

## Joanna J. Reddick

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### EDUCATION

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- Ph.D. University of Georgia, Terry College of Business (*Expected 2027*)  
Concentration: Management (Emphasis: Strategy)
- MBA Howard University  
Concentration: Management
- B. Music Howard University *cum laude*  
Major: Music Business

### RESEARCH INTERESTS

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My research centers on stakeholder management and social evaluations in the context of non-market strategies. Specifically, I focus on how firms manage competing stakeholder interests and the sociocognitive mechanisms that shape firm risk assessment, decision-making, and stakeholder perceptions.

### WORKS IN PROGRESS

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- Iqbal, F., Pfarrer, M. D., Bundy, J., & **Reddick, J. J.** [Nonmarket strategy and social approval].  
Preparing for submission, target: *Administrative Science Quarterly*.
- Jeong, S.-H., Murphy, M. J., **Reddick, J. J.**, & Murphy, A. M. [Board members and activism].  
Data analysis phase, target: *Strategic Management Journal*.
- Murphy, M. J., **Reddick, J. J.**, & Pfarrer, M. D. [Corporate activism and stakeholder reaction].  
Writing manuscript phase, target: *Academy of Management Review*.
- Blagoeva, R. R., Acharya, A., Graffin, S. G., **Reddick, J. J.** [Powerful language]. Data analysis  
phase, target: *Organizational Science*.
- Quigley, T. J., Bundy, J., **Reddick, J. J.**, & Murphy, M. J. [Corporate Social Responsibility].  
Writing manuscript phase, target: *Academy of Management Review*.

## **CONFERENCE PRESENTATIONS** (\* denotes presenters)

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\*Murphy, M. J., \***Reddick, J. J.**, & Pfarrer, M. D. Why do firms engage in activism despite the risks? Corporate Sociopolitical Activism as a signal.

- Academy of Management Annual Meeting (Social Activism and Corporations: New Vantages on the Role of Firms in Societal Change Symposium). Chicago, IL, August 2024 (Expected).
- Strategic Management Society Annual Conference, Toronto, ON, September 2023.
- Oxford Centre for Corporate Reputation Annual Symposium, Oxford, UK, August 2023.

\*Iqbal, F., Pfarrer, M. D., Bundy, J., & **Reddick, J. J.** Exchanging Allyship for Approval? Exploring Audiences' Heterogeneous Reactions to Corporations' Sociopolitical Support.

- Strategic Management Society Special Conference, Washington, DC, June 2024.
- Academy of Management Annual Meeting (Dynamics of Stakeholder Participation Symposium). Boston, MA, August 2023.

Blagoeva, R. R., Acharya, A., Graffin, S. G., \***Reddick, J. J.** A Relational Perspective on CEOs' Use of Powerless Language.

- Strategic Management Society Annual Conference, Istanbul, TR, September 2024 (Expected).
- Academy of Management Annual Meeting. Chicago, IL, August 2024 (Expected).

Jeong, S.-H., Murphy, M. J., \***Reddick, J. J.**, & Murphy, A. M. 2024. Exploring Racial Dynamics in Corporate Sociopolitical Activism: Racial Minority Directors' Responses to the BLM Movement.

- Strategic Management Society Annual Conference, Istanbul, TR, September 2024 (Expected)

## **INVITED RESEARCH PRESENTATIONS**

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West Virginia University, Representation Matters: Ph.D. Seminar Series, April 2024

- Iqbal, F., Pfarrer, M. D., Bundy, J., & Reddick, J. J. Exchanging Allyship for Approval? Exploring Audiences' Heterogeneous Reactions to Corporations' Sociopolitical Support.

## **CONFERENCE ACTIVITIES**

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Academy of Management Annual Meeting

- Organization and Management Theory (OMT) Division, Professional Development Workshop, Boston, MA, August 2023.

Oxford Centre for Corporate Reputation Annual Symposium

- Professional Development Workshop, Oxford, UK, August 2023.

## **TEACHING AND ACADEMIC SERVICE**

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### **Teaching Experience**

Graduate Teaching Assistant. *University of Georgia.* 2022-2023  
 Course: Principles of Management Honors (MGMT 3000H), 2 sections  
 Instructor: Charles Lyons

Course: Principles of Management (MGMT 3000/MGMT 3001), 4 sections  
 Instructor: Dr. Simoon Cannon

### **Affiliations**

Member, *Academy of Management* 2022 - present  
 Member, *Strategic Management Society* 2022 - present  
 Member, *The PhD Project* – Management Doctoral Student Association 2022 - present

### **Reviewing**

Academy of Management Annual Conference, OMT & SIM Divisions 2023 - present

## **FELLOWSHIP / SCHOLARSHIP & AWARDS**

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Knox Doctoral Scholar, Fellowship recipient, University of Georgia (2023 – present)  
 University of Georgia Graduate School Assistantship (2022 – present)  
 Beta Gamma Sigma International Business Honor Society, Howard University  
 Howard University Graduate Assistantship, Office of the Dean, School of Business  
 Howard University Trustee Scholarship  
 Howard University National Black MBA Regional Case Competition Team, 1st Place  
 Golden Key National Honor Society, Howard University  
 Howard University Dean’s List (8 semesters)  
 Howard University National Competitive Scholarship

## **NON-ACADEMIC WORK EXPERIENCE**

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Wilton Brands, Naperville, IL 2020-2021  
 Vice President, Consumer Business Units

Treehouse Foods/ConAgra Foods (via acquisition), Oak Brook, IL 2010-2019  
 Marketing Director – Bars Category  
 Brand Director – Bars, Fruit Snacks and Cereal Categories

Johnson & Johnson/Pfizer Consumer Healthcare (via acquisition), Morris Plains, NJ 2001-2009  
 Product Director & Team Leader – Rembrandt  
 Product Director & Team Leader – Roloids  
 Product Manager, Associate Product Manager – Rogaine  
 Associate Product Manager, Assistant Product Manager – Listerine PocketPaks (*launch team*)

## REFERENCES

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Michael D. Pfarrer, Ph.D.  
*Associate Dean for Research  
and Executive Programs, Terry  
Distinguished Chair, and  
Professor, Department of  
Management*  
Terry College of Business  
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Scott D. Graffin, Ph. D.  
*Department Head, Synovus  
Chair in Servant Leadership  
and Professor, Department of  
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Timothy J. Quigley, Ph.D.  
*Georgia Athletic Association  
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