

## VARKEY K. TITUS JR.

College of Business  
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### EDUCATION

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- Ph.D.** Indiana University, Kelley School of Business **2012**  
Strategic Management and Organizational Theory (major)/  
Entrepreneurship (minor)
- M.B.A.** University of Texas at Arlington **2007**  
Major: Management
- B.B.A.** Baylor University, Hankamer School of Business **2005**  
Major: Management

### ACADEMIC POSITIONS

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- Associate Professor - College of Business, University of Nebraska - Lincoln **2020 - Present**
- Assistant Professor - College of Business, University of Nebraska - Lincoln **2012 - 2020**

### PUBLISHED RESEARCH

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Titus, VK, Pieper, J Welbourne, TM, Josefy, M. How does your garden grow? The interface of employee and sales growth post IPO. Forthcoming at the ***Strategic Entrepreneurship Journal***.

Bass, AE, Pfarrer, M, Milosevic, I, Titus, VK. Better to be loved by some? Firm flaunting as an impression management strategy. Forthcoming at the ***Academy of Management Review***.

Mui, R, Parker, ON, Titus, VK. Merit versus maleness: How strategic positioning can mitigate external gender bias. Forthcoming at ***Business Horizons***.

Titus, VK, O'Brien, J, Dixit, J. Does performance breed slack? Ownership as a contingency to the performance feedback and slack relationship. Forthcoming at the ***Journal of Management***.

Parker, O., Gong, K., Mui, R., Titus, V., Du, J., & Kwarteng, G. 2021. Order matters: How altering the sequence of performance events shapes perceived quality formation. ***Journal of Business Research***, 126: 48-63.

Titus, VK, Parker, ON, Covin, JG. 2020. Organizational aspirations and external venturing: The contingency of entrepreneurial orientation. ***Entrepreneurship Theory & Practice***, 44(4): 645-670.

Parker, ON, Mui, R., Titus, VK. 2020. Unwelcome voices: The gender bias-mitigating potential of unconventionality. ***Strategic Management Journal***, 41(4): 738-757.

Titus, VK, Anderson, BS. 2018. Firm structure and environment as contingencies to the corporate venture capital - firm value relationship. *Entrepreneurship Theory & Practice*, 42(3): 498-522.

- Ranked as one of the 10 most downloaded articles in 2018 in *Entrepreneurship Theory & Practice*.

Titus, VK, Parker, ON, Bass, AE. 2018. Ripping off the Band-Aid: Scrutiny-bundling in the wake of social disapproval. *Academy of Management Journal*, 61(2): 637-660.

Titus, VK, House, JM, Covin, JG. 2017. The role of exploration in external corporate venturing activity. *Journal of Management*, 43(5): 1609 –1630.

Mueller, BA, Titus, VK, Covin, JG, and Slevin, DP. 2012. Pioneering orientation and firm growth: Knowing when and to what degree pioneering makes sense. *Journal of Management*, 38(5): 1517-1549.

Titus, VK, Covin, JG, and Slevin, DP. 2011. Aligning strategic processes in pursuit of firm growth. *Journal of Business Research*, 64(5): 446-453.

#### **PAPERS UNDER REVIEW**

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Titles withheld

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#### **INVITED PRESENTATIONS**

Guest speaker at the Kutak Ethics Center at UNL	<b>Spring 2022</b>
Guest in Corporate Entrepreneurship PhD seminar at University of Louisville	<b>Spring 2022</b>
Guest in Strategic Management PhD seminar at Oklahoma State University	<b>Fall 2018</b>
Research presentation at University of Missouri, Kansas City.	<b>Fall 2017</b>

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#### **CONFERENCE PRESENTATIONS AND SYMPOSIUM**

Mbaraonye, I., Leavitt, K., Titus, V., Zhu, L. Monetizing the sacred or getting your due? Taboo-tradeoffs and moral judgements of entrepreneurs. To be presented at the 2022 Babson College Entrepreneurship Research Conference, Waco, TX.

Titus, V., Yu, J. A finger in every pie: The creative potential of role multiplicity. To be presented at the 2022 Babson College Entrepreneurship Research Conference, Waco, TX.

Mui, R., Parker, ON, Titus, VK. Walking the Talk: Public Historical Rhetoric, Traditions, and External Stakeholder Perceptions. *Selected for Best Paper Proceedings*. Presented at the 2021 Academy of Management Conference.

Mbaraonye, I., Hanna, A., Titus, VK. What about my family? The role of negative family feedback in entrepreneurial opportunity evaluation. Presented at the 2021 Academy of Management Conference.

Titus, VK, O'Brien, J, Parker, ON. Managerial cognitions in the wake of underperformance. Presented in the virtual 2020 Academy of Management Conference.

Mbaraonye, I., Titus, V., Abdurakhmonov, M. The role of organizational learning orientation on corporate political activity. Presented in the virtual 2020 Academy of Management Conference.

- Also presented at the 2019 Midwest Academy of Management Conference, Omaha, NE.

Parker, ON, Short, C, Titus, VK, Nahm, P. Hold your horses: Negative anticipatory impression management and its motivations. Presented in the virtual 2020 Academy of Management Conference.

- Also presented at the 2019 Strategic Management Society Conference, Minneapolis, MN.
- To be presented at the 2021 Southern Management Association Annual Meeting, New Orleans, LA.

Titus, V., Mbaraonye, I., Abdurakhmonov, M. Removing the rose-tinted glasses: Entrepreneurial orientation and corporate political activity. Accepted for presentation at the 2020 Babson College Entrepreneurship Research Conference, Knoxville, TN. Conference canceled due to Coronavirus.

Titus, V., Barlow, M., Parker, O., Verhaal, C. Playing off the beat: Optimal distinctiveness, entrainment, and stakeholder judgements. Accepted for presentation at the 2020 Babson College Entrepreneurship Research Conference, Knoxville, TN. Conference canceled due to Coronavirus.

Parker, O., Titus, V., Mui, R, Gong, K., Du, J. Order Matters: The Influence of Performance Sequences in Reputation for Quality Formation. Presented at the 2019 Strategic Management Society Conference, Minneapolis, MN.

Mui, R., Parker, ON., Titus, VK. Unwelcome Voices? Female-Led Initiatives, Performance, and the Bias-Mitigating Potential of Novelty. Presented at the 2019 Academy of Management Conference, Boston, MA.

- Also presented at the 2019 Strategic Management Society Special Conference, Las Vegas, NV.
  - **Nominated for Best Paper at SMS Conference (one of four papers nominated).**

Bass, AE, Pfarrer, M, Milosevic, I, Titus, VK. Better to Be Loved By Some? Flaunting as a Buffering Tactic Ahead of Negative Events. Presented at the 2019 Academy of Management Conference, Boston, MA.

- Also presented at the 2016 Strategic Management Society Annual Conference, Berlin, Germany.

Bass, AE, Titus, VK. Entrepreneurial identity intersections: Coalescence, conflict, evolution, and detachment. Co-organizer for Presenter Symposium at the 2018 Academy of Management Meeting. Entrepreneurship, Managerial and Organizational Cognition, and Strategizing Activities and Practices Divisions, Chicago, IL.

Titus, VK, O'Brien, J, Aumueller, C, Parker, O. Gender bias in the evaluation of entrepreneurial ventures. Presented at the 2018 Academy of Management Meeting. Entrepreneurship Division, Chicago, IL.

- Also presented at the 2017 Babson College Entrepreneurship Research Conference, University of Oklahoma, Norman, OK.

Bass, AE, Titus, VK, Milosevic, I, Leavitt, K. You say hero, I say martyr: Identity conflict within entrepreneurs. Presented at the 2018 Babson College Entrepreneurship Research Conference, Waterford, Ireland.

Parker, ON, Mui, R., Titus, V. Does profitability matter? How intermediate objectives & strategic focus influence search behavior. Presented at the 2017 Academy of Management Meeting. Organization and Management Theory Division, Atlanta, GA.

Titus, VK, Tuggle CS, Carnes, C. Rude awakening: The influence of an environmental jolt on corporate venturing activity. Presented at the 2017 Babson College Entrepreneurship Research Conference, University of Oklahoma, Norman, OK.

- Also presented at the 2016 Strategic Management Society Annual Conference, Berlin, Germany.

Titus, VK, Pieper, J Welbourne, TM. Paving the way to post initial public offering (IPO) performance: Human resource growth orientation. ***Selected for Best Paper Proceedings.*** Presented at the 2016 Academy of Management Meeting. Human Resources Division, Anaheim, CA.

- **Finalist for the 2016 HR Division's Best Convention Paper Award**

Titus, VK, Parker, ON, Bass, AE. Disentangling exploitation: The role of negative media coverage on different forms of local search. Presented at the 2016 Academy of Management Meeting. Business Policy and Strategy Division, Anaheim, CA.

Bass, AE, Titus, VK, Parker, ON Bad news: How negative media coverage drives resource investment, and the buffering effects of size and aspiration-relative performance. Presented at the 2015 Strategic Management Society Conference, Denver, CO.

Titus, VK, Parker, ON, Covin, JG. Do aspirations influence commitment to external venturing? A behavioral theory approach. Presented at the 2015 Academy of Management Meeting, Business Policy and Strategy Division, Vancouver, BC, Canada.

- Also presented at the 2015 Babson College Entrepreneurship Research Conference, Babson College, Natick, MA.
  - ***Selected for Frontiers of Entrepreneurship Research.***

Titus, VK, Anderson, BS, Fund. Boundary conditions on the corporate venture capital-firm value relationship. Presented at the 2014 Academy of Management Meeting, Business Policy and Strategy Division, Philadelphia, PA.

- Also presented at the 2014 Babson College Entrepreneurship Research Conference, Western University, London, Ontario.
- Also presented Presented at the 2014 Strategic Management Society Special Conference, Tel Aviv, Israel.

Parker, ON, Titus, VK, Semadeni, M. Unpleasant surprise: How strategic noise mitigates the hazard of "reputation surprise". Presented at the 2014 Academy of Management Meeting, Technology and Innovation Management Division, Philadelphia, PA.

Titus, VK, House, JM, Covin, JG. Resource stocks and needs as drivers of external corporate venturing. Presented at the 2014 Academy of Management Meeting, Entrepreneurship Division, Philadelphia, PA.

Titus, VK, McDougall-Covin, P., and Slevin, DP. Utilizing strategy formation mode and strategic learning to traverse various landscapes. 2010 Academy of Management Meeting, Business Policy and Strategy Division, Montreal, Canada.

Titus, VK, Covin, JG, and Slevin, DP. Aligning strategy formation mode, forecasting, and long-range objective setting in pursuit of firm growth. 2009 Academy of Management Meeting, Business Policy and Strategy Division, Chicago, IL.

Mueller, BA, Titus, VK, Covin, JG, and Slevin, DP. Pioneering orientation and firm growth: Knowing when and to what degree pioneering makes sense. ***Selected for Best Paper Proceedings***. 2009 Academy of Management Meeting, Entrepreneurship Division, Chicago, IL.

### **COURSES TAUGHT**

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MGNT 421: Initiating and Managing Entrepreneurial Growth College of Business, University of Nebraska – Lincoln	Taught 22 sections
ENTR 822: Managing Growth and Change College of Business, University of Nebraska – Lincoln	Taught two sections
MNGT 398: Special Topics on Entrepreneurial Creativity College of Business, University of Nebraska - Lincoln	Taught two sections
MGNT 994: Doctoral Seminar in Entrepreneurship College of Business, University of Nebraska – Lincoln	Taught three sections
MGNT 321: Entrepreneurship and Innovation in Organizations College of Business, University of Nebraska – Lincoln	Taught one section
BUS-W212: Explore Entrepreneurship Kelley School of Business, Indiana University	Taught six sections

### **AWARDS AND NOMINATIONS**

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Recipient of the Distinguished Scholar Research Award for the UNL College of Business	<b>2022</b>
Nebraska Governance and Technology Center Resident Fellow	<b>2020 - Present</b>
Recipient of Certificate of Recognition for Contributions to Students from the UNL Teaching Council and Parents Association	<b>2014, 2015, 2016</b>
Distinguished Reviewer Award, Entrepreneurship Division, Academy of Management Annual Meeting, Philadelphia, PA	<b>2014</b>
Nominated for the Distinguished Teaching Award for the UNL College of Business	<b>2015, 2021</b>
Recipient of the Panschar Undergraduate Teaching Award for Associate Instructors, IU Kelley School of Business	<b>2011</b>

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## TEACHING AND PROFESSIONAL DEVELOPMENT

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Summer Institute of Online Teaching, Participant **2020**  
Peer Review of Teaching Project, Participant **2013-2014**

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## ACADEMIC AND PROFESSIONAL SERVICE

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### Reviewing

Editorial Review Board Member: *Journal of Business Venturing* **2018 – Present**  
Editorial Review Board Member: *Entrepreneurship Theory & Practice* **2022 – Present**  
Ad hoc reviewer, *Academy of Management Review* **2022 – Present**  
Ad hoc reviewer, *Academy of Management Journal* **2020 – Present**  
Ad hoc reviewer, *Strategic Management Journal* **2017 – 2019**  
Ad hoc reviewer, *Strategic Entrepreneurship Journal* **2015 – Present**  
Ad hoc reviewer, *Journal of Management* **2016 – 2020**  
Ad hoc reviewer, *Journal of Management Studies* **2016 – 2021**  
Ad hoc reviewer, *Entrepreneurship Theory & Practice* **2016 – 2022**  
Ad hoc reviewer, *Organization Studies* **2020**  
Ad hoc reviewer, *Research Policy* **2019**  
Ad hoc reviewer, *Journal of Business Research* **2016 – 2021**  
Ad hoc reviewer, *Journal of Business Venturing* **2009 – 2018**  
Ad hoc reviewer, *Academy of Management Learning & Education* **2017**  
Ad hoc reviewer, *Long Range Planning* **2014 – 2016**  
Ad hoc reviewer, *Journal of Product Innovation Management* **2011**  
Reviewer, Babson Entrepreneurship Research Conference **2016 – Present**  
Reviewer, Strategic Management Society Conference **2018 – Present**  
Reviewer, Academy of Management Conference **2009 – Present**

### Academy of Management

Discussion Facilitator for New Member Meeting (ENTR) **2016**  
Panelist for Asian Americans in Business Academia (STR/OMT) **2021**

### College/Department

*University of Nebraska – Lincoln:*

CoB General Committee **2021 - 2022**  
CoB Strategic Planning – Research and Discovery Committee **2021**  
Chair, Graduate Committee in Management **2020 - Present**  
Department of Management Faculty Search Committee **2014 – 2015; 2017 – 2019**  
Department of Management's PhD Committee **2019 – Present**  
Department of Management's PhD Recruitment **2013-2015, 2017**  
Graduate Dissertation Committees  

- Chair: Izuchukwu Mbaraonye, doctoral candidate in Management.
- Committee Member: Dapeng Cheng, doctoral candidate in Management
- Committee Member: Cameron Borgholthaus, doctoral candidate in Management

Undergraduate Honors Thesis Advisor for four students **2018 - 2022**  
UCARE Undergraduate Research Mentor (Peter Nahm) **2016-2017**  
UNL Business Honors Academy Book Lab Discussion Facilitator **2018-2019**  
Center for Entrepreneurship Director Search Committee **2016**  
Engler Agribusiness Business Plan Presentation Judge **2017**  
Take a Parent to Lunch, New Student Enrollment **Summer 2016**

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## AFFILIATIONS

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Academy of Management **2008 - Present**  
Strategic Management Society **2014 - Present**

## REFERENCES

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Available upon request