

Anastasiya Zavyalova

Rice University

Jesse H. Jones Graduate School of Business

Virani Undergraduate School of Business

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ACADEMIC POSITIONS

Rice University

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

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 strategies that build, manage, damage, and restore social evaluations, such as reputation, celebrity, and stigma.

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.
 - 3rd most cited and 9th 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

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- Clemente, M., Etter, M., Snihur, Y., Ertug, G., Graffin, S., Zavyalova, A. 2026. Keeping Up With the Times? Rethinking Social Evaluations Research Under Contemporary Technological and Sociopolitical Forces. *Journal of Management Studies*, 63(5): 2005-2031.
 - Younger, R. and Zavyalova, A. (eds.). 2026. *The Oxford Handbook of Organisational Social Evaluations*, Oxford University Press.
 - 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

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- [Title withheld] with Maxine Yu and Alessandro Piazza, under 2nd round of review at the *Academy of Management Journal*.
 - [Title withheld] with Maxine Yu, revise and resubmit at the *Academy of Management Review*.
 - [Title withheld] with Conor Callahan and Anthea Zhang, revise and resubmit at the *Journal of Management*.
 - [Title withheld] with Conor Callahan and Anthea Zhang, revise and resubmit at the *Journal of Management Studies*.

- [Title withheld] with Joseph Shin and Abhinav Gupta, under review at the *Strategic Management Journal*.

ACADEMIC AWARDS AND HONORS

- Winner– Best Reviewer award, Stakeholder Strategy IG, *Strategic Management Society 45th Annual International Conference*, San Francisco, CA 2025
- 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 38th 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 36th 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 35th 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,” *17th 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 31st 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

2026 Philadelphia, PA

- Co-author of a presented paper, [Title withheld, paper under review]
- Co-author of a presented paper, [Title withheld, paper under review]

2025 Copenhagen, Denmark

- Panelist, “Crisis-Driven Transformation in Organizations” PDW
- Panelist, “Using Sports Data to Advance Management Theory” PDW
- Co-author of a presented paper, “Not Just Performance: How Heterogeneous Evaluators Interpret Multiple Signals in Certification Contests”

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
- 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”
 - Co-author of a presented paper, “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, 4th Annual Content Analysis Professional Development Workshop, Content Analysis in Organizational Research: Techniques and Applications, MOC division
 - Co-author of a presented paper, “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”

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

- Co-author of a presented paper, “Jump With a Safety Net: New CEOs Severance Pay and Firm Strategic Distinctiveness”
- Invited panelist, Early Career Development Workshop

2018 Paris, France

- Co-author of a presented paper, “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

2025

- Invited discussant at the student Paper Development Workshop

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

- Co-author of a presented paper, “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

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

- Co-organizer, *Organizational Underworld Inaugural Conference*, Paris, 2025
- 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
- Co-author of a presented paper, “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”, *17th 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”, *17th International Conference on Corporate Reputation, Brand, Identity and Competitiveness*, Barcelona, Spain, June 2013
- Invited participant, Reputation Institute Doctoral Student Pre-Conference Consortium, *15th 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

- Co-author of a presented paper, “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

- Global Field Experience, Rice University, 2022-present
- Reputation Management, Rice University, 2020-present
- ESG Issues in Strategy, Rice University, 2021-present
- Non-Market Strategy, Rice University, 2020-2021

Professional-Weekend MBA

- Global Field Experience, Rice University, 2022-present
- 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)

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, General Education Committee, 2023-present
- Member, Quality Enhancement Plan (QEP) Committee, 2025
- 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