

Joanna J. Reddick

Department of Management (Strategy & Entrepreneurship)
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EDUCATION

- Ph.D. University of Georgia, Terry College of Business (*Expected 2027*)
Concentration: Management (Emphasis: Strategy)
- MBA Howard University
Concentration: Management
- B. Music Howard University *cum laude*
Major: Music Business

RESEARCH INTERESTS

My research explores the socio-cognitive processes that shape stakeholder evaluations and how firms navigate them. Specifically, I am interested in stakeholder management, corporate reputation and status, and nonmarket strategy.

JOB MARKET PAPER

My dissertation examines why government actors, as powerful stakeholders, retaliate in response to corporate sociopolitical activism (CSA) and how firms respond to these challenges. Drawing on research in impression management, social cognition, and stakeholder theory, I use advanced content analysis techniques (e.g., NLP, BERT, LLMs) to develop original measures of government retaliation and firm responses. I test my hypotheses in an event study design to estimate variation in stakeholder and firm reactions.

MANUSCRIPTS UNDER REVIEW

Iqbal, F., **Reddick, J. J.**, Pfarrer, M. D., & Bundy, J. [Ratings systems]. Second revise & resubmit at *Academy of Management Journal*.

Reddick, J. J., Murphy, M. J., & Pfarrer, M. D. [Reputation and corporate activism]. Under review at *Organizational Behavior and Human Decision Processes*.

Jeong, S.-H., Murphy, A. M., Murphy, M. J., & **Reddick, J. J.** [Board members and activism]. Under review at *Organization Science*. **All authors contributed equally to this paper, with authors listed in alphabetical order by last name.*

WORK IN PROGRESS

Reddick, J. J. [Stakeholders and retaliation] | Job market paper; data collection.

Reddick, J. J., Braun, M., Hirschman, A. [Stakeholder minimalism]. Writing manuscript phase, target: *Academy of Management Review*.

Blagoeva, R. R., Acharya, A., Graffin, S. G., **Reddick, J. J.** [CEOs and powerful language]. Writing manuscript phase, target: *Organization Science*.

Quigley, T. J., Bundy, J., **Reddick, J. J.**, & Murphy, M. J. [CEOs and Corporate Social Responsibility]. Writing manuscript phase, target: *Academy of Management Review*.

CONFERENCE PRESENTATIONS (* denotes presenters)

Reddick, J. J. (Organizer & Presenter) Unexpected Stakeholder Reactions: How Ordinary Corporate Actions Can Lead to Extraordinary Responses. Presenter Symposium at Academy of Management Annual Meeting. (STR & SIM Divisions). Philadelphia, PA, July 2026.

Chammas, G. & **Reddick, J. J.** (Organizers) When Issues Divide: Rethinking Issue Contentiousness as an Antecedent of CEO Activism. Panel Symposium at Academy of Management Annual Meeting. (STR, OMT, & SIM Divisions). Philadelphia, PA, July 2026.

***Reddick, J. J.** Stakeholders, Retaliation, and Impression Management.

- Strategic Management Society Annual Conference, Berlin, DE, October 2026. [Expected]
- Strategic Management Society Special Conference, Kowloon, HKG, June 2026.

Content analysis in organizational research: Techniques and applications. Professional Development Workshop at Academy of Management Annual Meeting.

- Presenter, 2026. ***Reddick, J. J.** From Theoretical Construct to Codeable Dataset: Building a content-analysis strategy for verbal government retaliation against firms

***Reddick, J. J.**, ***Murphy, M. J.**, & Pfarrer, M. D. Corporate Sociopolitical Activism and Stakeholder Perceptions.

- Academy of Management Annual Meeting. Copenhagen, DNK, July 2025.
- International Corporate Governance Society Annual Conference, Tempe, AZ, November 2024.
- Academy of Management Annual Meeting (Social Activism and Corporations: New Vantages on the Role of Firms in Societal Change Symposium), Chicago, IL, August 2024.
- Strategic Management Society Annual Conference, Toronto, ON, September 2023.
- Oxford Centre for Corporate Reputation Annual Symposium, Oxford, UK, August 2023.

***Iqbal, F.**, Pfarrer, M. D., Bundy, J., & **Reddick, J. J.** Audiences' Heterogeneous Reactions to Corporations' Sociopolitical Support.

- Strategic Management Society Special Conference, Washington, DC, June 2024.

- Academy of Management Annual Meeting (Dynamics of Stakeholder Participation Symposium), Boston, MA, August 2023.

Blagoeva, R. R., Acharya, A., Graffin, S. G., ***Reddick, J. J.** CEOs and Powerless Language.

- Strategic Management Society Annual Conference, San Francisco, CA, October 2025.
- Strategic Management Society Annual Conference, Istanbul, TR, September 2024.
- Academy of Management Annual Meeting, Chicago, IL, August 2024.

***Jeong, S.-H., *Murphy, M. J., Murphy, A. M., & *Reddick, J. J.** Racial Minority Directors' Sociopolitical Activism.

- Academy of Management Annual Meeting, Philadelphia, PA, July 2026.
- Academy of Management Annual Meeting (Corporate Leaders' Sociopolitical Activism Symposium), Copenhagen, DNK, July 2025.
- Strategic Management Society Annual Conference, Istanbul, TR, September 2024.

INVITED RESEARCH PRESENTATIONS

West Virginia University, Representation Matters: Ph.D. Seminar Series, April 2024

- Iqbal, F., Pfarrer, M. D., Bundy, J., & ***Reddick, J. J.** Exchanging Allyship for Approval? Exploring Audiences' Heterogeneous Reactions to Corporations' Sociopolitical Support.

CONFERENCE ACTIVITIES

Academy of Management Annual Meeting

- Strategy (STR) Dissertation Consortium, Philadelphia, PA, July 2026.
- Organization & Management Theory (OMT) Doctoral Consortium, Copenhagen, DNK, July 2025
- Strategy (STR) Managing Your Dissertation Workshop, Copenhagen, DNK, July 2025.
- Organization & Management Theory (OMT), Professional Development Workshop, Boston, MA, August 2023.

Oxford Centre for Corporate Reputation Annual Symposium

- Professional Development Workshop, Oxford, UK, August 2023.

Strategic Management Society Annual Conference

- SMS Annual Doctoral Workshop, San Francisco, CA, October 2025.

TEACHING AND ACADEMIC SERVICE

Teaching Experience

Instructor of Record, *University of Georgia*.

MGMT 5560: International Strategic Management. Fall 2025.

Average instructor rating: **4.83/5.0** (19 students).

MGMT 5560: International Strategic Management. Fall 2024.

Average instructor rating: **4.89/5.0** (20 students).

Graduate Teaching Assistant. *University of Georgia*.

2022-2023

Course: Principles of Management Honors (MGMT 3000H), 2 sections
Instructor: Charles Lyons

Course: Principles of Management (MGMT 3000/MGMT 3001), 4 sections
Instructor: Dr. Simoon Cannon

Affiliations

Member, <i>Southern Management Association</i>	2026 – present
Member, <i>International Corporate Governance Society</i>	2024 – present
Member, <i>Academy of Management</i>	2022 – present
Member, <i>Strategic Management Society</i>	2022 – present

Reviewing

Graduate, Bridge Reviewer Program, <i>Academy of Management Review</i>	2025 – 2026
Strategic Management Society Special Conference Hong Kong	January 2026
Ad hoc reviewer, <i>Journal of Management Studies</i>	2025 – present
Strategic Management Society Annual Conference	2025 – present
International Corporate Governance Society Annual Conference	2024; 2026
Ad hoc reviewer, <i>Journal of Management</i>	2024 – present
Academy of Management Annual Meeting, OMT, STR, & SIM Divisions	2023 – present

FELLOWSHIP / SCHOLARSHIP & AWARDS

Knox Doctoral Scholar, Fellowship recipient, University of Georgia (2023 – present)
University of Georgia Graduate School Assistantship (2022 – present)
Beta Gamma Sigma International Business Honor Society, Howard University
Howard University Graduate Assistantship, Office of the Dean, School of Business
Howard University Trustee Scholarship
Howard University National Black MBA Regional Case Competition Team, 1st Place
Golden Key National Honor Society, Howard University
Howard University Dean's List (8 semesters)
Howard University National Competitive Scholarship

NON-ACADEMIC WORK EXPERIENCE

Wilton Brands, Naperville, IL Vice President, Consumer Business Units	2020-2021
Treehouse Foods/ConAgra Foods (via acquisition), Oak Brook, IL Marketing Director – Bars Category Brand Director – Bars, Fruit Snacks and Cereal Categories	2010-2019
Johnson & Johnson/Pfizer Consumer Healthcare (via acquisition), Morris Plains, NJ Product Director & Team Leader – Rembrandt Product Director & Team Leader – Roloids Product Manager, Associate Product Manager – Rogaine Associate Product Manager, Assistant Product Manager – Listerine PocketPaks (<i>launch team</i>)	2001-2009