TEACHING EXPERIENCE**

**PhD Candidate, Instructor,** West Virginia University Jan. 2018 – Present  
BCOR 460: Contemporary Business Strategy, Undergraduate Level

<b>Overall Instructor Rating:</b>	<b>4.9/5.0</b>
<b>Overall Course Rating:</b>	<b>4.7/5.0</b>
<b>Overall Student Learning Rating:</b>	<b>4.5/5.0</b>

**Fall 2021 – Course 1***Instructor Evaluation: 4.82**Course Evaluation: 4.57**Student Learning: 4.38***Fall 2021 – Course 2***Instructor Evaluation: 4.85**Course Evaluation: 4.82**Student Learning: 4.44***Spring 2020***Instructor Evaluation: 4.98**Course Evaluation: 4.91**Student Learning: 4.56***Fall 2019***Instructor Evaluation: 4.90**Course Evaluation: 4.63**Student Learning: 4.70***Spring 2019***Instructor Evaluation: 4.95**Course Evaluation: 4.58**Student Learning: 4.38***Fall 2018***Instructor Evaluation: 4.92**Course Evaluation: 4.61**Student Learning: 4.64***Spring 2018***Instructor Evaluation: 4.77**Course Evaluation: 4.81**Student Learning: 4.46*

**Economics Individual and Group Tutor**, Frostburg State University      Jan. 2013 – May 2016  
 Econ 201: Microeconomics, Undergraduate Level

**Early Childhood Educator**, North Point Early Childhood Program      Aug. 2009 – Jun. 2012

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**ACADEMIC AWARDS / SPECIAL RECOGNITION**


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Best Paper Award, Strategic Management Track, Southern Management Association	2020
Ph.D. Project Management Doctoral Student Association Young Educator Award	2020
John Chambers College of Business and Economics Doctoral Student Award for Outstanding Teaching	2020
WVU's Management Department Ph.D. Student Teaching Excellence Award	2020
Frostburg State University Alumni Spotlight	2020
Strategic Management Society Annual Doctoral Workshop	2019
Southern Management Association Late-Stage Doctoral Consortium	2019
Western Academy of Management (WAM) Star Reviewer	2018
Academy of Management New Doctoral Student Consortium	2017
Southern Management Association Early-Stage Doctoral Consortium	2016
Commencement Speaker, Frostburg State University	2016
Economic Department Honors, Frostburg State University	2016

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**PROFESSIONAL AFFILIATIONS**


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Women's Faculty Writing Program, Texas Tech University	2021 - Present
Ph.D. Project, Management Doctoral Student Association	2020 - Present

Academy of Management	2017 - Present
Strategic Management Society	2017 - Present
Southern Management Association	2016 – Present

## **SERVICE**

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### **TO THE PROFESSION**

Reviewer: Journal of Management	2021 - Present
Reviewer: Southern Management Association Annual Meeting	2020
Reviewer: Academy of Management Annual Meeting	2020
Program Organizer: Academy of Management New Doctoral Student Consortium	2018
Reviewer: Western Academy of Management Annual Meeting	2018
Reviewer: Southern Management Association Annual Meeting	2017
Volunteer: Southern Management Association Annual Meeting	2016 – Present

### **TO THE COLLEGE**

Ph.D. Candidate Mentor for Teaching and Learning Commons	2020
Ph.D. Candidate Representative: Department of Management Recruitment	2018 – Present
Research Mentor for Doctoral, Master, and Undergraduate Students	2017 – Present

### **TO THE COMMUNITY**

Camp Counselor: WVU Business Day Camp	2019
Volunteer: Federal Correctional Institution, Morgantown, Annual Mock Job Fair	2016

## **PROFESSIONAL REFERENCES**

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### **Olga Bruyaka, PhD**

Associate Professor of Management | Management Ph.D. Coordinator  
Department of Management  
John Chambers College of Business and Economics  
West Virginia University  
Morgantown, WV, 26506  
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### **David Dawley, PhD**

Associate Professor of Management | Executive Director, Robbins Center for Global Business  
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### **Miles Zachary, PhD**

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**Mike Pfarrer, PhD**

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