

**Alanna M. Hirshman**  
**Assistant Professor**  
Jerry S. Rawls College of Business | Texas Tech University  
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## **EDUCATION**

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**Doctor of Philosophy, Strategic Management** 2021  
John Chambers College of Business & Economics, West Virginia University  
Morgantown, West Virginia

**Bachelor of Science, Business Administration and Economics** 2016  
Frostburg State University, Frostburg, Maryland

## **PROFESSIONAL EXPERIENCE**

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**Texas Tech University, Jerry S. Rawls College of Business** 2021- Present  
Assistant Professor of Management, Strategic Management  
Jerry S. Rawls Undergraduate Educator Award, 2025  
TTU's Hemphill-Wells New Professor Excellence in Teaching Award, 2024  
TTU's Department Excellence in Teaching Award, 2024  
Rawls College of Business Award for Excellence in Teaching, 2023

**West Virginia University, John Chambers College of Business & Economics** 2016-2021  
Graduate Assistant, Strategic Management  
Ph.D. Project Management Doctoral Student Young Educator Award, 2020  
Chambers College of Business Doctoral Student Award in Teaching, 2020  
WVU's Management Department Student Teaching Excellence Award, 2020

**Frostburg State University, College of Business** 2013-2016  
Research Assistant, Economics

## **PROFESSIONAL INTERESTS**

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**Research Interests:** My research takes a behavioral approach to strategic management with a focus on understanding and improving corporate conscience. Grounded in stakeholder theory, sensemaking and sensegiving literature, and social evaluations research, I study sociocognitive interactions between firms and stakeholders during decision-making processes. Largely, I focus on three types of decisions: (1) ethical decisions, such as CSR and sustainability, (2) navigating ambiguous decisions, such as strategic reorientation, and (3) recovery from unethical decisions, such as crisis management. To study these topics, I often develop rich, hand-collected and -coded datasets and use methodological approaches that include quantitative and qualitative content analysis, experimental vignettes, event studies, and mixed-methods approaches.

**Teaching Interests:** Strategic Management, Business Ethics, International Business, Organizational Theory, Entrepreneurship

## RESEARCH

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### PUBLICATIONS

Stone, D. L., **Hirshman, A.M.**, & Lukaszewski, K. M. (2025). Incivility Toward Native Americans in Organizations. In D. L. Stone & K. M. Lukaszewski (Eds.). *Research in Human Resource Management: Native American and Indigenous Persons' Work Issues*. Charlotte, NC: Information Age.

### MANUSCRIPTS UNDER REVIEW

\*Kelley, J., \***Hirshman, A. M.**, Cui M., & Wesley, C. Review of CSR-Washing. *Journal of Management*. Selected to be developed for the 2026 Annual Review Issue. 2<sup>nd</sup> Round Revise and Resubmit.

\*Co-first authors, listed by reverse seniority.

Ireland, R. D., Hitt, M. A., & **Hirshman, A. M.** Strategic Entrepreneurship in Supply Chain Management. *Journal of Supply Chain Management*. 1<sup>st</sup> Round Revise and Resubmit.

Bruyaka, O., Thakur, P., & **Hirshman, A.M.** Foreign Ownership and CSR Portfolio Configuration. *Journal of Management Studies*. 1<sup>st</sup> Round Revise and Resubmit.

### SELECT MANUSCRIPTS IN-PROGRESS

**Hirshman, A.M.**, Bruyaka, O., & Phillipe, D. Media Coverage of CSR. Submission to target *Journal of Management Studies*. [Finalizing for Submission – Fall 2025].

Zachary, M. A., **Hirshman, A. M.**, Ketchen, D. J., & Lee, J. Investor Reactions to Market Re-Entry. Submission to target *Organization Science*. [Finalizing for Submission – Fall 2025].

**Hirshman, A. M.**, Allen, J. S., Stevenson, R., Carr, J. C. Michaelis, T., & Sewaid, A. Regulatory Focus and Strategic Reorientation. Submission to target *Journal of Management*. [Finalizing for Submission – Winter 2025].

**Hirshman, A. M.**, Zachary, M. A., Pfarrer, M., & Dawley, D. D. Crisis Responses Strategy Selection. Submission to target *Academy of Management Journal*. [Finalizing for Submission – Winter 2025].

- *Best Paper in Strategic Management Track at the 2020 SMA Conference.*

**Hirshman, A. M.**, Song, R., & Neville, F. Crisis Communication. Submission to target *Academy of Management Review*. [Finalizing for Submission – Winter 2025].

- *Selected for Development at the 2025 Stakeholder Seminar at Tampere University.*

Zachary, M. A., **Hirshman, A. M.**, Zafar, A., & Bundy, J. N. Prestigious Interorganizational Relationships. Submission to target *Academy of Management Review*. [Finalizing for Submission – Spring 2025].

Grady, A. & **Hirshman, A. M.** Social Approval and Entrepreneurship. Submission to target *Journal of Business Venturing Insights*. [Writing].

Wesley, C. & **Hirshman, A.M.** Firms' Selection of Impression Management Responses. Submission to target *Journal of Management*. [Writing].

Blake, A., **Hirshman, A.M.**, Hechavarria, D., & Petrenko, O. CEO Agreeableness and Firms' Ethical Decision-Making. Submission to target *Journal of Applied Psychology* [Writing].

**Hirshman, A. M.**, Lee, J., Hansen, H., Bruyaka, O., & Grady, A. Uncovering Firms' Implicit Motivations for CSR Initiatives. Submission to target *Journal of Management*. [Data Analysis]

Grady, A., **Hirshman, A. M.**, & Bruyaka, O. Investors' Reactions to Sustainable Development. Submission to target *Academy of Management Journal*. [Data Coding].

Neubert, E., Fischer, G., & **Hirshman, A. M.** Founder Legitimacy. Submission to target *Academy of Management Journal*. [Idea Development].

Grady, A., **Hirshman, A. M.**, & Hechavarria, D. Review of B Corps and Hybrid Organizations. Submission to target *Academy of Management Annals*. [Idea Development].

\*\* Underlined authors represent doctoral students.

## CONFERENCE PRESENTATIONS

Zachary, M. A., Ketchen, D., **Hirshman, A. M.**, & Lee, J. J. (2025, October). Investor Reactions to Market Re-Entry Announcements: An Attribution Theory Perspective. Paper presentation at the *Southern Management Association Annual Meeting*, Greenville, SC.

Grady, A. & **Hirshman, A. M.** (2025, October). Investor Reactions to Sustainable CSR Initiatives: Evidence from the Oil and Gas Industry. Paper presentation at the *Strategic Management Society 45<sup>th</sup> Annual Conference*, San Francisco, CA.

Bruyaka, O., Thakur-Wernz, P., & **Hirshman, A. M.** (2025, October). Strategic Choices Under Mandated CSR: How Stakeholder Focus and Socio-Economic Contingencies Shape CSR Portfolio Diversity. Paper presentation at the *Strategic Management Society 45<sup>th</sup> Annual Conference*, San Francisco, CA.

**Hirshman, A. M.**, Allen, J. S., Stevenson, R., Carr, J. C. Michaelis, T., & Sewaid, A. (2025, June). Cognitive Frameworks in Opportunity and Survival Pivots. Paper Session at the 2025 *Babson College of Entrepreneurship Research Program & Conference*, Boston, MA.

**Hirshman, A. M.**, Hechavarria, D. M., Blake, A., & Petrenko, O. (2024, October). The Adversity of Agreeableness: The Curvilinear Conundrum of CEO Agreeableness Organizational CSR and Wrongdoing. Common Ground session at the *Strategic Management Society 44<sup>th</sup> Annual Conference*, Istanbul, Turkey.

Thakur-Wernz, P., Bruyaka, O., & **Hirshman, A.M.** (2024, July). Determinants of Firms' CSR Portfolio Configuration in an Emerging Country Context – The Role of Strategic Orientation and Ownership. Paper presentation at the *Academy of International Business Conference*, Seoul, South Korea.

**Hirshman, A. M.**, Bruyaka, O., & Philippe, D. (2023, October). CSR Through the Eyes of the Media: How CSR Type, OVO Rhetoric, and Media Bias Influence Media Tone. Paper presentation at the *Southern Management Association Conference*, St. Pete Beach, Florida.

Grady, A., **Hirshman, A. M.**, & Bruyaka, O. (2023, October). Watering Two Plants with One Hose: How to Keep Investors Happy While Contributing to Sustainability. Common Ground session at the *Strategic Management Society 43<sup>rd</sup> Annual Conference*, Toronto, Canada.

Zafar, M., Zachary, M., & **Hirshman, A.M.**, (2023, October). The Icarus Partnership Paradox: How Prominent Inter-Organizational Relationships Encourage Firm Risk Taking. Paper Presentation at the *Strategic Management Society 43<sup>rd</sup> Annual Conference*, Toronto, Canada.

Fessmann, A., Bruyaka, O., **Hirshman, A. M.**, & Dawley, D. (2023, August). Does Strategic CSR Pay Off? A Study of CSR Events, CSR Portfolios, and Media Favorability. Paper Presentation at the *Academy of Management Annual Conference*, Boston, MA.

**Hirshman, A. M.**, Grady, A., Skorodzyevskiy, V., Melancon, M., & Orr, D. (2023, January). Thinking Strategically about Entrepreneurs CSR Engagements. Paper presentation at the *United States Association for Small Business and Entrepreneurship Meeting*, Tallahassee, FL.

Skorodzyevskiy, V., Crawford, G. C., **Hirshman, A. M.**, Melancon, M., & Grady, A. (2023, January). Replication Studies in Entrepreneurship Research: Theoretical and Practical Implications. Paper presentation at the *United States Association for Small Business and Entrepreneurship Meeting*, Tallahassee, FL.

**Hirshman, A. M.**, Bruyaka, O., & Zachary, M. A. (2022, October). A Stakeholder Lens on Sensemaking and Sensegiving Research in Management Literature. Paper presentation at the *Southern Management Association Annual Meeting*, Little Rock, AR.

**Hirshman, A. M.**, Bruyaka, O., & Philippe, D. (2022, September). CSR Through the Eyes of the Media: Moderating Effects of Strategic Framing and Media Bias. Paper presentation at the *Strategic Management Society 42<sup>nd</sup> Annual Conference*, London, United Kingdom.

Fressmann, A., Bruyaka, O. **Hirshman, A. M.** & Dawley, D. (2022, September). Does Strategic CSR Pay Off? A Study of CSR Events, CSR Portfolio, and Media Favorability. Paper presentation at the *Strategic Management Society 42<sup>nd</sup> Annual Conference*, London, UK.

**Hirshman, A. M.** (2022, August). A Stakeholder Perspective on Crisis Management: Stakeholder Sensegiving and Firm Sensemaking. Division Paper Presentation at the *Academy of Management Annual Meeting*, Seattle, WA.

Bruyaka, O., **Hirshman, A. M.**, & Philippe, D. (2020, October). Media Coverage of Firms' CSR Initiatives: Interaction Effects of Point and Flow Signals. Paper presentation at the *Strategic Management Society 40<sup>th</sup> Annual Conference*, London, United Kingdom. [virtual]

**Hirshman, A. M.** (2020, October). A Stakeholder Approach to Crisis Management. Paper presentation at the *Southern Management Association Annual Meeting*. [virtual]

**\*\*\*Best Paper in Strategic Management Track\*\*\***

**Hirshman, A. M.** (2020, October). Selfless or Selfish? Firms' Strategic Motivation for Engaging in Different Types of CSR Actions. Paper presentation at the *Southern Management Association Annual Meeting*. [virtual]

**Hirshman, A. M.**, & Bruyaka, O. (2019, October). In the Eye of the Media. Firms' CSR Actions, Signal Framing, and Receiver Bias. Paper presentation at the *Strategic Management Society 39<sup>th</sup> Annual Conference*, Minneapolis, MN.

**Hirshman, A. M.**, Dawley, D. D., & Zachary, M. A. (2018, September). A Stakeholder Perspective to Crisis Management: How Stakeholder Sensegiving Influences Firm Sensemaking and Crisis Response. Paper presentation at the *Strategic Management Society 38<sup>th</sup> Annual International Conference*, Paris, France.

**Hirshman, A. M.**, Bowers, L., & Houghton, J. (2018, March). Is Blood Thicker Than Water? How Crisis Type and Severity Influence Organizational Commitment and Turnover Intention. Paper presentation at the *Western Academy of Management*, Salt Lake City, UT.

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

(2025, August). Participant. Stakeholder Seminar. Tampere, Finland.

(2024, October). Participant. Sustainability at the Crossroads: What's Next? Extension of the *Strategic Management Society 44<sup>th</sup> Annual Conference*, Istanbul, Turkey.

(2024, October). Panelist. Women in Management: Advice for Female Scholars and their Allies. *Southern Management Association Annual Meeting*. San Antonio, TX.

(2024, October). Roundtable Lead. Early-Stage Doctoral Consortium. *Southern Management Association Annual Meeting*. San Antonio, TX.

(2024, August). Participant. Strategic Management Junior Faculty Consortium. *Academy of Management Annual Meeting*. Chicago, IL.

(2024, February). Co-Organizer. Teaching Best Practices. *Texas Tech University*.

(2023, October). Co-Lead for Roundtable. Pre-Doctoral Consortium Roundtable: "Advice from Assistant Professors." *Southern Management Association Annual Meeting*. St. Pete Beach, FL.

(2023, February). Invited Presentation. Young Professionals' Discussion. *Covenant Health*.

(2022, October). Roundtable Lead. Pre-Doctoral Consortium Roundtable: “Advice from Assistant Professors.” *Southern Management Association Annual Meeting*. Little Rock, AK.

(2022, August). Participant. Strategic Management Junior Faculty Professional Development Workshop. *Academy of Management Annual Conference*. Seattle, WA.

(2022, August). Panelist. Methodological Bricolage: Using Multiple Methods in Dissertation Work. *Academy of Management Annual Conference*. Seattle, WA.

(2021, November). Panelist. Pre-Doctoral Consortium Panel: “Is a PhD for Me? What Are My Options?”. *Southern Management Association Annual Meeting*. New Orleans, LA.

(2021, September). Invited Presentation. Coding in Macro-Level Management Research. *Texas Tech University*.

(2021, September). Keynote. Servant Leadership in the Workplace. *Frostburg State University*.

(2021, August). Roundtable Lead. I Got by With a Little Help: Recent Perspectives on the Academic Job Market. *Academy of Management Annual Meeting*. Virtual.

(2021, June). Panelist. The Job Market During the Pandemic. *Corporate Strategy Division of the Strategic Management Society*. Virtual.

(2021, March). Invited Research Presentation. A Stream of Research on Firms’ CSR Actions and Media Coverage. *Texas Tech University*. Virtual.

(2020, February). Roundtable Lead. Ethics and Stakeholder Theory. *Mid-South Management Research Consortium*, Auburn, AL.

(2019, October). Participant. Annual Doctoral Workshop. *Strategic Management Society Annual Conference*. Minneapolis, MN.

(2019, October). Participant. Late-Stage Doctoral Consortium. *Southern Management Association Annual Conference*. Norfolk, VA.

(2019, August). Participant. Workshop on Experiments in Institutional Theory and Strategy Research at the *Academy of Management Annual Meeting*, Boston, MA.

(2017, August). Participant. New Doctoral Student Consortium. *Academy of Management Annual Meeting*. Atlanta, GA.

(2016, October). Participant. Early-Stage Doctoral Consortium. *Southern Management Association Annual Conference*. Charlotte, NC.

(2015, June). An Economic Analysis of Charles County, Maryland. Invited presenter at the *Charles County Department of Economic Development*, LaPlata, MD.

## TEACHING EXPERIENCE

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**Assistant Professor**, Texas Tech University Aug. 2021 – Present  
MGMT 4380: Strategic Management, Undergraduate Level  
BA 7000: Research, Doctoral Level  
BA 8000: Dissertation, Doctoral Level

**PhD Candidate, Instructor**, West Virginia University Jan. 2018 – May 2021  
BCOR 460: Contemporary Business Strategy, Undergraduate Level

**Overall Instructor Rating (Average at TTU):** 4.93/5.00  
**Overall Course Rating (Average at TTU):** 4.95/5.00  
**Overall Student Learning Rating (Average at TTU):** 4.89/5.00

**Fall 2024 – 4380.003**  
*Instructor Evaluation: 4.87*  
*Course Evaluation: 4.95*  
*Student Learning: 4.90*

**Fall 2024 – 4380.002**  
*Instructor Evaluation: 4.90*  
*Course Evaluation: 4.93*  
*Student Learning: 4.90*

**Fall 2024 – 4380.001**  
*Instructor Evaluation: 4.97*  
*Course Evaluation: 4.98*  
*Student Learning: 5.00*

**Fall 2023 – 4380.008**  
*Instructor Evaluation: 5.00*  
*Course Evaluation: 4.90*  
*Student Learning: 5.00*

**Fall 2023 – 4380.003**  
*Instructor Evaluation: 4.90*  
*Course Evaluation: 5.00*  
*Student Learning: 4.90*

**Fall 2023 – 4380.001**  
*Instructor Evaluation: 5.00*  
*Course Evaluation: 5.00*  
*Student Learning: 5.00*

**Fall 2022 – 4380.003**  
*Instructor Evaluation: 5.00*  
*Course Evaluation: 5.00*  
*Student Learning: 4.90*

**Fall 2022 – 4380.002**  
*Instructor Evaluation: 4.90*  
*Course Evaluation: 4.90*  
*Student Learning: 4.90*

**Fall 2022 – 4380.001**  
*Instructor Evaluation: 4.90*  
*Course Evaluation: 4.80*  
*Student Learning: 4.80*

**Fall 2021 – 4380.003**  
*Instructor Evaluation: 4.90*  
*Course Evaluation: 4.90*  
*Student Learning: 4.90*

**Fall 2021 – 4380.002**  
*Instructor Evaluation: 5.00*  
*Course Evaluation: 5.00*  
*Student Learning: 4.90*

**Fall 2021 – 4380.001**  
*Instructor Evaluation: 4.80*  
*Course Evaluation: 5.00*  
*Student Learning: 4.70*

**Economics Individual and Group Tutor**, Frostburg State University Jan. 2013 – May 2016  
Econ 201: Microeconomics, Undergraduate Level

**Early Childhood Educator**, North Point Early Childhood Program

Aug. 2009 – May 2012

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### **ACADEMIC AWARDS / SPECIAL RECOGNITION**

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Jerry S. Rawls Undergraduate Educator Award (Most Prestigious Teaching Award)	2025
Texas Tech University's Hemphill-Wells New Professor Excellence in Teaching Award	2024
1 <sup>st</sup> Place for Lubbock Economic Development Alliance's Outstanding Impact Award for Research in the Social Constructs Area – Mentor to Junia Lee	2024
Department of Excellence Teaching Award – Committee Member	2024
Rawls College of Business Award for Excellence in Teaching	2023
Outstanding Faculty Mentor for Undergraduate Research	2023
Jerry S. Rawls Excellence in Undergraduate Teaching Award, Nominee	2022, 2023
Hemphill-Wells New Professor Excellence in Teaching Award, Nominee	2023
Impactful Faces of First-Gen Champion, Student Award Driven	2022
Best Paper Award, Strategic Management Track, Southern Management Association	2020
Ph.D. Project Management Doctoral Student Association Young Educator Award	2020
John Chambers College of Business and Economics Doctoral Student Award for Outstanding Teaching	2020
WVU's Management Department Ph.D. Student Teaching Excellence Award	2020
Frostburg State University Alumni Spotlight	2020
Western Academy of Management (WAM) Star Reviewer	2018
Commencement Speaker, Frostburg State University	2016
Economic Department Honors, Frostburg State University	2016

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### **RESEARCH GRANTS**

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Decision, Risks, and Management Science: Primary Investigator	2025
Doctoral Dissertation Research Improvement Grant – Azucena Grady \$30,000 requested, received NSF support, funding fell through	
Department of Excellence Teaching Award: Committee Member \$25,000 for the Area of Management	2024
Rawls Undergraduate Research Program: Mentor, \$1,000 per semester, six semesters	2022 – 2024

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### **PROFESSIONAL AFFILIATIONS**

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Academy of International Business	2024 – Present
Ph.D. Project, Management Faculty of Color Association	2022 – 2024
Women's Faculty Writing Program, Texas Tech University	2021 – Present
Ph.D. Project, Management Doctoral Student Association	2020 – 2021
Academy of Management	2017 – Present
Strategic Management Society	2017 – Present
Southern Management Association	2016 – Present

## **SERVICE**

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### **TO THE PROFESSION**

Reviewer: Journal of Management (ad hoc)	2021 – Present
Reviewer: Journal of Business Venturing (ad hoc)	2023 – Present
Reviewer: Group & Organization Management (ad hoc)	2025
Reviewer: Entrepreneurship Theory and Practice (ad hoc)	2024
Reviewer: Research in Human Resource Management (ad hoc)	2024
Reviewer: Strategic Management Society (invited)	2023 – Present
Reviewer: Journal of Small Business Management (ad hoc)	2023
Program Developer: SMA's First Annual Pickleball Tournament	2023
Reviewer: Academy of Management Annual Meeting	2020 – Present
Program Organizer: AOM's New Doctoral Student Consortium	2018
Reviewer: Western Academy of Management Annual Meeting	2018
Reviewer: Southern Management Association Annual Meeting	2017 – Present
Volunteer: Southern Management Association Annual Meeting	2016 – Present

### **TO THE COLLEGE**

Faculty Awards Committee for the Rawls College of Business	2023 – Present
Business Career Awareness Program: CSR Session Leader	2022 – Present
Reviewer for TTU TrUE's Annual Undergraduate Research Conference	2024
Co-Representative for TTU at Career Fair	2023
Ed Rensi Guest Speaker Event: Organizer and Point of Contact	2022
Former CEO of McDonald's and Current Vice-Chairman of FAT Brands	
Included 239 student attendees with 111 questions submitted	
Rawls Undergraduate Research Program: Mentor	2022 – 2025
Rawls College of Business Textbook Committee: Committee Member	2021 – 2022
Volunteer for Rawls Assessment Week	2021, 2022
Co-Representative for TTU at Virtual University Fair	2021
WVU Ph.D. Candidate Mentor for Teaching and Learning Commons	2020

### **TO THE DEPARTMENT**

Chair: Strategic Management Sub-Committee for Curriculum Review	2024
Hiring Committee: Committee Member for Two Tenure Track Positions	2024
Teaching Excellence Committee: Committee Member	2022 – Present
Research Excellence Sub-Committee: Committee Member	2022 – 2023
Mentor for Ph.D. Student's Specialty Paper: Azucena (Sheny) Grady	2022 – 2023
STEM MBA Commercialization: Judge	2022, 2024
WVU Research Mentor for Doctoral, Master, and Undergraduate Students	2017 – 2021

### **TO THE COMMUNITY**

Session Leader for Covenant Young Professionals' Discussion: Interviewing	2023
Judge for Senior Thesis Presentations: Classic Conversations	2023
AP Research Capstone Advisor at Lubbock High School for Isabelle Brumley	2023
Consultant for Cenizo West and Cenizo Hatworks, CEO Cassandra Everett	2022
Products have been featured on the television show "Yellowstone"	
Products have been purchased by country music artist, Tim McGraw	

Trunk or Treat: Organizer and Decorator for the Area of Management's Car    2021, 2022, 2024  
Camp Counselor: WVU Business Day Camp    2019  
Volunteer: Federal Correctional Institution, Morgantown, Annual Mock Job Fair    2016

## **DISSERTATION COMMITTEES**

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Committee Chair: Azucena "Sheny" Grady – Texas Tech University    est. 2026  
Topic: Mission Integration and Scaling in Social Enterprises  
Committee Members: Jared Allen, Kirsten Cook, Diana Hechavarria, Mike Hitt

Committee Member: Clau Sganzerla – Texas Tech University    est. 2026  
Topic: Strategic Entrepreneurship and Artificial Intelligence  
Committee Chair: Jared Allen  
Additional Committee Members: Hans Hansen, Duane Ireland, Debbie Laverie