

SHANNON YOUNGER, Ph.D.

The University of Arkansas | Fayetteville, AR
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ACADEMIC APPOINTMENTS

- University of Arkansas, Walton College of Business** 2022-present
Assistant Professor of Strategy, Entrepreneurship & Venture Innovation
- Texas Christian University, Neeley School of Business** 2018-2022
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

- Grandy, J.* & Younger, S.* in press. Caught in Transition: Market Category Stagnation and New Venture Strategies in Regulated Markets. *Frontiers of Entrepreneurship Research BCERC Proceedings*.
- 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. 2021. The Mitigating Role of Trait Core Confidence on Psychological Distress in Entrepreneurship. *Applied Psychology*.

WORK UNDER REVIEW

- Younger, S., Navis, C., & Preedom, J. [title redacted for anonymity of review process].
First round revise and resubmit—Journal of Business Venturing
- Fisher, G. & Younger, S., Kier, A. [title redacted for anonymity of review process].
First round revise and resubmit—Journal of Business Venturing special issue

WORK IN PROGRESS

- Younger, S., Murray, A., Wicks, A., & Kotha, S. How Firms Generate Participation from Online Communities to Succeed in Nascent Markets.
Finalizing for submission to Academy of Management Journal

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.

Finalizing for submission to Journal of Management

*denotes equal authorship

PRESENTATIONS

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| Caught in Transition: Market Category Stagnation and New Venture Strategies in Regulated Markets | July, August 2023 |
| European Group for Organizational Studies, Cagliari, Italy
Academy of Management Annual Meeting, Boston, MA | |
| Concoctions of the Past: New Venture Use of History | June 2023 |
| Babson College Entrepreneurship Research Conference, Knoxville, TN | |
| Caught in Transition: Market Category Stagnation and New Venture Strategies in Regulated Markets | June 2022 |
| Babson College Entrepreneurship Research Conference, Waco, TX | |
| 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 | |
| <ul style="list-style-type: none">• Annual Meeting of the Academy of Management in a symposium* entitled Identity, Entrepreneurship, and Meaning Construction through Cultural Resources, Anaheim, CA (co-organizer) | August 2016 |
| <ul style="list-style-type: none">• Authenticity Workshop, Charlottesville, VA | May 2016 |
| <ul style="list-style-type: none">• Annual Meeting of the Academy of Management in a symposium entitled Identity and Industry Emergence, Vancouver, BC, Canada | August 2015 |
| <ul style="list-style-type: none">• European Group for Organizational Studies Conference, Athens, Greece | July 2015 |
| Identity Formation for New Ventures Entering an Emerging Organizational Category: The Case of Venture Accelerators | |
| <ul style="list-style-type: none">• Annual Meeting of the Academy of Management, Anaheim, CA | August 2016 |
| <ul style="list-style-type: none">• 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 |
| <ul style="list-style-type: none">• Babson College Entrepreneurial Research Conference, London, Ontario, Canada | June 2014 |

TEACHING EXPERIENCE

New Venture Development (SEVI3933), University of Arkansas	4.77/5.00	Fall 2022
	4.86/5.00	Fall 2023
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		Summer 2015
Contemporary Topics in International Business (MHR 365), University of Wisconsin-Madison		Spring 2016
Organizational Behavior , Hanoi University of Agriculture		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
Journal of Business Venturing (Reviewer Board member)
Strategic Management Journal (ad-hoc reviewer)
Entrepreneurship Theory and Practice (ad-hoc reviewer)
Academy of Management Conference (ad-hoc reviewer)
Babson College Entrepreneurship Research Conference (ad-hoc reviewer)

PROFESSIONAL EXPERIENCE

The University of Iowa Foundation Associate Director of Development	2008-2012
The University of Iowa Alumni Association Assistant Director of Alumni Programs	2007-2008