### ACADEMIC APPOINTMENTS

**Texas Tech University**

*Associate Professor of Management*, 2017-Present

**Baylor University**

*Assistant Professor of Management*, 2010-2017

### EDUCATIONAL BACKGROUND

**The University of Georgia**

Doctor of Philosophy in Business Administration, 2006-2010

* Major: Strategic management
* Minor: Organizational behavior

**Villanova University**

Master of Business Administration, 2003-2006

* Specialization: Strategic management

**Villanova University**

Bachelor of Science inBusiness Administration, Cum Laude, 2000-2003

* Major: Management

RESEARCH

Interests

My research primarily examines entrepreneurial actors’ strategic efforts to create value. Such work falls into two streams, each addressing a distinct type of value creation. The first research stream studies how entrepreneurial actors create socioenvironmental value, such as activists’ efforts to facilitate the adoption of more sustainable business practices. The second research stream studies how entrepreneurial actors create economic value, such as through the establishment and growth of new business ventures that provide innovative offerings.

Journal Articles

Waldron, T. L., Navis, C., Karam, E., & Markman, G. D. In press. Toward a theory of activist-driven responsible innovation: How activists pressure firms to adopt more responsible practices. *Journal of Management Studies.*

Markman, G. D., Waldron, T. L., Gianiodis., P., & Espina, M. 2019. E pluribus unum: Impact entrepreneurship as a solution to grand challenges. *Academy of Management Perspectives.* 33(4): 371-382.

\**Lead article and introduction for the symposium on impact entrepreneurship*

Waldron*,* T. L., Navis, C., Aronson, O.,\* York, J., & Pacheco, D. 2019. Values-based rivalry: A theoretical framework of competitive dynamics between activists and firms. *Academy of Management Review*. 44(4): 800-819.

*\*Texas Tech doctoral student at time of submission*

Waldron, T. L., Fisher, G., & Pfarrer, M. 2016. How social entrepreneurs facilitate the adoption of new industry practices. *Journal of Management Studies*, 53(5): 821-845.

Clark, K. D. & Waldron, T. L. 2016. Predictors of leadership behavior in early career white-collar professionals: The roles of personal characteristics and career context. *Journal of Leadership & Organizational Studies*, 23(1): 27-38*.*

Markman, G. D., Waldron, T. L., & Panagopoulos, A. 2016. Organizational hostility: A framework of atypical competitive engagements. *Academy of Management Perspectives*, 30(1): 74-92.

Waldron, T. L., Fisher, G., & Navis, C. 2015. Institutional entrepreneurs’ social mobility in organizational fields. *Journal of Business Venturing*, 30(1): 131-149.

Markman, G. D. & Waldron, T. L. 2014. Small entrants and large incumbents: A framework of micro entry. *Academy of Management Perspectives,* 28(2): 179-197.

Waldron, T. L., Navis, C., & Fisher, G. 2013. Explaining differences in firms’ responses to activism. *Academy of Management Review*, 38(3): 397-417.

Waldron, T. L., Graffin, S., Wade, J., & Porac, J. 2013. Third-party endorsements of CEO quality, managerial discretion, and stakeholder reactions. *Journal of Business Research*, 66(12): 2592-2599*.*

Book Chapters

Waldron, T. L., Navis, C., & Markman, G. D. 2019. Mightier than the sword: How activists use rhetoric to facilitate perception change in industries. *The Oxford handbook of corporate social responsibility: Psychological and organizational perspectives*: Oxford University Publishing.

Waldron, T. L., Navis, C., & Markman, G. D. 2017. Activists’ strategies for confronting firms. In D. Siegel & G. D. Markman (eds.), *Sustainability, society, business ethics, and entrepreneurship*: World Scientific Publishing.

Waldron, T. L. 2011. Non-market action: Explaining how non-market players disruptively change corporate competitive practices. In G. D. Markman and P. H. Phan (eds.), *Market entry, competitive dynamics, and entrepreneurship*: 552-578. Cambridge: Edward Elgar Publishing.

Case Studies

Reed, M. M., Neubert, M., & Waldron, T. L. 2015. Chick-fil-A: Responding to activists’ threats. *Journal of Business Ethics Education*, 12.

Works in Progress

Antolin-Lopez, R., York, J., Martinez-Del-Rio, J., & Waldron, T. L. Title redacted. *Revision in process at Strategic Management Journal.*

Carr, J. C., Fisher, G., Waldron, T. L., & Pollock, J. M. Title redacted. *Revision in process at Strategic Entrepreneurship Journal*.

Leitzinger, J., Navis, C., Waldron, T. L., & Fisher, G. Title redacted. *Targeting Organization Science*.

Pacheco, D., DeVito, L., & Waldron, T. L. Title redacted. *Targeting* *Academy of Management Discoveries*.

Tribble, L.\*, Waldron, T. L., & Fisher, G. Title redacted. *Revision in process at Entrepreneurship Theory & Practice*.

\*Current Texas Tech doctoral student

Waldron, T. L., McMullen, J., Aronson, O. A.,\* & Petrenko, O. Title redacted. *Under review at Administrative Science Quarterly*.

\*Joined project as a Texas Tech doctoral student

Conference Papers

Carasco, H., Romi, A. M., & **Waldron, T. L.** 2019. De-stigmatization strategies in the U.S. state legal, adult-use cannabis industry: A case study approach to understanding variation in entrepreneurial access to resources. *Paper Development Workshop for the Journal of Management Studies’ Special Issue on Organizational Stigma*, Paris.  
 ***One of 20 papers accepted for presentation at the workshop***

Leitzinger, J., Navis, C., Fisher, G., & **Waldron, T. L.** 2019. How industry practices are purposefully delegitimated. *35th EGOS Colloquium*, Edinburgh.

Markman, G. D., Guerber, A., Gianiodis, P. G., & Waldron T. L.\* 2019. Impact, sustainable, social, and environmental entrepreneurship (symposium). *Proceedings of the Academy of Management Meeting*, Boston.

Tribble, L. L., Payne, G. T., Zachary, M. A., Waldron, T. L., & Gardner, W. L. 2019. It’s all in the character: CEO characteristics’ influence on firms facing ethical wrongdoing. *Sustainability, Ethics, & Entrepreneurship Conference*, Miami.

Waldron, T. L., Navis, C., Aronson, O. M., York, J., & Pacheco, D. 2019. Values-based rivalry: A theoretical framework of rivalry between activists and firms. *Strategic Management Society—Special Conference*, Las Vegas.

Waldron, T. L., Navis, C., Aronson, O. M., York, J., & Pacheco, D. 2019. Values-based rivalry: A theoretical framework of rivalry between activists and firms. *Sustainability, Ethics, & Entrepreneurship Conference*, Miami.

Pacheco, D., Devito., L., & Waldron, T. L. 2018. Filling the gap: The distinct role of entrepreneurs in driving change towards sustainability. *Symposium, Social Impact Through Entrepreneurial Action, Academy of Management Meeting*, Chicago.

Pacheco, D., Devito., L., & Waldron, T. L. 2018. Filling the gap: The distinct role of entrepreneurs in driving change towards sustainability. *Sustainability, Ethics, & Entrepreneurship Conference*, Washington, D.C.

Waldron, T. L., Aronson, O. M., Navis, C., York, J., & Pacheco, D. 2017. Cognitive rivalry: Toward a theory of atypical competitive dynamics between activists and firms. *Southern Management Association Meeting,* St. Petersburg.

Leitzinger, J., Navis, C., Fisher, G., & Waldron, T. L. 2017. *Movements, markets, and the power of living stories*. *Alliance for Research on Corporate Sustainability Research Conference*, Rotterdam.

*Winner of the 2017 Outstanding Paper Award*

Markman, G., Gianiodis, P., & Waldron, T. L. 2017. Resources, access, and value creation*. Symposium, Sustainable Entrepreneurship, Proceedings of the Academy of Management Meeting*, Atlanta.

*Showcase symposium sponsored by ENT, ONE, and PNP divisions*

Carr, J. C., Fisher, G., Waldron, T. L., & Pollock, J. M. 2016. The entrepreneurial resource action theory of value creation: A meta synthesis of effectuation and entrepreneurial bricolage perspectives. *Journal of Management Studies’ conference for its special issue on meta-analysis*, Knoxville.

Leitzinger, J., Navis, C., Fisher, G., & Waldron, T. L. 2016. Movements, markets, and the power of living stories. *Proceedings of the* *Academy of Management Meeting*, Anaheim.

*Runner-up for the 2016 OMT Best Paper on Environmental and Social Practices Award*

Leitzinger, J., Navis, C., Fisher, G., & Waldron, T. L. 2016. Movements, markets, and the power of living stories. *Sustainability, Ethics, Entrepreneurship Conference*, Denver.

Waldron, T. L., Fisher, G., & Pfarrer, M. 2016. How social entrepreneurs facilitate the adoption of new industry practices. *Symposium, Sustainability, Ethics, and Entrepreneurship, Proceedings of the Academy of Management Meeting*,Anaheim.

*Finalist for the 2016 Emerald Best International Symposium Award*

Waldron, T. L., Navis, C., & Markman, G. 2016. Explaining how activists problematize firms’ practices. *Proceedings of the Academy of Management Meeting*, Anaheim.

Waldron, T. L., Navis, C., & Markman, G. 2015. Ideologically motivated competition. *Southern Management Association Conference*, St. Petersburg.

Waldron, T. L. & Fisher, G. 2015. Social entrepreneurs’ rhetorical strategies. *Proceedings of the Academy of Management Meeting*, Vancouver.

Waldron, T. L., Fisher, G., & Pfarrer, M. 2015. Explaining differences in institutional entrepreneurs’ rhetorical strategies. *Journal of Management Studies* *Workshop at the Sustainability, Ethics, & Entrepreneurship Conference*, Denver.

Waldron, T. L., Fisher, G., & Pfarrer, M. 2014. The rhetorical strategies of institutional entrepreneurs. *Southern Management Association Meeting*, Savannah.

Leitzinger, J., Waldron, T. L., & Navis, C. 2014. Welcome to the jungle: Activist and firm discourse and the struggle over market change. *Symposium, Social movements and economic systems: From market change to industry creation, Proceedings of the* *Academy of Management Meeting*, Philadelphia.

Leitzinger, J., Waldron, T. L., Navis, C., & Fisher, G. 2014. Choose your own adventure: Living stories as a tool for industry practice change. *European Group for Organizational Studies*, Rotterdam.

Waldron, T. L., Fisher, G., & Navis, C. 2014. Institutional entrepreneurs’ social mobility in organizational fields. *PDW, Entrepreneurship Through A Qualitative Lens, at the Academy of Management Meeting*, Philadelphia.

Waldron, T. L., Fisher, G., & Navis, C. 2014. Institutional entrepreneurs’ social mobility in organizational fields. *Special Conference on Entrepreneurship Through a Qualitative Lens (sponsored by Journal of Business Venturing)*, Shanghai.

Reed, M. M., Neubert, M., & Waldron, T. L. 2013 Chick-fil-A: Voicing values and responding to activists’ threats. *Proceedings, North American Case Research Association Annual Meeting*, Victoria.

Waldron, T. L., Fisher, G., & Navis, C. 2013. Outsiders as institutional entrepreneurs. *Proceedings of the* *Academy of Management Meeting*, Orlando.

Waldron, T. L., Fisher, G., & Navis, C. 2013. Outsiders as agents of sustainable institutional change. *Strategic Management Society Conference*, Atlanta.

Waldron, T. L., Fisher, G., & Navis, C. 2013. Outsiders as agents of institutional change. *Sustainability, Ethics, & Entrepreneurship Conference*, Denver.

*Winner of the 2013 Best Paper Award*

Waldron, T. L., Navis, C., & Fisher, G. 2012. Activism, firm identity, and the extent of changes to contentious industry practices. *Academy of Management Meeting*, Boston.

Navis, C., Waldron, T. L. (co-first author), Fisher, G., & Leitzinger, J. 2012. When activists attack: Activism, identity, and changes to corporate practices. *Academy of Management Meeting*, Boston

Navis, C., Waldron, T. L., Fisher, G., & Leitzinger, J. 2012. When activists attack: Organizational identity and firm responsiveness to activist demands. *Southern Management Association Meeting*, Ft. Lauderdale.

Waldron, T. L. 2011. Non-market action: Explaining how non-market players disruptively change corporate competitive practices. *Showcase symposium, Market Entry, Competitive Dynamics and Entrepreneurship: Entrepreneurial Entry Dynamics, at Academy of Management Meeting*, San Antonio.

Waldron, T. L., Navis, C. & Fisher, G. 2011. Activist campaigns against markets: The role of corporate identity in campaign effectiveness. *Academy of Management Meeting*, San Antonio.

Waldron, T. L., Navis, C. & Fisher, G. 2011. Activists, firms, and markets: Conceptualizing the effectiveness of localized movements. *Southern Management Association Meeting,* Savannah.

*Winner of the 2011 Best Paper Award for the Social Issues Track*

Waldron, T. L., Norman, P. M., & Artz, K. W., 2011. Cross-sector partnerships and social legitimacy. *Strategic Management Society Conference*, Miami.

Markman, G. D. & Waldron, T. L. 2011. Organizational conflict: Explicating the influence of non-market players on firms and markets. *Academy of Management Meeting*, San Antonio.

Markman, G. D. & Waldron, T. L. 2011. Firms, non-market players, and attacks: Exploring non-market threats to firms. *Strategic Management Society Conference*, Miami.

Waldron, T. L. & Markman, G. D. 2010. Activist attack strategies. *Academy of Management Meeting*, Montreal.

Markman, G. D. & Waldron, T. L. 2009. How small firms enter markets dominated by large incumbents. *Academy of Management Meeting,* Chicago.

Waldron, T. L. & Markman, G. D. 2008. Non-market retaliation. *Academy of Management Meeting*, Anaheim.

Markman, G. D. & Waldron, T. L. 2008. Entry into forbearing markets. *Academy of Management Meeting,* Anaheim.

Graffin, S., Wade, J., Porac, J., & Waldron, T. L. 2008. Making sense of CEO quality: CEO star status, discretion, and stakeholder reactions. *Academy of Management Meeting*, Anaheim.

Waldron, T. L. & Markman, G. D. 2007. Entry and its impact on mutual forbearance. *Strategic Management Society Conference,* San Diego.

Waldron, T.L. & Markman, G. D. 2007. Toward an expanded theory of mutual forbearance: Considering the role of market entry. *Atlanta Competitive Advantage Conference,* Atlanta.

**TEACHING**

**Objective/Approach**

Using experiential techniques and various delivery systems (e.g., in-person, hybrid, and online), my courses aim to enable students to become more effective critical thinkers, problem solvers, leaders, communicators, and colleagues. For instance, students in my non-doctoral courses have conducted team-based, consulting projects that culminate in recommendations to real executives. These projects, which I secure and facilitate, have produced viable business plans, formulated and implemented strategies, and enhanced supply chain effectiveness for client firms ranging from new ventures to multinational entities. Analogously, students in my doctoral courses have worked in teams to develop, submit, and revise novel inductive studies for a panel of reviewers, which consisted of top scholars in the management field.

**Courses Taught/Effectiveness**

*Texas Tech University*

Spr. 2019 MGT 6381: Doctoral advanced research writing (1) 5.0/5.0

Spr. 2019 MGT 4380: Undergraduate strategic management (1) 4.9/5.0

Fall 2018 MGT 4388: Undergraduate innovation and change (1) 5.0/5.0

Spr. 2018 MGT 4388: Undergraduate innovation and change (1) 4.5/5.0

Spr. 2018 MGT 4388: Undergraduate innovation and change (2) 4.9/5.0

Fall 2017 MGT 4388: Undergraduate innovation and change (1) 4.9/5.0

*Baylor University*

Fall 2016 MGT 4355: Undergraduate management consulting (1) 5.7/6.0

Fall 2016 MGT 4355: Undergraduate management consulting (2) 5.8/6.0

| Spr. 2016 | MGT 4355: Undergraduate management consulting (1) | 5.6/6.0 |
| --- | --- | --- |
| Spr. 2016 | MGT 4355: Undergraduate management consulting (2) | 5.7/6.0 |
| Fall 2015 | MGT 4355: Undergraduate management consulting (1) | 5.8/6.0 |
| Fall 2015 | MGT 4355: Undergraduate management consulting (2) | 5.5/6.0 |
| Fall 2015 | MGT 4398: Special study in inductive analysis (1) | 6.0/6.0 |
| Spr. 2015 | BUS 5V9802: Graduate case competition (1)  \**Participants won the Illinois MBA Strategy Competition* | 6.0/6.0 |
| Spr. 2015 | MGT 4355: Undergraduate management consulting (1) | 5.5/6.0 |
| Fall 2014 | MGT 4398: Special study in managerial intuition (1) | 5.7/6.0 |
| Fall 2013 | BUS 5V9802: Graduate case competition (1) | 5.7/6.0 |
| Fall 2013 | BUS 4385: Undergraduate strategic management (1) | 5.8/6.0 |
| Fall 2013 | BUS 4385: Undergraduate strategic management (2) | 5.8/6.0 |
| Spr. 2013 | BUS 5V9802: Graduate case competition (1)  \**Participants won the Illinois MBA Strategy Competition and were runner up at the Big 12 MBA Competition* | 6.0/6.0 |
| Spr. 2013 | BUS 4385: Undergraduate strategic management (1) | 5.3/6.0 |
| Spr. 2013 | BUS 4385: Undergraduate strategic management (2) | 5.0/6.0 |
| Fall 2012 | BUS 4385: Undergraduate strategic management (1) | 5.0/6.0 |
| Fall 2012 | BUS 4385: Undergraduate strategic management (2) | 4.1/6.0 |
| Spr. 2012 | BUS 4385: Undergraduate strategic management (1) | 5.7/6.0 |
| Spr. 2012 | BUS 4385: Undergraduate strategic management (2) | 5.5/6.0 |
| Fall 2011 | BUS 4385: Undergraduate strategic management (1) | 5.9/6.0 |
| Fall 2011 | BUS 4385: Undergraduate strategic management (2) | 5.6/6.0 |
| Spr. 2011 | BUS 4385: Undergraduate strategic management (1) | 5.5/6.0 |
| Spr. 2011 | BUS 4385: Undergraduate strategic management (2) | 5.2/6.0 |
| Fall 2010 | BUS 4385: Undergraduate strategic management (1) | 5.8/6.0 |
| Fall 2010 | BUS 4385: Undergraduate strategic management (2) | 4.6/6.0 |

*The University of Georgia*

| Spr. 2010 | Undergraduate business ethics (1) | 4.8/5.0 |
| --- | --- | --- |
| Fall 2009 | Undergraduate business ethics (1) | 4.8/5.0 |
| Spr. 2008 | Undergraduate strategic management (1) | 4.8/5.0 |
| Fall 2007 | Undergraduate human resource management (1) | 4.9/5.0 |

**AWARDS**

* Best paper award, 2017 *Alliance for Research on Corporate Sustainability Research Conference*
* Proceedings*,* 2013-2017; 2019 *Academy of Management Meeting*
* Best paper runner-up, OMT Division, 2016 *Academy of Management Meeting*
* Best symposium finalist, Emerald International Award*,* 2016 *Academy of Management Meeting*
* Best paper award, 2013 *Sustainability, Ethics, and Entrepreneurship Conference*
* Best paper award, Social Issues track, 2011 *Southern Management Association Meeting*
* Best reviewer award, 2008 *Academy of Management Meeting*

**SERVICE**

**Professional Service**

* Editorial board member, *Academy of Management Review*, 2015-2017
* Editorial board member, *Journal of Management Studies*, 2012-present
* Editorial board member, *Journal of Business Venturing*, 2017-present
* Advisory board member, *Sustainability, Ethics, & Entrepreneurship Conference*, 2012-present
* Faculty mentor, *Sustainability, Ethics, & Entrepreneurship Conference,* 2015-2016; 2020
* Ad-hoc reviewer, various journals and conferences:

*Business & Society*

*Entrepreneurship: Theory & Practice*

*Group & Organization Management*

*Journal of Business Research*

*Journal of Management*

*Journal of Technology Transfer*

*Strategic Entrepreneurship Journal*

*Technovation*

*Academy of Management Meeting*

*Strategic Management Society Conference*

**University service**

*Texas Tech University*

* Advisor, various corporate clients, 2017-2018
  + car2go—Conduct workshop in exchange for $2,500 scholarship for a Management Area doctoral student (2018)
  + First Financial Group of America—Offer advisement in exchange for working with Innovation & Change students (2014-2018)
  + Buffalo Springs Lake—Offer advisement in exchange for working with Innovation & Change students (2018)
* Chair, Qualifying Exam Committee, 2018-2019
* Member, Dissertation Committee
  + Jeff Chandler, 2018-2019 (placed at Western Kentucky University)
  + Lori Tribble, 2018-2020 (placed at Clemson University)
* Member, Faculty Awards & Developmental Leave Committee (University), 2019-Present
* Member, Faculty Awards & Developmental Leave Committee (Rawls College), 2018-2019
* Member, Professor of Practice search committee, 2017-2018
* Facilitator, Management Area doctoral colloquium, 2017
* Panelist, Red Raider Startup business plan pitches, 2017
* Attendee, University graduation, 2017

*Baylor University*

* Coordinator, Management consulting course, 2015-2017
* Coordinator, Strategic management course, 2012-2014
* Department representative, Invitation to Excellence, 2013 & 2014
* Department representative, Academic Honors Convocation, 2011 & 2013
* Advisor, MBA Case Competition team, 2013
* Member, Department of Management’s strategy committee, 2014-2015
* Evaluator, Baylor Executive MBA student case presentations, 2011-2014
* Evaluator, Baylor Ethics Forum case competition, 2013
* Evaluator, Baylor Angel Network business plan competition, 2012
* Session leader, MBA student orientation, 2013

**Community service**

* Strategic advisor, various businesses:

*Allergan*

*The Yoga Bar*

*Evans Enterprises*

*Texas Life Insurance Company*

*First Financial Group of America*

*Car2go (Daimler)*

*Buffalo Springs Lake*

* Member/volunteer, Knights of Columbus
* Speaker, Rotary Club

**PROFESSIONAL AFFILIATIONS**

* Academy of Management
* Strategic Management Society
* Southern Management Association

**INDUSTRY EXPERIENCE**

**Mercy Health System**, Conshohocken, PA

#### Independent Financial and Operations Consultant, 2005-2007

* Conduct departmental financial analyses
  + Identify inefficient departments, discern root causes of financial woes (e.g., billing problems, labor inefficiency, service issues, and marketing inadequacies), and provide improvement recommendations to top management
* Conduct departmental productivity review
  + Develop systems to identify and to analyze departmental labor efficiency
  + Present findings and recommendations to hospital executives

**Mercy Suburban Hospital**, Norristown, PA

# Financial and Operations Manager, 2004 – 2005

*Financial and Operations Analyst*, 2003 – 2004

* Creation, oversight, and analysis of financial and operational benchmark reporting systems
* Departmental operations analysis and enhancement recommendations
* Formulation of a $100 million annual operating budget
* Preparation of monthly financial reports used by the C.F.O at health system meetings
* Conduct capital purchasing analyses and presented recommendations to top management
* Oversee efforts of administrative assistants, patient billing analysts, and junior financial analysts in finance and operations