

Anastasiya (Annie) Zavyalova
Rice University
Jesse H. Jones Graduate School of Business
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ACADEMIC POSITIONS

Rice University **2012—present**
Assistant Professor, Jones Graduate School of Business, Strategy and Environment area

EDUCATION

- **University of Maryland** **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** **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 before transferring to Methodist University,
Department of Economics

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.

PUBLICATIONS

- 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.
- "Identification Theory," *The SAGE Encyclopedia of Corporate Reputation* (projected publication date July 2016).
- Zavyalova, A. 2014. "Negative Consequences of Good Reputation and Positive Outcomes of Negative Events," *Socio-Economic Review*, 12: 181-186.
- 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.

RESEARCH IN PROGRESS

- [Title withheld] with Mike Pfarrer and Rhonda Reger (under 4th round of review at the *Academy of Management Review*).
- “The Role of (Dis)Identification for Stakeholders’ Approval of an Organization Following Positive and Negative Events,” with Daniel Zyung and Conor Callahan (working paper).
- “Organizational (Dis)Identification, Reputation, and Stakeholders’ Reactions to Negative Events,” with Jon Bundy (working paper).
- “Losing the Faith: Organizational Identification and Wrongdoing in Catholic Church,” with B. Stroube (working paper).
- “Stock Market Reactions to Firm Visits by the President of the United States,” with Colby Green, Doug Schuler, and Richard Swartz (working paper).
- “Why Victories in Certification Contests Did Not Affect the Survival of Organizations in the American Automobile Industry: A Replication Study,” with Brent Goldfarb and Sandeep Pillai (data analysis).
- “Perspectives on Granting Confidentiality in Organizational Settings” with David Kirsch and Violina Rindova (working paper).
- “Reputation for What and Among Whom,” with Abhinav Gupta (data collection).

ACADEMIC AWARDS AND HONORS

- Verne F. Simons Distinguished Assistant Professor, Rice University, March 2016
- Nominee–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
- 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

CONSORTIA AND SYMPOSIA PARTICIPATION

- 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
- 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
- Invited panelist, Content Analysis Professional Development Workshop, *Academy of Management*, Montreal, CA, August 2010

CONFERENCE PRESENTATIONS

“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 Role of (Dis)Identification for Stakeholders’ Approval of an Organization Following Positive and Negative Events”

- *Strategic Management Society Conference*, Denver, CO, October 2015
- *Oxford University Centre for Corporate Reputation*, Oxford, UK, September 2015*

“Organizational (Dis)Identification, Reputation, and Stakeholders’ Reactions to Negative Events”

- *Strategic Management Society Conference*, Denver, CO, October 2015
- *Oxford University Centre for Corporate Reputation*, Oxford, UK, September 2015*

* presented by a co-author

“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: Organizational Identification and Wrongdoing in Catholic Church”

- *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 EXPERIENCE

- **Full-Time MBA:**
Action Learning Project, Rice University, 2014-2015

* presented by a co-author

- **Undergraduate:**
Introduction to Strategic Management, Rice University, 2013-present
Transformative Action: Effective Methods for Social Change (co-instructor), University of Maryland, 2011
Strategic Management, University of Maryland, 2010
- **Executive MBA:**
Power, Influence, and Negotiations, University of Maryland, 2011
assisted Professor Cynthia Stevens

REVIEWING EXPERIENCE

- *Academy of Management Journal*
- *Academy of Management Review*
- *Journal of Management*
- *Journal of Management Studies*
- *Organization Science*
- *Strategic Entrepreneurship Journal*
- *Strategic Management Journal*
- Academy of Management Annual Meeting, OMT division

PROFESSIONAL AND SERVICE ACTIVITIES

- 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
- 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
- Co-organizer, *Fifth Annual Mid-Atlantic Strategy Colloquium*, University of Maryland, College Park, MD November 2010
- 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

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