

Cole E. Short

Strategy Area | Graziadio Business School | Pepperdine University
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EDUCATION:

- Ph.D. Terry College of Business, University of Georgia (2019)
Major: Strategy & Entrepreneurship
Advisor: Michael D. Pfarrer
- M.A. Department of Economics, Boston University
Major: Economics
- B.A. Department of Political Science, Baylor University
Major: International Studies (Intensive-track)
Honors with distinction, Baylor Interdisciplinary Core

RESEARCH INTERESTS:

Broadly, my work leverages financial and natural language data to examine perceptions of the firm and how strategic leaders can manage stakeholder perceptions to enhance performance. My specific interests include strategic information disclosure, crisis and impression management, and how executive characteristics adapt and influence strategic decisions. My research spans a variety of contexts such as clinical trial failures, earnings surprises, executive and analyst communications, and corporate interactions with the financial press.

ACADEMIC EMPLOYMENT:

Pepperdine University – Graziadio Business School, Malibu, California
Assistant Professor of Strategy (August 2019 – present)

JOURNAL ARTICLES:

Gamache, D., Neville, F., Bundy, J., & **Short, C.** (2020) CEO regulatory focus and firm stakeholder strategy. *Strategic Management Journal*, 41: 1305–1335.

◇ Acceptance Rate: ≤ 8%; 5-Year IF: 12.226

Bundy, J., Pfarrer, M., **Short, C.**, & Coombs, W. (2017) Crises and crisis management: Integration, interpretation, and research development. *Journal of Management*, 43: 1661–1692.

◇ Highly Cited Paper, *Thomson Reuters* (top 1% in Economics & Business)

◇ Acceptance Rate: ≤ 5%; 5-Year IF: 16.662

MANUSCRIPTS UNDER REVIEW:

Short, C., & Hubbard, T. [CEO evaluations and linguistic patterns].

- Revise-and-resubmit at *Academy of Management Discoveries*.

Parker, O., **Short, C.,** Titus, V., Nahm, P., & Crawford, W. [Strategic negativity].

- Revise-and-resubmit at *Strategic Management Journal*.

Graf-Vlachy, L., Neville, F., **Short, C.,** & Völkl, F. [Shifts in executive characteristics].

- Revise-and-resubmit at *Journal of Management Studies*.

Short, C., Campbell, R., & Graffin, S. [CEO humor and organizational ambidexterity].

- Under review at *Journal of Management Studies*.

SELECTED WORKS IN PROGRESS:

Short, C., & Pfarrer, M. [Managing clinical failures in the pharmaceutical industry].

- Target Journal: *Academy of Management Journal*.

Short, C., Pfarrer, M., & Bundy, J. [Organizational impression management].

- Target Journal: *Strategic Management Journal*.

Parker, O., **Short, C.,** Porck, J., Titus, V., & Nahm, P. [Strategic consensus].

- Target Journal: *Academy of Management Journal*.

*Supported by the Julian Virtue Professorship Award.

Short, C., & Zhou, Y. [Determinants of anticipatory impression management].

- Target Journal: *Strategic Management Journal*.

Short, C., & Hubbard, T. [Evaluator characteristics and strategic communication].

- Target Journal: *Academy of Management Review*.

HONORS AND AWARDS:

Julian Virtue Professorship, *Pepperdine Graziadio Business School*, 2021-2023

Overall Conference Best Paper Nominee, *Strategic Management Society*, 2021

Above and Beyond the Call of Duty Reviewing Award (OMT), *Academy of Management*, 2021

Highly Cited Paper in Business & Economics, *Web of Science* (Thomson Reuters), 2021

Best Paper Finalist, *Strategic Management Society*, Strategic Leadership & Governance IG, 2020

Best Paper Nominee, *Strategic Management Society*, Research Methods Division, 2020

Outstanding Reviewer Award, *Academy of Management*, Strategic Management, 2020

Most-read publication in *Journal of Management*, SAGE Publications, 2020-2021

Overall Conference Best Paper Nominee, *Strategic Management Society*, 2018

Outstanding Reviewer Award, *Strategic Management Society*, Stakeholder Strategy IG, 2018

Outstanding Reviewer Award, *Academy of Management*, Business Policy and Strategy, 2017

Best Paper Award, *Strategic Management Society*, Strategic Leadership & Governance IG, 2016

HONORS AND AWARDS (CONTINUED):

Academic Travel Grant, *Baylor University*, (54th Annual Naval Academy Conference), 2014.
Political Science Research Grant, *Charles Koch Foundation*, 2014.
Outstanding Delegate (Economic Affairs), *Nat'l Council on U.S.-Arab Relations (S.W.)*, 2013
Sigma Iota Rho Scholar (International Studies Honors Society), *Baylor University*, 2013
President's Gold Merit Scholarship, *Baylor University*, 2010
Bill Merritt Memorial Scholarship, *Rotary International (San Diego)*, 2010

CONFERENCE PAPERS & PRESENTATIONS:

Parker, O., **Short, C.**, Titus, V., Nahm, P., & Crawford, W. (2021) "Negative impression management and its contingent use by executives." *Southern Management Association Annual Conference*, New Orleans, LA.

Short, C., & Zhou, Y. (2021) "Determinants of anticipatory impression management." *Strategic Management Society Annual Conference*. (Virtual)

Campbell, R., **Short, C.**, & Graffin, S. (2020) "CEO sense of humor and organizational ambidexterity." *Strategic Management Society Annual Conference*. (Virtual)

Parker, O., **Short, C.**, & Titus, V. (2020) "Hold your horses: Negative anticipatory impression management and its motivations." *Annual Meeting of the Academy of Management*. (Virtual)

Short, C. (2019) "Managing failure: The effects of anticipatory and reactive strategies." *Annual Meeting of the Academy of Management*, Boston, MA.

Parker, O., **Short, C.**, & Titus, V. (2019) "Hold your horses: Negative anticipatory impression management and its motivations." *Strategic Management Society Annual Conference*, Minneapolis, MN.

Short, C., & Pfarrer. (2018) "Path dependence in organizational impression management." *Strategic Management Society Annual Conference*, Paris, France.

Short, C. (2018) "When clinical trials fail: Managing drug development in the pharmaceutical industry." *Oxford University Centre for Corporate Reputation Symposium*, Oxford, UK.

Short, C. (2018) (Presenter for panel symposium) "Firm performance and executive succession." *Annual Meeting of the Academy of Management*, Chicago, IL.

Short, C. (2018) "Path dependence in organizational impression management." *Annual Meeting of the Academy of Management*, Chicago, IL.

Short, C., Hubbard, T., Quigley, T., & Graffin, S. (2017) "Who gets it right and when? Internal and external evaluations of CEO quality." *Strategic Management Society Annual Conference*, Houston, TX.

CONFERENCE PAPERS & PRESENTATIONS (CONTINUED):

Short, C. (2017) (Panel Symposium) “AIMing to impress: Anticipatory impression management and the organization.” *Annual Meeting of the Academy of Management*, Atlanta, GA.

Gamache, D., Neville, F., Bundy, J., & **Short, C.** (2017) “CEO regulatory focus, shareholder activism, and corporate social performance.” *Strategic Management Society Annual Conference*, Berlin, Germany.

Ashmore, Z., Alch, C., Coyle, C., Johnson, T., Kingry, C., Okunnu, R., **Short, C.**, Jupiter, D., & Islam, J. (2017) “Improving rates of diabetic foot inspections to prevent complications: UTMB family medicine quality improvement project.” *American Diabetes Association Annual Conference*, Orlando, FL.

Neville, F., Gamache, D., Bundy, J., & **Short, C.** (2016) “CEO regulatory focus, shareholder activism, and corporate social performance.” *Strategic Management Society Annual Conference*, Berlin, Germany.

Campbell, R., Graffin, S., & **Short, C.** (2016) “Just playing around? The effects of CEO sense of humor on financial analysts.” *Annual Meeting of the Academy of Management*, Anaheim, CA.

CONFERENCE ACTIVITIES:

Session chair. (2020) “The CEO in the spotlight: narcissism, regulatory, and temporal foci.” *Annual Meeting of the Academy of Management*. (Virtual)

Participant. (2020) Research Methods Division-CARMA Doctoral Student and Junior Faculty Consortium. *Annual Meeting of the Academy of Management*. (Virtual)

Participant. (2018) Oxford University Centre for Corporate Reputation Paper Development Workshop. *Oxford University Centre for Corporate Reputation Symposium*, Oxford, UK.

Participant. (2018) Organization Management Theory (OMT) Doctoral Student Consortium. *Annual Meeting of the Academy of Management*, Chicago, IL.

Participant. (2017) Social Issues in Management (SIM) Doctoral Student Consortium. *Annual Meeting of the Academy of Management*, Atlanta, GA.

Panel symposium organizer. (2017) “AIMing to impress: Anticipatory impression management and the organization.” *Annual Meeting of the Academy of Management*, Atlanta, GA.

Participant. (2017) Strategic Leadership and Governance (SLG) Paper Development Workshop. *Annual Meeting of the Academy of Management*, Atlanta, GA.

Participant. (2016) AOM New Doctoral Student Consortium (NDSC). *Annual Meeting of the Academy of Management*, Anaheim, CA.

PROFESSIONAL ACTIVITIES & ACADEMIC SERVICE:

Memberships

Academy of Management, Strategic Management Society, Explorers Club

Reviewing

Strategic Management Journal, 2019 to present

Journal of Management Studies, 2021 to present

Academy of Management Perspectives, 2019 to present

Journal of Business Ethics, 2021 to present

Academy of Management Annual Meeting and Special Conferences, 2016 to present

Strategic Management Society Annual Meeting and Special Conferences, 2016 to present

Advising & Committees

Dissertation Committee member, Kimberly McGinnis, expected graduation, Spring 2022.

Dissertation Committee member, Kevin Schaller, expected graduation, Spring 2023.

M.S. in Business Program Committee & Admissions Subcommittee, 2020 to present.

M.S. in Global Business Program Committee, 2020.

Teaching Experience

Graduate

STGY 628. MBA Strategic Management (Capstone Course). Pepperdine University

- ◇ Spring 2020, Summer 2020, Spring 2021, Summer 2021.

Undergraduate

MGMT 5560. International Strategic Management. University of Georgia

- ◇ Fall 2017.

Additional Experience

Nationally Certified Emergency Medical Technician (NREMT), 2014 to 2021.

Graduate Assistant (Management), University of Georgia. 2015 to 2016.

Graduate Assistant (International Entrepreneurship), Boston University. 2014 to 2015.

Research Assistant (Business & Political Science), Baylor University. 2013 to 2014.

Reserve Firefighter, Bellmead Fire Department. 2012 to 2014.

OTHER SKILLS:

Computer and Language Skillset

Python, STATA

English (Native), Spanish (Professional working proficiency), Japanese (Elementary proficiency)

Continuing Education & Professional Certifications

Applied Data Science Program, Massachusetts Institute of Technology (MIT), *In Progress*

Nationally Certified Emergency Medical Technician (NREMT), 2014-2021

American Heart Association (AHA) BLS Provider, 2014-2021

State Certified Structural Firefighter (M-1) (SFFMA), 2012-2014