

Colby D. Green

Strategy & Environment | Jesse H. Jones Graduate School of Business | Rice University
6100 Main St, MS-531 | Houston, TX 55005
(801) 636-0131 | Colby.D.Green@rice.edu

EDUCATION

Rice University, Jones Graduate School of Business 2013 – May 2018 (Expected)
Ph.D. Candidate, Strategic Management

Dissertation title: *Corporate political activity in state legislatures: Evidence from the healthcare industry*
Committee members: Douglas A. Schuler (chair), Balaji R. Koka, Keith E. Hamm
Proposal defended: April 12, 2017

Abstract: My central assertion is that the effectiveness of different corporate political strategies varies between state legislatures. An effective strategy in one state may be ineffective in another. I argue that these differences are largely the result of differences in the information available to supply-side policymakers. These arguments are developed in a theoretical essay and tested in two empirical essays in which hospitals (the focal firm) seek Medicaid expansion (the focal favorable policy) across all fifty states. In the first, I demonstrate that campaign contributions from hospitals delayed Medicaid expansion in citizen legislatures but hastened it in more professional legislatures. In the second (currently in preliminary data analysis), I develop a unique and novel dataset of every legislative testimony related to Medicaid expansion in every state since the Affordable Care Act. My preliminary findings suggest that the coalition building political strategy is more effective in citizen legislatures than professional legislatures. My findings add a novel contingency to the literature on the efficacy of corporate political activities.

Brigham Young University

M.B.A., Organizational Behavior & Strategy 2011 – 2013
B.A., Political Science 2003 – 2008

RESEARCH INTERESTS

I am a nonmarket strategy scholar primarily interested in the conditions under which firms are able to obtain favorable policy. My research tends to focus on differences in institutional environments that affect the returns to corporate political activities. I am also interested in the firm's relationships with its stakeholders – both internal and external – particularly when they affect the returns to corporate political activities. I have a special interest in the healthcare industry, which is the context for my empirical work whenever practical.

RESEARCH

Refereed Publications

Hoskisson, R., Gambeta, E., Green, C., Li, T.* In press. Is my firm-specific investment protected? Overcoming the stakeholder investment dilemma in the resource-based view. *Academy of Management Review*. *Equal contribution by all authors.

Schuler, D., Rehbein, K., & Green, C. In press. Is corporate political activity a field? *Business & Society*.

DeTienne, K., Green, C., & Blackburn, A. 2011. Jack in the box: A case study in communication strategy. *Journal of Organizational Behavior Education*, 4: 97–108.

Working Papers

Green, C. 2017. Corporate political activity in state legislatures: The contingent effects of hospital campaign contributions on Medicaid expansion following the Affordable Care Act. Dissertation essay and job market paper.

Green, C., Schuler, D., Zavyalova, A., Swartz, R. Stock market reactions to firm visits by the President of the United States.

Green, C. A new contingency approach to corporate political strategy and legislative decision making. Dissertation essay.

Rodgers, Z., Whetten, D., Green, C., Coles, R. Applied or disciplined: What constitutes our scholarly contributions? An analysis of the research-theory-practice nexus in published *Academy of Management Journal* articles.

Green, C. Testing political markets: A meta-analysis of corporate political activity.

Late-stage Data Collection

Green, C. The contingent effects of stakeholder mobilization as a component of nonmarket strategy: Evidence from the healthcare industry following the Affordable Care Act. Dissertation essay.

Schuler, D., Green, C. The value of political connections through politically-affiliated nonprofits: Corporate contributions to the Clinton Foundation and subsequent stock market performance.

Conference Presentations

Green, C. 2017. *The contingent effects of hospital political activity on Medicaid expansion after Obamacare*. Paper presented at the annual meeting of the Academy of Management, Atlanta.

Schuler, D., Green, C. 2017. *The value of political connections through politically-affiliated nonprofits: Corporate contributions to the Clinton Foundation and subsequent stock market performance*. Paper presented at the annual meeting of the Midwest Political Science Association, Chicago.

Green, C. 2017. *The contingent effects of hospital political activity on Medicaid expansion after the Affordable Care Act*. Paper presented at the 2017 Public Health Conference of the Utah Public Health Association, Park City.

Green, C., Schuler, D., Koka, B. 2016. *The contingent effects of hospital political activity on Medicaid expansion after the Affordable Care Act*. Paper presented at the annual meeting of the International Association of Business and Society, Park City.

Li, T., Green, C. 2016. *The role of timing in CSR reporting during merger waves*. Paper presented at the annual meeting of the International Association of Business and Society, Park City.

Green, C., Schuler, D., Zavyalova, A., Swartz, R. 2016. *Stock market reactions to firm visits by the President of the United States*. Paper presented at the annual meeting of the Midwest Political Science Association, Chicago.

Green, C., Schuler, D., Zavyalova, A. 2015. *When presidential popularity matters: Examining stock market returns to firm visits by the President of the United States*. Paper presented at the annual meeting of the Academy of Management, Vancouver.

Whetten, D., Rodgers, Z., Green, C., Coles, R. 2014. *What, really, constitutes a theoretical contribution?* Paper presented at the annual meeting of the Academy of Management, Philadelphia.

Kriscynski, D., Green, C. 2013. *Exploring knowledge investment: The case for a laboratory simulator*. Paper presented as part of a symposium at the annual meeting of the Academy of Management, Orlando.

Kriscynski, D., Green, C. Bingham, J. 2012. *Explaining away the paradox: How workplace identity motivates firm-specific investments*. Paper presented at the annual international conference of the Strategic Management Society, Prague.

Publications for Practitioners

Green, C. 2013. The misguided allure of transferrable expertise. *MBA Student Wire*, April.

TEACHING

Utah State University, Adjunct Instructor

New Venture Social Responsibility. (MGT 3570) Summer 2017
Undergraduate students.

Foundations of Business Leadership. (MGT 1050) Summer 2017
Undergraduate students.

Rice University, Graduate Teaching Assistant to Doug Schuler

Business – Government Relations. (MGMT 561 & MGMW 561) Spring 2016, 2017
Full-time and weekend MBA students.

Global Markets and Institutions. (EMBA 921) Spring 2016
Executive MBA students.

Brigham Young University, Graduate Teaching Assistant to Dave Whetten

Understanding Organizations. (MBA 549R) Winter 2013
Undergraduate, MBA, and MPA students.

AWARDS AND HONORS

Research Support (\$4,000), Jones Business Healthcare Initiative	2016
Graduate Research Fellowship (\$15,000), Brigham Young University	2012
MBA Graduate Student Scholarship, Marriott School	2012
2012 Outstanding Scholar Award, OBHR Major, Marriott School	2012
Dean's Scholarship, Marriott School	2011

PROFESSIONAL AFFILIATION AND SERVICE

Member, Midwest Political Science Association	2016 – Current
Member, International Association of Business and Society	2016 – Current
Member, Academy of Management	2012 – Current
Graduate Assistant to the SIM Program Chair	2016
Vice President, Pre-doctoral Student Organization, Marriott School	2012 – 2013

INDUSTRY EXPERIENCE

Chief Operations Officer, Lincoln Law Center & CounselNow	2009 – 2011
Legislative Assistant, Senator John Valentine, Utah State Senate	2008 – 2009

LANGUAGES

English (native)
Spanish (conversational)

REFERENCES

Douglas A. Schuler
Associate Professor of Business and Public Policy at Rice University
713-348-5472 | schuler@rice.edu

Robert E. Hoskisson
George R. Brown Emeritus Professor of Management (Strategy) at Rice University
713-348-2059 | robert.e.hoskisson@rice.edu

Keith E. Hamm
Edwards Professor in American Government at Rice University
713-348-3896 | hamm@rice.edu