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ACADEMIC POSITIONS

Rice University

- Associate Professor, with tenure, Jones Graduate School of Business, Strategy and Environment area 2019—present
- Assistant Professor, Jones Graduate School of Business, Strategy and Environment area 2012—2019

EDUCATION

- **University of Maryland** 2007—2012
Doctor of Philosophy, 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
Bachelor of Science in 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 before transferring to Methodist College

RESEARCH INTERESTS

My research is focused on socially responsible and irresponsible organizational actions that build, damage, and restore social approval assets, such as reputation and celebrity.

PEER-REVIEWED PUBLICATIONS

- Goldfarb, B., Zavyalova, A., and 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., and 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., and 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., and 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., Pfarrer, M., and 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 Jon Bundy and Stephen Humphrey (request to revise and resubmit at *Organization Science*).
- [Title withheld], with Bryan Stroube (request to revise and resubmit at the *Academy of Management Journal*).
- [Title withheld], with Abhinav Gupta (under review at the *Administrative Science Quarterly*).
- [Title withheld], with Colby Green, Doug Schuler, and Richard Swartz (under review at the *Organization Science*).
- “The Role of the Top Management General Counsel in CEO Optimistic Language Use”, with MaryJane Rabier and Wei Shi (working paper)
- “The Role of (Dis)Identification for Stakeholder Reactions to Organizational Successes and Failures,” with Daniel Zyung, Conor Callahan, and Tim Hubbard (data analyses).
- “The Strain of the Big Stage: Seeking to Understand Misconduct by College Athletes,” with Matthew Josefy and Katalin Takacs Haynes (data analyses).

ACADEMIC AWARDS AND HONORS

- 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

- University of Chicago, October 2019
- University of Notre Dame, March 2019
- HEC Lausanne, November 2017
- London Business School, June 2017

CONSORTIA AND SYMPOSIA

- Co-convenor, “Social Evaluations: The Good, The Bad, and The Ugly,” EGOS, Hamburg, Germany, July 2020
- Invited discussant at the student Paper Development Workshop, *Reputation Symposium*, Oxford University Centre for Corporate Reputation, Oxford, UK, August 2019
- Discussant, “Understanding Behavioral Consequences of Status Change” symposium, *Academy of Management*, Boston, MA, August 2019
- Invited panelist, “Social Media and Social Evaluations” symposium, *Academy of Management*, Boston, MA, August 2019
- Co-convenor, “Social Evaluations: Antecedents, Outcomes and the Process of Social Construction,” EGOS, Edinburgh, UK, July 2019

- Invited panelist, “Celebrity Research: Taking Stock and New Directions” session, *Reputation Symposium, Oxford University Centre for Corporate Reputation*, Oxford, UK, August 2018
- Invited discussant, “Content and Text Analysis in Organizational Research: Techniques and Applications” professional development workshop, *Academy of Management*, Chicago, IL, August 2018
- Invited panelist, “Celebrity in Strategic Management and Organizational Studies” symposium, *Academy of Management*, Chicago, IL, August 2018
- Presenter, “The Strain of the Big Stage: Seeking to Understand Misconduct by College Athletes,” Pecha Kucha Professional Development Workshop, Social Evaluations, *Academy of Management*, Chicago, IL, August 2018
- Co-convenor, “The Micro and Macro of Social Evaluations: Implications for Theory, Methods and Practice,” *EGOS*, Tallin, Estonia, July 2018
- Session Chair, “Are You the Fortunate Ones?” paper session, *Strategic Management Society*, Houston, TX, October 2017
- Invited panelist, “AIMing to Impress: Anticipatory Impression Management and the Organization” symposium, *Academy of Management*, Atlanta, GA, August 2017
- Session Chair, Causes and Consequences of Organizational Misconduct, paper session, *Academy of Management*, Atlanta, GA, August 2017
- Invited panelist, “Celebrity in Strategic Management and Organizational Studies” symposium, *Academy of Management*, Anaheim, CA, August 2016
- Invited panelist, “When do Social Movements Make Organizations Accountable?” symposium, *Academy of Management*, Anaheim, CA, August 2016
- Invited panelist, Singleton Governance Conference, Lehigh University, Bethlehem, PA, May 2016
- Invited panelist, “Unpacking Reputation: Benefits, Burdens, and Contingencies” symposium, *Academy of Management*, Vancouver, Canada, August 2015
- Invited participant, OMT Junior Faculty Workshop, *Academy of Management*, Philadelphia, PA, August 2014
- Session Chair, “Unconventional Drivers of Strategy” paper session, *Micro-Foundations for Strategic Research: Embracing Individuals*, Copenhagen, Denmark, June 2014
- Presenter, Content Analysis Professional Development Workshop, *Southern Management Association*, New Orleans, LA, November 2013
- Presenter, “The Good, The Bad, and the Unknown: The Role of Media Reputation During Disruptions,” Pecha Kucha Professional Development Workshop, Social Evaluations, *Academy of Management*, Boston, MA, August 2012
- Presenter, 4th Annual Content Analysis Professional Development Workshop, Content Analysis in Organizational Research: Techniques and Applications, MOC division, *Academy of Management*, Boston, MA, August 2012
- Session Chair, “Re-thinking about Work, Identification and Identity” paper session, *Academy of Management*, San Antonio, TX, August 2011
- Invited participant, 18th Annual Doctoral Consortium for Competitiveness and Cooperation (CCC), Massachusetts Institute of Technology, Cambridge, MA, April 2011
- Invited participant, OMT Doctoral Consortium, *Academy of Management*, San Antonio, TX, August 2011
- 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, OMT Dissertation Proposal Workshop, *Academy of Management*, Montreal, CA, August 2010
- Invited participant, Social Issues in Management Doctoral Student Consortium, *Academy of Management*, Chicago, IL August 2009
- Co-organizer, *Fifth Annual Mid-Atlantic Strategy Colloquium*, University of Maryland, College Park, MD November 2010
- Invited panelist, Content Analysis Professional Development Workshop, *Academy of Management*, Montreal, CA, August 2010

CONFERENCE PRESENTATIONS

“The Strain of the Big Stage: Seeking to Understand Misconduct by College Athletes”

- *Strategic Management Society Conference*, Paris, France, September 2018

“The Role of (Dis)Identification for Stakeholder Reactions to Organizational Successes and Failures”

- *Micro Meets Macro Conference*, Arizona State University, Tempe, AZ, February 2018

“The Role of Reputational Multidimensionality During Scandals”

- *Strategic Management Society Conference*, Houston, TX, October 2017

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

- *Strategic Management Society Conference*, Berlin, Germany, September 2016

“Identification-Based Theory of Organizational Reputation”

- *Academy of Management*, Anaheim, CA, August 2016
- *Strategic Management Society Conference*, Denver, CO, October 2015
- *Oxford University Centre for Corporate Reputation*, Oxford, UK, September 2015*

“Organizational Reputation as a Source of Identification: When a High Reputation is a Benefit or a Burden During a Negative Event”

- *Academy of Management*, symposium on "Unpacking Reputation: Benefits, Burdens, and Contingencies," Vancouver, Canada, August 2015

“The Unintended Consequences of Seeking Celebrity”

- *Oxford University Centre for Corporate Reputation*, Oxford, UK, September 2015
- *Strategic Management Society Special Conference* on “Micro-Foundations for Strategic Research: Embracing Individuals,” Copenhagen, Denmark, June 2014
- *17th International Conference on Corporate Reputation, Brand, Identity and Competitiveness*, Barcelona, Spain, June 2013
- *Strategic Management Society Conference*, Prague, October 2012

“Losing the Faith: How a Child Abuse Scandal in the Catholic Church Affected Churchgoer Involvement in Philadelphia”

- *Academy of Management*, Anaheim, CA, August 2016*
- *Multi-Disciplinary Conference on Fraud and Misconduct*, University of California–Berkeley, Berkeley, CA, October 2013*
- *Mid-Atlantic Strategy Colloquium*, Virginia Polytechnic Institute and State University, Blacksburg, VA, February 2013
- *Academy of Management*, Boston, MA, August 2012*

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

- *Oxford University Centre for Corporate Reputation*, Oxford, UK, September 2013
- *17th International Conference on Corporate Reputation, Brand, Identity and Competitiveness*, Barcelona, Spain, June 2013
- *Academy of Management*, Boston, MA, August 2012
- *Strategic Management Society Conference*, Prague, October 2012
- *Mid-Atlantic Strategy Colloquium*, University of North Carolina, Chapel Hill, NC, December 2011
- *Strategic Management Society Conference*, Miami, FL, November 2011
- *Academy of Management*, symposium on “Category Effects in the Evolution of Industries: Cognitive and Institutional Approaches,” San Antonio, TX, August 2011

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

- *18th Annual Doctoral Consortium for Competitiveness and Cooperation*, Massachusetts Institute of Technology, Cambridge, MA, April 2011
- *Atlanta Competitive Advantage Conference*, Atlanta, GA, May 2010*
- *Mid-Atlantic Strategy Colloquium*, NC State University, Raleigh, NC, December 2009
- *Strategic Management Society Conference*, Washington, DC, October 2009
- *Academy of Management Conference*, Chicago, IL, August 2009

“Confidentiality and the Process of Knowledge Generation: Approaches to Qualitative Organization Research”

- *Academy of Management Conference*, Montreal, Canada, August 2010

TEACHING

Ph.D.

- Organization Theory (co-instructor), Rice University, 2017-present

Full-Time MBA

- Crisis and Reputation Management, Rice University, 2017-present
- Action Learning Project, Rice University, 2014-2015

Undergraduate

- Introduction to Strategic Management, Rice University, 2013-2019

* presented by a co-author

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

REVIEWING

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| • <i>Academy of Management Journal</i> | • <i>Journal of Management Studies</i> |
| • <i>Academy of Management Review</i> | • <i>Organization Science</i> |
| • <i>Administrative Science Quarterly</i> | • <i>Strategic Entrepreneurship Journal</i> |
| • <i>Journal of Management</i> | • <i>Strategic Management Journal</i> |

SERVICE ACTIVITIES

- Elected representative-at-large, Behavioral Strategy Interest Group, Strategic Management Society, 2018
- Elected representative-at-large, Strategic Leadership and Governance Interest Group, Strategic Management Society, 2018
- Member, Academic Standards Committee, Jones Graduate School of Business, Rice University, 2017-present
- Member, Business Minor Oversight Committee, Jones Graduate School of Business, Rice University, 2013-present
- Member, Ph.D. Comprehensive Examination Committee, 2013-present
- Organizer, Speaker Series for Strategy and Environment Area, Rice University 2014-present
- Co-organizer, New Ph.D. Student Orientation, Rice University 2014-present
- 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
- New Doctoral Student Consortium, Program Committee, *Academy of Management*, Montreal, CA August 2010
- Tax advisor to international graduate students at the University of Maryland, 2007-2012

PROFESSIONAL AFFILIATIONS

- Member of the Academy of Management, OMT and MOC 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
- Trying to regain my piano playing skills
- ASA101, 103, 104 certified—I enjoy sailing and deep sea fishing