

## VARKEY K. TITUS JR.

College of Business  
University of Nebraska – Lincoln  
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### EDUCATION

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

### ACADEMIC POSITIONS

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Amy and J.E. Van Horne Jr. Chair - College of Business, University of Nebraska - Lincoln	<b>2023 - Present</b>
Associate Professor - College of Business, University of Nebraska - Lincoln	<b>2020 - Present</b>
Assistant Professor - College of Business, University of Nebraska - Lincoln	<b>2012 - 2020</b>

### PUBLISHED RESEARCH (\*PhD student when originally submitted)

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Mbaraonye, I, Titus, V, \*Cavanaugh, J. A real options perspective on entrepreneurial orientation and government ties. Forthcoming at *Entrepreneurship Theory & Practice*.

Titus, V, O'Brien, J, Parker, O, \*Aumueller, C. When the spotlight burns: Gender bias in the public perception of entrepreneurs. Forthcoming at *Business and Society*.

Parker, O, Short, C, Titus, V, Gong, K., \*Nahm, P. 2024. Accentuate the positive? Strategic negativity amid the hazard of high expectations. *Strategic Management Journal*, 45(9): 1851-1874.

Titus, V, \*Mbaraonye, I, Abdurakhmonov, M, Parker, O. 2024. Avoiding the ties that bind: Entrepreneurial orientation and the creative constraint of corporate political activity. *Journal of Management*, 50(7): 2955-2986.

Bass, A, Pfarrer, M, Milosevic, I, Titus, V. 2023. Better to be loved by some? Firm flaunting as an impression management strategy. *Academy of Management Review*, 48(2): 292-312.

Mui, R, Parker, O, Titus, V. 2022. Merit versus maleness: How strategic positioning can mitigate external gender bias. *Business Horizons*, 65(4): 427-436.

Titus, V, Pieper, J, Josefy, M, Welbourne, T. 2022. How does your garden grow? The interface of employee and sales growth post IPO. *Strategic Entrepreneurship Journal*, 16(4): 671-698.

Titus, V, O'Brien, J, Dixit, J. 2022. Does performance breed slack? Ownership as a contingency to the performance feedback and slack relationship. *Journal of Management*, 48(5): 1270-1298.

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

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

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

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

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

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

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

## **INVITED CONTRIBUTIONS**

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Titus, V., \*Mbaraonye, I. 2023. Blame: Stakeholder judgments that impact organizations and entrepreneurs. *Oxford Research Encyclopedia of Business and Management* (peer reviewed).

Titus, V. 2024. Corporate Venture Capital: Parent Firm Value Relationship. In: Cumming, D., Hammer, B. (eds) *The Palgrave Encyclopedia of Private Equity*. Palgrave Macmillan, Cham. [https://doi.org/10.1007/978-3-030-38738-9\\_190-1](https://doi.org/10.1007/978-3-030-38738-9_190-1)

## **PAPERS UNDER REVIEW**

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Mui, R, Parker, ON, Titus, VK. Title withheld – manuscript on organizational history. Under second round review at **Organization Studies**.

\*Cavanaugh, J., Barlow, M., Titus, V. Title withheld - manuscript on entrepreneurial identity and competition. Reject and resubmit at the Journal of Business Venturing.

Mbaraonye, I, Titus V, Messersmith, J. Title withheld – manuscript on CEO gender and media coverage. Under review at the Strategic Management Journal.

## **WORKING PAPERS**

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Mbaraonye, I., Hanna, H., Titus, V. Title withheld – manuscript on family dynamics and entrepreneurial opportunity pursuit.

Josefy, M., Titus, V., Pieper, J., Messersmith, J. Title withheld – manuscript on IPOs.

Titus, V., Campbell, R., Mbaraonye, I., Pfarrer, M. Title withheld – manuscript on blame.

Titus, V., Leavitt, K. Title withheld – manuscript on epistemology and philosophy of science issues in Management.

Mbaraonye, I., Leavitt, K., Titus, V., Zhu, L. Title withheld – manuscript on moral judgments of entrepreneurs.

Bass, AE, Titus, V, Cavanaugh, J. Title withheld – manuscript on identity conflict amongst craft entrepreneurs.

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## **INVITED PRESENTATIONS**

Invited guest speaker at the Kutak Ethics Center at UNL **Spring 2022**

Invited guest in Entrepreneurship PhD seminar at University of Louisville **Spring 2022 & 2023**

Guest in Strategic Management PhD seminar at Oklahoma State University **Fall 2018**

Research presentation at University of Missouri, Kansas City. **Fall 2017**

## **CONFERENCE PRESENTATIONS AND SYMPOSIUM**

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Parker, O., Mui, R., Titus, V., Fraseur, S. How leadership style shapes the link between leader reputation for quality and project performance. To be presented at the 2024 Strategic Management Society Annual Conference, Istanbul, Turkey.

Titus, V., Campbell, R., Mbaraonye, I. Organizational blame: A theoretical model of how stakeholders blame organizations. Presented at the 2024 Academy of Management Conference.

Mbaraonye, I, Cavanaugh, J., Titus, V. A little in a lot: A real options perspective on entrepreneurial orientation and government ties. Presented at the 2024 Academy of Management Conference.

Mbaraonye, I., Abdurakhmonov, M, Titus, VK. Speak softly and use a big stick: Decoupling symbolic and substantive aggressiveness. Presented at the 2023 Academy of Management Conference.

Josefy, M., Messersmith, J., Pieper, J., Titus, V. (authors listed alphabetically). Imprinting at IPO and subsequent downsizing decisions. Presented at the 2023 Babson College Entrepreneurship Research Conference, Knoxville, TN.

Titus, V., Mbaraonye, I., Abdurakhmonov, M, Parker, ON. Avoiding the ties that bind: Entrepreneurial orientation and the creative constraint of corporate political activity. Presented at the 2022 Academy of Management Conference.

Mbaraonye, I., Leavitt, K., Titus, V., Zhu, L. Monetizing the sacred or getting your due? Taboo-tradeoffs and moral judgements of entrepreneurs. 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. 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., 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

ENTR 822: Managing Growth and Change  
College of Business, University of Nebraska – Lincoln

MNGT 398: Special Topics on Entrepreneurial Creativity  
College of Business, University of Nebraska - Lincoln

MGNT 994: Doctoral Seminar in Entrepreneurship  
College of Business, University of Nebraska – Lincoln

MGNT 321: Entrepreneurship and Innovation in Organizations  
College of Business, University of Nebraska – Lincoln

BUS-W212: Explore Entrepreneurship  
Kelley School of Business, Indiana University

## **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 - 2022</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>

## **TEACHING AND PROFESSIONAL DEVELOPMENT**

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Summer Institute of Online Teaching, Participant	<b>2020</b>
Peer Review of Teaching Project, Participant	<b>2013-2014</b>

## **ACADEMIC AND PROFESSIONAL SERVICE**

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### **Reviewing**

Editorial Review Board Member: <i>Journal of Business Venturing</i>	<b>2018 – Present</b>
Editorial Review Board Member: <i>Entrepreneurship Theory &amp; Practice</i>	<b>2022 – Present</b>
Editorial Review Board Member: <i>Journal of Management</i>	<b>2023 – Present</b>
Ad hoc reviewer, <i>Organization Science</i>	<b>2024</b>
Ad hoc reviewer, <i>Academy of Management Review</i>	<b>2022; 2024</b>
Ad hoc reviewer, <i>Academy of Management Journal</i>	<b>2020 – Present</b>
Ad hoc reviewer, <i>Strategic Management Journal</i>	<b>2017 – Present</b>
Ad hoc reviewer, <i>Strategic Entrepreneurship Journal</i>	<b>2015 – 2023</b>
Ad hoc reviewer, <i>Journal of Management</i>	<b>2016 – 2023</b>
Ad hoc reviewer, <i>Journal of Management Studies</i>	<b>2016 – 2023</b>
Ad hoc reviewer, <i>Entrepreneurship Theory &amp; Practice</i>	<b>2016 – 2022</b>
Ad hoc reviewer, <i>Organization Studies</i>	<b>2020</b>
Ad hoc reviewer, <i>Research Policy</i>	<b>2019</b>
Ad hoc reviewer, <i>Journal of Business Research</i>	<b>2016 – 2021</b>
Ad hoc reviewer, <i>Journal of Business Venturing</i>	<b>2009 – 2018</b>
Ad hoc reviewer, <i>Academy of Management Learning &amp; Education</i>	<b>2017</b>
Ad hoc reviewer, <i>Long Range Planning</i>	<b>2014 – 2016</b>
Ad hoc reviewer, <i>Journal of Product Innovation Management</i>	<b>2011</b>
Reviewer, Babson Entrepreneurship Research Conference	<b>2016 – Present</b>
Reviewer, Strategic Management Society Conference	<b>2018 – Present</b>
Reviewer, Academy of Management Conference	<b>2009 – Present</b>

### **Academy of Management**

Discussion Facilitator for New Member Meeting (ENTR)	<b>2016</b>
Panelist for Asian Americans in Business Academia (STR/OMT)	<b>2021</b>
Roundtable host for Pre-Doctoral Consortia (multiple divisions)	<b>2024</b>

### **College/Department**

*University of Nebraska – Lincoln:*

Chair, Department of Management P&T Committee	<b>2024 - Present</b>
At-large Associate Professor for College P&T Committee	<b>2024 - Present</b>
CoB Core Curriculum Redesign Committee member	<b>2023 - 2024</b>
CoB General Committee	<b>2021 - 2022</b>
CoB Strategic Planning – Research and Discovery Committee	<b>2021</b>
Chair, Graduate Committee in Management	<b>2020 - 2024</b>
Department of Management Faculty Search Committee	<b>2014 – 2015; 2017 – 2019</b>
Department of Management’s PhD Committee	<b>2019 – 2024</b>
Department of Management’s PhD Recruitment	<b>2013-2015, 2017</b>
Undergraduate Honors Thesis Advisor for four students	<b>2018 - 2022</b>
UCARE Undergraduate Research Mentor (Peter Nahm)	<b>2016-2017</b>
UNL Business Honors Academy Book Lab Discussion Facilitator	<b>2018-2019</b>
Center for Entrepreneurship Director Search Committee	<b>2016</b>
Engler Agribusiness Business Plan Presentation Judge	<b>2017</b>
Take a Parent to Lunch, New Student Enrollment	<b>Summer 2016</b>
Graduate Dissertation Committees	
• External committee member: John Lee – UNL Philosophy Department	
• External committee member: Ravi Agarwal – UNL Marketing Department	
• External committee member: Spencer Fraseur – University of Texas at Arlington	
• External committee member: John Paul Del Rosario – UNL Philosophy Department	
• Chair: Jeff Cavanaugh, doctoral candidate in Management.	
• Co-chair: Diego Villalpando, doctoral candidate in Management.	
• Chair: Izuchukwu Mbaraonye, now an Assistant Professor at University of Missouri – Kansas City.	
• Committee Member: Cameron Borgholthaus, now an Assistant Professor at University of Wyoming	
• Committee Member: Dapeng Cheng.	

**AFFILIATIONS**

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Academy of Management	<b>2009 - Present</b>
Strategic Management Society	<b>2014 - 2021</b>

**REFERENCES**

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Available upon request