

## Ty Mackey

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| CONTACT INFORMATION   | Clarkson University<br>David D. Reh School of Business<br>329 Bertrand H. Snell Hall<br>Potsdam, NY 13676  | <i>Phone:</i> +1-XXX-XXX-XXXX<br><i>E-mail:</i> XXXX@XXXX.com<br><i>citations:</i> <a href="http://goo.gl/71Mo9Z">http://goo.gl/71Mo9Z</a> |
| RESEARCH INTERESTS    | Corporate Social Responsibility, Corporate Strategy, Corporate Diversification, Entrepreneurship, Strategic Human Capital, Strategic Management  |  |
| ACADEMIC APPOINTMENTS | <b>Assistant Professor</b><br>David D. Reh School of Business<br>Clarkson University   | 2017 to present  |
|                       | <b>Visiting Scholar</b><br>David Eccles School of Business, University of Utah<br>Department of Entrepreneurship & Strategy  | 2014 to 2017   |
|                       | <b>Assistant Professor</b><br>Orfalea College of Business<br>California Polytechnic State University<br>Department of Management   | 2007 to 2014   |
|                       | <b>Visiting Assistant Professor</b><br>Mays Business School<br>Texas A&M University<br>Department of Management  | 2006 to 2007   |
| EDUCATION             | <b>PhD, Strategic Management, The Ohio State University</b><br>Dissertation awarded the Booz Allen Hamilton/SMS PhD Fellowship (2005) and Honorable Mention for the SMS Best Conference Paper Prize  | 2006   |
|                       | <b>MBA, Brigham Young University</b>   | 2002   |
|                       | <b>BS, Economics, Brigham Young University</b>   | 2000   |
| REFEREED PUBLICATIONS | Inducing Corporate Social Responsibility: Should Investors Reward the Responsible or Punish the Irresponsible? <i>Journal of Business Ethics</i> , 2021 (Forthcoming), with Alison Mackey, Lisa Jones Christensen, and Jason Lepore.           |  |
|                       | Corporate Diversification and the Value of Individual Firms: A Bayesian Approach, <i>Strategic Management Journal</i> , 2017, Vol. 38 Issue 2: 322-341, with Jay Barney and Jeffrey Dotson.  |  |
|                       | Incorporating Opportunity Costs in Strategic Management Research: The Value of Diversification and Payout as Opportunities Forgone when Reinvesting in the Firm, <i>Strategic Organization</i> , 2013, Vol. 11, No 4: 347-363, with Jay Barney |  |
|                       | Punishment versus Reward in All-pay Contests with Perfect Information, <i>Economics Bulletin</i> , 2012, Vol. 32, No. 4: 3090-3097, with Jason J. Lepore and Alison Mackey.  |  |

Corporate Social Responsibility and Firm Performance: Investor Preferences and Corporate Strategies, *Academy of Management Review*, 2007, Vol. 32: 817-835, with Alison Mackey and Jay Barney.

Is there a Diversification Discount? Diversification, Payout Policy, and Firm Value, *Academy of Management Best Paper Proceedings*, 2006

OTHER  
PUBLICATIONS

Corporate Social Responsibility, in Augier, Mie., Teece, David J., *The Palgrave Encyclopedia of Strategic Management* 2016.

Senior Management Preferences and Corporate Social Responsibility, in Crane, A., McWilliams, Abigail., Matten, D., Moon, J., and Siegel, Don S., *Oxford Handbook of Corporate Social Responsibility*, 2008. p. 532-542, with Jay Barney and Alison Mackey.

Testing Resource-Based Theory, in Ketchen, David J. and Bergh, Donald D., *Research Methodology in Strategy and Management*, Vol. 2. Bangalore: Elsevier Ltd. 2005. p.1-13, with Jay Barney.

As Time Goes By. *Academy of Management Review*, 2002. Vol. 27, p. 306. (Book Review), with Nile W. Hatch.

WORKING PAPERS

A Demand-Side Perspective on Value Creation for the Base of the Pyramid: Insights from a Longitudinal Study of Consumption, Well-Being and Inequality, (with Lisa Jones Christensen, Ted London, Andrew Grogan-Kaylor, and Heather Esper) [*Journal submission stage*]

Sticking with It: Founder Practices and the Persistence of Heterogeneous Values (with David A. Whetten, Brayden King, and Alison Mackey) [*Journal submission stage*]

On the Impact of Slope Endogeneity in Strategy Research (with Anup Nandialath and Jeffrey Dotson) [*Data analysis stage*]

Causes and Consequences of CEO Pay (with Alison Mackey, Jeffrey Dotson, and Jay Barney) [*Data analysis stage*]

It's Not Who I Am Underneath, But What I Do That Defines Me: Musings on the Practical Benefits of Being Bayesian (with Jeffrey Dotson) [*Early Stages*]

CONFERENCE  
TALKS

Bayesian Statistics: How to Conduct and Publish High-Quality Bayesian Studies. (Professional Development Workshop) Academy of Management Meeting, 2020.

Health Investments & Human Capital: Enhancing Entrepreneur Well-Being in Low-Resource Environments. Academy of Management Meeting, 2018.

Motivating CSR: A Comparison of How Carrots Versus Sticks Trigger Managerial Action. Academy of Management Meeting, 2016.

Does Doing Good Pay-off for Firms? Using Bayesian Analysis for Insight on a Timeworn

Question. Academy of Management Meeting, 2014.

Viewing Human Capital Resources through a Microfoundational Lens: Implications for Management Scholarship, Strategic Management Society, Copenhagen, June 2014.

Corporate Diversification and the Value of Individual Firms: A Bayesian Approach, Academy of Management Meeting, Orlando, Florida, August 2013.

Best Paper BPS Division, Academy 2013 (Sumantra Ghoshal Research & Practice Award)

The Role of CEO Human Capital in Firm Value Creation (with Alison Mackey) Strategic Management Society: The Value Proposition of Human Capital, Mini-conference of the Strategic Human Capital Group of the Strategic Management Society, Ohio State University, Columbus, Ohio, June 2011.

Corporate Diversification and the Value of Individual Firms: A Bayesian Approach, BYU-University of Utah Winter Strategy Conference, Park City, Utah, Feb. 2011.

Corporate Diversification and the Value of Individual Firms: A Bayesian Approach, Academy of Management Meeting, Montreal, Canada, 2010.

Firm Heterogeneity in the Value of Diversification, Academy of Management Meeting, Montreal Canada, August 2010. (PDW)

The Heterogeneous Firm Effects of Diversification on Firm Value, Academy of Management Meeting, Philadelphia, August 2007.

Stakeholders in Organization Theory and Strategic Management: Opportunities and Obstacles, Symposium Organizer, Academy of Management Meeting, Atlanta, August, 2006.

Is there a Diversification Discount? Diversification, Payout Policy, and Firm Value, Academy of Management Meeting, Atlanta, August, 2006, with Jay B. Barney.

Diversification, Payout Policy, and Firm Value, Strategic Management Society, Orlando, FL, October 2005, with Jay Barney.

Honorable Mention, SMS Best Conference Paper Prize

Diversification, Payout Policy, and Firm Value, Atlanta Competitive Advantage Conference, June 2005, with Jay Barney.

Corporate Social Responsibility and Firm Value: Irreconcilable Differences? BYU-Utah Winter Strategy Conference, Park City, UT, March 2005, with Alison Mackey and Jay Barney.

Corporate Social Responsibility & Firm Performance: Investor Preferences and Corporate Strategies. Academy of Management Meeting, New Orleans, August, 2004, with Alison Mackey.

Is the Industry Effect Constant Over Time? Academy of Management Meeting, New Orleans, LA, August, 2004, with P. Konstantina Kiouisis.

INVITED TALKS      University of Illinois, Urbana-Champaign

Washington University-St. Louis  
 Texas A&M University  
 California Polytechnic State University  
 James Madison University  
 UCLA  
 Clarkson University

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|----------------------|---|--------------|
| EDITORIAL<br>SERVICE | Strategic Management Journal Editorial Board                | 2010-present |
|                      | Journal of Management Editorial Board                       | 2008-present |
|                      | Ad Hoc Reviewer, Strategic Research Foundation              | 2011         |
|                      | Ad hoc Reviewer, Strategic Management Journal               | 2007-2010    |
|                      | Reviewer, BPS Division for Academy of Management Conference | 2004-present |

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| TEACHING<br>EXPERIENCE  | Clarkson University  | 2017-present |
|   | Strategic Management (Undergraduate Capstone Course)<br>Average Rating: 4.3 / 5.0        |              |
|   | University of Utah   | 2014-2017    |
|   | Strategic Management (Undergraduate Capstone Course)<br>Average Rating: 5.1 / 6.0        |              |
|   | Online Strategic Management (Undergraduate Capstone Course)<br>Average Rating: 5.3 / 6.0 |              |
|   | Intro to Entrepreneurship<br>Average Rating: 5.1 / 6.0                                   |              |
|   | PhD Seminar in Applied Econometrics  |              |
|   | California Polytechnic State University  | 2007-2014    |
|   | Strategic Management (MBA core)<br>Average Rating: 3.4 / 4.0                             |              |
|   | Strategic Management (Undergraduate Capstone Course)<br>Average Rating: 3.5 / 4.0        |              |
| Texas A&M University  | 2006-2007  |              |
| Strategic Management (Graduate Program; Capstone Course)<br>Average Rating: 4.6 / 5.0 |  |              |
| Strategic Management (Honors Program; Capstone Course)<br>Average Rating: 4.96 / 5.0  |  |              |
| Strategic Management (Undergraduate Capstone Course)<br>Average Rating: 4.71 / 5.0    |  |              |

The Ohio State University

2004-2005

Business Policy and Strategy (Undergraduate Capstone Course)  
Average Rating: 4.5 / 5.0

AWARDS &  
HONORS

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|---|------|
| Best Paper BPS Division, Academy of Management<br>(Sumantra Ghoshal Research & Practice Award)                          | 2013 |
| Orfalea College of Business Summer Research Grant   | 2011 |
| Orfalea College of Business Summer Research Grant   | 2008 |
| Honorable Mention, SMS Best Conference Paper Prize  | 2005 |
| Booz Allen Hamilton/SMS PhD Fellowship  | 2005 |
| Second Place, 19th Annual Edward Hayes Graduate Research Forum,<br>for "Diversification, Payout Policy, and Firm Value" | 2005 |
| First Place, 18th Annual Edward Hayes Graduate Research Forum,<br>for "Is the Industry Effect Constant Over Time?"      | 2004 |