

# Anastasiya Zavyalova

Rice University

Jesse H. Jones Graduate School of Business

Virani Undergraduate School of Business

Room 267 MS 531; 6100 Main Street, Houston, TX 77005

aaz3@rice.edu 713-348-6342

## ACADEMIC POSITIONS

### Rice University

- Associate Professor, with tenure, Jones Graduate School of Business 2019–present
- Assistant Professor, Jones Graduate School of Business 2012–2019
- Associate Dean for degree programs, Jones Graduate School of Business 2024–present

### University of Oxford

- International Research Fellow, Oxford University Centre for Corporate Reputation 2022–present

## EDUCATION

### University of Maryland

2007–2012

Ph.D., Strategic Management, Robert H. Smith School of Business

Dissertation committee: Rhonda Reger (chair), David Kirsch, Michael Pfarrer, Violina Rindova, Dave Waguespack, Linda Steiner (dean's representative)

### Methodist University (former Methodist College)

2002–2006

B.S., Business Administration, Financial Economics, and Marketing,  
Charles M. Reeves School of Business, *Summa Cum Laude*

### Omsk State University

2000–2002

Completed two years of coursework at the Department of Economics

## RESEARCH INTERESTS

My research is focused on socially responsible and irresponsible organizational actions that build, damage, and restore social evaluations of organizations.

## PEER-REVIEWED PUBLICATIONS

- Zavyalova, A. 2025. "Stigmatization by an Authoritarian Government: Russian NGOs Under the 2012 Foreign Agents Law." *Administrative Science Quarterly*, 70(1): 69-118.
- Stroube, B. and Zavyalova, A. 2025. "The Relative Effects of a Scandal on Member Engagement in Rites of Integration and Rites of Passage: Evidence from a Child Abuse Scandal in the Catholic Archdiocese of Philadelphia." *Organization Science*, 36(1): 213-239.
- Zavyalova, A., Callahan, C., Hubbard, T., Zyung, D. 2025. "Competition and Constituents' Polarization Online." *Journal of Management*, 51(4): 1288-1321.

- Green, C. D., Schuler, D. A., Zavyalova, A., Swartz, R. J., Nault, K., Kazi, A. K. 2023. “Stock Market Reactions to Firm Visits by the President of the United States: George H.W. Bush through Donald J. Trump,” *Presidential Studies Quarterly*, 53(3): 383-406.
- Zavyalova, A., Bundy, J., Humphrey, S. 2022. “A Relational Theory of Reputational Stability and Change,” *Organization Science*, 33(5): 1724-1740.
- Goldfarb, B., Zavyalova, A., Pillai, S. 2018. “Did Victories in Certification Contests Affect the Survival of Organizations in the American Automobile Industry During 1895-1912? A Replication Study,” *Strategic Management Journal*, 39(8): 2335-2361.
- Zavyalova, A., Pfarrer, M., Reger, R. 2017. “Celebrity or Infamy? The Consequences of Media Narratives about Organizational Identity,” *Academy of Management Review*, 42(3): 461-480.
- Zavyalova, A., Pfarrer, M., Reger, R., Hubbard, T. 2016. “Reputation as a Benefit and a Burden? How Stakeholders’ Organizational Identification Affects the Role of Reputation Following a Negative Event,” *Academy of Management Journal*, 59(1): 253-276.
  - 3<sup>rd</sup> most cited and 9<sup>th</sup> most read paper published in the journal in 2016
- Zavyalova, A., Pfarrer, M., Reger, R., Shapiro, D. 2012. “Managing the Message: The Effects of Firm Actions and Industry Spillovers on Media Coverage Following Wrongdoing,” *Academy of Management Journal*, 55(5): 1079-1101.

## OTHER PUBLICATIONS

- 
- Zavyalova, A. 2023. Reputation research at a crossroads. In G. DiStefano and F.C. Wezel (Eds.), *Organization Theory Meets Strategy*, Emerald Publishing Limited: 171-188.
  - Zavyalova, A., Pfarrer, M., Reger, R. 2018. “Opening the black box of celebrity and infamy: Constituents as active consumers of media content,” *Academy of Management Review*, 43(2): 330-332.
  - Zavyalova, A. 2016. Organizational identification. In C. E. Carroll (Ed.), *The SAGE Encyclopedia of Corporate Reputation*. New York: Sage.
  - Zavyalova, A. 2014. “Negative Consequences of Good Reputation and Positive Outcomes of Negative Events,” *Socio-Economic Review*, 12: 181-186.

## RESEARCH IN PROGRESS

- 
- [Title withheld] with Maxine Yu and Alessandro Piazza, under review at the *Academy of Management Journal*.
  - [Title withheld] with Conor Callahan and Anthea Zhang, under review at the *Organization Science*.
  - Younger, R. and Zavyalova, A. (eds.). *The Oxford Handbook of Organisational Social Evaluations*, Oxford University Press, forthcoming.

## ACADEMIC AWARDS AND HONORS

- 
- Winner–Award for Excellence in Research, Jones Graduate School of Business, Rice University, May 2025
  - Winner–Best Reviewer award, *Academy of Management Review*, 2023
  - Winner–Best Reviewer award, *Academy of Management Journal*, 2022

- Winner–Award for Excellence in Research, Jones Graduate School of Business, Rice University, May 2019
- Winner–Best Reviewer award, Strategic Leadership and Governance IG, *Strategic Management Society 38<sup>th</sup> Annual International Conference*, Paris, France, September 2018
- Winner–ABCD award, OMT Division of the Academy of Management, 2017 – awarded to best 25 out of over 1100 reviewers
- Honorable mention–Best Conference Paper award, “Why Victories in Certification Contests Did Not Affect the Survival of Organizations in the American Automobile Industry: A Replication Study,” *Strategic Management Society 36<sup>th</sup> Annual International Conference*, Berlin, Germany, September 2016
- Verne F. Simons Distinguished Assistant Professor, Rice University, March 2016
- Nominee–Best Conference Paper award, “The Role of (Dis)Identification for Stakeholders’ Approval of an Organization Following Positive and Negative Events,” *Strategic Management Society 35<sup>th</sup> Annual International Conference*, Denver, CO, October 2015
- Winner–Oxford University Centre for Corporate Reputation Best Dissertation Award for 2013
- Winner–ABCD award, OMT Division of the Academy of Management, 2013 – awarded to best 25 out of over 1100 reviewers
- Winner–Best Conference Paper award, “The Dark Side of Prominence: Organizational Consequences of Seeking Media Coverage,” *17<sup>th</sup> International Conference on Corporate Reputation, Brand, Identity and Competitiveness*, Barcelona, Spain, June 2013
- Winner–Allan N. Nash Outstanding Doctoral Student award, May 2012 – awarded annually to one or two best Ph.D. student(s) across all programs in the business school
- Nominee–Best Conference Paper for Practical Implications award, “Drop in Rankings and Stakeholders’ Decision to Transact,” *Strategic Management Society 31<sup>st</sup> Annual International Conference*, Miami, FL, November 2011
- Recipient–Top 15% Teaching award, Robert H. Smith School of Business, University of Maryland, 2010-2011

## GRANTS

- 
- Verne F. Simons Distinguished Assistant Professor, Rice University, March 2016, \$5,000
  - Brown Teaching Grant, Rice University, Spring 2013, \$2,390
  - Oxford University Centre for Corporate Reputation Dissertation Grant 2011, \$14,655
  - Smith Research Fellows Scholarship 2008, with Rhonda K. Reger and Debra Shapiro, \$4,000

## INVITED RESEARCH PRESENTATIONS

- 
- Southern Methodist University, March 2025
  - ZHAW University, May 2024
  - University of North Texas, May 2023
  - FU Berlin, May 2022
  - Rutgers Business School, March 2022
  - Indian School of Business, December 2021
  - University of Chicago, October 2019
  - University of Notre Dame, March 2019

- HEC Lausanne, November 2017
  - London Business School, June 2017
- CONSORTIA, SYMPOSIA, AND CONFERENCES\***

---

## **Academy of Management Annual Conference**

### 2024 Chicago, IL

- Panelist, SIM Doctoral Student Consortium
- Facilitator, “Demystifying Theory Development and Publication: How to Write a Theory Paper and Where to Submit It” PDW
- Invited participant, SIM-ONE Junior Faculty Consortium
- Panelist, “Institutions in Crisis!”: What it Means and How Social Evaluation Scholars Can Address It” symposium

### 2023 Boston, MA

- Presenter, “The Origins of Stigma: Russian NGOs under the 2012 ‘Foreign Agents’ Law”
- Presenter, “Strategy Meets Organization Theory: Learning from Scholars Working at the Crossroad” PDW
- Co-organizer, “Categories, Stigma, and Divisive Issues: The Role of Social Evaluations in a Dynamic World” symposium
- Invited discussant, “OMT New and Returning Member Networking and Research Forum” PDW

### 2022 Seattle, WA

- Invited panelist, “A Multi-Level Approach to the Study of Reputation” PDW

### 2020 Virtual Conference

- Co-organizer, “Reputation, Status, Legitimacy, and Celebrity: Research Challenges and Opportunities” symposium
  - Nominated for the MOC Best Symposium Award
- Invited discussant, “Broadening our Sight Through Social Media (Data) in Organization and Management Studies” PDW

### 2019 Boston, MA

- Discussant, “Understanding Behavioral Consequences of Status Change” symposium
- Invited panelist, “Social Media and Social Evaluations” symposium

### 2018 Chicago, IL

- Invited discussant, “Content and Text Analysis in Organizational Research: Techniques and Applications” PDW
- Invited panelist, “Celebrity in Strategic Management and Organizational Studies” symposium
- Presenter, “The Strain of the Big Stage: Seeking to Understand Misconduct by College Athletes,” Pecha Kucha Professional Development Workshop, Social Evaluations

### 2017 Atlanta, GA

- Invited panelist, “AIMing to Impress: Anticipatory Impression Management and the Organization” symposium
- Session Chair, Causes and Consequences of Organizational Misconduct, paper session

### 2016 Anaheim, CA

---

\* denotes presentations by co-authors

- Invited panelist, “Celebrity in Strategic Management and Organizational Studies” symposium
  - Invited panelist, “When do Social Movements Make Organizations Accountable?” symposium
  - Presenter, “Identification-Based Theory of Organizational Reputation”
  - Presenter, “Losing the Faith: How a Child Abuse Scandal in the Catholic Church Affected Churchgoer Involvement in Philadelphia”\*
- 2015 Vancouver, Canada
- Invited panelist, “Unpacking Reputation: Benefits, Burdens, and Contingencies” symposium
  - Presenter, “Organizational Reputation as a Source of Identification: When a High Reputation is a Benefit or a Burden During a Negative Event”, symposium on “Unpacking Reputation: Benefits, Burdens, and Contingencies”
- 2014 Philadelphia, PA
- Invited participant, OMT Junior Faculty Workshop
- 2012 Boston, MA
- Presenter, “The Good, The Bad, and the Unknown: The Role of Media Reputation During Disruptions,” Pecha Kucha Professional Development Workshop, Social Evaluations
  - Presenter, 4<sup>th</sup> Annual Content Analysis Professional Development Workshop, Content Analysis in \*Organizational Research: Techniques and Applications, MOC division
  - Presenter, “Losing the Faith: Organizational Identification and Wrongdoing in Catholic Church”\*
  - Presenter, “Borne Identity: The Role of Organizational Identification and Reputation Following Disruptions”
- 2011 San Antonio, TX
- Session Chair, “Re-thinking about Work, Identification and Identity” paper session
  - Invited participant, OMT Doctoral Consortium
  - Presenter, “Borne Identity: The Role of Organizational Identification and Reputation Following Disruptions”, symposium on “Category Effects in the Evolution of Industries: Cognitive and Institutional Approaches”
- 2010 Montreal, Canada
- Invited participant, OMT Dissertation Proposal Workshop
  - Invited panelist, Content Analysis Professional Development Workshop
  - Presenter, “Confidentiality and the Process of Knowledge Generation: Approaches to Qualitative Organization Research”
- 2009 Chicago, IL
- Invited participant, Social Issues in Management Doctoral Student Consortium
  - Presenter, “Reputation dynamics: Impact of spillover effects and firm actions on firm reputation”

---

\*denotes presentation by a co-author

## **Strategic Management Society Annual Conference**

2023 Toronto, Canada

- Presenter, “When Punishments Deters Future Misconduct: Evidence from Doping in Cycling Teams”
- Invited panelist, “Media as a Corporate Governance Mechanism”

2022 London, UK

- Invited research mentor, “SRF Dissertation Research Program Workshop”
- Invited panelist, “Corporate Reputation”
- Presenter, “The Origins of Label Stigma: Coping Strategies of Russian NGOs Under the ‘Foreign Agents’ Law”

2021 Virtual Conference

- Session chair, “Status Effects on Teams and Organizations”

2020 Virtual Conference

- Presenter, “Jump With a Safety Net: New CEOs Severance Pay and Firm Strategic Distinctiveness”\*
- Invited panelist, Early Career Development Workshop

2018 Paris, France

- Presenter, “The Strain of the Big Stage: Seeking to Understand Misconduct by College Athletes”\*

2017 Houston, TX

- Session Chair, “Are You the Fortunate Ones?” paper session
- Presenter, “The Role of Reputational Multidimensionality During Scandals”

2016 Berlin, Germany

- Presenter, “Why Victories in Certification Contests Did Not Affect the Survival of Organizations in the American Automobile Industry: A Replication Study”

2015 Denver, CO

- Presenter, “Identification-Based Theory of Organizational Reputation”

2014 Copenhagen, Denmark

- Session Chair, “Unconventional Drivers of Strategy” paper session
- Presenter, “The Unintended Consequences of Seeking Celebrity”

2012 Prague, Czech Republic

- Presenter, “The Good, The Bad, and the Unknown: The Role of Media Reputation During Disruptions”
- Presenter, “Borne Identity: The Role of Organizational Identification and Reputation Following Disruptions”

2011 Miami, FL

- Presenter, “Borne Identity: The Role of Organizational Identification and Reputation Following Disruptions”

2009 Washington, DC

- Presenter, “Managing the Message: The Effects of Firm Actions and Industry Spillovers on Media Coverage Following Wrongdoing”

## **Oxford Centre for Corporate Reputation Annual Reputation Symposium, Oxford, UK**

2024

- Co-author of a presented paper, “When Punishment Deters Future Misconduct: Evidence from Doping in Cycling Teams”
- Invited discussant at the student Paper Development Workshop

2023

- Presenter, “The Origins of Stigma: Russian NGOs under the 2012 ‘Foreign Agents’ Law”
- Invited discussant at the student Paper Development Workshop

2022

- Invited discussant at the student Paper Development Workshop

2019

- Invited discussant at the student Paper Development Workshop

2018

- Invited panelist, “Celebrity Research: Taking Stock and New Directions”

2015

- Presenter, “Identification-Based Theory of Organizational Reputation”\*
- Presenter, “The Unintended Consequences of Seeking Celebrity”

2013

- Presenter, “The Benefits and Burdens of a High Reputation: The Joint Roles of Organizational Identification and Reputation Following Negative Events”

## **EGOS Annual Conference**

2023 Cagliari, Italy

- Co-convenor, “Digitalization of Social Evaluations–Social Media, Platforms, and their Evaluative Roles”

2021 Amsterdam, Netherlands (virtual meeting)

- Co-convenor, “Social Evaluations in an Age of Disruption: Processes of Creation, Maintenance, and Destruction of Social Evaluations”

2020 Hamburg, Germany (virtual meeting)

- Co-convenor, “Social Evaluations: The Good, The Bad, and The Ugly”

2019 Edinburgh, UK

- Co-convenor, “Social Evaluations: Antecedents, Outcomes and the Process of Social Construction”

2018 Tallin, Estonia

- Co-convenor, “The Micro and Macro of Social Evaluations: Implications for Theory, Methods and Practice”

## **Mid-Atlantic Strategy Colloquium**

2013 Blacksburg, VA

- Presenter, “Losing the Faith: Organizational Identification and Wrongdoing in Catholic Church”, Virginia Polytechnic Institute and State University

---

\* denotes presentation by a co-author

2011 Chapel Hill, NC

- Presenter, “Borne Identity: The Role of Organizational Identification and Reputation Following Disruptions”, University of North Carolina

2010 College Park, MD

- Co-organizer, *Fifth Annual Mid-Atlantic Strategy Colloquium*, University of Maryland

2009 Raleigh, NC

- Presenter, “Managing the Message: The Effects of Firm Actions and Industry Spillovers on Media Coverage Following Wrongdoing”, NC State University

## Other

- Presenter, “The Origins of Stigma: Russian NGOs Under the 2012 “Foreign Agents” Law”, *Emerging Markets Symposium*, Rice University, Houston, TX May 2023
- Presenter, “The Role of (Dis)Identification for Stakeholder Reactions to Organizational Successes and Failures”, *Micro Meets Macro Conference*, Arizona State University, Tempe, AZ, February 2018
- Invited panelist, *Singleton Governance Conference*, Lehigh University, Bethlehem, PA, May 2016
- Presenter, Content Analysis Professional Development Workshop, *Southern Management Association*, New Orleans, LA, November 2013
- Presenter, “Losing the Faith: Organizational Identification and Wrongdoing in Catholic Church”, *Multi-Disciplinary Conference on Fraud and Misconduct*, University of California–Berkeley, Berkeley, CA, October 2013\*
- Presenter, “The Dark Side of Prominence: Organizational Consequences of Seeking Media Coverage”, *17<sup>th</sup> International Conference on Corporate Reputation, Brand, Identity and Competitiveness*, Barcelona, Spain, June 2013
- Presenter, “The Benefits and Burdens of a High Reputation: The Joint Roles of Organizational Identification and Reputation Following Negative Events”, *17<sup>th</sup> International Conference on Corporate Reputation, Brand, Identity and Competitiveness*, Barcelona, Spain, June 2013
- Invited participant, Reputation Institute Doctoral Student Pre-Conference Consortium, *15<sup>th</sup> International Conference on Corporate Reputation, Brand, Identity and Competitiveness*, New Orleans, LA, May 2011
- Invited participant, “Managing the Message: The Effects of Firm Actions and Industry Spillovers on Media Coverage Following Wrongdoing”, 18th Annual Doctoral Consortium for Competitiveness and Cooperation (CCC), Massachusetts Institute of Technology, Cambridge, MA, April 2011
- Presenter, “Reputation dynamics: Impact of spillover effects and firm actions on firm reputation,”, *Atlanta Competitive Advantage Conference*, Atlanta, GA, May 2010\*

## TEACHING

- 
- Recipient of a challenge coin from Jones Student Association for Executives for the Reputation Management course, EMBA class of 2021

## Ph.D.

- Organization Theory (co-instructor), Rice University, 2017-2019
- Social Evaluations of Organizations, Rice University, 2023-present



## **Full-Time MBA**

- Reputation Management, Rice University, 2017-present
- ESG Issues in Strategy, Rice University, 2021-2024
- Global Field Experience, Rice University, 2022-present
- Non-Market Strategy, Rice University, 2020-2021
- Action Learning Project, Rice University, 2014-2015

## **Professional-Evening MBA**

- Reputation Management, Rice University, 2020-present
- ESG Issues in Strategy, Rice University, 2021-present
- Non-Market Strategy, Rice University, 2020-2021

## **Professional-Weekend MBA**

- Reputation Management, Rice University, 2020-present
- ESG Issues in Strategy, Rice University, 2021-present

## **Undergraduate**

- Introduction to Strategic Management, Rice University, 2013-2019
- Transformative Action: Effective Methods for Social Change (co-instructor), University of Maryland, 2011
- Strategic Management, University of Maryland, 2010

## **EDITORSHIP**

---

### **Associate Editorship**

*Academy of Management Review* (2023-2026)

*Journal of Management Studies* – guest editor, special issue “Managing Social Evaluations in a Complex and Evolving World” (2023)

### **Editorial boards**

- *Academy of Management Journal* (2020-present)
- *Academy of Management Review* (2020-2023)
- *Organization Science* (2021-2023)
- *Strategic Management Journal* (2020-2023)

### **Ad-hoc reviewing**

- *Administrative Science Quarterly*
- *Journal of Management*
- *Journal of Management Studies*
- *Management Science*

## **PROFESSIONAL SERVICE**

- 
- Representative-at-large, Behavioral Strategy Interest Group, Strategic Management Society, 2018
  - Representative-at-large, Strategic Leadership and Governance Interest Group, Strategic Management Society, 2018
  - New Doctoral Student Consortium, Program Committee, *Academy of Management*, Montreal, CA August 2010

## UNIVERSITY SERVICE

---

- Member, Quality Enhancement Plan (QEP) Committee, 2025
- Member, General Education Committee, 2023-present
- Member, Undergraduate Business Steering Committee, Rice University, 2021-2024
- Member, Graduate Honor Council, Rice University, 2022-2023
- Member, Decanal Review Committee, Rice University, 2020-2021
- Member, Faculty Senate, Rice University, 2020-2021
- Member, Curriculum Committee, Jones Graduate School of Business, Rice University, 2020-2021
- Co-Chair, Business Major Task Force, Jones Graduate School of Business, Rice University, 2020
- Member, Academic Standards Committee, Jones Graduate School of Business, Rice University, 2017-2020
- Member, Business Minor Oversight Committee, Jones Graduate School of Business, Rice University, 2013-2019
- Member, Ph.D. Comprehensive Examination Committee, 2013-2020
- Organizer, Speaker Series for Strategy and Environment Area, Rice University, 2014-2019
- Co-organizer, New Ph.D. Student Orientation, Rice University, 2014-2019
- President, *Association of Doctoral Students*, Robert H. Smith School of Business, University of Maryland, College Park, MD 2010-2011 academic year
- Vice-President, *Association of Doctoral Students*, Robert H. Smith School of Business, University of Maryland, College Park, MD 2009-2010 academic year
- Social Chair, *Association of Doctoral Students*, Robert H. Smith School of Business, University of Maryland, College Park, MD 2008-2009 academic year
- Tax advisor to international graduate students at the University of Maryland, 2007-2012

## PROFESSIONAL AFFILIATIONS

---

- Member of the Academy of Management, OMT and STR divisions
- Member of the Strategic Management Society
- Member of the European Group for Organizational Studies

## SKILLS AND PERSONAL INTERESTS

---

- Languages: Russian (native), English (fluent), Kazakh (beginner)
- AIESEC alumna, Omsk LC, VPSN
- Playing piano
- Sailing, ASA101, 103, 104 certified