

**Brian L. Connelly**  
Professor and Luck Eminent Scholar  
Raymond J. Harbert College of Business  
Auburn University  
415 W. Magnolia Ave / Auburn, AL 36849  
bconnelly@auburn.edu

## **EDUCATION**

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<b>TEXAS A&amp;M UNIVERSITY</b> <b>MAYS SCHOOL OF BUSINESS</b> Ph.D. in Management, 2008 Major: Strategic Management    Minor: Marketing	College Station, TX
<b>INDIANA UNIVERSITY</b> <b>KELLEY SCHOOL OF BUSINESS</b> M.B.A., 2004	Bloomington/Indianapolis, IN
<b>JOHNS HOPKINS UNIVERSITY</b> <b>WHITING SCHOOL OF ENGINEERING</b> M.S.E.E., 1994	Baltimore, MD
<b>RUTGERS UNIVERSITY</b> B.S.E.E., 1987 Study abroad at University of London.	New Brunswick, NJ

## **ACADEMIC APPOINTMENTS**

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<b>PROFESSOR, AUBURN UNIVERSITY</b> Luck Eminent Scholar Chair	2016 - Present
<b>ASSOCIATE PROFESSOR, AUBURN UNIVERSITY</b> McWane Family Professor	2012 - 2016
<b>ASSISTANT PROFESSOR, AUBURN UNIVERSITY</b> COB Advisory Council Professor	2008 - 2012

## **EDITORIAL APPOINTMENTS**

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**EDITOR**  
*Journal of Management*, 2019-2023

**ASSOCIATE EDITOR**  
*Academy of Management Journal*, 2016-2019

## RESEARCH

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My research explores how corporate governance affects strategic outcomes.

### MANAGEMENT JOURNAL PUBLICATIONS

Connelly, B.L., Desjardine, M.R., Shi, W., & Sun, Z. In Press. Corporate social responsibility in the age of activist directorships. *Strategic Management Journal*

Connelly, B.L., Certo, S.T., Reutzel, C.R., Desjardine, M.R., & Zhou, Y.S. 2025. Signaling theory: State of the theory and its future. *Journal of Management*, 51(1): 24-61.

Zhang, J., Shi, W., & Connelly, B.L. 2024. Screening theory and its boundaries: Investigation of screen credibility, necessity, and salience in the context of corporate venture capital. *Academy of Management Journal*. 67(5): 1359-1391.

Zachary, M.A., Connelly, B.L., Payne, G.T., & Tribble, L.L. 2023. Virtue Rhetoric in Investor Communications: Setting up for a letdown? *Journal of Management* 49(2): 741-770.  
\*\*Nominated for the Elizabeth D. Rockwell Center Prize for Best Article on Ethics, Leadership, and Public Policy

Connelly, B.L., Shi, W., Walker, H.J., & Hersel, M.C. 2022. Searching for a sign: CEO successor selection in the wake of misconduct. *Journal of Management* 48(4): 1035-1066

Li, J., Shi, W., Connelly, B.L., Yi, X., & Qin, X. 2022. CEO Awards and Financial Misconduct. *Journal of Management* 48(2): 380-409

Shi, W., Connelly, B.L., Hoskisson, R.E., & Ketchen, D.J. 2020. Portfolio spillover of institutional investor activism: An awareness-motivation-capability perspective. *Academy of Management Journal*. 63(6): 1865-1892.

Connelly, B.L., Li, Q., Shi, W., & Lee, K. 2020. CEO dismissal: Consequences for the strategic risk taking of competitor CEOs. *Strategic Management Journal*, 41(11): 2092-2125

Bergh, D.D., Perrufo, E., Chiu, W.T., Connelly, B.L., & Hitt, M.A. 2020. Market response to divestiture announcements: A screening theory perspective. *Strategic Organization*, 18(4): 547-572.

Connelly, B.L., Lee, K.B., Tihanyi, L., Certo, S.T., & Johnson, J.L. 2019. Something in common: Competitive dissimilarity and performance of rivals with common shareholders. *Academy of Management Journal*, 62(1): 1-21.

Connelly, B.L., Shi, W., Hoskisson, R.E., & Koka, B. 2019. Shareholder Influence on Joint Venture Exploration. *Journal of Management*, 45(8): 3178-3203.

Shi, W., Connelly, B.L., Mackey, J., & Gupta, A. 2019. Placing their bets: The effect of strategic investments on CEO pay-for-performance. *Strategic Management Journal*, 40(12): 2047-2077.

Connelly, B.L., Crook, T.R., Combs, J.G., Ketchen, D.J., & Aguinis, H. 2018. Competence- and integrity-based trust in interorganizational relationships: Which matters more? *Journal of Management*, 44(3): 919-945.

- Shi, W., Connelly, B.L., & Cirik, K. 2018. Short seller influence on firm growth: A threat-rigidity perspective. *Academy of Management Journal*, 61(5): 1892-1919.
- Shi, W. & Connelly, B.L. 2018. Is Regulatory Adoption Ceremonial? Evidence from Lead Director Appointment. *Strategic Management Journal*, 39(8): 2386-2413.
- Rao, S., Lee, K., Connelly, B.L., & Iyengar, D. 2018. Return time leniency in online retail: A signaling theory perspective of buying outcomes. *Decision Sciences*, 49(2): 275-305.  
\*\*Nominated for *Decision Sciences* Paper of the Year.
- Connelly, B.L., Shi, W., & Zyung, D. 2017. Managerial Response to Constitutional Constraints on Shareholder Power. *Strategic Management Journal*, 38(7): 1499-1517.
- Shi, W., Connelly, B.L., & Hoskisson, R.E. 2017. External corporate governance: Cognitive evaluation theory insights on agency theory prescriptions. *Strategic Management Journal*, 38(6):1268-1286. \*\*Received 2017 Fraud Impact Award from the Houston Association of Certified Fraud Examiners
- Connelly, B.L., Tihanyi, L., Ketchen, D.J., Carnes, C., & Ferrier, W. 2017. Competitive repertoire complexity: Governance antecedents and performance outcomes. *Strategic Management Journal*, 38(5):1151-1173.
- Gangloff, K.A., Connelly, B.L., & Shook, C.L. 2016. Of Scapegoats and Signals: Investor Reactions to CEO Succession in the Aftermath of Wrongdoing. *Journal of Management*, 42(6): 1614-1634.
- Connelly, B.L., Haynes, K., Tihanyi, L., Gamache, D., & Devers, C. 2016. Minding the gap: Antecedents and consequences of top management-to-worker pay dispersion. *Journal of Management*, 42(4): 862-885.
- Plummer, L.A., Allison, T.H., & Connelly, B.L. 2016. Better together? Signaling interactions in the pursuit of new venture capital. *Academy of Management Journal*, 59(5): 1585-1604.
- Connelly, B.L., Ketchen, D.J., Gangloff, K.A., & Shook, C.L. 2016. Investor reactions to CEO successor selection in the wake of integrity and competence failures: A policy capturing study. *Strategic Management Journal*, 37(10): 2135-2151.
- Shi, W., Connelly, B.L., & Sanders, W.G. 2016. Buying bad behavior: Tournament incentives and securities class action lawsuits. *Strategic Management Journal*, 37(7): 1354-1378.
- Helmuth, C., Craighead, C., Connelly, B.L., Collier, D., & Hanna, J.B. 2015. Supply chain management research: Key elements of study design and statistical testing. *Journal of Operations Management*, 36:178-186.
- Connelly, B.L., Tihanyi, L., Crook, T.R., & Gangloff, K.A. 2014. Tournament theory: Thirty years of contests and competitions. *Journal of Management*, 40(1): 12-43.
- Bergh, D.D., Connelly, B.L., Ketchen, D.J., & Shannon, L.M. 2014. Signalling theory and equilibrium in strategic management research: An assessment and a research agenda. *Journal of Management Studies*, 51(8): 1334-1360.

- Connelly, B.L., Ketchen, D.J., & Hult, G.T.M. 2013. Global supply chain management: Toward a theoretically-driven research agenda. *Global Strategy Journal*, 3(3): 227-243.
- Upson, J., Ketchen, D.J., Connelly, B.L. & Ranft, A. 2012. Competitor analysis and foothold moves. *Academy of Management Journal*, 55(1): 93-110.
- Connelly, B.L., Miller, T., & Devers, C. 2012. Under a cloud of suspicion: Trust, distrust, and their interactive effect in interorganizational contracting. *Strategic Management Journal*, 33(7): 820-833.
- Connelly, B.L., Certo, S.T., Ireland, R.D., & Reutzel, C.R. 2011. Signaling theory: A review and assessment. *Journal of Management* 37(1): 39-67.  
\*\*Awarded JOM Best Paper and Scholarly Impact Award
- Connelly, B.L., Johnson, J.L., Tihanyi, L., & Ellstrand, A. 2011. More than adopters: Competing influences in the interlocking directorate. *Organization Science*, 22(3): 688-703.
- Connelly, B.L., Ireland, R.D., Reutzel, C., & Coombs, J. 2010. The power and effects of entrepreneurship research. *Entrepreneurship Theory and Practice*, Vol 34(1): 131-149.
- Connelly, B.L., Tihanyi, L., Certo, S.T., & Hitt, M.A. 2010. Marching to the beat of different drummers: The influence of institutional owners on competitive actions. *Academy of Management Journal* 53(4): 723-742.
- Connelly, B.L., Hoskisson, R., Tihanyi, L., & Certo, S.T. 2010. Ownership as a form of corporate governance. *Journal of Management Studies* 47(8): 1561-1589.
- Holcomb, T.R., Holmes, R.M., & Connelly, B.L. 2009. Making the most of what you have: Managerial ability as a source of resource value creation. *Strategic Management Journal*, Vol 30(5): 457-485. \*\*Research abstracted in the Harvard Business School Working Knowledge Series, 03 January 2016.
- Hitt, M.A., Tihanyi, L., Miller, T., & Connelly, B.L. 2006. International diversification: Antecedents, outcomes, and moderators. *Journal of Management*, 32(6): 831-867.  
\*\*Awarded JOM Best Paper and Scholarly Impact Award

## WORKING PAPERS

- Song, R., Connelly, B.L., Ketchen, D.J., & Shi, W. Anticipatory impression management for potential adverse events: Positive framing in the wake of short seller attacks on a competitor.
- Desjardine, M.R., Shi, W., Connelly, B.L., Li, B. Influence by example: The effect of investor industry exposure on diversifying acquisition decisions.
- Darby, J.L., Wowak, K.D., Ketchen, D.J., & Connelly, B.L. Instant recall? An Awareness-Motivation-Capability perspective on activist investors and product recalls.
- Darby, J.L., Wowak, K.D., Ketchen, D.J., & Connelly, B.L. Toward Faster Recalls of Dangerous Medical Devices: Does Ownership by Institutional Investors Matter?

## OTHER PUBLICATIONS

- Connelly, B.L. 2025. Managing a research pipeline. In Clark, T., Wright, M. & Ketchen, D.J. *How to Get Published in the Best Management Journals Vol 2*. Cheltenham, U.K.: Edward Elgar Publishers.
- Connelly, B.L., Zhou, Y.S. 2025. Signaling theory. In Griffin, R. *Oxford Bibliographies in Management*. New York: Oxford University Press.
- Kacmar, M., Allen, D., Cropanzano, R., Rupp, D.E., Connelly, B.L., Bauer, T.N., Wright, P. 2025. The Journal of Management's 50th Reflections 2005-2023, *Journal of Management*, 51(1): 9-23.
- Ketchen, D.J., Roccapiore, A.Y., & Connelly, B.L. 2023. Using old data: When is it appropriate? *Journal of Management*. 49(8): 2541-2548. Editorial Commentary.
- Connelly, B.L., Ketchen, D.K., Zhou, R. 2023. The presenter's paradox: More is not always better. *Journal of Management*. 49(7): 2208-2217. Editorial Commentary.
- Helmuth, C.A., Ketchen, D.J., Craighead, C.W. Lee, K.B., & Connelly, B.L. 2023. Quality shareholders versus transient investors: The alarming case of product recalls. *Business Horizons*. 66: 721-727  
\*\*Received Decision Sciences Conference Best Paper
- Shi, W., Connelly, B.L., & Li, J. 2022. Excess control rights in family firms: A socioemotional wealth perspective. *Corporate Governance: An International Review*. 30(6): 806-828.
- Connelly, B.L. & Shi, W. 2022. Threats and responses in organizational research *Journal of Management*. 48(6): 1366-1381. Editorial Commentary.
- Wowak, K.D., Craighead, C.W., Ketchen, D.J., & Connelly, B.L. 2022. Food for thought: Recalls and outcomes. *Journal of Business Logistics*. 43(1): 9-35.
- King, D.R., Shi, W., & Connelly, B.L. 2021. Reactions to acquisition announcements and acquisition completion. In Cooper, C.L. & Finkelstein, S. *Advances in Mergers and Acquisitions*. London: Emerald Publishing 20: 25-38.
- Connelly, B.L., Shi, W., Cheng, X., & Cheng, Y. 2021. Short sellers: A screening theory perspective on B2B relationships. *Journal of Business Research*. 134: 393-404.
- Connelly, B.L. 2021. Ownership and Governance. In Duhaime, I.M., Hitt, M.A. & Lyles, M.A. *Strategic Management: State of the Field and Its Future*. Oxford, U.K.: Oxford University Press.
- Shi, W., King, D.R., & Connelly, B.L. 2021. Closing the deal: Managerial responses to short sellers following M&A announcement. *Journal of Business Research* 130: 188-199.
- Creed, A., Zutshi, A., & Connelly, B.L. Leadership lessons in sustainability from elders and events in historical clan survival stories. In Spee, J.C., McMurray, A. & McMillan, M. *Clan and Tribal Perspectives on Social, Economic and Environmental Sustainability* Bingley, U.K.: Emerald Publishing.

- Connelly, B.L. 2021. Welcoming the new team: Meritocracy at JOM. *Journal of Management*, 47(1): 7-10. Editorial Commentary.
- Zutshi, A., Creed, A., & Connelly, B.L. 2019. Education for sustainable development: Emerging themes from adopters of a declaration. *Sustainability*, 11(1): 156.
- Nadkarni, S. Gruber, M. DeCelles K., Connelly, B.L. & Baer, M. 2018. New Ways of Seeing: Radical Theorizing. *Academy of Management Journal*, 61(2): 371-377. From the Editors.
- Svyantek, D.J., Connelly, B.L., O'Neill, S., Boudreaux, M. Struempfer, B. & Teeter, L. 2017. Academic Clustering among College Athletes: Using Person Analysis to Inform Education Training Practices. In Svyantek, D.J. (Ed.) *Sports and Understanding Organizations*. Charlotte: Information Age Publishing.
- Connelly, B.L. 2016. Signal Theory. In Carroll, C.E. (Ed.) *Encyclopedia of Corporate Reputation*. New York: Sage Publications.
- Connelly, B.L. & Van Slyke, E. 2012. The power and peril of board interlocks. *Business Horizons*, 55: 403-408.
- Boss, D.S., Connelly, B.L., Hoskisson, R.E., & Tihanyi, L. 2012. Corporate governance: Ownership interests, incentives, and conflicts. In Wright, M., Siegel, D. S., Keasey, K. & Filatotchev, I. (Eds.). *Handbook on Corporate Governance*. Oxford, U.K.: Oxford University Press.
- Connelly, B.L., Ketchen, D.J. & Slater, S.F. 2011. Toward a theoretical toolbox for sustainability research in marketing. *Journal of Academy of Marketing Science*, 39: 86-100.
- Aharoni, Y., Tihanyi, L., & Connelly, B.L. 2010. Managerial decision making in international business research: A forty-five-year retrospective. *Journal of World Business* 46: 135-142.
- Certo, S.T., Connelly, B.L., & Tihanyi, L. 2008. Managers and their not-so-rational decisions. *Business Horizons*, Vol. 51(2): 113-119.
- Connelly, B.L., Hitt, M.A., DeNisi, A.S., & Ireland, R.D. 2007. Expatriates and corporate-level international strategy: Governing with the knowledge contract. *Management Decision* (special issue on hierarchical strategies), Vol. 45(3): 564-581.
- DeNisi, A.S., Toh, S.M., & Connelly, B.L. 2006. Building expatriate-host country national relationships: The effects of human resource practices, international strategy, and mode of entry. In Morley, M. J., Heraty, N., & Collings, D. (Eds.). *International HRM and international assignments* Hampshire, United Kingdom: Palgrave Macmillan.

## TEACHING

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**Auburn University**, 2008 - Present

Avg Eval = 5.8/6.0

Taught: Undergraduate (Strategic Management, Entrepreneurship)

Masters (Strategic Analysis, International Business)

PhD (Advanced Topics in Strategy)

**Texas A&M University**, 2004-2008.

Avg Eval = 4.6/5.0

Taught: Undergraduate (Strategic Management)

**Andalas University / IAIN** (Indonesia), 1998-2003.

Universities sponsored by World Bank and Asian Development Bank.

Taught: Various courses in international business and management.

## **SERVICE**

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### **Editorial Board Member**

- Academy of Management Journal, 2010-2016
- Strategic Management Journal, 2019-2020
- Journal of Management, 2010-2019
- Journal of Management Studies, 2010-2016

### **Ad-Hoc Reviewing**

- *Organization Science*
- *Journal of International Business Studies*
- *Strategic Entrepreneurship Journal*
- *Journal of Business Venturing*
- *Entrepreneurship Theory and Practice*

### **National Service**

- Board Member, *Southern Management Association*, 2016-2018
- Representative-at-Large for the Corporate Strategy and Governance interest group of the *Strategic Management Society*, 2012-2014
- Regular participant in the Academy of Management, Southern Management Association, and Strategic Management Society as reviewer, track chair, discussant, and best paper committee.

### **Auburn University**

Faculty Research Committee, 2020 – 2023 (university level)

Strategic Planning Committee, 2017-2021 (college level)

International Programs Committee, 2012-2020 (college-level)

Research Committee, 2011-2015 (college-level)

Faculty Search Committee (college-level)

Committee on Intercollegiate Athletics, 2022-present (university-level)

Research Impact Committee, 2014-2015 (college-level, chairperson)

Dissertation Committee Chair: Yi Shi Zhou, 2022 – Present  
Ruixiang Song 2019 – 2022  
Matt Hersel, 2015 – 2018  
Catherine Helmuth, 2015 – 2018  
Ashley Gangloff, 2011 - 2014

Dissertation Committee Member: Yeasung Jeong 2022-present  
Jake Waddingham, 2019 - 2022  
Donovan Collier, 2016 - 2018  
Wei Shi, 2013 - 2015  
Jeff Haynie, 2011 - 2013  
Matthew Mazzei, 2011 - 2013

Judge for MBA business plan competition at Auburn University and for Alabama Launchpad.

Presenter for the Auburn University Bank Directors College, 2010.

Grand Marshall for Auburn University graduation, 2015, 2017.



## INDUSTRY EXPERIENCE

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**Hughes Network Systems**, Germantown, MD. 1992-1998.

***International Business Development.***

Responsible for sales in Indonesia, Thailand, the Philippines, Vietnam, Malaysia, Singapore, and China. Part of an innovative subsidiary of Hughes that developed DirecTV and point-of-sale satellite networks.

**Westinghouse Electronics**, Baltimore, MD. 1987-1992.

***Systems Engineer/Project Manager.***

Satellite Communications Group. Engineering project management for avionics and electronic communication programs. Winner of Westinghouse Signature Award of Excellence for quality.

## ACADEMIC AWARDS

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### TEACHING AWARDS

- Auburn University Alumni Association Outstanding Teacher, 2014.
- Harbert College of Business Outstanding Teacher, 2013.
- Department of Management Outstanding Teacher, 2012.
- Harbert College of Business McCartney Endowed Teaching Award, 2011.

### RESEARCH AWARDS

- Department of Management Outstanding Researcher, 2023.
- Auburn University Creative Research and Scholarship Award, 2022.
- Harbert College of Business Outstanding Researcher, 2020.
- Journal of Management Best Paper and Scholarly Impact Award, 2016.
- Harbert College of Business Outstanding Researcher, 2016.
- Department of Management Outstanding Researcher, 2013.
- Academy of Management Conference Best Paper, 2013.
- Harbert College of Business Outstanding Researcher, 2012.
- Harbert College of Business Outstanding Researcher, 2009.
- Journal of Management Best Paper, 2006.

### OTHER AWARDS AND APPOINTMENTS

- Fellow of the *Southern Management Association*
- Professorial Research Fellow *Deakin University* (Melbourne, Australia)
- Journal of Management Studies Outstanding Reviewer, 2016
- Harbert College of Business Outstanding All-Around Faculty, 2015.
- Strategic Management Society Outstanding Reviewer, 2015.
- Southern Management Association Outstanding Reviewer, 2010.