

Theodore L. Waldron, Ph.D.

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ACADEMIC APPOINTMENTS

Texas Tech University

Kent R. Hance Regents Endowed Chair in Entrepreneurship, 2022-Present

Professor of Sustainable Enterprise, 2023-Present

Associate Professor of Sustainable Enterprise, 2017-2023

Baylor University

Assistant Professor of Management, 2010-2017

EDUCATIONAL BACKGROUND

The University of Georgia

Doctor of Philosophy in Business Administration, 2006-2010

- Concentration: Management
 - Primary emphasis: Strategic management
 - Secondary emphasis: Organizational behavior and research methods

Villanova University

Master of Business Administration, 2003-2006

- Specialization: Strategic management

Villanova University

Bachelor of Science in Business Administration, 2000-2003 (Cum Laude)

- Major: Management

RESEARCH

Interests

My scholarly work leverages diverse conceptual lenses and qualitative techniques to develop new theory at the intersection of entrepreneurship, family business, strategy, and sustainability. I aim to reinvigorate or to create new research conversations that enrich understanding of consequential entrepreneurial phenomena.

This work examines how entrepreneurial actors resolve tensions associated with sustainable valuable creation. Recent publications address rivalry between entrepreneurs and investors over new venture control and between activists and firms over industry values, as well as the role of entrepreneurs in producing, legitimating, and disseminating responsible innovations.

My applied work translates insights from academic research to advise entrepreneurs, family business owners, and corporate executives on how to deal with the key challenges that arise while leading their organizations. Recent works have focused on how to navigate crisis and how to deploy qualitative techniques for business development purposes.

Academic Articles

Wry, T., York, J., & Waldron, T. L.* 2023. The purpose and potential of entrepreneurship research. *Strategic Organization*. 21(2): 429-446

*All authors contributed equally

Waldron, T. L., McMullen, J., Petrenko, O., Tribble-Trudell, L.,* & Aronson, O.* 2022. Entrepreneur-investor rivalry over new venture control: The battle for Balcones Distilling. *Journal of Business Venturing*. 37(4).

*TTU doctoral student during project development

*Finalist for JBV's Lazaridis Paper of the Year

Waldron, T. L., Navis, C., Karam, E., & Markman, G. D. 2022. Toward a theory of activist-driven responsible innovation: How activists pressure firms to adopt more responsible practices. *Journal of Management Studies*. 59(1): 163-193.

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.

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 during project development

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.

Applied Articles

Waldron, T. L., McMullen, J., Petrenko, O., Tribble-Trudell, L., Aronson, O., & Wetherbe, J. 2023. How a distillery founder and his investor went off the rails. *Entrepreneur & Innovation Exchange*. <https://eiexchange.com/content/How-a-distillery-founder-and-his-investor-went-off-the-rails>.

*Translation of the study “Entrepreneur-investor rivalry over new venture control: The battle for Balcones Distilling” that was published in *Journal of Business Venturing*

Rawhouser, H., Webb, J. W., Rodrigues, J., Waldron, T. L., Kumaraswamy, A., Amankwah-Amoah, J., & Grady, A.*. 2022. Scaling, blockchain technology, and entrepreneurial opportunities in developing countries. *Journal of Business Venturing Insights*. <https://www.sciencedirect.com/science/article/abs/pii/S2352673422000233>.

*Texas Tech doctoral student

Waldron, T. L. & Wetherbe, J. 2022. How SitePro innovated and diversified in times of crisis. *Entrepreneur & Innovation Exchange*. <https://eiexchange.com/content/how-sitepro-innovated-and-diversified-in-times-of-crisis>.

* Schulze Award as one of EIX’s most read case studies

Tribble-Trudell, L. L.,* Waldron, T. L., & Wetherbe, J. 2021. For new research insights, study one family in depth. *Entrepreneur & Innovation Exchange*. <https://familybusiness.org/content/for-new-research-insights-study-one-family-in-depth>.

*Former TTU doctoral student

** Schulze Award as one of EIX’s most read research translations

Waldron T. L. & Wetherbe, J. C. 2020. Ensure that your customer relationships outlast Coronavirus. *Harvard Business Review*. https://hbr.org/2020/04/ensure-that-your-customer-relationships-outlast-coronavirus?utm_campaign=hbr&utm_medium=social&utm_source=linkedin.

Waldron, T. L. & Wetherbe, J. 2020. How to care for your team during a crisis. *Entrepreneur & Innovation Exchange*. <https://eiexchange.com/content/how-to-care-for-your-team-during-a-crisis>.

* Schulze Award as one of EIX’s most read applied articles

Waldron, T. L., & Wetherbe, J. C. 2020. Which innovations should you keep when the crisis is over? *Entrepreneur & Innovation Exchange*. <https://eiexchange.com/content/which-innovations-should-you-keep-when-the-crisis-is-over>.

*Schulze Award as one of EIX’s most read applied articles

Waldron, T. L. & Wetherbe, J. C. 2020. How to keep your favorite small business from going under. *Entrepreneur & Innovation Exchange*. <https://eiexchange.com/content/How-to-keep-your-favorite-business-from-going-under>.

*Schulze Award as one of EIX's most read applied articles

*Reprinted as "Family businesses can help one another."

<https://familybusiness.org/content/family-businesses-can-help-one-another>.

Scholarly Chapters

Tribble, L. L.*, Waldron, T. L., & Wetherbe, J. C. 2023. Making the case for single-case research on family business. In T. Payne and K. Brigham (eds.), *The field guide to family business research*.

* TTU doctoral student during project development

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.

Teaching Case Studies

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

EDITORIAL SERVICE

- Field Editor, *Journal of Business Venturing*, 2022-present
- Associate Editor, *Entrepreneur & Innovation Exchange*, 2020-present
- Editorial board member, *Academy of Management Review*, 2015-2017; 2020-present
- Editorial board member, *Academy of Management Perspectives*, 2020-present
- Editorial board member, *Journal of Management Studies*, 2012-present
- Editorial board member, *Journal of Business Venturing*, 2017-2022
- Ad-hoc reviewer
 - *Administrative Science Quarterly*
 - *Business & Society*
 - *Entrepreneurship Theory & Practice*
 - *Group & Organization Management*

- *Journal of Business Research*
- *Journal of Management*
- *Journal of Technology Transfer*
- *Organization Science*
- *Strategic Entrepreneurship Journal*
- *Strategic Organization*
- *Technovation*
- *Academy of Management Meeting*
- *Strategic Management Society Conference*

SCHOLARLY AWARDS

- Finalist, Lazaridis Best Paper Award, 2022, *Journal of Business Venturing*
 - Part of three-way tie for first place
- Best reviewer award, 2022-2023, *Academy of Management Perspectives*
- Jerry S. Rawls Excellence in Undergraduate Teaching Award, Nominee, 2021
- Schulze Award (multiple times for publishing some of *ELX*'s most read articles in various categories), 2020-22, *Entrepreneur and Innovation Exchange*
- Carl and Linda Stem Distinguished Faculty Research Award, 2020 *Jerry S. Rawls College of Business at Texas Tech University*
- Best paper award, 2017 *Alliance for Research on Corporate Sustainability Research Conference*
- Proceedings, 2013-2017; 2019; 2021-22 *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*