

## Colby D. Green

Department of Management | Marriott School of Business | Brigham Young University  
Cell: (801) 636-0131 | Email: [ColbyDGreen@byu.edu](mailto:ColbyDGreen@byu.edu)

### ACADEMIC POSITIONS

---

#### Brigham Young University

Visiting Assistant Professor of Strategy

2018 – 2019

### EDUCATION

---

#### Rice University, Jones Graduate School of Business

Ph.D., Business Administration (Strategic Management)

2013 – Aug. 2018

Dissertation title: *Corporate political activity in state legislatures: Evidence from the healthcare industry*

Committee: Douglas A. Schuler (chair), Balaji R. Koka, Keith E. Hamm

M.A., Business Administration (Strategic Management)

2018

#### Brigham Young University

M.B.A., Business Administration

2011 – 2013

B.A., Political Science

2003 – 2008

### RESEARCH INTERESTS

---

My research agenda in strategic management falls broadly within the domain of nonmarket strategy. I am interested in the firm's efforts to build stakeholder coalitions in order to obtain favorable policy. My work contributes to the corporate political activity and stakeholder management literatures.

### RESEARCH

---

#### Refereed Publications

Hoskisson, R., Gambeta, E., Green, C., Li, T.\* 2018. Is my firm-specific investment protected? Overcoming the stakeholder investment dilemma in the resource-based view. *Academy of Management Review*, 43(2): 284–306. \*Equal contribution by all authors.

Schuler, D., Rehbein, K., & Green, C. 2016. Is corporate political activity a field? *Business & Society*.

DeTienne, K., Green, C., & Blackburn, A. 2011. Jack in the box: A case study in communication strategy. *Journal of Organizational Behavior Education*, 4: 97–108.

#### Under Review

Green, C., Schuler, D., Zavyalova, A., Swartz, R. Stock market reactions to firm visits by the U.S. President. **Under second review** at the *Academy of Management Journal*.

#### Working Papers

Green, C., Schuler, D. Corporate political activity in state legislatures: The contingent effects of hospital campaign contributions on Medicaid expansion following the Affordable Care Act.

Green, C., Schuler, D. A new contingency approach to corporate political strategy and legislative decision making.

Green, C. The contingent effects of stakeholder mobilization as a component of nonmarket strategy: Evidence from the healthcare industry following the Affordable Care Act.

Schuler, D., Green, C. #DrainTheSwamp: Empirical tests of the corporations supporting candidates in the 2016 U.S. Presidential election.

Barrick, J., Frischmann, P., Green, C., Collective corporate political action: Leaders and followers or leaders and dupes?

Whetten, D., Rodgers, Z., Green, C., Coles, R. What, really, constitutes a theoretical contribution?

### **Conference Presentations**

Green, C. 2017. *The contingent effects of hospital political activity on Medicaid expansion after Obamacare*. Paper presented at the annual meeting of the Academy of Management, Atlanta.

Schuler, D., Green, C. 2017. *The value of political connections through politically-affiliated nonprofits: Corporate contributions to the Clinton Foundation and subsequent stock market performance*. Paper presented at the annual meeting of the Midwest Political Science Association, Chicago.

Green, C. 2017. *The contingent effects of hospital political activity on Medicaid expansion after the Affordable Care Act*. Paper presented at the 2017 Public Health Conference of the Utah Public Health Association, Park City.

Green, C., Schuler, D., Koka, B. 2016. *The contingent effects of hospital political activity on Medicaid expansion after the Affordable Care Act*. Paper presented at the annual meeting of the International Association of Business and Society, Park City.

Li, T., Green, C. 2016. *The role of timing in CSR reporting during merger waves*. Paper presented at the annual meeting of the International Association of Business and Society, Park City.

Green, C., Schuler, D., Zavyalova, A., Swartz, R. 2016. *Stock market reactions to firm visits by the President of the United States*. Paper presented at the annual meeting of the Midwest Political Science Association, Chicago.

Green, C., Schuler, D., Zavyalova, A. 2015. *When presidential popularity matters: Examining stock market returns to firm visits by the President of the United States*. Paper presented at the annual meeting of the Academy of Management, Vancouver.

Whetten, D., Rodgers, Z., Green, C., Coles, R. 2014. *What, really, constitutes a theoretical contribution?* Paper presented at the annual meeting of the Academy of Management, Philadelphia.

Kryscynski, D., Green, C. 2013. *Exploring knowledge investment: The case for a laboratory simulator.* Paper presented as part of a symposium at the annual meeting of the Academy of Management, Orlando.

Kryscynski, D., Green, C. Bingham, J. 2012. *Explaining away the paradox: How workplace identity motivates firm-specific investments.* Paper presented at the annual international conference of the Strategic Management Society, Prague.

### **Publications for Practitioners**

Green, C. 2013. The misguided allure of transferrable expertise. *MBA Student Wire*, April.

### **COURSES TAUGHT**

---

<b>Brigham Young University</b> , Visiting Assistant Professor	
<i>Strategy &amp; Organization.</i>	2018 – 2019
Undergraduate students.	
<i>Corporate Political Strategy.</i>	Winter 2019
Full-time MBA students.	
<b>Utah State University</b> , Adjunct Instructor	
<i>New Venture Social Responsibility.</i>	Summer 2017
Undergraduate students.	
<i>Foundations of Business Leadership. (Ethics)</i>	Summer 2017
Undergraduate students.	
<b>Rice University</b> , Graduate Teaching Assistant to Doug Schuler	
<i>Business – Government Relations.</i>	Spring 2016, 2017
Full-time and weekend MBA students.	
<i>Global Markets and Institutions.</i>	Spring 2016
Executive MBA students.	
<b>Brigham Young University</b> , Graduate Teaching Assistant to Dave Whetten	
<i>Understanding Organizations.</i>	Winter 2013
Undergraduate, MBA, and MPA students.	

### **AWARDS AND HONORS**

---

Research Grants (\$6,500), Jones Business Healthcare Initiative	2016 – 2017
Graduate Research Fellowship (\$15,000), Brigham Young University	2012
MBA Graduate Student Scholarship, Marriott School	2012
2012 Outstanding Scholar Award, OBHR Major, Marriott School	2012
Dean’s Scholarship, Marriott School	2011

## **PROFESSIONAL AFFILIATION AND SERVICE**

---

Editorial Review Board, <i>Academy of Management Perspectives</i>	2018 – Current
Member, Academy of Management (STR & SIM Divisions)	2012 – Current
Graduate Assistant to the SIM Program Chair	2016
Vice President, Pre-doctoral Student Organization, Marriott School	2012 – 2013

## **INDUSTRY EXPERIENCE**

---

Chief Operations Officer, Lincoln Law Center & CounselNow	2009 – 2011
Legislative Assistant, Senator John Valentine, Utah State Senate	2008 – 2009

## **REFERENCES**

---

Douglas A. Schuler  
Associate Professor of Business and Public Policy at Rice University  
713-348-5472 | [schuler@rice.edu](mailto:schuler@rice.edu)

Robert E. Hoskisson  
George R. Brown Chair of Strategic Management at Rice University  
713-348-2059 | [robert.e.hoskisson@rice.edu](mailto:robert.e.hoskisson@rice.edu)

Balaji R. Koka  
Associate Professor of Strategic Management at Rice University  
713-348-4708 | [brk2@rice.edu](mailto:brk2@rice.edu)