

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) <i>Honors with distinction, Baylor Interdisciplinary Core</i>
Professional Education	Institute for Data, Systems, and Society, MIT (2022) Program: Applied Data Science

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)

PUBLISHED WORKS:

Peer-Reviewed Journal Articles

Short, C., & Hubbard, T. Do boards and the media recognize quality? An assessment of CEO quality using pay, dismissal, awards, and linguistics. *Conditionally accepted at **Academy of Management Discoveries***.

- 5-Year Impact Factor: 7.953

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

- Acceptance Rate (2020): $\leq 8\%$; 5-Year Impact Factor: 12.247

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

- Finalist for the 2022 Scholarly Impact Award, *Journal of Management*
- Highly Cited Paper, *Thomson Reuters* (top 1% in Economics & Business)
- Acceptance Rate (2017): $\leq 5\%$; 5-Year Impact Factor: 18.017

Refereed Conference Proceedings

Johnson, C., Ascencio, C., Bauer, B., Gibson, C., Lynn, T., Mooney, J., Nagaraj, V., Niederman, F., **Short, C.**, & Sinclair, G. (2022) A swarm of scholars: Adopting & improving on the swarm method of collaborative qualitative research. ***Academy of Management Proceedings***, (1), 10565.

Parker, O., **Short, C.**, Titus, V., Nahm, P., & Crawford, W. (2021) Negative impression management and its contingent use by executives. ***Proceedings of the Annual Meeting of the Southern Management Association 2021***.

Parker, O., **Short, C.**, & Titus, V. (2020) Hold your horses: Negative anticipatory impression management and its motivations. ***Academy of Management Proceedings***, (1), 11499.

Short, C. (2019) Managing failure: The effects of anticipatory and reactive strategies. ***Academy of Management Proceedings***, (1), 15024.

Short, C. (2018) A path makes a road: Path dependence in organizational impression management. ***Academy of Management Proceedings***, (1), 13468.

Campbell, R., Graffin, S., Boivie, S., Bednar, M., Campbell, J., Quigley, T., Schepker, D., & **Short, C.** (2018) Changing of the guard: Shifting the conversation surrounding CEO turnover. ***Academy of Management Proceedings***, (1), 11492.

Refereed Conference Proceedings (Continued)

Lee, E., Oliver, A., **Short, C.**, Graffin, S., Bundy, J., Busenbark, J., Certo, S., Krause, R., Lange, D., Pfarrer, M., & Zavyalova, A. (2017) AIMing to impress: Anticipatory impression management and the organization. *Academy of Management Proceedings*, (1), 11380.

Gamache, D., Neville, F., & **Short, C.** (2017) Serving differently: CEO regulatory focus and firm stakeholder strategy. *Academy of Management Proceedings*, (1), 16659.

Campbell, R., Graffin, S., & **Short, C.** (2016) Just playing around? The effects of CEO sense of humor on financial analysts. *Academy of Management Proceedings*, (1), 15017.

MANUSCRIPTS UNDER REVIEW:

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

- Under second review at *Journal of Management Studies*.
- Acceptance Rate: $\leq 10\%$; 5-Year Impact Factor: 11.607

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

- Revise and resubmit (1st round) at *Journal of Management*.
- Acceptance Rate: $\leq 10\%$; 5-Year Impact Factor: 18.017

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

- Revise-and-resubmit (1st round) at *Strategic Management Journal*.
- Acceptance Rate: $\leq 10\%$; 5-Year Impact Factor: 12.247

SELECTED WORKS IN PROGRESS:

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

- Target: *Journal of Management*.

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

- Target: *Research Policy*.

Porck, J., **Short, C.**, Parker, O., & Nahm, P. [Top managers' 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: *Strategic Management Journal*.

Johnson, C., Ascencio, C., Bauer, B., Gibson, C., Lynn, T., Mooney, J., Nagaraj, V., Niederman, F., **Short, C.**, & Sinclair, G. [Swarm methodology].

- All authors after lead author are listed alphabetically with equal contribution.
- Target: *Organizational Research Methods*.

SELECTED WORKS IN PROGRESS (CONTINUED):

Short, C., & Hubbard, T. [Extending upper echelons theory].

- Invited chapter (based on accepted proposal) for *New Horizons in Managerial Cognition* (vol. 5). UK: Emerald Publishing.

GRANTS, HONORS, AND AWARDS:

Outstanding Reviewer Award, *Strategic Management Society*, Stakeholder Strategy IG, 2022
Scholarly Impact Award (Finalist), *Journal of Management*, 2022
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 (54th Annual Naval Academy Conference), *Baylor University*, 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:

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 for collaborative qualitative research.” *Annual Meeting of the Academy of Management*, Seattle, WA.

Short, C. (2022) “Textual analysis as an empirical research method.” *Pepperdine Graziadio 2022 DBA and CAR Conference*. Irvine, CA.

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)

CONFERENCE PRESENTATIONS (CONTINUED):

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.

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.

CONFERENCE PRESENTATIONS (CONTINUED):

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:

Participant. (2022) NLP Summit 2022: Applied Natural Language Processing. *John Snow Labs*. (Virtual)

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. (2020) Spark+AI Summit: The World’s Largest Data and Machine Learning Conference. *Databricks*. (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 – 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

Doctoral Advising & Committees

Secondary Advisor, Kimberly McGinnis, expected graduation, Fall 2022.

Secondary Advisor, Kevin Schaller, defended 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, Fall 2022.

Undergraduate

MGMT 5560. International Strategic Management. University of Georgia

◇ Fall 2017.

Additional Experience

Strategy Consulting, 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:

Computer and Language Skillset

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

Language Skillset

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

Professional Certifications

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