

Anastasiya Zavyalova

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EDUCATION

Ph.D. candidate in Strategic Management, University of Maryland, College Park; Robert H. Smith School of Business, expected graduation, May 2012

Dissertation: “The Role of Infomediaries in Managing Social Approval of Organizations Following Disruptions”

In my three-essay dissertation I examine the role of information intermediaries in repairing social approval assets of organizations. Specifically, in essay one, relaxing the assumption of homogenous impact of disruptive events on all stakeholder groups, I focus on the role of organizational identification and organizational reputation in light of disruptions. I test developed hypotheses on a sample of U.S. universities between 2001-2009, examining the effect of on-campus murders on subsequent levels of student applications and alumni donations. In essay two, I explore how prior media coverage of an organization alters the amount of financial damage caused by disruptive events. In essay three, taking an agentic view of an organization, I examine the process of recovery of social approval through organizations’ publicly issued verbal accounts. Taken together, the studies contribute to the research on management of social approval assets following disruptions.

Committee: Rhonda Reger (chair), David Kirsch, Michael Pfarrer (University of Georgia), Violina Rindova (University of Texas, Austin), Linda Steiner, Dave Waguespack

Bachelor of Science in Business Administration, Financial Economics, and Marketing, *Summa Cum Laude*, Methodist University, Charles M. Reeves School of Business, Fayetteville, NC, 2006

Before transferring to Methodist University, completed two years of coursework at Omsk State University, Department of Economics, Omsk, Russia 2000 – 2002

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 legitimacy.

AWARDS, HONORS, AND SCHOLARSHIPS

- Best Conference Paper for Practical Implications nominee, “Drop in Rankings and Stakeholders' Decision to Transact,” *Strategic Management Society 31st Annual International Conference*, Miami, FL, November 2011
- Top 15% Teaching Award Recipient, Robert H. Smith School of Business, University of Maryland, 2010-2011
- Oxford University Center for Corporate Reputation Dissertation Grant 2011, \$14,655

- Invited Participant, 18th Annual Doctoral Consortium for Competitiveness and Cooperation (CCC), Massachusetts Institute of Technology (MIT) “Managing the Message: The Effects of Firm Actions and Industry Spillovers on Media Coverage Following Wrongdoing,” Cambridge, MA, April 2011 (one of 33 competitively selected participants)
- 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 (only doctoral student panelist)
- Smith Research Fellows Scholarship 2008, with Rhonda K. Reger and Debra Shapiro, \$4,000
- Dean’s Research Fellowship, 2007-present

REQUESTED REVISIONS AND RESEARCH IN PROGRESS

Zavyalova, A., Pfarrer, M., Reger, R., and Shapiro, D. “Managing the Message: The Effects of Firm Actions and Industry Spillovers on Media Coverage Following Wrongdoing” (forthcoming, *Academy of Management Journal*).

“Confidentiality as a means to dialogue: Effects of a boundary object on qualitative organizational research” with D. Kirsch and V. Rindova (under review at *Organization Science*).

“Borne Identity: The Role of Organizational Identification and Firm Reputation Following Disruptions,” job talk paper (preparing for submission to *Academy of Management Journal*).

“Losing the faith: Organizational identification and wrongdoing in Catholic Church,” with B. Stroube (completed first draft)

“Victories as Signals: Certification Contests and the Role of Subjective and Objective Evaluations of Quality in U.S. Auto Industry, 1900-1918,” with B. Goldfarb (completed data collection, in the process of data coding).

CONFERENCE PRESENTATIONS

“Borne Identity: The Role of Organizational Identification and Reputation Following Disruptions,” *Mid-Atlantic Strategy Colloquium*, University of North Carolina, Chapel Hill, NC, December 2011

“Borne Identity: The Role of Organizational Identification and Reputation Following Disruptions,” *Strategic Management Society Conference*, Miami, FL, November 2011

“Borne Identity: The Role of Organizational Identification and Reputation Following Disruptions,” symposium panelist, Category Effects in the Evolution of Industries: Cognitive and Institutional Approaches, *Academy of Management*, 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 (CCC), Massachusetts Institute of Technology (MIT), Cambridge, MA, April 2011

“Confidentiality and the process of knowledge generation: Approaches to qualitative organization research,” *Academy of Management Conference*, Montreal, Canada, August 2010

“Reputation dynamics: Impact of spillover effects and firm actions on firm reputation,” *Atlanta Competitive Advantage Conference*, Atlanta, GA, May 2010 – presented by co-author Rhonda Reger

“Reputation dynamics: Impact of spillover effects and firm actions on firm reputation,” *Mid-Atlantic Strategy Colloquium*, NC State University, Raleigh, NC, December 2009

“Reputation dynamics: Impact of spillover effects and firm actions on firm reputation,” *Strategic Management Society Conference*, Washington, DC, October 2009

“Reputation dynamics: Impact of spillover effects and firm actions on firm reputation,” *Academy of Management Conference*, Chicago, IL, August 2009

TEACHING EXPERIENCE

Executive MBA

Power, Influence, and Negotiations, Winter, 2011

assisted Professor Cynthia Stevens in preparing materials and led small groups in class activities

Undergraduate

Transformative Action: Effective Methods for Social Change (co-instructor), Fall, 2011, Teaching Evaluation: 4.73/5.00

Capstone Strategic Management course, Summer, 2010 Teaching Evaluation: 4.47/ 5.00

REVIEWING EXPERIENCE

- Reviewer for the *Journal of Management Studies*, 2011
- Reviewer for Academy of Management Annual Meeting, OMT division, 2011
- Reviewer for Academy of Management Annual Meeting, OMT division, 2010

PROFESSIONAL AND SERVICE ACTIVITIES

- 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-present

PROFESSIONAL AFFILIATIONS

- Member of the Academy of Management, OMT and BPS divisions
- Member of the Strategic Management Society

SKILLS AND PERSONAL INTERESTS

- Languages: Russian (native), English (fluent), Kazakh (beginner)
- Hobbies: piano, Russian classical music
- AIESEC alumna, Omsk LC, VPSN

REFERENCES

Dr. Rhonda K. Reger, dissertation chair
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