

MICHAEL D. PFARRER

Associate Dean for Research and Executive Programs
C. Herman and Mary Virginia Terry Distinguished Chair of Business Administration
Terry College of Business
University of Georgia

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600 South Lumpkin Street
Athens, GA 30602
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EDUCATION

Ph.D. University of Maryland
M.B.A. University of North Alabama
B.A. University of Notre Dame

ACADEMIC POSITIONS

Associate Dean for Research and Executive Programs	2019-present
Professor, Terry College of Business, University of Georgia	2018-present
Associate Professor, Terry College of Business, University of Georgia	2014-2018
Assistant Professor, Terry College of Business, University of Georgia	2009-2014
Assistant Professor, Daniels College of Business, University of Denver	2007-2009

RESEARCH INTERESTS

My research focuses on social perceptions of the firm and how the firm manages these perceptions to create value. My specific interests include organizational celebrity, legitimacy, and reputation; impression and crisis management; media and corporate communications; and the role of business in society.

REFEREED JOURNAL ARTICLES

(†current UGA PhD student at submission; ††former UGA PhD student at submission; *Current PhD student at submission)

Citation Counts (September 2021)

Google Scholar: 5641
Web of Science: 2299

1. Colquitt, J., †Sabey, T., Pfarrer, M.D., †Hill, E., & Rodell, J. Continue the story or turn the page? Coworker reactions to inheriting an employee's legacy. Forthcoming at *Academy of Management Review*.
 - Accepted in April 2021
2. ††Bundy, J., †Iqbal, F., & Pfarrer, M.D. 2021. Reputations in flux: How a firm repairs its multiple reputations in response to different violations. *Strategic Management Journal*, 42: 1109-1138.
 - Accepted in March 2021
3. *Wang, X., Reger, R.K., & Pfarrer, M.D. 2021. Faster, hotter, and more linked-in: Managing social disapproval in the Social Media Era. *Academy of Management Review*, 46: 275-298.
 - Accepted in October 2019
4. Harrison, J.S., Boivie, S., Thurgood, G.R., & Pfarrer, M.D. 2020. Perception is reality: How CEOs' observed personality influences market perceptions of firm risk and shareholder returns. *Academy of Management Journal*, 63: 1166-1195.
 - Accepted in August 2019
 - Coverage in HBR at <https://hbr.org/2019/10/how-a-ceos-personality-affects-their-companys-stock-price?ab=hero-main-text>
5. Busenbark, J.R., Pfarrer, M.D., Miller, B.P., & Marshall, N.T. 2019. How the severity gap influences the effect of top-actor performance on outcomes following a violation. *Strategic Management Journal*, 40: 2078-2104.
 - Accepted in June 2019
6. Harrison, J.S., Boivie, S., Thurgood, G.R., & Pfarrer, M.D. 2019. Measuring CEO personality: Developing, validating, and testing a linguistic tool. *Strategic Management Journal*, 40: 1316-1330.
 - Accepted in February 2019
7. †Hubbard, T.D., Pollock, T.G., Pfarrer, M.D., & Rindova, V.P. 2018. Safe bets or hot hands? How status and celebrity influence strategic alliance formations by newly public firms. *Academy of Management Journal*, 61: 1976-1999.
 - Accepted in November 2017
8. Haleblan, J.M., Pfarrer, M.D., & †Kiley, J.T. 2017. High-reputation firms and their differential acquisition behaviors. *Strategic Management Journal*, 38: 2237-2254.
 - Authors listed randomly. Each contributed equally
 - Accepted in December 2016
 - Coverage in HBR at <https://hbr.org/2017/04/prestigious-firms-make-riskier-acquisitions-than-other-firms> ; *Harvard Business Review* (print), July/August.
 - Coverage on "Top of Mind," BYURadio, June 28, 2017: <http://www.byuradio.org/episode/e5beffb6-9d27-4077-868b-b1891dd5f6ec?playhead=3572&autoplay=true>

9. ††Bundy, J., Pfarrer, M.D., †Short, C.E., & Coombs, W.T. 2017. Crises and crisis management: Integration, interpretation, and research development. *Journal of Management*, 43: 1661-1692.
 - Accepted in October 2016
10. Zavyalova, A., Pfarrer, M.D., & Reger, R.K. 2017. Celebrity *and* infamy? The consequences of media narratives about organizational identity. *Academy of Management Review*, 42: 461-480.
 - Accepted in September 2016
 - 2013 Reputation Institute International Conference Best Paper Award
11. ††Waldron, T., Fisher, G., & Pfarrer, M.D. 2016. How social entrepreneurs facilitate the adoption of new industry practices. *Journal of Management Studies*, 53: 821-845.
 - Accepted in December 2015
12. Zavyalova, A., Pfarrer, M.D., Reger, R.K., & †Hubbard, T.D. 2016. Reputation as a benefit *and* a burden? How organizational reputation affects low- and high-identification stakeholders' reactions to a negative event. *Academy of Management Journal*, 59: 253-276.
 - Accepted in July 2015
13. †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.
 - Accepted in October 2014
14. Muller, A.R., Pfarrer, M.D., & Little, L.M. 2014. A theory of collective empathy in corporate philanthropy decisions. *Academy of Management Review*, 39: 1-21.
15. *Haack, P., Pfarrer, M.D., & Scherer, A.G. 2014. Legitimacy-as-feeling: How affect leads to vertical legitimacy spillovers in transnational governance. *Journal of Management Studies*, 51: 634-666.
16. *Zavyalova, A., Pfarrer, M.D., Reger, R.K., & Shapiro, D.L. 2012. Managing the message: The effects of firm actions and industry spillovers on media coverage subsequent to wrongdoing. *Academy of Management Journal*, 55: 1079-1101.
17. Koschmann, M.A., Kuhn, T.R., & Pfarrer, M.D. 2012. A communicative framework of value in cross-sector partnerships. *Academy of Management Review*, 37: 332-354.
 - National Communication Association Article of the Year
18. Pfarrer, M.D., Pollock, T.G., & Rindova, V.P. 2010. A tale of two assets: The effects of firm reputation and celebrity on earnings surprises and investors' reactions. *Academy of Management Journal*, 53: 1131-1152.
 - Oxford University Centre for Corporate Reputation Best Paper Award

19. Pfarrer, M.D., DeCelles, K.A., Smith, K.G., & Taylor, M.S. 2008. After the fall: Reintegrating the corrupt organization. *Academy of Management Review*, 33: 730-749.
20. Pfarrer, M.D., Smith, K.G., Bartol, K.M., Khanin, D.M., & Zhang, X. 2008. Coming forward: The effects of social and regulatory forces on the voluntary restatement of earnings subsequent to wrongdoing. *Organization Science*, 19: 386-403.
21. Zhang, X., Bartol, K.M., Smith, K.G., Pfarrer, M.D., & Khanin, D.M. 2008. CEOs on the edge: Earnings manipulation and stock-based incentive misalignment. *Academy of Management Journal*, 51: 241-258.
22. Duriau, V.J., Regeer, R.K., & Pfarrer, M.D. 2007. A content analysis of the content analysis literature in organization studies: Research themes, data sources, and methodological refinements. *Organizational Research Methods*, 10: 5-34.
 - *Organization Research Methods* Best Paper Award
23. DeCelles, K.A., & Pfarrer, M.D. 2004. Heroes or villains? Corruption and the charismatic leader. *Journal of Leadership and Organizational Studies*, 11: 67-77.

REFEREED MANUSCRIPTS UNDER REVIEW

(†current UGA PhD student at submission; ††former UGA PhD student at submission; *Current PhD student at submission)

1. Bass, E., Pfarrer, M.D., Varkey, T., & Milosevic, I. Better to be loved by some? Flaunting as a buffering tactic ahead of negative events. Under third review at *Academy of Management Review*.
2. †Iqbal, F., Pfarrer, M.D., & ††Bundy, J. The dilemma of managing multiple social evaluations in a crisis. Under second review at *Academy of Management Review*.
3. Gamache, D., Pfarrer, M.D., & Curran, K. Organizational hubris. Revise and resubmit at *Strategic Management Journal*.
4. *Maghzi, A. Gudergan, S., Lin, N., Pfarrer, M.D., & Wilden, R. Heuristic dynamic capability deployment in uncertain environments. Revise and resubmit at *Academy of Management Review*.
5. Yoon, H., Gamache, D., Pfarrer, M.D., & Kiley, J. New CEO prominence. Revise and resubmit at *Academy of Management Journal*.
6. Wang, X., Regeer, R., Pfarrer, M.D., et al. The effects of social media, animosity, and pride on firms' social disapproval. Under review at *Strategic Management Journal*.

BOOK CHAPTERS, INVITED ARTICLES, & REFEREED PROCEEDINGS

(†current UGA student at submission; ††former UGA student at submission)

1. †Iqbal, F., ††Bundy, J., & Pfarrer, M.D. 2021. Advancing research methods in crisis management. In Hill, A.D., Lê, J.K., McKenny, A.F., O'Kane, P., Paroutis, S. and Smith, A.D. (Eds.), *Research in Times of Crisis (Research Methodology in Strategy and Management, Volume 13)*: 53-73. Emerald Publishing Limited.
 - Accepted in January 2021
2. Reger, R.K., & Pfarrer, M.D. 2021. Strategic decision-making and organizational actors. In *Strategic Management: State of the Field and its Future*.
 - Accepted in December 2020
3. Pfarrer, M.D., ††Bundy, J., Muller, A., & Wheeler, A.R. 2020. To minimize or mobilize? The trade-offs associated with the crisis communication process. In the *Crisis Communication Handbook of Communication Science #23*: 237-258. Berlin: De Gruyter Mouton.
 - Accepted in July 2020
4. Pfarrer, M.D., Devers, C.E., et al. 2019. Introduction to the Special Topic Forum: Sociocognitive perspectives in strategic management. *Academy of Management Review*, 44: 767-774.
 - Accepted in July 2019
5. Zavyalova, A., Pfarrer, M.D., & Reger, R.K. 2018. Opening the black box of celebrity and infamy: Constituents as active consumers of media content. A response to Roulet and Clemente. *Academy of Management Review*, 43: 329-332.
 - Accepted in December 2017
6. Wang, X., Reger, R.K., & Pfarrer, M.D. 2017. Faster, hotter, and more linked in: Managing social disapproval in the social media era. *The Best Papers Proceedings, Academy of Management Annual Meeting*.
 - Accepted in May 2017
7. Halebian, J.M., Pfarrer, M.D., & ††Kiley, J.T. 2017. Prestigious firms make riskier acquisitions. *Harvard Business Review*, 95(4): 26.
 - Accepted in April 2017
8. Lange, D., & Pfarrer, M.D. 2017. Sense and structure: The core building blocks of an AMR article. *Academy of Management Review*, 42: 407-416.
 - Accepted in July 2016
9. †Hubbard, T.D., Pollock, T.G., Pfarrer, M.D., & Rindova, V.P. 2016. Pump up the volume: The effects of celebrity and status on newly public firms' access to resources. *The Best Papers Proceedings, Academy of Management Annual Meeting*.
 - Accepted in May 2016

10. Pfarrer, M.D. 2016. Financial restatements. In C.E. Carroll (Ed.), *The SAGE Encyclopedia of Corporate Reputation*: 324-326. London: SAGE.
 - Accepted in August 2015
11. Pfarrer, M.D. 2016. Organizational wrongdoing. In C.E. Carroll (Ed.), *The SAGE Encyclopedia of Corporate Reputation*: 558-560. London: SAGE.
 - Accepted in August 2015
12. Pfarrer, M.D. 2016. Reputation repair. In C.E. Carroll (Ed.), *The SAGE Encyclopedia of Corporate Reputation*: 667-669. London: SAGE.
 - Accepted in August 2015
13. Pfarrer, M.D. 2014. Expanding the study of organizational transgressions and reintegration strategies. In J. Goodstein, K.D. Butterfield, M.D. Pfarrer, & A.C. Wicks (Eds.), *Individual and organizational reintegration after ethical and legal transgressions: Challenges and opportunities. Business Ethics Quarterly*, 24: 315-342.
 - Accepted in July 2014
14. Graffin, S.D., Pfarrer, M.D., & †Hill, M.W. 2012. Untangling executive reputation and corporate reputation: Who made who? In M. Barnett & T. Pollock (Eds.), *The Oxford Handbook of Corporate Reputation*: 221-239. Oxford, UK: Oxford University Press.
15. Pfarrer, M.D. 2010. What is the purpose of the firm? Shareholder and stakeholder theories. In J. O'Toole & D. Mayer (Eds.), *Good Business: Exercising Effective and Ethical Leadership*: 86-93. New York: Routledge.
16. Pfarrer, M.D., Pollock, T.G., & Rindova, V.P. 2008. Does noblesse oblige? The effects of firm reputation and celebrity on earnings surprises and investors' reactions. *The Best Papers Proceedings, Academy of Management Annual Meeting*.
17. Pfarrer, M.D., & Smith, K.G. 2005. Creative destruction. In M. Hitt & D. Ireland (Eds.), *The Blackwell Encyclopedia of Management—Entrepreneurship*: 50-52. London: Blackwell.
18. Pfarrer, M.D. 2005. Do business ethics matter? Why a code of conduct is important for the entrepreneur. Dingman Center for Entrepreneurship, University of Maryland.

INVITED RESEARCH PRESENTATIONS

1. University of Groningen, May 2021
2. Iowa State University, March 2019
3. West Virginia University, November 2018
4. Ludwig Maximilian Universität, Munich, Germany, March 2017
5. MIST 9777, Terry College of Business, March 2017
6. University of Notre Dame, November 2016

7. Drexel University, April 2016
8. Grady College, University of Georgia, February 2016
9. Rice University, December 2015
10. Consortium for the Advancement of Research Methods and Analysis, October 2015
11. University of Tennessee, April 2015
12. University of Tennessee, April 2014
13. University of Arkansas, April 2013
14. Imperial College London, September 2012

CONFERENCE SYMPOSIA, WORKSHOPS, & PRESENTATIONS

1. Content analysis in organizational research: Techniques and applications. Professional Development Workshop. Organizer, facilitator, and presenter.
 - a. Academy of Management Annual Meeting, 2009-2021
 - b. Southern Management Association Annual Meeting, 2012-2013
2. Oxford University Centre for Corporate Reputation Annual Symposium, 2011-2019. Organizer and Presenter for PhD PDW and main program.
3. Writing theoretical papers for *AMR*. Professional Development Workshop. Facilitator.
 - a. Academy of Management Annual Meeting, 2014-2021
4. Behavioral ethics research: A PechaKucha springboard and networking session. Professional Development Workshop. Presenter and facilitator.
 - a. Academy of Management Annual Meeting, 2018-2021
5. Language, meaning, and organizing. Professional Development Workshop. Presenter and facilitator.
 - a. Academy of Management Annual Meeting, 2018-2021
6. The social construction of organizational deviance: A multi-actor view. Symposium at the Academy of Management Annual Meeting, 2021. Paper session.
7. Foresight, framing, and sensemaking. Paper session at the Academy of Management Annual Meeting, 2021.
8. On reputation, status, legitimacy, and celebrity: Confronting challenges and identifying opportunities across social evaluations research. Symposium at the Academy of Management Annual Meeting, 2020. Panelist.
9. Understanding the aftermath of unethical behavior: Theoretical and empirical advances. Symposium at the Academy of Management Annual Meeting, 2020. Paper session.
10. Cutting-edge linguistic methods: Advances in the systematic study of meaning structures. Symposium at the Academy of Management Annual Meeting, 2019. Panelist.

11. Strategic communication: A dialogue on theories, data, and the future of analyzing talk. Presenter and facilitator.
 - a. Symposium at the Academy of Management Annual Meeting, 2018-2019
12. A PechaKucha about social evaluations. Professional Development Workshop. Organizer, presenter.
 - a. Academy of Management Annual Meeting, 2012, 2015, 2018
13. Celebrity in strategic management and organizational studies. Symposium at the Academy of Management Annual Meeting, 2018. Panelist.
14. What's next? An alternative and creative look at measuring social evaluations. Symposium at the Academy of Management Annual Meeting, 2018. Presenter.
15. Heuristics decision making: How it facilitates the wellbeing of organisations. Symposium at the Academy of Management Annual Meeting, 2018. Discussant.
16. Integrating accounting and strategy scholarship. Professional Development Workshop at the Academy of Management Annual Meeting, 2017. Presenter.
17. Repair, recovery, and reintegration at work. Showcase Symposium at the Academy of Management Annual Meeting, 2017. Presenter and discussant.
18. AIMing to impress: Anticipatory impression management and the organization. Symposium at the Academy of Management Annual Meeting, 2017. Discussant.
19. At the interface of delegitimation struggles: Social judgments and organizational (il)legitimacy. Symposium at the Academy of Management Annual Meeting, 2017. Presenter.
 - a. Finalist, best OMT symposium
20. Sustainability, ethics, and entrepreneurship. Symposium at the Academy of Management Annual Meeting, 2016. Presenter.
 - a. Finalist, best international-themed symposium
21. Celebrity in strategic management and organizational studies. Symposium at the Academy of Management Annual Meeting, 2016. Panelist.
22. Micro Meets Macro Conference, 2016. Arizona State University. Panelist.
23. The social construction of innovation. Symposium at the Academy of Management Annual Meeting, 2015. Organizer and Moderator.
24. What can we learn from organizational communication? Symposium at the Academy of Management Annual Meeting, 2015. Presenter.

25. Macro perspectives on behavioral (micro) ethics. Symposium at the Academy of Management Annual Meeting, 2015. Discussant.
26. Symbolic management in the 21st century. Symposium at the Academy of Management Annual Meeting, 2014. Presenter.
27. Global governance: Bringing external corporate governance into the corporate governance equation. Symposium at the Academy of Management Annual Meeting, 2014. Presenter.
28. Opportunities for integrating discourse analysis into strategy research. Professional Development Workshop at the Academy of Management Annual Meeting, 2014. Presenter and Facilitator.
29. Cognition in the rough. Professional Development Workshop. Academy of Management Annual Meeting, 2010, 2011, 2013, 2014. Facilitator.
30. Creating a programmatic stream of research. Mid-Atlantic Strategy Conference, 2014. Presenter and Facilitator.
31. Multi-theoretical perspectives in crisis management. Symposium at the Academy of Management Annual Meeting, 2013. Organizer and Presenter.
32. Late-stage doctoral consortium at the Southern Management Association Annual Meeting, 2012. Facilitator.
33. The social construction of social approval assets: Who is in control? Symposium at the Strategic Management Society Annual International Conference, 2011. Presenter.
34. Emerging paradigms: The evolution and future directions of strategic management. Symposium at the Southern Management Association Meeting, 2011. Presenter.
35. Category effects in the evolution of industries: Cognitive and institutional approaches. Symposium at the Academy of Management Annual Meeting, 2011. Presenter.
36. Organizational misconduct: Who cheats more and how do they respond when discovered? Symposium at the Academy of Management Annual Meeting, 2011. Presenter.
37. Ethical implications of financial misrepresentation. Symposium at the Society for Business Ethics Conference, 2007. Presenter.
38. Rethinking technology entrepreneurship and industry emergence in the Dot-Com Era: Three new perspectives. Symposium at the Academy of Management Annual Meeting, 2006. Presenter.

39. Creative destruction: 70 years of Schumpeterian economics. Symposium at the Academy of Management Annual Meeting, 2004. Organizer and Presenter.
40. Wang, X., Regeer, R.K., & Pfarrer, M.D. Managing social disapproval in the Social Media Era. Academy of Management Annual Meeting, 2017.
41. †Hubbard, T.D., Pollock, T.G., Pfarrer, M.D., & Rindova, V.P. Pump up the volume: The effects of celebrity and status on newly public firms' access to resources. Academy of Management Annual Meeting, 2016.
42. †Oliver, A.G., Campbell, R.J., Pfarrer, M.D., & Lee, H. All good things must come to an end: The temporal nature of firm reputation. Academy of Management Annual Meeting, 2016.
43. Pfarrer, M.D. Using content analysis to study affect in social evaluations.
 - a. Academy of Management-Diamonds in the Rough Workshop, 2013-2014
 - b. Strategic Management Society-Behavioral Strategy Workshop, 2013
44. ††Waldron, T., Fisher, G., & Pfarrer, M.D. Institutional entrepreneurs' rhetorical strategies. Southern Management Association Annual Meeting, 2014.
45. †Oliver, A., Pfarrer, M., Halebian, J. & Kiley, J. The price of fame: the role of firm celebrity in the merger and acquisition process. Strategic Management Society Annual Conference, 2014.
46. Haack, P., Pfarrer, M.D., & Scherer, A.G. Legitimacy-as-feeling: How affect leads to vertical legitimacy spillovers in transnational governance. Oxford University Centre for Corporate Reputation, September 2013
47. Halebian, J., Pfarrer, M.D., & †Kiley, J. Uneasy lies the head that wears a crown: High-reputation firms and their risk-seeking behavior.
 - c. Strategic Management Society Annual Conference, 2012
 - d. Academy of Management Annual Meeting, 2012
 - e. Atlanta Competitive Advantage Conference, 2012
48. Zavyalova, A., Pfarrer, M.D., & Regeer, R.K. Benefit or burden? The roles of reputation and organization identification on stakeholder behaviors following negative events.
 - f. Oxford University Centre for Corporate Reputation, September 2013
 - g. Academy of Management Annual Meeting, 2012
49. †Bundy, J.N., & Pfarrer, M.D. Accounting for approval: Organizational response strategies to a crisis. Academy of Management Annual Meeting, 2012.

50. †Bundy, J.N., Pfarrer, M.D., & †Hill, M.W. Moving the market? The effects of initial firm responses on investors' perceptions of wrongdoing. Strategic Management Society Annual Conference, 2011.
51. Pfarrer, M. D., Smith, K. G., & Wheeler, A. R. Managing expectations in times of crisis: The roles of optimism, underestimation, and realism. Academy of Management Annual Meeting, 2011.
52. Muller, A., & Pfarrer, M. D. Organizational responsiveness to human suffering as compassionate corporate philanthropy. Academy of Management Annual Meeting, 2011.
53. †Hill, M.W., Pfarrer, M.D., & Graffin, S.D. Reputation management in the boardroom. Southern Management Association Annual Meeting, 2010.
54. Benjamin, S.N., Reger, R.K., Pfarrer, M.D., & Baum, R.J. The media effect on the adoption of green technologies.
- h. Southern Management Association Annual Meeting, 2012
 - i. INFORMS Annual Meeting, 2010
 - j. Strategic Management Society Annual Conference, 2010
 - k. George Mason Entrepreneurship Research Conference, 2010
55. Zavyalova, A., Pfarrer, M.D., Reger, R.K., & Shapiro, D.L. Reputation dynamics: The effects of industry spillovers and firm actions on firm reputation.
- l. Atlanta Competitive Advantage Conference, 2010
 - m. Mid-Atlantic Strategy Conference, 2009
 - n. Strategic Management Society Annual Conference, 2009
 - o. Academy of Management Annual Meeting, 2009
56. Pfarrer, M.D., Pollock, T.G., & Rindova, V.P. The effects of firm reputation and celebrity on earnings surprises and investors' reactions.
- p. Oxford University Centre for Corporate Reputation, September 2011
 - q. University of Illinois at Urbana-Champaign, 2009
 - r. Academy of Management Annual Meeting, 2008
 - s. Atlanta Competitive Advantage Conference, 2008
 - t. Duke Strategy Conference, 2008
 - u. Daniels Faculty Research Seminar, January 2008
 - v. *Organization Science* Editor's Panel & Paper Development Workshop, INFORMS Annual Meeting, 2007
57. Pfarrer, M.D. A theoretical framework of perceived information quality. Academy of Management Annual Meeting, 2007.
58. Pfarrer, M.D., & Provance, M.D. When institutions collide: A model of institutional rivalry.
- w. Cornell-McGill Conference on Institutions & Entrepreneurship, 2007
 - x. Academy of Management Annual Meeting, 2006

- y. 13th International Conference on Gambling and Risk-Taking, 2006
 - z. Eastern Academy of Management Conference, 2006
59. Pfarrer, M.D., Smith, K.G., Bartol, K.M., Khanin, D.M., & Zhang, X. Coming forward: The effects of social and regulatory forces on the voluntary restatement of earnings.
- aa. Corporate Governance Conference, Northwestern University, 2007
 - bb. Society for Business Ethics Conference, 2006
 - cc. Conference on Institutional Mechanisms for Industry Self-Regulation, Dartmouth College, 2006
 - dd. Academy of Management Annual Meeting, 2005
 - ee. Atlanta Competitive Advantage Conference, 2005
60. Goldfarb, B.D., Kirsch, D., & Pfarrer, M.D. Searching for ghosts: Unmeasured entrepreneurial activity in the Dot-Com Era.
- ff. International Industrial Organization Conference, 2005
 - gg. Allied Social Sciences Association Meetings, 2005
61. DeCelles, K.A., & Pfarrer, M.D. Heroes or villains? Corruption and the charismatic leader. Academy of Management Annual Meeting, 2004.

TEACHING EXPERIENCE (UGA)

Overall Course Rating:	4.7/5.0
Overall Instructor Rating:	4.8/5.0
MBA Instructor Rating:	4.8/5.0
UG Instructor Rating:	4.8/5.0

Courses Taught

Undergraduate

Foundations of Business
 Strategic Management
 International Strategy
 Business Ethics

Full-time MBA

Business Ethics
 Corporate Reputation and Crisis Management
 Leading Evolving Organizations
 Strategic Management

Professional MBA

International Strategy
 Strategic Management

Corporate Reputation and Crisis Management

Executive MBA

Corporate Reputation and Crisis Management
Strategic Decision Making and Corporate Communication
Strategic Management

Executive Education

Cultivating a Strategic Mindset
Strategic Decision Making
Corporate Reputation and Crisis Management

Ph.D.

Organizational Theory
Strategic Management

SERVICE TO THE PROFESSION

- Associate Editor, *Academy of Management Review*, 2014-2017
- Research Fellow, Oxford University Centre for Corporate Reputation, 2011-present
- Guest Editor, *Academy of Management Review* Special Topic Forum, 2017-2019
- Guest Associate Editor, *Business Ethics Quarterly* Special Issue, 2014
- External Reviewer for tenure of François Neville, McMaster University, 2021
- External Reviewer for tenure of David Gras, University of Tennessee, 2021
- External Reviewer for tenure of Miles Zachary, Auburn University, 2021
- External Reviewer tenure of Kisha Lashley, University of Virginia, 2020
- External Reviewer for Social Sciences and Humanities Research Council (Canada), 2019
- External Reviewer for promotion to full professor of Gokhan Ertug, Singapore Management University, 2019
- External Reviewer for tenure of Eunice Rhee, Seattle University, 2019
- External Reviewer for tenure of Jade Lo, Drexel University, 2018
- External Reviewer of the Oxford University Centre for Corporate Reputation, 2018
- External Reviewer for tenure of Mike Withers, Texas A&M, 2017
- External Reviewer for tenure of Deborah Philippe, University of Lausanne, 2015
- Editorial Board, *Academy of Management Journal*, 2010-2014; 2016-
- Editorial Board, *Academy of Management Review*, 2009-2014; 2017-
- Editorial Board, *Business Ethics Quarterly*, 2010-2014
- Editorial Board, *Organization Science*, 2013-2014
- Editorial Board, *Strategic Management Journal*, 2013-2014
- Journal Reviewer: *Academy of Management Journal*, *Academy of Management Review*, *Administrative Science Quarterly*, *American Sociological Review*, *Business Ethics Quarterly*, *Journal of Business Ethics*, *Journal of Business Venturing*, *Journal of Management*, *Journal of Management Studies*, *Journal of Operations Management*,

Leadership Quarterly, Organizational Research Methods, Organization Science, Organization Studies, Personnel Psychology, Strategic Management Journal

- Conference Reviewer: Academy of Management, Southern Management Association, Strategic Management Society
- Strategic Management Society, Best Paper Committee, 2017-2018
- Southern Management Association Best Paper Committee, 2010-2011
- Reviewer, INFORMS/Organization Science Dissertation Competition, 2012-2013
- Member: Academy of Management, Strategic Management Society

SERVICE TO THE COLLEGE AND UNIVERSITY

- Interim Director for Executive and Professional MBA, 2021
- Planning Committee on Diversity and Inclusive Excellence, 2021-
- Council of Academic Diversity Leaders, 2021-
- Working Group for Online Education, 2021-
- Graduate School Review and Dean Search, 2020
- Vice Provost search, 2020
- Terry College OFA Director search, 2020
- Terry College Grants Coordinator search, 2020
- Participation in Terry Graduation Convocation, 2013-
- EMBA/PMBA Concerns Committee, 2018-2019
 - Committee Chair, 2018-2019
- Dean's Advisory Committee, 2018-2019
- MBA Leadership Crisis Challenge, 2015-
- University's Academic Honesty Panel, 2017-2019
- GRSC 7770 Panel on teaching effectiveness, 2019
- Terry Diversity Café - Speaking Out on Social Issues, 2018
- Independent Study with Madilene Lake, MBA student, 2018
- CURO Faculty Mentor for Abhy Kheepal, 2018
- Faculty Concerns Committee, 2015-2018
- Terry Teaching Awards Committee, 2017
- MBA Leadership Scholarship judge, 2017
- Presentation to Terry Student Managed Investment Fund Board, 2016
- Independent Study with Christopher Henseler, MBA student, 2016
- Faculty Advisor, KeyBank Minority Case Competition, 2015
- Supervisor for Samuel Higgins, Honors Option for MGMT 5560, 2015
- Connections Mentoring Program, 2013
- Committee for Study Abroad & Foreign Exchange Programs, 2012-2016
 - Committee Chair, 2015-2016
- International Business Society Lunch and Learn, 2011-
- Terry College of Business Appeals Committee, 2010, 2012, 2013, 2016
- International Business Committee, 2010-2012
- Supervisor for Asa Pitt, Honors Option for MGMT 5560, 2010

- Daniels' MBA Race and Case Competition Judge, 2009
- Member, Daniels College of Business Faculty Work Task Force, 2008
- Moderator, Smith MBA Ethics Learning Module, 2005-2006
- Tax advisor to graduate students, sponsored by the UMD Graduate School, 2003-2006

SERVICE TO THE DEPARTMENT

- First-year advisor for Farhan Iqbal, Ph.D. student, 2018-2019
- First-year advisor for Robert Campbell, Ph.D. student, 2014-2015
- Directed Studies with Farhan Iqbal, Ph.D. student, 2018-
- Directed Studies with Cole Short, Ph.D. student, 2015-2019
- Directed Studies with Abbie Oliver, Ph.D. student, 2013-2018
- Directed Studies with Tim Hubbard, Ph.D. student, 2012-2017
- Directed Studies with Jason Kiley, Ph.D. student, 2011-2015
- Directed Studies with Jonathan Bundy, Ph.D. student, 2010- 2014
- Directed Studies with Michael Hill, Ph.D. student, 2010-2011

- Chair, Department Search Committee, 2018-2019 (search rolled over to 2019-2020)
- Member, Search Committee for Administrative Assistant, 2018 (hired Leah Schettler)
- Member, Department Search Committee, 2017 (hired Susan Cohen)
- Chair, Department Search Committee, 2015-2016 (hired John Busenbark)
- Chair, Department Search Committee, 2014 (hired Danny Gamache)
- Member, Department Search Committee, 2013 (hired Tim Quigley)
- Member, Department Search Committee, 2010 (hired John Haleblian)

- Chair, post-tenure review of Rich Daniels, 2016
- Member, post-tenure review of Jason Colquitt, 2016
- Member, post-tenure review of Bob Vandenberg, 2016
- MGMT 7220 Appeals Committee, 2016
- Management Department Appeals Committee, 2013
- Member, BELS Department search committee, 2007 (Hired Don Mayer)
- Course Coordinator for UMD's Capstone Strategy Course (30 sections), 2006-2007

DISSERTATION COMMITTEES

University of Georgia

- Chair, Farhan Iqbal, expected graduation, May 2023
- Chair, Cole Short (2019), placed at Pepperdine
- Chair, Abbie Oliver (2018), placed at Georgia State, now at University of Virginia
- Chair, Jonathan Bundy (2014), placed at Penn State, now at Arizona State

- Member, Eric Lee (2021), placed at Penn State

- Member, Rob Campbell (2019), placed at Nebraska
- Member, Tim Hubbard (2017), placed at Notre Dame
- Member, Jason Kiley (2015), placed at Oklahoma State
- Member, Kevin Cain (2014), placed at Georgia Regents University

Other Universities

- Member, Alanna Hirshman (West Virginia, 2021), placed at Texas Tech
- Member, Xinran Wang (Tennessee, 2017), placed at Missouri
- Member, Laura D’Oria (Tennessee, 2017), placed at Iowa State
- Member, Scott Benjamin (Maryland, 2012), placed at Florida Tech
- Member, Anastasiya Zavyalova (Maryland, 2012), placed at Rice

GRANTS & AWARDS

- Bridge Reviewer Mentor Award, *Academy of Management Review*, 2021
- Terry-Sanford Summer Salary Support, 2013-2020
- Terry PMBA Outstanding Professor Award, 2018, 2019
- Student Career Development Award, 2014-2020
- Outstanding Reviewer, *Academy of Management Journal*, 2013
- Reputation Institute’s 17th International Conference, Best Paper Award, 2013
- Terry College of Business Outstanding Teacher, 2013, 2016
- University of Georgia, Research Grant, 2012-2014
- National Communication Association Article of the Year, 2012
- Oxford University Centre for Corporate Reputation Best Published Paper Award, 2011
- Outstanding Reviewer, *Academy of Management Review*, 2009
- Daniels College of Business Merit Awards in research and teaching, 2008
- *Organization Research Methods* Best Publication Award, 2007
- Robert H. Smith School of Business, \$5,000 Research Grant, 2007
- Krowe Teaching Award, 2007 (1 of 4 winners in school of business)
- Top 15% Award Recipient for Teaching Excellence, 2005-2007
- Outstanding Reviewer, Academy of Management Annual Conference, 2004, 2005, 2007, 2011, 2012
- Outstanding Reviewer, Strategic Management Society Annual Conference, 2018
- Finalist, Krowe Teaching Award, 2006
- Finalist, INFORMS Organization Science Dissertation Proposal Competition, 2006
- Center for Teaching Excellence-Distinguished Teaching Award, 2006
- Frank T. Paine Scholastic Achievement Award for Academic Achievement, 2006
- Society for Business Ethics Founders’ Award, 2006
- Goldhaber Travel Award, 2005
- Dean’s Research Fellowship, 2002-2006

BUSINESS PRESS COVERAGE

1. “How a CEO’s Personality Affects Their Company’s Stock Price,” hbr.org, <https://hbr.org/2019/10/how-a-ceos-personality-affects-their-companys-stock-price?ab=hero-main-text> .October 9, 2019.

“Top of Mind,” BYURadio, <http://www.byuradio.org/episode/e5beffb6-9d27-4077-868b-b1891dd5f6ec?playhead=3572&autoplay=true> , June 28, 2017.
2. “Prestigious Firms Make Riskier Acquisitions than Other Firms,” hbr.org, <https://hbr.org/2017/04/prestigious-firms-make-riskier-acquisitions-than-other-firms> . April 24, 2017. Covered in *Harvard Business Review*, July/August issue.
3. Levick Strategic Communications Bulletproof blog on Crisis Communications: “Interview on corporate reputation and celebrity,” <http://www.bulletproofblog.com/2009/11/30/whats-next-the-bulletproof-interview-michael-pfarrer-on-corporate-reputation-and-celebrity/>, November 30, 2009.
4. “The Effects of Firm Reputation and Celebrity on Earnings Surprises and Investors’ Reactions,” *BizEd*, May-June 2009.
5. “Company isn’t backing off on paying stock dividends,” by Lou Wilin, *The Courier* (Findlay, OH), December 4, 2008.
6. “Growing Up in Public,” *The Economist*, August 2008.
7. “Spitzer Spurs Lots of Crowing,” by Al Lewis, *Denver Post*, March 11, 2008.

PERSONAL

I spent over a decade working as an investment consultant and director in both the U.S. and Europe. I am also a former baseball player and coach in Austria as well as a collegiate coach. Currently, I enjoy fitness, baseball, the outdoors, and spending time with my family. I also enjoy speaking German and traveling to Europe when time allows.