

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 these 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: $\leq 8\%$; 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: $\leq 5\%$; 5-Year IF: 16.662

MANUSCRIPTS UNDER REVIEW:

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

- Revise and resubmit (2nd round) at *Academy of Management Discoveries*.

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

- Revise and resubmit (1st round) at *Strategic Management Journal*.

Graf-Vlachy, L., Neville, F., **Short, C.**, & Völkl, F. [Predicting CEO characteristics].

- Revise and resubmit (1st round) at *Journal of Management Studies*.

Short, C., Pfarrer, M., & Bundy, J. [Anticipatory and reactive disclosure strategies].

- Under review at *Strategic Management Journal*.

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

- Under review at *Journal of Management*.

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

- Under review at *Journal of Business Research*.

SELECTED WORKS IN PROGRESS:

Parker, O, **Short, C.**, Porck, J., & Nahm, P. [TMT cognitive 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*.

GRANTS, 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

Most-read publication in *Journal of Management*, SAGE Publications, 2020-2022

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

HONORS AND AWARDS (CONTINUED):

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:

Porck, J., & **Short, C.** (2022) "Can cognitive consensus soften the blow? TMT language (in)congruence after a negative earnings surprise." *Strategic Management Society Annual Conference*, London, UK.

Short, C. (2022) (Presenter for panel symposium) "A swarm of scholars: Adopting & improving on the swarm method of collaborative qualitative research." *Annual Meeting of the Academy of Management*, Seattle, WA.

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*. (Virtual)

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.

CONFERENCE PAPERS & PRESENTATIONS (CONTINUED):

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.

CONFERENCE ACTIVITIES (CONTINUED):

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 – Present
Journal of Management Studies, 2021 – Present
Academy of Management Perspectives, 2019 – Present
Journal of Business Ethics, 2021 – Present
Journal of Applied Behavioral Science, 2021 – Present
Academy of Management Annual Meeting and Special Conferences, 2016 – Present
Strategic Management Society Annual Meeting and Special Conferences, 2016 – Present

Advising & Committees

Dissertation Committee member, Kevin Schaller, expected graduation, Summer 2022.
Dissertation Committee member, Kimberly McGinnis, expected graduation, Summer 2022.
M.S. in Business Program Committee & Admissions Subcommittee, 2020 – Present.
M.S. in Global Business Program Committee, 2020.

Teaching Experience

Graduate

STGY 628. MBA, Strategic Management. Pepperdine Graziadio Business School.

◇ Spring 2020, Summer 2020, Spring 2021, Summer 2021, Summer 2022.

STGY 659. FEMBA, Strategic Management. Pepperdine Graziadio Business School.

◇ Summer 2022.

Undergraduate

MGMT 5560. International Strategic Management. University of Georgia

◇ Fall 2017.

Additional Experience

Strategy Consulting (Market analysis, raising capital, statistical modeling), Ongoing.
Nationally Certified Emergency Medical Technician (NREMT), 2014–2021.
Graduate Assistant (Management), University of Georgia. 2015–2016.
Graduate Assistant (International Entrepreneurship), Boston University. 2014–2015.
Research Assistant (Business & Political Science), Baylor University. 2013–2014.
Reserve Firefighter, Bellmead Fire Department. 2012–2014.

OTHER SKILLS:**Programming and Statistical Software**

Python (NumPy, NLTK, matplotlib, pandas, PyTorch Lightning, scikit-learn, spaCy)
Stata

Language Skillset

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

Professional Education and Certifications

Applied Data Science, *MIT Institute for Data, Systems, and Society*, 2021–2022
Natural Language Processing, *Co:rise*, 2022
Nationally Certified Emergency Medical Technician, *NREMT*, 2014–2021
Basic Life Support Provider, *American Heart Association*, 2014–2021