

SHANNON YOUNGER, Ph.D.

Texas Christian University | Fort Worth, TX
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ACADEMIC APPOINTMENTS

Texas Christian University August 2018-present
Assistant Professor of Entrepreneurship and Innovation
Courtesy appointment, Department of Management and Leadership

EDUCATION

The University of Wisconsin-Madison 2018
Ph.D.—Management and Human Resources

The University of Iowa 2007
Bachelor of Arts—Communication Studies & French

PUBLISHED WORK

Younger, S.* & Fisher, G.* 2020. The Exemplar Enigma: New Venture Image Formation in an Emergent Organizational Category. *Journal of Business Venturing*, 35(1).

Sergent, K., Lee, D., Stajkovic, A.D., Greenwald, J.M., **Younger, S.**, Raffiee, J. 2020. The Mitigating Role of Trait Core Confidence on Psychological Distress in Entrepreneurship. *Applied Psychology*.

WORK IN PROGRESS

Younger, S.* & Murray, A.* Becoming an Exemplar: The Case of Kickstarter and Indiegogo.
Data analysis and writing—targeted for Organization Science

Younger, S. Having Your Whiskey and Drinking it Too: Membership Claims and Organizational Actions
Finalizing for submission—targeted for Entrepreneurship Theory & Practice

Grandy, J.* & **Younger, S.*** Caught in Transition: Market Category Stagnation and New Venture Strategies in Regulated Markets.
Data analysis—targeted for Administrative Science Quarterly

Younger, S., Preedom, J., & Srinivas, S. How Can Culture Enable and Constrain New Ventures? An Examination of the U.S. Craft Distillery Market.
Data analysis—targeted for Strategic Management Journal

Younger, S., Navis, C., & Preedom, J. The Co-Evolution of Market Categories and Audience Judgments of Entrepreneurial Firms' Legitimate Distinctiveness.
Rewriting—targeted for Journal of Business Venturing

Anglin, A.H., Allison, T.H., **Younger, S.**, & Short, J.C. Signaling Theory Meets the Big Five: How Indicators of Personality Shape Signaling Effectiveness in Early Stage Venture Financing.
Finalizing for submission—targeted for Academy of Management Journal

Kuban, S., **Younger, S.**, Franklin, D., Fuller, N., & Turillo, C. Count the Costs: Mitigating Entrepreneurial Stress for BIPOC Entrepreneurs through SMS Chat Bot Intervention
Preparing for data collection—targeted for Journal of Business Venturing

*denotes equal authorship

PRESENTATIONS

- Socio-cognitive Considerations in Optimal Distinctiveness** August 2021
 Annual Meeting of the Academy of Management professional development workshop entitled Optimal Distinctiveness: A Critical Reflection on What We Have Learned and Ways Forward
- Becoming an Exemplar: The Case of Kickstarter** June 2019
 Accepted for Babson College Entrepreneurship Research Conference
- Keeping it Real: Culture, Identity, and Entrepreneurship in the Emerging Craft Distillery Market**
- Annual Meeting of the Academy of Management in a symposium* entitled Identity, Entrepreneurship, and Meaning Construction through Cultural Resources, Anaheim, CA August 2016
 - Authenticity Workshop, Charlottesville, VA May 2016
 - Annual Meeting of the Academy of Management in a symposium entitled Identity and Industry Emergence, Vancouver, BC, Canada August 2015
 - European Group for Organizational Studies Conference, Athens, Greece July 2015
 *symposium co-organizer
- Identity Formation for New Ventures Entering an Emerging Organizational Category: The Case of Venture Accelerators**
- Annual Meeting of the Academy of Management, Anaheim, CA August 2016
 - Annual Meeting of the Academy of Management in a symposium entitled Reconsidering the Categorical Imperative: Boundary Spanning as a Gateway to Organizational Success, Philadelphia, PA August 2014
 - Babson College Entrepreneurial Research Conference, London, Ontario, Canada June 2014

TEACHING EXPERIENCE

Entrepreneurial Opportunity Recognition (ENTR 30533), TCU	4.68/5.00	Spring 2021
Entrepreneurial Opportunity Recognition (ENTR 30533), TCU	4.53/5.00	Fall 2020
Survey of Entrepreneurship (ENTR 40653), TCU	3.87/5.00	Fall 2019
Survey of Entrepreneurship (MANA 40653), TCU	4.50/5.00	Spring 2019
Entrepreneurial Management (MHR 422), University of Wisconsin-Madison		Summer 2013

Organizational Management (MHR 300) , University of Wisconsin-Madison Developed curriculum & facilitated rollout of new online-only course	Summer 2015
Contemporary Topics in International Business (MHR 365) , University of Wisconsin-Madison Served as co-instructor for an 8-week course on Cuba	Spring 2016
Organizational Behavior , Hanoi University of Agriculture One week of instruction arranged through a partnership with University of Wisconsin-Madison	Spring 2013

GRANTS AND AWARDS

Count the Costs Research Grant Albert LePage Center for Entrepreneurship and Innovation, A. B. Freeman School of Business, Tulane University—\$20,000 award	2021-2022
Pricer Fellowship Weinert Center for Entrepreneurship, Wisconsin School of Business	2016-2017
Graduate School & Wisconsin Alumni Research Foundation Grant Research support for dissertation work	2014-2015
Distinguished Teaching Award Wisconsin School of Business	2012-2013
Student Research Travel Award Graduate School, University of Wisconsin-Madison	2015, 2016
Wisconsin School of Business Ph.D. Travel Award	2014, 2015, 2016
Acceptance to the following consortia & workshops:	
OMT AOM Dissertation Proposal Workshop, Philadelphia, PA	August 2014
Mellon-Wisconsin Dissertation Writing Camp, Madison, WI	June 2015
West Coast Research Symposium Doctoral Consortium, Seattle, WA	September 2015
OMT AOM Doctoral Consortium, Anaheim, CA	August 2016
OMT Division AOM Junior Faculty Consortium, Chicago, IL	August 2018
Authenticity Workshop, Atlanta, GA	May 2019
Entrepreneurship Division AOM Junior Faculty Consortium, Boston, MA	August 2019

SCHOLARLY AFFILIATIONS AND SERVICE

Academy of Management
 Academy of Management Conference (ad-hoc reviewer)
 Journal of Business Venturing (Editorial Board member)
 Strategic Management Journal (ad-hoc reviewer)
 Babson College Entrepreneurship Research Conference (ad-hoc reviewer)

PROFESSIONAL EXPERIENCE

The University of Iowa Foundation 2008-2012
Associate Director of Development

The University of Iowa Alumni Association 2007-2008
Assistant Director of Alumni Programs