

Alison Mackey, PhD
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Organization and Consumer Studies
Clarkson University
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EDUCATION

PhD, Management and Human Resources, The Ohio State University, 2006
Emphasis: Strategic Management
MBA/MA, Organizational Behavior, Brigham Young University, 2001
BA, Economics, Brigham Young University, 1999

PEER- REVIEWED PUBLICATIONS

Mackey, T.B., Mackey, A., Christensen, L.J., and Lepore, J.J. "Inducing Corporate Social Responsibility: Should Investors Reward the Responsible or Punish the Irresponsible?" *Journal of Business Ethics*. 2020, DOI 10.1007/s10551-020-04669-0.

- published online Nov 2020, print version forthcoming

Pacanowksy, M., Arsht, S., Mackey, A., & et al. "Employee Voice: Foundation to the Scaffolding of CHG Healthcare's Culture Journal." *Organizational Dynamics*. 2019, 48(1): 16-27.

Barney, J.B. & A. Mackey. "Monopoly Profits, Efficiency Profits, and Teaching Strategic Management." *Academy of Management Learning & Education*. 2018, 17(3):359-373.

Barney, J.B., & A. Mackey. "Text and Metatext in the Resource-Based View." *Human Resource Management Journal*. 2016, 26(4): 369-378.

Jones Christensen, L., Mackey, A., & D.A. Whetten. "Taking Responsibility for Corporate Social Responsibility: The Role of Leaders in Creating, Implementing, Sustaining, or Avoiding Socially Responsible Firm Behaviors." *Academy of Management Perspectives*. 2014, 28:164-178.

- 287 citations in Google Scholar

Mackey, A., Molloy, J., & S. Morris. "Scarce Human Capital in Managerial Labor Markets." *Journal of Management*. 2014, 40: 399-421.

Lepore, J.J., Mackey, A., & T.B. Mackey. "Punishment versus Reward in All-pay Contests with Perfect Information." *Economics Bulletin*. 2012, 32(4): 3090-3097.

Mackey, A. "The Effect of CEOs on Firm Performance." *Strategic Management Journal*. 2008, 29: 1357-1367.

- Media mention: [Collingwood, H. "Do CEOs Matter?" The Atlantic , June 2009.](#)
- Media mention: [Fox, J. "The limited \(but real\) impact of the CEO." Time. October 20, 2006.](#)
- 342 citations in Google Scholar

Mackey, A., Mackey, T.B., & J.B. Barney. "Corporate Social Responsibility & Firm Performance: Investor Preferences and Corporate Strategies." *Academy of Management Review*, 2007, 32(3): 817-835.

- Reprinted in *Economics of Corporate Social Responsibility, The International Library of Critical Writings in Economics series*, Edited by A. McWilliams, 2015
- 1356 Citations in Google Scholar

Whetten, D.A., & A. Mackey. "A Social Actor Conception of Organizational Identity and its Implications for the Study of Organizational Reputation." *Business & Society*. 2002, 41(4): 393-414, 2002.

- 1208 Citations in Google Scholar

BOOK CHAPTERS

Barney, J.B., & A. Mackey. "What Would the Field of Strategic Management Look Like if it Took the Stakeholder Perspective Seriously?" In I. Duhamie, M. Hitt, and M. Lyles (Eds.) *Strategic Management: State of the Field and Its Future*. 2021: 639-654.

Barney, J.B., & A. Mackey. "Towards a Human-Capital Based Theory of the Firm." In A.J. Nyberg and T. P. Moliterno (Eds) *Handbook of Research on Strategic Human Capital Resources*. 2019: 307-313.

Morris, S., Shenkar, O., & A. Mackey. "Managing Across Organizational Boundaries: The New Employment Relationship and its Human Resource Management Implications." In A.

Wilkinson, N. Bacon, S. Snell, and D. Lepak (Eds.) *The SAGE Handbook of Human Resource Management*. 2019: 110-120.

Whetten, D.A., Foreman P., & A. Mackey. "An Identity-based View of Reputation, Image, and Legitimacy: Clarifications and Distinctions among Related Concepts." In M.L. Barnett & T. Pollock (Eds.) *The Oxford Handbook of Corporate Reputation*. 2012: 179-200.

Mackey, A., & T.B. Mackey. "Corporate Social Responsibility" (Entry) in the *Palgrave Encyclopedia of Strategic Management*, 2011.

Mackey, A., Mackey, T.B., & Barney, J.B. "Senior Management Preferences and Corporate Social Responsibility." In A. Crane, A. McWilliams, D. Matten, J. Moon, & D.S. Siegel (Eds.) *The Oxford Handbook of Corporate Social Responsibility*, 2008: 532-542.

Mackey, A., & J.B. Barney. "Developing Multi-level Theory in Strategic Management: The Case of Managerial Talent and Competitive Advantage." In F. Dansereau & F. Yammarino (Eds.) *Multi-level issues in strategy and methods* (Research in multi-level issues, Volume 4). Amsterdam: Elsevier Science, 2005: 163-175.

WORKING PAPERS

Rethinking the HR Architecture For Core Workers: Hierarchical Fiat Outside the Firm and Retained Decision Rights Inside the Firm (with Shad Morris and Oded Shenkar) (under review *Journal of Management Studies*)

Rethinking the Human Resource Architecture: Managing Different Employment Groups in an Organizational Ecosystem. (with Shad Morris, Janice Molloy, and Scott Snell)

Sticking with It: Founder Practices and the Persistence of Heterogeneous Values (with David A. Whetten, Brayden King, Tyson B. Mackey)

ACADEMIC APPOINTMENTS

Assistant Professor, Clarkson University, 2020-present

Lecturer, MBA Program (Residential and Online), Clarkson University, 2019-2020

Lecturer, University of North Carolina-Chapel Hill (online MBA), 2017-2019

Research Associate, Clarkson University, 2017-2020

Visiting Scholar, Brigham Young University, 2014-2017
Faculty Research Mentor, Westminster College, 2015-2017
Lecturer, University of Utah 2016
Visiting Assistant Professor, Westminster College, 2014-2017
Assistant Professor of Management, California Polytechnic State University, 2007 – 2014
Visiting Assistant Professor of Management, Texas A&M University, 2006 –2007

TEACHING

Courses Taught

- Strategic Management (undergraduate, MBA, hybrid, online, competency / project-based)
- Executive Leadership (MBA)
- Leading the Entrepreneurial Team (undergraduate)
- Senior Project (undergraduate)
- Compensation (undergraduate)
- Organizational Effectiveness (undergraduate)

Teaching Interests

- Strategic Management
- Industry / Competitive Analysis
- Competency-Based Learning & Online Education Models
- Scholarship of Teaching and Learning
- Leadership
- Ethics
- Organizational Behavior
- Entrepreneurship / Innovation
- Leadership and team dynamics within entrepreneurial firms
- Managerial Decision Making (Heuristics and Biases)
- Managerial Consulting

INVITED COLLOQUIA

2017 **Westminster College**, Core Contradictions in Strategic Management Education

2015 **University of Utah:** Are Hierarchies Becoming Markets? Rethinking the Managerial Fiat Assumptions, with Shad Morris

2015 **Westminster College,** Executive Search: Applicant Stigmas, Dirty Work and Shadow Companies

2014 **Brigham Young University:** Why do firms externalize the search for executives?

2012 **University of Wisconsin:** The Star Effect: An Empirical Examination of Co-Developed Human Capital among CEOs

2009 **Northwestern University:** “Examining the Utility of Identity Theory in Organizational Research: A Non-Economic Explanation for Organizational Distinctiveness”, with D.A. Whetten.

2009 **Brigham Young University:** “Examining the Utility of Identity Theory in Organizational Research: A Non-Economic Explanation for Organizational Distinctiveness”, with D.A. Whetten.

2007 **UCLA, Anderson School of Management:** “The Study of Strategic Phenomena in the Field of Strategic Management: Diversification, CEO Compensation, and Firm Value”, with Jay Barney and Tyson Mackey

2007 **California Polytechnic State University:** “Unraveling the Heterogeneity in Executive Compensation”

2006 **Cornell University, Institute of Labor Relations:** “Unraveling the Heterogeneity in Executive Compensation”

2006 **Texas A&M University:** “Unraveling the Heterogeneity in Executive Compensation”

2006 **Cornell University, Johnson School:** “Corporate Social Responsibility and Firm Value: Irreconcilable Differences?”

2006 **University of Pennsylvania, Wharton School:** “Dynamics in Executive Labor Markets: CEO Effects, Executive-Firm Matching, and Rent Appropriation”

2006 **Washington University St. Louis:** “Dynamics in Executive Labor Markets: CEO Effects, Executive-Firm Matching, and Rent Appropriation”

2005 **University of Illinois Urbana-Champaign:** “How much do CEOs Influence Firm Performance—really?”

2005 **Brigham Young University:** “Dynamics in Executive Labor Markets: CEO Effects, Executive-Firm Matching, and Rent Appropriation”

2005 **Brigham Young University:** “How much do CEOs Influence Firm Performance—Really?”

2005 **Ohio State University:** “Corporate Social Responsibility and Firm Value: Irreconcilable Differences?” [Part of Conference on Corporate Social Responsibility organized by Alison Mackey and Jay Barney.]

CONFERENCE PRESENTATIONS

2020 Western Academy of Management:
“A Hammer in Search of a Nail: A Tale of Experiential Learning,” with Emmeline de Pillis, Vicki Whiting, and Michael Glissmeyer.

2016 Academy of Management:
“Motivating CSR: A Comparison of Carrots versus Sticks in Triggering Managerial Action”

2015 Strategic Management Society:
“Rethinking the “Hierarchical Fiat” Assumption: Governance Implications and New Organizational Forms”, with Shad Morris and Ed Shardlow

“Revisiting The Limits of Organizations As Governance Choices”, with Janice Molloy and Lyda Bigelow

2014 Strategic Management Society Special Conference on Micro-Foundations for Strategic Management Research: Embracing Individuals.
Invited Panelist, Plenary Panel, “Do CEOs Matter?”

2013 Academy of Management:
“Signals of Willingness to Make Firm-Specific Investments: Implications for Individuals' Compensation and Human-Capital Based Advantages,” with Shad Morris and Janice Molloy

Strategic Human Capital Conference, University of Utah:
“Signals of Willingness to Make Firm-Specific Investments: Implications for Individuals' Compensation and Human-Capital Based Advantages,” with Shad Morris and Janice Molloy

2011 Strategic Management Society:

The Value Proposition of Human Capital, Mini-Conference of the Strategic Human Capital Interest Group of the Strategic Management Society

“The Role of CEO Human Capital in Firm Value Creation,” with T.B. Mackey

2010 Academy of Management:

“The Causes and Consequences of CEO Pay,” with P. K. Kioussis and J.B. Barney

2009 Academy of Management:

“Explaining Consistency in Corporate Social Performance from an Organizational Identity Perspective,” with D.A. Whetten

2008 Academy of Management:

“Optimal Contracting, Managerial Power, and CEO Compensation: A Test of Competing Hypotheses,” with J.B. Barney and P.K. Kioussis.

BPS Division’s Managing Your Dissertation PDW (Organizer)

“When and How Can Firms Make Money from Resources? Revisiting the Origins of Competitive Advantage PDW (presenter)

New Doctoral Student Consortium (Invited Panelist)

2007 Academy of Management:

“Splitting the Pie at the Top: Executive Compensation, Value Creation, and Value Distribution,” with P.K. Kioussis.

“Heterogeneity in Executive Compensation: Where you Work versus Who You Are,” with P.K. Kioussis.

Strategic Management Society:

“Heterogeneity in Executive Compensation: Where you Work versus Who You Are”, with P.K. Kioussis

2006 Academy of Management:

“Stakeholders in Organization Theory and Strategic Management: Opportunities and Obstacles” (Symposium Organizer)

“Can the CEO Churning Problem be Fixed?” with W. McKelvey & P.K. Kioussis.

2005 Academy of Management:

“How much do CEOs Influence Firm Performance—really?”

Atlanta Competitive Advantage Conference:

“How much do CEOs Influence Firm Performance—really?”

BYU-Utah Winter Strategy Conference:

“Corporate Social Responsibility and Firm Value: Irreconcilable Differences?”, with T.B. Mackey & J.B. Barney.

“What Does Organizational Identity have to do with Corporate Social Performance?”, with D.A. Whetten.

2004 Academy of Management:

“Corporate Social Responsibility & Firm Performance: Investor Preferences & Corporate Strategies.”, with T.B. Mackey.

2003 International Association for Business and Society:

“What Does Organizational Identity have to do with Corporate Social Performance?”, with D.A. Whetten.

2002 Academy of Management:

“When ‘Doing Good’ Appears to be more than Reputation Burnishing” with D.A. Whetten

IFSAM Conference:

“Conceptualizing Organizational Reputation from the Perspective of Organizational Identity,” with D.A. Whetten.

Conversazione:

“In Search of the Intersection Between Organizational Identity and Reputation: The Case of the Socially Responsible Business Practices”, with D.A. Whetten.

EDITORIAL SERVICE

Editorial Boards

- Strategic Management Journal, 2010-present
- Journal of Management, 2008-2017

Conference Reviewing

- SMS Conference Reviewer, 2009-present
- BPS & OMT Divisions for Academy of Management Conference, 2002-present

Ad Hoc Reviewing

- Academy of Management Journal
- Academy of Management Review
- Strategic Entrepreneurship Journal
- European Management Journal
- Management Science
- Business & Society
- Journal of Business Research
- Journal of Management Inquiry
- Journal of the International Association for Business and Society (BAS)

Recognition

- BPS Division Outstanding Reviewer, Academy of Management Meetings, 2004 & 2007

PROFESSIONAL SERVICE

Elected Representative at Large, Strategic Human Capital Interest Group of the Strategic Management Society, 2013

Strategic Management Society's Human Capital and Competitive Advantage Interest Group, Launch Committee, 2009

Business Policy and Strategy Division Research Committee, 2009-2011

UNIVERSITY SERVICE

Department

- Faculty Recruiting
- Student Advising

- Concentration Review

College

- Assessment and Accreditation Committee
- Faculty Adviser, Consulting Club
- Graduate Programs Committee
- Student Affairs Committee, Co-Chair
- MBA Assessment Subcommittee
- Created MBA Case Competition

University

- Faculty Hearing Panel
- Sustainability Advisory Committee
- Sustainability Committee, University Senate
- Intercollegiate collaborations with College of Animal Science and School of Education

PROFESSIONAL EXPERIENCE

Founder, Autism Connections, LLC., San Luis Obispo, California 2010-13

Outplacement Career Consultant, Right Management Consultants, Salt Lake City, Utah, 2001-02

Organizational Development Consultant, Intermountain Health Care, Salt Lake City, Utah, 2000-01

AWARDS & HONORS

Orfalea College of Business, Summer Research Grant, 2011

Orfalea College of Business, Summer Research Grant, 2008

State Faculty Support Grant, California State University System, 2008

Wiley Blackwell Outstanding Dissertation Award, BPS Division, Academy of Management, 2007

BPS Division Outstanding Reviewer, Academy of Management Meetings, August, 2007

William Green Memorial Dissertation Fellowship 2005-2006 (for dissertation work in the area of human resources and labor economics)

19th Annual Ohio State Edward F. Hayes Research Forum 1st Place Winner, 2005

BPS Division Outstanding Reviewer, Academy of Management Meetings, August, 2004
18th Annual Ohio State University Edward F. Hayes Research Forum Finalist, 2004
Stephen and Louise Covey Scholarship
Marriott School of Management Master of Organizational Behavior Scholarship
Brigham Young University Trustees Scholarship