

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:

My work examines social perceptions of the firm and how strategic leaders manage these perceptions to enhance performance. My specific interests include crisis and impression management, strategic information disclosure, and how executive characteristics influence decision making. This work often leverages financial and natural language data in organizations.

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) Serving differently: CEO regulatory focus and firm stakeholder strategy. *Strategic Management Journal*, 41: 1305–1335.

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)

MANUSCRIPTS UNDER REVIEW:

Short, C., Pfarrer, M., & Bundy, J. [Organizational impression management].
- Revise-and-resubmit at *Academy of Management Review*.

Short, C. [Internal and external CEO evaluations].
- Revise-and-resubmit at *Academy of Management Discoveries*.

MANUSCRIPTS UNDER REVIEW (CONTINUED):

Campbell, R., Graffin, S., & Short, C. [CEO humor and organizational ambidexterity].
- Under review at *Organization Science*.

SELECTED WORKS IN PROGRESS:

Short, C., & Pfarrer, M. [Managing failure in the pharmaceutical industry].
- Target Journal: *Strategic Management Journal*.

Parker, O., Short, C., Titus, V., Nahm, P., & Crawford, W. [Strategic negativity].
- Target Journal: *Strategic Management Journal*.

Short, C., & Zhou, Y. [CEO characteristics and strategic information disclosure].
- Target Journal: *Strategic Management Journal*.

Short, C., & Hubbard, T. [Evaluator characteristics and strategic communication].
- Target Journal: *Academy of Management Review*.

HONORS AND AWARDS:

Overall Conference Best Paper Nominee, *Strategic Management Society*, 2021
Highly Cited Paper in Business & Economics, *Web of Science* (Thomson Reuters), 2021
#1 Most-Read Publication in *Journal of Management*, SAGE Publications, 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
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
Political Science Research Grant, *Charles Koch Foundation*, 2014.
Academic Travel Grant, *Baylor University*, (54th Annual Naval Academy Conference), 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 PRESENTATIONS:

Short, C., & Zhou, Y. (2021) "Determinants of anticipatory impression management." *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)

CONFERENCE PRESENTATIONS (CONTINUED):

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. (2019) “Hold your horses: Negative anticipatory impression management and its motivations.” *Strategic Management Society Annual Conference*, Minneapolis, MN.

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

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.

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)

Professional Certifications

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

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

Non-Degree Coursework

Paramedicine (EMT), *MCC Emergency Services Education Center* 2014

American Foreign Policy Doctoral Seminar, *Baylor University* 2014

International Relations Theory Doctoral Seminar, *Baylor University* 2013

Exchange student, *La Universidad Nacional de Cuyo (Mendoza, AR)* 2011

Study abroad, *Yonok University (Lampang, TH)* 2011

REFERENCES:

Available upon request.