

JONATHAN NICHOLAS BUNDY

Assistant Professor
Department of Management and Organization
Smeal College of Business
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Education

Doctor of Philosophy – Terry College of Business, University of Georgia. 2014.

-Major: Strategic Management/Organization Theory

-Minor: Organizational Behavior

Master of Business Administration – Anderson School of Management, University of New Mexico. 2009.

-Major: Finance

-Major: Public Policy & Planning

Bachelor of Arts – University of New Mexico. 2004.

-Major: Political Science, Summa Cum Laude

-Minor: Management

Academic Employment

2014-Present – Assistant Professor, Smeal College of Business, The Pennsylvania State University

Research Interests

Broadly, my research takes a behavioral approach to strategic management and focuses on the social and cognitive forces that shape organizational outcomes and behavior. I am specifically interested in four related areas: (i) reputation and other social evaluations, (ii) crisis and impression management, (iii) stakeholder management, and (iv) corporate governance.

Refereed Publications

Bundy, J., & Pfarrer, M. D. 2015. A burden of responsibility: The role of social approval at the onset of a crisis. *Academy of Management Review*, 40: 345-369.

Graffin, S. D., Bundy, J., Porac, J. F., Wade, J. B., & Quinn, D. P. 2013. Falls from grace and the hazards of high status: The 2009 British MP expense scandal and its impact on Parliamentary elites.

Administrative Science Quarterly, 58: 313-345.

- Best Paper Award, Oxford University Centre for Corporate Reputation, 2014
- Best Paper Award, Academy of Management – OMT Division, 2012

Bundy, J., Shropshire, C., & Buchholtz, A. K. 2013. Strategic cognition and issue salience: Towards an explanation of firm responsiveness to stakeholder concerns. *Academy of Management Review*, 38: 352-376.

Logsdon, J. M., & Bundy, J. 2010. *Good business* creates good business: Southwest Creations Collaborative, cases A & B. *Case Research Journal*, 30: 53-75.

Working Papers

Bundy, J., Hubbard, T., Graffin, S. D., & Christensen, D. To the extreme: CEO political orientation and extreme corporate and career outcomes.

Bundy, J., & Pfarrer, M. D. Reputations in flux: Examining how a firm's multiple reputations influence reactions to a negative violation.

Bundy, J., Vogel, R., & Zachary, M. Stakeholder fit: A theory of reciprocal value creation between an organization and its stakeholders.

Hannigan, T., Bundy, J., Graffin, S. D., Wade, J. B., & Porac, J. F. The social construction of scandal: The role of the media in the 2009 British Parliamentary expense affair.

Pfarrer, M. D., Smith, K. G., Wheeler, A. R., & Bundy, J. To minimize or mobilize: Managing stakeholder discourse during a crisis.

Quigley, T. J., & Bundy, J. Upper echelons as a link between corporate social responsibility and positive financial performance.

Shropshire, C. & Bundy, J. Majority rules: Shareholder activism and board of director elections.

Representative In-Progress Research

Bundy, J., Pfarrer, M., & Coombs, T. A behavioral perspective of crisis management: Integration, interpretation, and research development.

Zavyalova, A., & Bundy, J. Organizational (dis)identification, reputation, and stakeholders' reactions to negative events.

Shropshire, C., Bundy, J., & Buchholtz, A. K. Interrupting a governance dilemma: Shareholder voting and its effects on monitoring and compensation.

Book Chapters & Related Publications

Bundy, J. Multiple reputations. 2015. In C. E. Carroll (Ed.), *SAGE Encyclopedia of Corporate Reputation*: forthcoming. Thousand Oaks, CA: Sage.

Bundy, J. 2012. New Belgium Brewing: Defining a business on sustainability. In A.B. Carroll & A.K. Buchholtz (Authors), *Business & Society: Ethics, Sustainability, and Stakeholder Management*, 9th Edition: 646-649. Mason, OH: Cengage Publishing.

- Also featured in 8th Edition.

Conference Paper Presentations (Proceedings marked with *)

- Bundy, J., Vogel, R., & Zachary, M. 2015. Stakeholder fit: A theory of reciprocal value creation between an organization and its stakeholders. Strategic Management Society Annual Meeting. Denver, CO.
- Nominated for Best Paper Award
- Zavyalova, A., & Bundy, J. 2015. Organizational (dis)identification, reputation, and stakeholders' reactions to negative events. Strategic Management Society Annual Meeting. Denver, CO.
- Also presented at the 2015 Oxford University Centre for Corporate Reputation Annual Symposium. Oxford, UK.
- Bundy, J. 2015. Reputations in flux: Examining how a firm's multiple reputations influence reactions to a negative violation. Annual Meeting of the Academy of Management. Vancouver, BC.
- *Hannigan, T., Bundy, J., Graffin, S. D., Wade, J. B., & Porac, J. F. 2015. The social construction of scandal: The role of the media in the 2009 British Parliamentary expense affair. Annual Meeting of the Academy of Management. Vancouver, BC.
- Quigley, T. J., & Bundy, J. 2014. Upper echelons as a link between corporate social responsibility and positive financial performance. Annual Meeting of the Academy of Management. Philadelphia, PA.
- Shropshire, C., Bundy, J., & Buchholtz, A. K. 2013. Interrupting a governance dilemma: Shareholder voting and its effects on monitoring and compensation. Strategic Management Society Annual Meeting. Atlanta, GA.
- Bundy, J. 2013. Reputations in conflict: Examining the roles of a firm's multiple reputations in managing a negative expectancy violation. Oxford University Centre for Corporate Reputation Annual Symposium. Oxford, UK.
- *Graffin, S., Bundy, J., Porac, J., Wade, J., & Quinn, D. 2012. Negative returns to status: The 2009 expense scandal and its impact on Parliamentary elites. Annual Meeting of the Academy of Management. Boston, MA.
- Best Paper Award, Academy of Management – OMT Division, 2012
- Bundy, J., & Pfarrer, M. D. 2012. Accounting for approval: Organizational response strategies to a crisis. Annual Meeting of the Academy of Management. Boston, MA.
- Also presented at the 2013 Mid-Atlantic Strategy Colloquium Ph.D. Workshop. Blacksburg, VA.
 - Also presented at the 2013 Atlanta Competitive Advantage Conference Ph.D. Workshop. Atlanta, GA.
- *Bundy, J., & Pfarrer, M. D. 2012. The persistence of defensive firm response strategies to crises. Annual Meeting of the International Association of Business and Society. Asheville, NC.
- Bundy, J., Pfarrer, M. D., & Hill, M. 2011. Engaging corporate stakeholders: The effects of corporate response strategies on stakeholder perceptions of corporate wrongdoing. Strategic Management Society Annual Meeting. Miami, FL.

Bundy, J., & Shropshire, C. 2011. Symbolic signaling and majority vote adoption for boards of directors. Annual Meeting of the Academy of Management. San Antonio, TX.

Bundy, J., & Shropshire, C. 2011. Issue salience and firm responsiveness to shareholder activism. Annual Meeting of the Academy of Management. San Antonio, TX.

*Logsdon, J. M., & Bundy, J. 2009. Southwest Creations Collaborative case A (1994-2005) & case B (2005-2008). North American Case Research Association. Santa Cruz, CA.

Conference Symposia, Workshops, & Invited Presentations

Gupta, A., & Bundy, J. (Organizers) 2015. *Political ideology and organizations*. Paper symposium at the Annual Meeting of the Academy of Management. Vancouver, BC.

Bundy, J. 2015. Musings on multiple reputations. In D. Deephouse, S. Graffin, & M. Pfarrer (Organizers), *Who's next? The second Pecha Kucha about social evaluations*. Professional development workshop at the Annual Meeting of the Academy of Management. Vancouver, BC.

Bundy, J. 2014. Media vs. scandal: A two-way relationship. In M. Clemente, R. Durand, & J. Porac (Organizers), *Scandal processes: Untapped opportunities for organizational research*. Professional development workshop at the Annual Meeting of the Academy of Management. Philadelphia, PA.

Bundy, J. 2014. Majority rules for director elections: Strengthening shareholder voice and board identification with shareholders. In M. Goranova & L. V. Ryan (Organizers), *Shareholder empowerment*. Professional development workshop at the Annual Meeting of the Academy of Management. Philadelphia, PA.

Bundy, J. 2014. Panelist in *Symbolic management in the 21st Century*. A. Schnackenberg & C. Coen (Organizers). Panel symposium at the Annual Meeting of the Academy of Management. Philadelphia, PA.

Hannigan, T., Porac, J., Bundy, J., Graffin, S., & Wade, J. 2014. Scandal semantics: Using text analysis to uncover contaminating and purifying media narratives during the 2009 British MP expense scandal. In I. Katic (Organizer), *The power of words in big data: Ngrams, meta-text corpora, and computer-automated text analysis*. Symposium at the Annual Meeting of the Academy of Management. Philadelphia, PA.

Bundy, J. 2014. What to expect on the job market. In *Doctoral students and new faculty workshop*. Mid-Atlantic Strategy Colloquium. Knoxville, TN.

Bundy, J., & Reger, R. (Organizers). 2013. *Content analysis as an empirical research tool II*. Professional development institute workshop at the Southern Management Association Annual Meeting. New Orleans, LA.

Guerber, A., Bundy, J., Pfarrer, M., & Anand, V. (Organizers). 2013. *Multi-theoretical perspectives in crisis management*. Panel symposium at the Annual Meeting of the Academy of Management. Orlando, FL.

- Bundy, J. 2013. Developing and validating firm reputation measures using content analysis. In M. Meyskens & M. Pfarrer (Organizers), *Content analysis in organizational research: Techniques and applications*. Professional development workshop at the Annual Meeting of the Academy of Management. Orlando, FL.
- Bundy, J. 2012. Human coding and inter-rater reliability in content analysis. In R. Reger & M. Pfarrer (Organizers), *Content analysis as an empirical research tool*. Professional development institute workshop at the Southern Management Association Annual Meeting. Ft. Lauderdale, FL.
- Bundy, J. 2012. The duality of social approval: Buffer, lightning rod, or both? In D. Deephouse (Organizer), *A Pecha Kucha about social evaluations*. Professional development workshop at the Annual Meeting of the Academy of Management. Boston, MA.

Honors and Awards

- Award for Best Dissertation, Oxford University Centre for Corporate Reputation, 2015
- Developmental Reviewer of the Year Award, Academy of Management Review, 2015
- Best Reviewer Award, Academy of Management Review, 2015
- Award for Best Published Paper, Oxford University Centre for Corporate Reputation, 2014
- Outstanding Reviewer Designation, Southern Management Association, 2013
- Best Paper Award, Academy of Management – OMT Division, 2012
- Graduate School Travel Award, University of Georgia, 2012-2013
- Outstanding Reviewer Award, Academy of Management – OMT Division, 2011
- Outstanding Reviewer Award, Academy of Management – SIM Division, 2011
- Aspen Institute *Beyond Grey Pinstripes* Scoring Fellow, 2011
- International Ph.D. Student Competition Finalist, University of South Australia, 2011
- Outstanding Newcomer Award, North American Case Research Association, 2009
- Cromer Scholarship, University of Georgia, 2009-2014
- Knox Fellowship, University of Georgia, 2009-2014
- Valedictorian and class speaker, University of New Mexico, Anderson School of Management MBA Commencement, Spring 2009
- Black Fellowship, University of New Mexico, 2008-2009

University Teaching Experience

Pennsylvania State University, Smeal College of Business, 2014-Present.

- MGMT 451W: Business, Ethics, and Society (undergraduate)
 - Fall 2015
- MGMT 590: Colloquium (PhD)
 - Fall 2015
- MGMT 471: Strategic Management (undergraduate)
 - Spring 2015 (3 sections) – instructor evaluation: 6.48/7.00; course mean: 6.01/7.00

University of Georgia, Terry College of Business. 2010-2014.

- MGMT 5400: Strategic Management (undergraduate)
 - Fall 2012 – instructor evaluation: 4.95/5.00; course mean: 4.76/5.00
- MGMT 5920: Organizational Behavior (undergraduate)
 - Summer 2012 – instructor evaluation 5.00/5.00; course mean: 4.86/5.00
- MGMT 5560: International Strategy (undergraduate)

- Spring 2012 – instructor evaluation: 4.14/5.00; course mean: 4.18/5.00
- MGMT 5970: Organizational Change and Innovation Management (undergraduate)
 - Spring 2011 – instructor evaluation: 5.00/5.00; course mean: 4.87/5.00
- MGMT 5980: Leadership (undergraduate)
 - Fall 2010 – instructor evaluation: 4.92/5.00; course mean: 4.73/5.00
- MGMT 5440: Business Ethics (undergraduate)
 - Summer 2011 – instructor evaluation: 5.00/5.00; course mean: 4.89/5.00
 - Summer 2010 – instructor evaluation: 5.00/5.00; course mean: 4.85/5.00

Professional Activities & Academic Service

Reviewing

- *Editorial Review Board*: Academy of Management Review, 2014-Present
- *Editorial Review Board*: Academy of Management Journal, 2015-Present
- *Ad Hoc*: Business & Society, 2012-2015
- *Ad Hoc*: Business Ethics Quarterly, 2012-2014
- *Ad Hoc*: Journal of Management Studies, 2011-2014
- *Ad Hoc*: Academy of Management Journal, 2013-2015
- *Ad Hoc*: Academy of Management Review, 2013-2014
- *Ad Hoc*: INFORMS/Organization Science Dissertation Proposal Competition, 2014
- *Conference*: Annual Meeting of the Academy of Management
 - OMT Division, 2011-2015
 - SIM Division, Reviewer, 2011-2015
 - SIM Division, Associate Editor, 2015
- *Conference*: Strategic Management Society Annual Meeting, 2012-2015
- *Conference*: International Association of Business and Society Annual Meeting, 2012-2015
- *Conference*: Southern Management Association Annual Meeting, 2011-2013
- *Conference*: North American Case Research Association Conference, 2009

Conference Service

- Facilitator. 2014-2015. In M. Meyskens & M. Pfarrer (Organizers), *Content analysis in organizational research: Techniques and applications*. Professional development workshop at the Annual Meeting of the Academy of Management.
- Session chair. 2015. *First principles in creating value: Stakeholder theory*. Strategic Management Society Annual Meeting. Denver, CO.
- Session chair. 2015. *Competitors and other external forces*. Strategic Management Society Annual Meeting. Denver, CO.
- Discussant. 2014. For J. H. Lee (Author), *Fair and balanced? Social embeddedness and the media: How board interlocks shape media coverage*. Mid-Atlantic Strategy Colloquium. Knoxville, TN.
- Session chair. 2012. *Spotlight on the media: Status, trust and stakeholders*. Annual Meeting of the Academy of Management. Boston, MA.

College & Department Service

- M&O Department Faculty Advisory Committee – Penn State M&O Department – 2015
- Ph.D. Student Recruitment and Selection Committee – Penn State M&O Department – 2014
- Ph.D. Student Teaching Mentor (Strategy) – Penn State M&O Department – 2014

Professional Affiliations

- Member, Academy of Management, 2009-Present
 - BPS, MOC, OMT, RM, SIM Divisions
- Member, International Association for Business and Society, 2009-Present
- Member, Society for Business Ethics, 2011-Present
- Member, Strategic Management Society, 2011-Present

Media Coverage of Research

- “Art the mighty fallen?” *Economist.com*, July, 2013.

Related Experience

Graduate Assistant for Dr. Kip Pirkle, University of Georgia. 2009-2010.

-*Class management and grading for two sections of MGMT 3000: Introduction to Management.*

Graduate Assistant for Dr. Jeanne Logsdon, University of New Mexico. 2008-2009.

-*Research and classroom assistance.*

Graduate Assistant for Dr. Craig White, University of New Mexico. 2008.

-*Business plan development and competition presentation.*

Other Industry Experience

Sandia National Laboratories; Albuquerque, NM. 2007-2009.

-*Quality Management Systems Specialist*

Rio Rancho Economic Development Corporation; Rio Rancho, NM. 2004-2007.

-*Client Services Manager; Research Manager*

Personal Hobbies and Interests

Family, golfing, skiing/snowboarding, soccer, reading, home brewing, playing with my dog Sloop.