

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 centers on non-market strategies, including corporate social responsibility and corporate sociopolitical activism as well as stakeholder management and corporate governance.

MANUSCRIPTS UNDER REVIEW

Blagoeva, R. R., Acharya, A., Graffin, S. G., **Reddick, J. J.** [Powerful language]. Revise & Resubmit at *Strategic Management Journal*.

WORKS IN PROGRESS

Murphy, M. J., **Reddick, J. J.**, & Pfarrer, M. D. [Corporate activism and investor reaction].
Writing manuscript.

Iqbal, F., **Reddick, J. J.**, & Pfarrer, M. D. [Corporate sociopolitical activism and social approval]. *Data analysis.*

Jeong, S.-H., Murphy, M. J., Murphy, A. M., & **Reddick, J. J.** [Board members and corporate sociopolitical activism]. *Data analysis.*

CONFERENCE PRESENTATIONS (* denotes presenter)

Iqbal, F., ***Reddick, J. J.**, & Pfarrer, M. D. Sociopolitical activism and social approval: An alternative Explanation for Corporate Political Activity. Will be presented at the Academy of Management Annual Conference (Dynamics of Stakeholder Participation Symposium). Boston, MA.

Murphy, M. J., ***Reddick, J. J.**, & Pfarrer, M. D. Why do firms engage in activism despite the risks? Theorizing Corporate Sociopolitical Activism as a reputational signal to investors. Will be presented at Strategic Management Society Annual Conference. Toronto, ON.

TEACHING AND ACADEMIC SERVICE

Teaching Experience

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

Academy of Management
Strategic Management Society

Reviewing

Academy of Management Annual Conference, SIM & OMT Divisions 2023

FELLOWSHIP / SCHOLARSHIP & AWARDS

University of Georgia Graduate School Assistantship (2022 – present)
Beta Gamma Sigma 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 National Competitive Scholarship

NON-ACADEMIC WORK EXPERIENCE

Wilton Brands, Naperville, IL 2020-2021
Vice President, Consumer Business Units

Treehouse Foods/ConAgra Foods (via acquisition), Oak Brook, IL Marketing Director – Bars Category Brand Director – Bars, Fruit Snacks and Cereal Categories Senior Brand Manager – Beans Portfolio	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

REFERENCES

Michael D. Pfarrer, Ph.D.
*Associate Dean for Research and Executive
Programs and C. Herman and Mary
Virginia Terry Distinguished Chair of
Business Administration*
Terry College of Business
University of Georgia
Athens, GA 30602
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Timothy Quigley, Ph.D.
*Georgia Athletic Association Professor,
Department of Management*

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