

Matthew A. Barlow

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ACADEMIC APPOINTMENTS

Assistant Professor of Management **2019-Present**
University of Nebraska, Lincoln
Department of Management

Assistant Professor of Management **2016-2019**
University of Texas at El Paso
Department of Marketing & Management

EDUCATION

David Eccles School of Business, University of Utah (PhD, Strategic Management, 2016)
Kelley School of Business, Indiana University (MBA, Strategic Management, 2009)
George Washington University (MS, Electrical Engineering, 2004)
Virginia Polytechnic Institute and State University (BS, Electrical Engineering, 2000)

RESEARCH

Interests

- Entrepreneurship, Organization Theory, New Venture Strategy, Market Categories, Social Evaluations

Publications

- Barlow, M.A., Verhaal, J.C., & Angus, R.W. (2019). Optimal Distinctiveness, Strategic Categorization, and Product Market Entry on the Google Play App Platform. *Strategic Management Journal*, 40(8):1219-1242. <https://doi.org/10.1002/smj.3019>
- Barlow, M.A. & Verhaal, J.C., and Hoskins, J.D. (2018). Guilty by Association: Product-Level Category Stigma and Audience Expectations in the U.S. Craft Beer Industry. *Journal of Management*, 44(7), 2934-2960. <https://doi.org/10.1177/0149206316657593>
- Posthuma, R.A., Flores, G.L., Barlow, M.A., & Dworkin, J.B. (2018). Social Signaling and Inter-Organizational Relationships: Lessons Learned from the Professional Sports Industry. *Business Horizons*, 61(4): 521-531. <https://doi.org/10.1016/j.bushor.2018.03.001>

Manuscripts in Progress

- Verhaal, J.C., Rees, M., Barlow, M.A. & Wareham, J. “I’ll have what she’s having: Experts’ social evaluations, conformity to those evaluations, and the implications for organizational cumulative advantage.”
- Angus, R.W., Barlow, M.A., & Schulze, W.S. “Failed Exploration Experiments: Helpful, Mostly Harmless, or Harmful?”
- Angus, R.W., Barlow, M.A., and Chen, M. “Stakeholder Commitment and Theory of the Emerging Firm”
- Barlow, M.A., Hesterly, W.S., & Verhaal, J.C. “Catching a Falling Star: Mobility of Declining Star Performers, Peer Effects, and Organizational Performance in the National Football League”

Research in Progress

- With V. Titus, O. Parker, and J.C. Verhaal: Playing off the beat: Optimal distinctiveness, entrainment, and stakeholder judgements: *Data Collection/Data Analysis Stage*
- With V. Titus: Behavioral Theory of the Firm Measurements: *Data Collection/Coding Stage*
- With J.C. Verhaal: Categories, Competition, New Market Entry in Board Games: *Data Collection Stage*

Conference Presentations

- Titus, V., Barlow, M.A., Verhaal, J.C., & Parker, O. “Playing Off the Beat: Optimal Distinctiveness, Entrainment, and Stakeholder Judgements.”
 - Accepted for Presentation at 2020 Babson Entrepreneurship Conference [cancelled due to COVID].
- Angus, R.W., Barlow, M.A., & Schulze, W.S. “Failed Exploration Experiments: Helpful, Mostly Harmless, or Harmful?”
 - Presented at the 2019 Academy of Management Annual Meeting, Boston, MA.
 - Presented at the 2018 SMS Annual Meeting, Paris, France.
 - Presented at the 2018 Organization Science Winter Conference, Park City, UT.
- Angus, R.W., & Barlow, M.A. “Opportunity Value Uncertainty, Role Uncertainty, and Adaptive Human Capital”
 - Presented at the 2019 Western Academy of Management Annual Meeting, Rohnert Park, CA
- Barlow, M.A., Verhaal, J.C., & Angus, R.W. “Standing Out From the Crowd: Optimal Distinctiveness, Market Positioning, and New Market Entry.”
 - Presented at the 2018 Western Academy of Management Annual Meeting, Salt Lake City, UT.

- Presented at the 2017 SMS Annual Meeting, Houston, TX.
- Barlow, M.A. & Angus, R.W. “Portfolio Human Capital: The Interdependence of Entrepreneurial Human Capital Investments.”
 - Presented at the 2017 Western Academy of Management Annual Meeting, Palm Springs, CA.
- Barlow, M.A. & Angus, R.W. “Entrepreneurial Action Under Risk and Uncertainty”
 - Presented at the 2016 SMS Annual Meeting, Berlin, Germany
- Angus, R.W. & Barlow, M.A. “Human Capital and Entrepreneurial Performance Under Different Informational Contexts”
 - Presented at the 2016 Academy of Management Annual Conference, Anaheim, CA
- Angus, R.W. & Barlow, M.A., Chen, M. “Learning to Create Value.”
 - Presented at the 2015 SMS Annual Meeting, Denver, CO
 - Presented at the 2016 SMS Special Conference on Innovation, Entrepreneurship and Cooperation, Rome, Italy
 - Presented at the 2016 Academy of Management Annual Conference, Anaheim, CA
 - Selected for inclusion in *2016 AOM Best Paper Proceedings*
- Barlow, M.A. “Do Employee Exits Hurt Organizational Performance? A Contingent View of Human Capital Loss.”
 - Presented at the 2015 Academy of Management Annual Meeting, Vancouver, BC
- Barlow, M. A. & Hesterly, W. S. “Catching a Falling Star: Star Human Capital Mobility and the Performance of NFL Teams”
 - Presented at the 2014 SMS Special Conference on Microfoundations, Copenhagen, Denmark
 - Presented at the 2016 Academy of Management Annual Meeting, Anaheim, CA
- Barlow, M. A. & Verhaal, J. C. “Guilty by Association: Reputation, Categorical Penalties, and Audience Appeal in the U.S. Craft Brewing Industry”
 - Presented at the 2013 Organizational Ecology Annual Meeting, Budapest Hungary
 - Presented at the 2013 Academy of Management Annual Meeting, Orlando, FL

Dissertation

Title: “Micro-foundations of Firm Performance: Three Essays Examining How Human Capital Affects Firm Performance across Strategy and Entrepreneurship”

Committee: Jay Barney (Chair), Bill Hesterly, Sharon Alvarez, Bill Schulze, and Lyda Bigelow

TEACHING

Interests

- Entrepreneurship, Strategic Management, Corporate Entrepreneurship, Social Entrepreneurship, Creativity/Innovation

Courses Taught

College of Business Administration, University of Nebraska-Lincoln

- ***ENTR 422, Managing Rapid Growth and Change in Organizations, Ave. Instructor Rating: 4.64/5.0***
 - Fall 2020, 1 Section
 - Spring 2020, 2 Sections
- ***ENTR/MNT 421, Identifying and Exploring Entrepreneurial Opportunities: Ave. Instructor Rating: 4.45/5.0***
 - Fall 2019, 1 Section

College of Business Administration, University of Texas at El Paso

- ***MGMT 3306, Entrepreneurship: Ave. Instructor Rating: 4.48/5.0***
 - Spring 2019, 2 Sections
 - Fall 2018, 2 Sections
 - Spring 2018, 1 Section
 - Fall 2017, 2 Sections
- ***MGMT 6352, Ph.D. Seminar in International Entrepreneurship: Ave. Instructor Rating: 5.0/5.0***
 - Spring 2018, 1 Section
- ***MGMT 3303, Introduction to Management and Organizational Behavior: Ave. Instructor Rating: 4.65/5.0***
 - Spring 2017, 2 Sections
 - Fall 2016, 2 Sections

David Eccles School of Business, University of Utah

- ***STRAT 5700, Strategic Management: Ave. Instructor Rating: 5.53/6.0***
 - Fall 2015, 1 Section
 - Fall 2014, 1 Section

AWARDS

- UNL Social Engagement Teaching Fellow
- 2018 UTEP COBA Undergraduate Teaching Excellence Award, Management

PROFESSIONAL AFFILIATIONS

Memberships

- Academy of Management, Strategic Management Society, Western Academy of Management

Professional Service

- Ad-Hoc Reviewer
 - *Strategic Management Journal*
 - *Academy of Management Review*
 - *Journal of Management*
 - *Journal of Management Studies*
 - *Journal of Business Research*
 - *International Journal of Conflict Management, Sustainability, Beverages*
 - Academy of Management Annual Meetings: 2012 - Present
 - Strategic Management Society Annual Meeting: 2014 – Present
 - Western Academy of Management: 2016 – 2020
- Discussant
 - Academy of Management Annual Meeting, 2015

UNL Department of Management Service

- Member, Ph.D. Program Committee, 2019-Present

UTEP Department of Marketing & Management Service

- Ph.D. Student Teaching Mentor: 2017, 2018, & 2019
- UTEP Faculty Senate Alternate, 2018-2019

PROFESSIONAL EXPERIENCE

<i>ProOrbis, LLC</i> Sr. Analyst, Malvern, PA	2010
<i>Ford Motor Co.</i> Global Warranty Financial Analyst Intern, Dearborn, MI	2008

National Telecommunications and Information Administration 2006-2007
Office of Spectrum Management, Electronics Engineer, Washington, DC

Naval Research Lab 2000-2006
Radar Division, Electronics Engineer, Washington, DC

REFERENCES

Jay Barney (jay.barney@eccles.utah.edu)
Presidential Professor of Strategic Management
Lassonde Chair of Social Entrepreneurship
David Eccles School of Business
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Bill Hesterly (bill.hesterly@eccles.utah.edu)
Associate Dean for Faculty and Research
Zeke & Katherine Dumke Chaired Professor of Entrepreneurship & Strategy
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Bill Schulze (bill.schulze@eccles.utah.edu)
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