

J. Cameron Verhaal

Freeman School of Business - Tulane University | jverhaal@tulane.edu | (801) 834-2382

EDUCATION

David Eccles School of Business, University of Utah (PhD, Entrepreneurship and Strategic Management, 2014)

Eller College of Management, University of Arizona (MBA, International Management, 2007)

Edmund Walsh School of Foreign Service, Georgetown University (MA, Latin American Studies, 2003)

The University of Colorado at Boulder (BA *magna cum laude*, International Affairs, 1999)

ACADEMIC APPOINTMENTS

Tulane University, A.B. Freeman School of Business

- Associate Professor of Management (2023 – Present)
Albert R. Lepage Professorship in Business
- Assistant Professor of Management (2018 – 2023)
- Visiting Assistant Professor of Management (2014/2015 academic year)

Georgia State University, Robinson College of Business

- Assistant Professor of Managerial Sciences (2015-2018)

RESEARCH (*denotes equal authorship)

Peer Reviewed Publications in Management, Organization Theory, and Entrepreneurship:

Khessina, O., Verhaal, J.C., and Dobrev, S. (2022) Bottled Up or Poured Out: How Product Name Emotions Affect Consumer Evaluations

Strategy Science, In Press (<https://doi.org/10.1287/stsc.2022.0178>)

Verhaal*, J.C., Hahl*, O., and Fandl, K. (2022) “Authenticity-Based Connections as Organizational Constraints and the Paradox of Authenticity in the Market for Cuban Cigars”.

Organization Science, In Press (<https://doi.org/10.1287/orsc.2022.1574>)

Verhaal, J.C., Dobrev, S.D. (2022). The Authenticity Paradox: Why the Returns to Authenticity on Audience Appeal Decrease in Popularity and Iconicity.

Journal of Management, 48(2), 251-280.

Khessina*, O., Reis*, S., and Verhaal*, J.C. (2021) Stepping out of the Shadows: Identity Exposure as a Remedy for Stigma Transfer Concerns in the Medical Marijuana Market.

Administrative Science Quarterly, 66(3), 569-611.

Pozner, J.E., DeSoucey, M., Verhaal, J.C., and Sikivica, K. (2021) Watered Down: Market Growth, Authenticity, and Evaluation in Craft Beer.

Organization Studies, 48(2), 251-280.

Barlow, M., Verhaal, J.C., and Angus, R. (2019) Optimal Distinctiveness, Strategic Categorization, and Product Market Entry in the Google Play App Platform.

Strategic Management, Journal, 40(8), 1219-1242.

Barlow, M., Verhaal, J.C., and Hoskins, J. (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.

Verhaal, J.C., Hoskins, J., and Lundmark, L. (2017) Little Fish in a Big Pond: Legitimacy Transfer, Authenticity, and Factors of Peripheral Competition in the Market Center.
Strategic Management Journal, 38(12), 2532-2552.

Verhaal, J.C., Dobrev, S., and Bigelow, L. (2017) When Incremental is Imperative: Tactical Innovation in the In-Vitro Fertilization Industry.
Industrial and Corporate Change, 26(4), 709-726.

Verhaal, J.C., Khessina, O., and Dobrev, S. (2015) Oppositional Product Names, Organizational Identity, and Product Appeal.
Organization Science 26(5), 1466-1484.

Peer Reviewed Publications in Related Disciplines:

Barlow, M., Hesterly, W., and Verhaal, J.C. (2023) Catching a falling star: Mobility of declining star performers, peer effects, and organizational performance in the National Football League
Journal of Business Research, In Press (<https://doi.org/10.1016/j.jbusres.2023.114053>)

Verhaal, J.C., and Carroll, G. (2022) Authenticity Among Distilleries: Signaling, Transparency, and Essence
Poetics, 94 (2022), 101736.

Weigelt, C., Lu, S., and Verhaal, J.C. (2021) Blinded by the Sun: The Role of Prosumers as Niche Actors in Incumbent Firms' Adoption of Solar Power During Sustainability Transitions.
Research Policy, 50(9), 104253.

Gopinath, S., Hoskins, J., Verhaal, J.C., and Yazdani, E. (2021) How the Online Community, Professional Critics, Location Similarity and Reviewer Characteristics Influence Ratings for Niche and Mainstream Brands.
Journal of the Academy of Marketing Science, 49(6), 1065-1087.

Hoskins, J., Verhaal, J.C., and Griffin, A. (2020). How Within-Country Consumer Product (or Brand) Localness and Supporting Marketing Tactics Influence Sales Performance.
European Journal of Marketing, 55(2), 565-592.

Lundmark, L. W., Oh, C., and Verhaal, J. C. (2017). A Little Birdie Told Me: Social Media, Organizational Legitimacy, and Underpricing in Initial Public Offerings.
Information Systems Frontiers, 19(6), 1407-1422.

Invited Articles and Book Chapters:

Verhaal, J.C., and Pontikes, E. (2022) Shaping Cultural Meanings in Entrepreneurial Markets with Category Strategy and Optimal Distinctiveness: An Agency-Based Perspective.
Research in the Sociology of Organizations, (<https://doi.org/10.1108/S0733-558X20220000080011>)

Manuscripts Being Revised and Under Review (titles redacted):

Dobrev, S., and Verhaal, J.C. "Authenticity and Craft Organizations"
Revise and Resubmit, Strategic Entrepreneurship Journal

Angus, R., Barlow, M., and Verhaal, J.C. "Optimal Distinctiveness and Entrepreneurial Success"
Under Review, Strategic Entrepreneurship Journal

Hahl, O. and Verhaal, J.C. “Strategy and Authenticity”
Under Review, Strategy Science

Verhaal, J.C., Reis, S., and Khessina, O. “Political Polarization and Market De-Stigmatization”
Under Review, Journal of Management

Chaturvedri, T., and Verhaal, J.C. “Shifting Institutional Logics”
Under Review, Journal of Business Research

Manuscripts in Progress:

“Social Valuations and Perceptions of Quality and Authenticity in the Cigar Market” (with Stanislav Dobrev and Jim Wade) – Data Analysis Stage

“Social Valuation in Cultural Production Markets – An Analysis of the Boardgame Industry” (with Matt Barlow, Olga Khessina, Samira Reis, and Ying Li) – Hypothesis Development Stage

“Optimal Distinctiveness and Category Strategy in Entrepreneurial Markets” (With Ryan Angus and Matt Barlow) – Data Cleaning and Coding

Into the Danger Zone: The Role of Strategic Resource Substitution Compared to Prior Experience in Predicting Success for Mount Everest Climbing Expeditions (With Carmen Weigelt) – Data Analysis

Awards:

- Nominee Best Conference Paper, Strategic Management Society Annual Conference, London (2022)
- Freeman School of Business Faculty Research Award (2021-2022) - \$5,000
- Awarded Marriner-Eccles Graduate Fellowship in Political Economy (2013-2014) - \$15,000
- Finalist for Best Conference Paper for Practical Implications, Strategic Management Society Annual Conference, Madrid (2014)
- Nominee Best Conference Paper, Strategic Management Society Annual Conference, Miami (2011)
- Nominee Best PhD Student Paper, Strategic Management Society Annual Conference, Miami (2011)
- University of Utah Graduate Student Travel Award (\$800) – 2010, 2011, 2012, 2013
- Full Academic Scholarship – Georgetown University School of Foreign Service (2001-2003)

Conference Presentations:

“Conquering the Divide: The Role of Political Polarization in Destigmatization of the U.S. Medical Marijuana Market.” (with Samira Reis and Olga Khessina) *SMS Annual Conference, London, England, 2022*

- Nominated for SMS Annual Conference Best Paper Prize

“Optimal Distinctiveness, Category Strategy and Audience Appeal in Identity Driven Markets.” (with Ryan Angus and Matthew Barlow). *SMS Annual Conference, London, England, 2022*

“Conquering the Divide: The Role of Political Polarization in Destigmatization of the U.S. Medical Marijuana Market.” (with Samira Reis and Olga Khessina) *Academy of Management Annual Conference, Seattle, Washington, 2022*

- Nominated for AoM Best Paper Proceedings

“Conquering the Divide: The Role of Political Polarization in Destigmatization of the U.S. Medical Marijuana Market.” (with Samira Reis and Olga Khessina) *Haas Berkeley Culture Conference, 2022*

“Conquering the Divide: The Role of Political Polarization in Destigmatization of the U.S. Medical Marijuana Market.” (with Samira Reis and Olga Khessina) *Nagymaros Annual Conference, 2021*

“The Only Constant is Change: Technological Change, Organizational Imprinting, and the (un)Enduring Nature of the Illegitimacy Discount” (with Tuhin Chaturvedi) *SMS Annual Conference, Minneapolis, Minnesota, 2019*

“Stepping out of the Shadows: Identity Exposure as a Remedy for Stigma Transfer Concerns in a Nascent Stigmatized Market” (with Olga Khessina and Samira Reis) *Academy of Management Annual Conference, Boston, Massachusetts, 2019*

“Essentialism and Exposition in Authenticity Among Craft-Based Micro-Distilleries” (with Glenn Carroll) *Organizational Ecology Workshop, Stanford University, 2019*

“Stepping out of the Shadows: Identity Exposure as a Remedy for Stigma Transfer Concerns in a Nascent Stigmatized Market” (with Olga Khessina and Samira Reis) *SMS Annual Conference, Paris, France, 2018*

“Smoke and Mirrors: Institutional Change, Leader Iconicity, and Perceptions of Authenticity for Cuban Cigars” (with Oliver Hahl and Kevin Fandl) *SMS Annual Conference, Paris, France, 2018*

“Smoke and Mirrors: Institutional Change, Leader Iconicity, and Perceptions of Authenticity for Cuban Cigars” (with Oliver Hahl and Kevin Fandl) *Organizational Authenticity Workshop, Northwestern University, 2018*

“Constructing Authenticity by Organizational Design” (with Glenn Carroll) *Academy of Management, Atlanta, Georgia, 2017*

“The Confluence of Community Influence, Critics Ratings, and Spatial Similarity: Investigating Individual Level Review Valence Generation” (with Jake Hoskins and Shyam Gopinath) *American Marketing Association Annual Conference, Atlanta, Georgia, 2016*

“The Authenticity Paradox: Why Being More Popular Makes Firms Less Authentic” (with Stanislav Dobrev) *SMS Annual Conference, Berlin, Germany, 2016*

“Emotional Lives of Products in the U.S. Craft Beer Market, 1996-2012” (with Olga Khessina and Stanislav Dobrev) *Academy of Management, Anaheim, California, 2016*

“The Authenticity Paradox: Why Being More Popular Makes Firms Less Authentic” (with Stanislav Dobrev) *Organizational Ecology Conference, Catania, Italy, 2016*

“Co-Legitimation of Producers and Consumers in a Socially Stigmatized Online Industrial Community” (with Olga Khessina and Samira Reis) *Organizational Ecology Conference, Catania, Italy, 2016*

“The Authenticity Paradox: Why Being More Popular Makes Firms Less Authentic” (with Stanislav Dobrev) *Organizational Authenticity Workshop, University of Virginia, 2016*

“Bottle Revolution: Identity, Authenticity, and Consumer Evaluations in Craft Brewing” (with Jo-Ellen Pozner, Michaela De Souza, Katerina Silvika, and Emily Block) *Academy of Management, Vancouver, BC, 2015*

“Little Fish in a Big Pond: Resource Partitioning and Authentic Identities in the U.S. Craft Beer Industry” (with Jake Hoskins and Leif Lundmark) *Academy of Management, Vancouver, BC, 2015*

“Can Success Be a Curse?: Signature Products, Product Proliferation, and Focused Identities in Craft-Based Organizations” *Organizational Ecology Conference, Istanbul, Turkey, 2015*

“Emotional Lives of Products in the U.S. Craft Beer Market, 1996-2012” (with Olga Khessina and Stanislav Dobrev) *Organizational Ecology Conference, Istanbul, Turkey, 2015*

“Can Success Be a Curse?: Signature Products, Product Proliferation, and Focused Identities in Craft-Based Organizations” *Strategic Management Society, Madrid, Spain, 2014*

“Rivalry in Cooperative Environments: Collective Organizational Identities and the Emergence of Competitive Dynamics in Craft-Based Industries” *Strategic Management Society, Madrid, Spain, 2014* (with Jake Hoskins)

“An Exception to the Rule: How Legitimacy Decreases Conformity” *Academy of Management, Philadelphia, USA, 2014* (with McKenzie Rees, Justin Wareham, and Harris Sondak)

“Signature Products, Product Proliferation, and Audience Appeal in Microbrewery Reviews” *Academy of Management, Philadelphia, USA, 2014*

“Emotional Lives of Products in the U.S. Craft Beer Market” *Academy of Management, Philadelphia, USA, 2014* (with Olga Khessina and Stanislav Dobrev)

“Oppositional Product Names, Reputation, and Competing Institutional Logics in the US Microbrew Industry from 1998-2012” *Academy of Management, Orlando, USA, 2013* (with Olga Khessina, Jaime Grant and Stanislav Dobrev)

“Guilty By Association: Reputation, Categorical Penalties, and Audience Appeal in the U.S. Craft Brewing Industry” *Academy of Management, Orlando, USA, 2013* (with Matthew Barlow)

“Growth and Survival in the In-Vitro Fertilization Industry: Mid-Size Organizations and Competence-Enhancing Technology Adoption” *Organizational Ecology Conference, Budapest, Hungary, 2013* (with Stanislav Dobrev and Lyda Bigelow)

“A Little Birdie Told Me: Social Media, Organizational Legitimacy, and Underpricing in Initial Public Offerings” *Strategic Management Society, Prague, Czech Republic, 2012* (with Leif Lundmark and Chong Oh)

“Learning to Internationalize: How Learning and Knowledge Transfer Impact Internationalization in U.S. Venture Capital Syndicate Networks” *Strategic Management Society, Prague, Czech Republic, 2012* (with Jaime Grant and Robert Wuebker)

“Once a Microbrew Always a Microbrew? Identity Constraints in the Craft Brewing Industry” *Academy of Management, Boston, USA, 2012*

“Contagion and Risk Management Strategy: Navigating Exogenous Shocks in the Global Business Environment” *Academy of International Business, Washington D.C., USA, 2012* (with Karin Fladmoe-Lindquist)

“Contagion and Risk Management Strategy: Firm-Specific Political Resources and Capabilities” *Strategic Management Society, Miami, USA, 2011* (with Karin Fladmoe-Lindquist)

“Electoral Institutions and Foreign Direct Investment: An Agency Framework for Mitigating Corruption and Political Risk” *Strategic Management Society Special Conference, Rio de Janeiro, Brazil, 2011*

“Shift Parameters and Political Risk in Developing Countries: An Argument for the Primacy of Informal Institutions” *Academy of Management, Montreal, Canada, 2010*

Organized Symposium:

“The Role of Organizational and Product Names in Management and Organization Theory” (With Olga Khessina & Chad Carlos; Ronnie Chatterji, Discussant).

- Annual Meeting of the Academy of Management, Orlando, FL

Service:

Editorial Review Board

- Strategic Management Journal (June 2023 – Present)
- Administrative Science Quarterly (January 2023 - Present)

Ad Hoc Reviewer

- Administrative Science Quarterly
- Strategic Management Journal
- Academy of Management Journal
- Organization Science
- Management Science
- American Sociological Review
- Industrial and Corporate Change
- Organization Studies
- Journal of Management
- Journal of Management Studies
- Review of General Psychology
- Research Policy
- Strategy Science

TEACHING

A.B. Freeman School of Business, Tulane University

- Undergraduate Management of New Ventures (Fall 2014, Spring 2015, Fall 2018, Spring, 2019, Spring 2020, Spring 2021, Spring 2022) – 3 sections each semester
- Undergraduate Strategic Management (Fall 2014)

Robinson College of Business, Georgia State University

- Undergraduate Strategic Management (Spring 2016, 2017, 2018); MBA Strategic Management (Spring 2017, 2018)
- Strategic Management Simulation Course, Poznan-GSU Professional MBA Program in Poznan, Poland (Summer 2017-2019)

David Eccles School of Business, University of Utah

- Strategic Management (Spring 2014); International Management (Spring 2013)

ITESM-Tecnológico de Monterrey School of Business, San Luis Potosí, México

Adjunct Professor (2007-2009)

- International Business; Regional Scenarios-Latin America; Regional Scenarios-North America; Innovation and Technology Development; Entrepreneurial Development; Mentor, Business Incubator

PROFESSIONAL EXPERIENCE

President and Co-Owner, LSI Group

- San Luis Potosi, Mexico (2007-2010)

Research Director, Advanced Technology Transfer Project

University of Arizona and Mexican National Council on Science and Technology (CONACYT)

- Center for Optical Research, Guanajuato, Mexico (Summer 2007)

Associate Director, Political Database of the Americas

- Organization of American States (2002-2005)

Research Assistant, Georgetown University (2001)

- Institute for the Study of International Migration

PERSONAL

International Experience

- Lived in Mexico, Dominican Republic, Spain
- Fluent in English and Spanish