

## **MICHAEL D. PFARRER**

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

[mpfarrer@uga.edu](mailto:mpfarrer@uga.edu)

<https://www.terry.uga.edu/directory/mike-pfarrer/>

### **EDUCATION**

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

### **ACADEMIC POSITIONS**

Terry Distinguished Chair of Business Administration	2020-present
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 & TEACHING INTERESTS**

My research focuses on social evaluations of the firm and how the firm manages these perceptions to create value. My specific research and teaching interests focus on strategic decision making, organizational reputation and celebrity, media and corporate communications, and crisis management.

I currently teach in Terry's Executive, Professional, Full-Time, and Online MBA Programs, Terry's PhD Program, and in Terry's Executive Education Program.

### **REFEREED JOURNAL ARTICLES**

(At submission: †current UGA student, ††former UGA student, \*non-UGA student)

#### ***Citation Counts (December 2025)***

Google Scholar: 11960  
Web of Science: 5027

1. D'Oria, L., Pfarrer, M.D., Reger, R.K., & Ranft, A. It's all about me (or is it us?): The narrative antecedents of the locus of celebrity. Forthcoming at *Journal of Management Studies*.
  - Accepted in October 2025

2. ††Iqbal, F., & Pfarrer, M.D. Using coreference resolution to mitigate measurement error in text analysis. Forthcoming at *Organizational Research Methods*.
  - Accepted in March 2025
  -
3. Haack, P., Sieweke, J., & Pfarrer, M.D. Unveiling propriety, validity, and consensus: A multi-level examination of legitimacy following the global financial crisis. Forthcoming at *Journal of Management Studies*.
  - Accepted in January 2025
4. †Yoon, H., Gamache, D., Pfarrer, M.D., & ††Kiley, J. Agent-oriented impression management: Who wins when firms publicize their new CEOs? Forthcoming at *Journal of Management*.
  - Accepted in December 2024
  - Best Doctoral Student Paper, Strategy Track and Overall, SMA Conference, 2021
  - Best paper, AOM STR Division, 2021
5. Smulowitz, S., & Pfarrer, M.D., Cossin, D., & Lu, H. The high cost of cheap talk: How disingenuous ethical language can reflect agency costs. Forthcoming at *Journal of Management*.
  - Accepted in November 2024
6. \*Curran, K., Pfarrer, M.D., Lee, E., & Graffin, S. Sharing the spotlight: The benefits of having a celebrity competitor. 2025. *Journal of Management*, 51: 1868-1896.
  - Accepted in February 2024
7. Gamache, D., Pfarrer, M.D., & \*Curran, K. 2024. Organizational hubris: Its antecedents and consequences for stakeholder relationships. *Strategic Management Journal*, 45: 1366-1392.
  - Accepted in January 2024
8. ††Short, C., & Pfarrer, M.D. 2025. Managing asymmetric events with anticipatory and reactive strategies. *Journal of Management*, 51: 1170-1200.
  - Accepted in August 2023
9. \*Maghzi, A. Lin, N., Pfarrer, M.D., Gudergan, S., & Wilden, R. 2024. Heuristic dynamic capability deployment in uncertain environments. *Academy of Management Review*, 49: 514-535.
  - Accepted in January 2023
10. †Iqbal, F., Pfarrer, M.D., & ††Bundy, J. 2024. The dilemma of managing multiple social evaluations in a crisis. *Academy of Management Review*, 49: 299-321.
  - Accepted in November 2022
11. Muller, A., Tan, W., Peng, M., & Pfarrer, M.D. 2023. Corporate philanthropy and CEO outside directorships under authoritarian capitalism. *Business & Society*, 62: 1420-1457.
  - Accepted in December 2022

12. ††Oliver, A., Pfarrer, M.D., & Neville, F. 2024. Grand challenges and female leaders. *Business & Society*, 63: 954-987.
  - Accepted in November 2022
13. Bass, A.E., Pfarrer, M.D., Titus, V., & Milosevic, I. 2023. Better to be loved by some? Flaunting as an impression management strategy. *Academy of Management Review*, 48: 292-312.
  - Accepted in October 2021
14. Colquitt, J.A., †Sabey, T.B., Pfarrer, M.D., †Hill, E.T., & Rodell, J.B. 2023. Continue the story or turn the page? Coworker reactions to inheriting an employee's legacy. *Academy of Management Review*, 48: 11-31.
  - Accepted in April 2021
15. ††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
16. \*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
  - *Academy of Management Insights*, Jan. 7, 2020: Dousing disapproval in the Social Media Era.
  - *Academy of Management YouTube channel*, May 18, 2021: Dousing Disapproval in the Social Media Era.
  - Steve Kelman, *FCW The Business of Federal Technology*, Nov. 1, 2021: Dealing with negative information about your organization in the social media age.
17. 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>
18. 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
19. 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

20. †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
21. Halebian, 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>
22. ††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
  - 5-year 2022 Scholarly Impact Award Nominee for 2017 articles
  - Best paper finalist, 5-year award, 2022
23. 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
  - Media coverage: <https://youtu.be/7ubHHpTqIvw>
24. ††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
25. 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
26. †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
  - Best Paper finalist, Practitioner Award, 2022
27. 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.

28. \*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.
29. \*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.
30. 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, 2012
31. 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, 2010
32. 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.
33. 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.
34. 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.
35. Duriau, V.J., Reger, 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, 2007
36. 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**

(At submission: †current UGA student, ††former UGA student, \*non-UGA student)

1. Yu, M., Dong, L., & Pfarrer, M.D. Critical mass. Revise and resubmit at *Academy of Management Review*.
2. ††Iqbal, F., Pfarrer, M.D., & Gupta, A. Media bias and CSA. Revise and resubmit at *Organization Science*.

3. ††Iqbal, F., Pfarrer, M.D., Bundy, J., & Reddick, J. Ratings systems. Revise and resubmit at *Academy Management Journal*.
4. Wang, X., Reger, R.K., Pfarrer, M.D., et al. International joint ventures. Under review at *Journal of Management Studies*.
  - MOC Best Submission Finalist with Practical Implications for Organizations
5. Wang, X., Reger, R.K., Pfarrer, M.D., et al. Cross-border social disapproval. Under review at *Journal of Management*.
  - AOM SIM Division Best Student Paper, 2017
  - SMS Best Paper; Behavioral Strategy Group Most Novel Paper Award, 2017
6. ††Lee., E., & Pfarrer, M.D. Reshoring. Under review at *Journal of Management*.
7. Smulowitz, S., & Pfarrer, M.D. Greenwashing. Under review at *Strategic Management Journal*.
8. Titus, V., ††Campbell, R., Pfarrer, M.D., & Mbaraonye, I. Organizational blame. Under review at *Academy of Management Review*.
9. Boodoo, U., Muller, A., & Pfarrer, M.D. Corporate philanthropy. Under review at *Organization Science*.
10. †Diaz-Rivera, S., Gamache, D., & Pfarrer, M.D. Unwanted and unintended reputation. Under review at *Academy of Management Review*.
11. ††Short, C., Pfarrer, M.D., & Bundy, J. Beyond tactics. Under review at *Organization Science*.

### **BOOK CHAPTERS, INVITED ARTICLES, & REFEREED PROCEEDINGS**

(At submission: †current UGA student, ††former UGA student, \*non-UGA student)

1. ††Iqbal, F., & Pfarrer, M.D. The microfoundations of media organizations. In RSO, “Moving beyond the microfoundations and macrofoundations of institutions: A cross-level linguistic perspective.” Forthcoming.
2. D’Oria, L., & Pfarrer, M.D. 2025. Celebrity dynamics. In R. Younger & A. Zavyalova (Eds.), *The Oxford Handbook of Corporate Reputation: XX-XX*. Oxford, UK: Oxford University Press.
  - Accepted in April 2025
3. †Rivera-Diaz, S., Gamache, D., & Pfarrer, M.D. 2025. Examining unwanted and unintended firm reputations. *The Best Papers Proceedings, 2025 Academy of Management Annual Meeting*.
  - Accepted in March 2025

4. Jin, Y., Pfarrer, M.D., Carson, J., & Zhao, W. 2024. Special Issue Editorial: Crisis Management Keystone. *Journal of Contingencies and Crisis Management*, 32(4): 1-5.
  - Accepted in December 2024
5. ††Kim, Y.M., Bendle, N.T., Hulland, J., & Pfarrer, M.D. 2024. Corporate sustainability research in marketing: Mapping progress and broadening our perspective. *Journal of the Academy of Marketing Sciences*, 52: 1495-1512.
  - Accepted in August 2024
6. Thatcher, S.M.B., Pfarrer, M.D., & Devers, C.E. 2024. Breaking News: JOM wants your theory papers. *Journal of Management*, 50: 1183-1185.
  - Accepted in January 2024
7. †Yoon, H., Gamache, D., Pfarrer, M.D., & Kiley, J. 2021. Elevating the CEO: The consequences of firm efforts to promote their new CEO. *The Best Papers Proceedings, 2021 Academy of Management Annual Meeting*.
  - Accepted in August 2021
8. †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. Bradford, UK: Emerald Publishing Limited.
  - Accepted in January 2021
9. Reger, R.K., & Pfarrer, M.D. 2021. Strategic decision-making and organizational actors. In Duhaime, I.M., Hitt, M.A., & Lyles, M.A. (Eds.), *Strategic Management: State of the Field and its Future*: 525-538. New York: Oxford University Press.
  - Accepted in December 2020
10. 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
11. 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
12. 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

13. 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, 2017 Academy of Management Annual Meeting*.
  - Accepted in May 2017
14. 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
15. 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
16. †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, 2016 Academy of Management Annual Meeting*.
  - Accepted in May 2016
17. 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
18. 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
19. 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
20. 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
21. 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.
22. 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.



23. 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, 2008 Academy of Management Annual Meeting*.
24. 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.
25. 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 Delaware, February 2023
2. Wirtschaftsuniversität Wien (Vienna), May 2022
3. University of Groningen, May 2021
4. Iowa State University, March 2019
5. West Virginia University, November 2018
6. Ludwig Maximilian Universität, Munich, March 2017
7. MIST 9777, Terry College of Business, March 2017, 2024, 2025
8. University of Notre Dame, November 2016
9. Drexel University, April 2016
10. Grady College, University of Georgia, February 2016
11. Rice University, December 2015
12. Consortium for the Advancement of Research Methods and Analysis, October 2015
13. University of Tennessee, April 2015
14. University of Tennessee, April 2014
15. University of Arkansas, April 2013
16. Imperial College London, September 2012

### **CONFERENCE SYMPOSIA, WORKSHOPS, & PRESENTATIONS**

1. Writing theoretical papers for *AMR* (and *JOM*). Professional Development Workshop. Facilitator. Academy of Management Annual Meeting, 2014-2025.
2. Writing theoretical papers for *JOM*. Professional Development Workshop. Organizer and facilitator. Southern Management Association Annual Meeting, 2024
3. Content and textual analysis in organizational research: Techniques and applications. Professional Development Workshop. Organizer, facilitator, and presenter.
  - Academy of Management Annual Meeting, 2009-2025
  - Southern Management Association Annual Meeting, 2012-2013
4. Discovering and selecting theory publishing outlets. Professional Development Workshop. Academy of Management Annual Meeting, 2025. Facilitator.

5. Corporate leaders' sociopolitical activism. Symposium at the Academy of Management Annual Meeting, 2025. Discussant.
6. Strategic communication. Symposium at the Academy of Management Annual Meeting, 2025. Discussant.
7. Organization corruption and anti-corruption strategies. Symposium at the Academy of Management Annual Meeting, 2025. Discussant.
8. Social activism and corporations. Symposium at the Academy of Management Annual Meeting, 2024. Presenter.
9. Toward the future of stakeholder theory. Symposium at the Academy of Management Annual Meeting, 2023. Presenter.
10. Beyond information disclosure. Symposium at the Academy of Management Annual Meeting, 2023. Panelist.
11. Going down the drain: How negative evaluations disseminate and intensify. Symposium at the Academy of Management Annual Meeting, 2022. Panelist.
12. Behavioral ethics research: A PechaKucha springboard and networking session. Professional Development Workshop. Presenter and facilitator.
  - Academy of Management Annual Meeting, 2018-2021, 2025
13. Language, meaning, and organizing. Professional Development Workshop. Presenter and facilitator.
  - Academy of Management Annual Meeting, 2018-2021
14. Oxford University Centre for Corporate Reputation Annual Symposium, 2011-2019. Organizer and Presenter for PhD PDW and main program.
15. The social construction of organizational deviance: A multi-actor view. Symposium at the Academy of Management Annual Meeting, 2021. Paper session.
16. Foresight, framing, and sensemaking. Paper session at the Academy of Management Annual Meeting, 2021.
17. 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.
18. Understanding the aftermath of unethical behavior: Theoretical and empirical advances. Symposium at the Academy of Management Annual Meeting, 2020. Paper session.

19. Cutting-edge linguistic methods: Advances in the systematic study of meaning structures. Symposium at the Academy of Management Annual Meeting, 2019. Panelist.
20. Strategic communication: A dialogue on theories, data, and the future of analyzing talk. Presenter and facilitator.
  - Symposium at the Academy of Management Annual Meeting, 2018-2019
21. A PechaKucha about social evaluations. Professional Development Workshop. Organizer, presenter.
  - Academy of Management Annual Meeting, 2012, 2015, 2018
22. Celebrity in strategic management and organizational studies. Symposium at the Academy of Management Annual Meeting, 2018. Panelist.
23. What's next? An alternative and creative look at measuring social evaluations. Symposium at the Academy of Management Annual Meeting, 2018. Presenter.
24. Heuristics decision making: How it facilitates the wellbeing of organisations. Symposium at the Academy of Management Annual Meeting, 2018. Discussant.
25. Integrating accounting and strategy scholarship. Professional Development Workshop at the Academy of Management Annual Meeting, 2017. Presenter.
26. Repair, recovery, and reintegration at work. Showcase Symposium at the Academy of Management Annual Meeting, 2017. Presenter and discussant.
27. AIMing to impress: Anticipatory impression management and the organization. Symposium at the Academy of Management Annual Meeting, 2017. Discussant.
28. At the interface of delegitimation struggles: Social judgments and organizational (il)legitimacy. Symposium at the Academy of Management Annual Meeting, 2017. Presenter.
  - Finalist, best OMT symposium
29. Sustainability, ethics, and entrepreneurship. Symposium at the Academy of Management Annual Meeting, 2016. Presenter.
  - Finalist, best international-themed symposium
30. Celebrity in strategic management and organizational studies. Symposium at the Academy of Management Annual Meeting, 2016. Panelist.
31. Micro Meets Macro Conference, 2016. Arizona State University. Panelist.
32. The social construction of innovation. Symposium at the Academy of Management Annual Meeting, 2015. Organizer and Moderator.

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

48. Creative destruction: 70 years of Schumpeterian economics. Symposium at the Academy of Management Annual Meeting, 2004. Organizer and Presenter.
49. Wang, X., Reger, R.K., & Pfarrer, M.D. Managing social disapproval in the Social Media Era. Academy of Management Annual Meeting, 2017.
50. †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.
51. †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.
52. Pfarrer, M.D. Using content analysis to study affect in social evaluations.
  - Academy of Management-Diamonds in the Rough Workshop, 2013-2014
  - Strategic Management Society-Behavioral Strategy Workshop, 2013
53. ††Waldron, T., Fisher, G., & Pfarrer, M.D. Institutional entrepreneurs' rhetorical strategies. Southern Management Association Annual Meeting, 2014.
54. †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.
55. 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
56. Halebian, J., Pfarrer, M.D., & †Kiley, J. Uneasy lies the head that wears a crown: High-reputation firms and their risk-seeking behavior.
  - Strategic Management Society Annual Conference, 2012
  - Academy of Management Annual Meeting, 2012
  - Atlanta Competitive Advantage Conference, 2012
57. Zavyalova, A., Pfarrer, M.D., & Reger, R.K. Benefit or burden? The roles of reputation and organization identification on stakeholder behaviors following negative events.
  - Oxford University Centre for Corporate Reputation, September 2013
  - Academy of Management Annual Meeting, 2012
58. †Bundy, J.N., & Pfarrer, M.D. Accounting for approval: Organizational response strategies to a crisis. Academy of Management Annual Meeting, 2012.

59. †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.
60. 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.
61. Muller, A., & Pfarrer, M. D. Organizational responsiveness to human suffering as compassionate corporate philanthropy. Academy of Management Annual Meeting, 2011.
62. †Hill, M.W., Pfarrer, M.D., & Graffin, S.D. Reputation management in the boardroom. Southern Management Association Annual Meeting, 2010.
63. Benjamin, S.N., Reger, R.K., Pfarrer, M.D., & Baum, R.J. The media effect on the adoption of green technologies.
- Southern Management Association Annual Meeting, 2012
  - INFORMS Annual Meeting, 2010
  - Strategic Management Society Annual Conference, 2010
  - George Mason Entrepreneurship Research Conference, 2010
64. Zavyalova, A., Pfarrer, M.D., Reger, R.K., & Shapiro, D.L. Reputation dynamics: The effects of industry spillovers and firm actions on firm reputation.
- Atlanta Competitive Advantage Conference, 2010
  - Mid-Atlantic Strategy Conference, 2009
  - Strategic Management Society Annual Conference, 2009
  - Academy of Management Annual Meeting, 2009
65. Pfarrer, M.D., Pollock, T.G., & Rindova, V.P. The effects of firm reputation and celebrity on earnings surprises and investors' reactions.
- Oxford University Centre for Corporate Reputation, September 2011
  - University of Illinois at Urbana-Champaign, 2009
  - Academy of Management Annual Meeting, 2008
  - Atlanta Competitive Advantage Conference, 2008
  - Duke Strategy Conference, 2008
  - Daniels Faculty Research Seminar, January 2008
  - *Organization Science* Editor's Panel & Paper Development Workshop, INFORMS Annual Meeting, 2007
66. Pfarrer, M.D. A theoretical framework of perceived information quality. Academy of Management Annual Meeting, 2007.
67. Pfarrer, M.D., & Provance, M.D. When institutions collide: A model of institutional rivalry.
- Cornell-McGill Conference on Institutions & Entrepreneurship, 2007
  - Academy of Management Annual Meeting, 2006

- 13th International Conference on Gambling and Risk-Taking, 2006
  - Eastern Academy of Management Conference, 2006
68. 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.
- Corporate Governance Conference, Northwestern University, 2007
  - Society for Business Ethics Conference, 2006
  - Conference on Institutional Mechanisms for Industry Self-Regulation, Dartmouth College, 2006
  - Academy of Management Annual Meeting, 2005
  - Atlanta Competitive Advantage Conference, 2005
69. Goldfarb, B.D., Kirsch, D., & Pfarrer, M.D. Searching for ghosts: Unmeasured entrepreneurial activity in the Dot-Com Era.
- International Industrial Organization Conference, 2005
  - Allied Social Sciences Association Meetings, 2005
70. 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: 4.71/5.00**  
**Overall Instructor Rating: 4.84/5.00**

### **Courses Taught**

#### ***Ph.D.***

Organizational Theory  
 Strategic Management

#### ***Executive MBA***

Corporate Reputation and Crisis Management  
 Strategic Decision Making and Corporate Communication  
 Strategic Management  
 Leading Evolving Organizations

#### ***Professional MBA***

International Strategy  
 Strategic Management  
 Corporate Reputation and Crisis Management

#### ***Full-time MBA***

Business Ethics  
 Corporate Reputation and Crisis Management  
 Leading Evolving Organizations

## Strategic Management

### ***Executive Education***

Cultivating a Strategic Mindset  
Strategic Decision Making  
Critical Thinking and Decision Making  
Ethical Decision Making  
Corporate Reputation and Crisis Management

### ***Undergraduate***

Foundations of Business  
Strategic Management  
International Strategy  
Business Ethics

## **AWARDS & GRANTS**

- Hugh O. Nourse Outstanding FTMBA Teacher Award, 2022
- Terry EMBA Outstanding Professor Award, 2022 (co-winner)
- Outstanding Reviewer, *Academy of Management Review*, 2009, 2022, 2023
- Bridge Reviewer Mentor Award, *Academy of Management Review*, 2021, 2022
- Best Doctoral Student Paper (H. Yoon), SMA Conference, 2021
- Best paper, AOM STR Division, 2021
- Terry-Sanford Summer Salary Support, 2013-2020
- Terry Student Career Development Award, 2014-2024
- Terry PMBA Outstanding Professor Award, 2018, 2019
- Oxford Centre for Corp. Reputation Dissertation Award (A. Oliver), 2018
- Oxford Centre for Corp. Reputation Dissertation Award (X. Wang), 2017
- AOM SIM Division Best Student Paper (X. Wang), 2017
- SMS Best Paper; Behavioral Strategy Group Most Novel Paper (X. Wang), 2017
- Oxford Centre for Corp. Reputation Dissertation Award (J. Bundy), 2014
- Outstanding Reviewer, *Academy of Management Journal*, 2013
- Oxford Centre for Corp. Reputation Dissertation Award (A. Zavyalova), 2012
- 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 Centre for Corporate Reputation Best Published Paper Award, 2011
- 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, 2024



- 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

## **SERVICE TO THE PROFESSION**

- Associate Editor, *Journal of Management*, 2023-
- Associate Editor, *Academy of Management Review*, 2014-2017
- Research Fellow, Oxford University Centre for Corporate Reputation, 2011-present
- Fellow, SEC Academic Leadership Development Program, 2024-2025
- Fellow, Crisis Communication Think Tank (UGA), 2018-
- Guest Editor, *Academy of Management Review* Special Topic Forum, 2017-2019
- Guest Associate Editor, *Business Ethics Quarterly* Special Issue, 2014
- External Reviewer for tenure for Steven Hyde, Boise State University, 2025
- External Reviewer for promotion to professor of Olga Bruyaka, West Virginia, 2024
- External Reviewer for promotion to professor of Peggy Lee, Arizona State, 2023
- External Reviewer for tenure of Yonghoon Lee, Texas A&M, 2023
- External Reviewer for tenure of Matt Hersel, Clemson University, 2022
- External Reviewer for promotion to professor of Mike Withers, Texas A&M, 2022
- External Reviewer for tenure of Jeffrey Lovelace, University of Virginia, 2022
- External Reviewer for tenure of Amanda Sharkey, Arizona State University, 2022
- External Reviewer for promotion to professor of Joanna Campbell, Cincinnati, 2022
- 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 for tenure of Kisha Lashley, University of Virginia, 2020
- External Reviewer for Social Sciences and Humanities Research Council (Canada), 2019
- External Reviewer for promotion to professor of Gokhan Ertug, SMU (Singapore), 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-present
- Editorial Board, *Academy of Management Review*, 2009-present
- 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 & Society*, *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*, *Strategic Organization*
- 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, Southern Management Association, Strategic Management Society

### **SERVICE TO THE COLLEGE AND UNIVERSITY**

- Participation, Vice President for Research search, 2025
- Oversight of Director Executive Education search, 2025
- Chair, Committee for FT MBA/MSBA Director search, 2025
- Committee for Entrepreneurship Director search, 2025
- Chair, Committee for TEEC AV Specialist search, 2025
- Committee for Terry Staff Advancement and Development Grant, 2025
- Education Subcommittee of the PH&M Task Force, 2025
- SEC ALDP Fellow, 2024-2025
- TOUR Program, 2020-
- Vice Provost for Research search, 2025
- Chair, Selig Center search, 2024
- TEEC Facilities Director search, 2023
- Atlanta-based searches, 2019-
- Launch and oversight of Online MBA Program, 2021-
- Oversight of new Terry and UGA Annual Evaluation Process, 2022-2024
- Oversight of new Terry and UGA TT and NTT Promotion Guidelines, 2022-2024
- E-Mobility Summit, Moderator, 2022
- Interim Director for Executive and Professional MBA, 2021
- Planning Committee on Diversity and Inclusive Excellence, 2021-2022
- Council of Academic Diversity Leaders, 2021
- Working Group for Online Education, 2021-2024
- Executive Education Director search, 2021
- Executive and Professional MBA Director search, 2021

- Presidential Grants Taskforce, 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, 2015-2022
- 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
- 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 Joanna Reddick, Ph.D. student, 2022-2023
- First-year advisor for Farhan Iqbal, Ph.D. student, 2018-2019
- First-year advisor for Robert Campbell, Ph.D. student, 2014-2015
- Chair, Department Journal Committee, 2023
- 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, Joanna Reddick (2027 expected graduation)
- Chair, Farhan Iqbal (2023), placed at Indiana
- Chair, Cole Short (2019), placed at Pepperdine
- Chair, Abbie Oliver (2018), placed at Georgia State, now at Virginia
- Chair, Jonathan Bundy (2014), placed at Penn State, now at Arizona State
- Member, Elle Yoon (2022), placed at Iowa State
- Member, Eric Lee (2021), placed at Penn State, now at Texas A&M
- Member, Rob Campbell (2019), placed at Nebraska
- Member, Tim Hubbard (2017), placed at Notre Dame
- Member, Jason Kiley (2015), placed at Oklahoma State, now at Clemson
- Member, Kevin Cain (2014), placed at Georgia Regents University

### **Other Universities**

- Member, Niken Putri (North Texas, 2025)
- Member, Alanna Hirshman (West Virginia, 2021), placed at Texas Tech
- Member, Xinran Wang (Tennessee, 2017), placed at Missouri, now at Baruch College
- 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

## **MEDIA COVERAGE**

1. Dousing disapproval in the Social Media Era (Jan. 7, 2020). *Academy of Management Insights*.
2. Dousing Disapproval in the Social Media Era (May 18, 2021). *Academy of Management YouTube channel*.
3. Dealing with negative information about your organization in the social media age (Nov. 1, 2021). Steve Kelman, *FCW The Business of Federal Technology*

4. “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.
5. “Top of Mind,” BYURadio, <http://www.byuradio.org/episode/e5beffb6-9d27-4077-868b-b1891dd5f6ec?playhead=3572&autoplay=true> , June 28, 2017.
6. Celebrity and Infamy (June 7, 2017). <https://youtu.be/7ubHHpTqIvw>
7. “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.
8. 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.
9. “The Effects of Firm Reputation and Celebrity on Earnings Surprises and Investors’ Reactions,” *BizEd*, May-June 2009.
10. “Company isn’t backing off on paying stock dividends,” by Lou Wilin, *The Courier* (Findlay, OH), December 4, 2008.
11. “Growing Up in Public,” *The Economist*, August 2008.
12. “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 managing 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.