

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 stakeholder management and social evaluations in the context of non-market strategies. Specifically, I focus on how firms manage competing stakeholder interests and the sociocognitive mechanisms that shape firm risk assessment, decision-making, and stakeholder perceptions.

WORKS IN PROGRESS

- Iqbal, F., Pfarrer, M. D., Bundy, J., & **Reddick, J. J.** [Nonmarket strategy and social approval].
Preparing for submission, target: *Administrative Science Quarterly*.
- Jeong, S.-H., Murphy, M. J., **Reddick, J. J.**, & Murphy, A. M. [Board members and activism].
Data analysis phase, target: *Strategic Management Journal*.
- Murphy, M. J., **Reddick, J. J.**, & Pfarrer, M. D. [Corporate activism and stakeholder reaction].
Writing manuscript phase, target: *Academy of Management Review*.
- Blagoeva, R. R., Acharya, A., Graffin, S. G., **Reddick, J. J.** [Powerful language]. Data analysis
phase, target: *Organizational Science*.
- Quigley, T. J., Bundy, J., **Reddick, J. J.**, & Murphy, M. J. [Corporate Social Responsibility].
Writing manuscript phase, target: *Academy of Management Review*.

CONFERENCE PRESENTATIONS (* denotes presenters)

*Murphy, M. J., ***Reddick, J. J.**, & Pfarrer, M. D. Why do firms engage in activism despite the risks? Corporate Sociopolitical Activism as a signal.

- Academy of Management Annual Meeting (Social Activism and Corporations: New Vantages on the Role of Firms in Societal Change Symposium). Chicago, IL, August 2024 (Expected).
- 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.** Exchanging Allyship for Approval? Exploring 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.** A Relational Perspective on CEOs' Use of Powerless Language.

- Strategic Management Society Annual Conference, Istanbul, TR, September 2024 (Expected).
- Academy of Management Annual Meeting. Chicago, IL, August 2024 (Expected).

Jeong, S.-H., Murphy, M. J., ***Reddick, J. J.**, & Murphy, A. M. 2024. Exploring Racial Dynamics in Corporate Sociopolitical Activism: Racial Minority Directors' Responses to the BLM Movement.

- Strategic Management Society Annual Conference, Istanbul, TR, September 2024 (Expected)

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

- Organization and Management Theory (OMT) Division, Professional Development Workshop, Boston, MA, August 2023.

Oxford Centre for Corporate Reputation Annual Symposium

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

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

Member, *Academy of Management* 2022 - present
 Member, *Strategic Management Society* 2022 - present
 Member, *The PhD Project* – Management Doctoral Student Association 2022 - present

Reviewing

Academy of Management Annual Conference, OMT & 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 2020-2021
 Vice President, Consumer Business Units

Treehouse Foods/ConAgra Foods (via acquisition), Oak Brook, IL 2010-2019
 Marketing Director – Bars Category
 Brand Director – Bars, Fruit Snacks and Cereal Categories

Johnson & Johnson/Pfizer Consumer Healthcare (via acquisition), Morris Plains, NJ 2001-2009
 Product Director & Team Leader – Rembrandt
 Product Director & Team Leader – Roloids
 Product Manager, Associate Product Manager – Rogaine
 Associate Product Manager, Assistant Product Manager – Listerine PocketPaks (*launch team*)

REFERENCES

Michael D. Pfarrer, Ph.D.
*Associate Dean for Research
and Executive Programs, Terry
Distinguished Chair, and
Professor, Department of
Management*
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