

ASHLEY Y ROCCAPRIORE

— ACADEMIC EXPERIENCE

- Assistant Professor of Entrepreneurship** **2023 - Present**
Department of Management & Entrepreneurship
Harbert College of Business
Auburn University
- Instructor & Research Assistant** **2018 - 2023**
Department of Management & Entrepreneurship
Haslam College of Business
University of Tennessee, Knoxville

— EDUCATION

- Doctor of Philosophy** **2023**
University of Tennessee
Major Area: Strategy, Entrepreneurship, and Organizations
Supporting Area: Research Methods
Dissertation: Baggage & Binders: The Dynamic Nature of Early-stage Investor Decision-making
- Master of Business Administration** **2015**
University of Texas at Dallas
- Master of Science in Marketing** **2014**
University of Texas at Dallas
- Bachelor of Science** **2012**
Auburn University
Major: Entrepreneurship, Minor: Communication

— ACADEMIC INTERESTS

- Research Focus:** *My research focuses on how stakeholders make decisions about entrepreneurs that enable them to obtain both financial and non-financial resources to start, grow, and sustain their venture. I also study the effect of failure and interpersonal dynamics for new ventures.*
- Research Methods Interests:** *In order to address complex research questions, I believe you must have the right tools. For quantitative analyses, I leverage STATA and R/R-Studio to perform econometric modeling, scenario-based experiments, meta-analysis, and multilevel and structural equation modeling. I also utilize NVivo for qualitative analyses.*
- Teaching Interests:** *My teaching philosophy centers on facilitating an engaging, fun, relevant, and equitable environment. I have a preference for teaching courses including: entrepreneurship, new venture planning, business strategy, and research methods.*

– RESEARCH: Peer-Reviewed Journal Publications

Roccapiore, A.Y. & Pollock, T.G. *In-Press*. I Don't Need A Degree, I've Got Abs: Competence, Warmth, and the Influence of Multimode Communication On Social Media. *Academy of Management Journal*.

<https://doi.org/10.5465/amj.2020.1546>.

**Featured by (including hyperlinks):*

- *The Conversation*
 - *Re-reported by Fortune, YahooNews, and Phys.Org*
- *"We Should Probably be Studying" Podcast*
- *Academy of Management Insights*
- *Haslam College of Business*

Roccapiore, A.Y., Imhof, Z., Cardon, M.S., 2021. Badge of Honor or Tolerable Reality? How Previous Firm Failure and Experience Influences Investor Perceptions. *Journal of Business Venturing Insights* 16, e00252.

<https://doi.org/10.1016/j.jbvi.2021.e00252>

– RESEARCH: Publications in Conference Proceedings

Roccapiore, A.Y., Crook, T.R., Cardon, M.S., & Murnieks, C.Y., 2021. Open To Interpretation: A Meta-analytic Study Of Investor Funding Decisions. *Academy of Management Proceedings* 2021, 1: 10280.

<https://doi.org/10.5465/AMBPP.2021.10280abstract>

– RESEARCH: Manuscripts Under Revise & Resubmit

Jones, J.J., Hymer, C., **Roccapiore, A.Y.**, & Smith, B.R. Does Religion Matter to Angels? Exploring the Influence of Religion in Entrepreneurial Investor Decision Making (*Under 3rd Review at Small Business Economics*)

– RESEARCH: Manuscripts Under Review

Roccapiore, A.Y., Cardon, M.S., Murnieks, C.Y., & Crook, T.R. Funding Meta-Analysis (*Under Review at Journal of Management; Title Changed to Protect Double-Blind Review Process*)

– RESEARCH: Working Papers

Cardon, M.S., Yakusko, N., Harms, P., Williams, D.W., & **Roccapiore, A.Y.** How War Affects Resilience and Mental Health of Ukrainian Civilians. (*Targeted submission to Science in May 2023*)

Lewis, T., Rady, J., & **Roccapiore, A.Y.** It's A Give And Take: A Meta-analytic Investigation Of Social Exchanges Between Entrepreneurs And Stakeholders, And Their Influence On Venture Performance. (*Targeted submission to Journal of Management in June 2023*)

Roccapriore, A.Y., Cardon, M.S., Jenkins, A.S., & Shepherd, D. A. Engaging with Angels: A Typology of Angel Investors and Their Dynamic Decision Making of Across the Investment Process (*Targeted submission to Administrative Science Quarterly in August 2023*)

Roccapriore, A.Y., Arwine, B., Lewis, T., Munyon, T.P., & Cropanzano, R. S. For Better or For Worse? A Stakeholder-Centric Perspective of Stakeholder (Dis)Engagement (*Targeted submission to Academy of Management Review in September 2023*)

– RESEARCH: Works in Progress

Escudero, B., **Roccapriore, A.Y.**, Short, J., & Ketchen, D. Crowdfunding Literature Review. (*Targeted submission to Journal of Management in Summer 2023*)

Ketchen, D., Connelly, B., & **Roccapriore, A.Y.** Archival Data Editorial (*Targeted submission to Journal of Management in Summer 2023*)

Roccapriore, A.Y., & Jones, J.J. Qualitative Study on Accelerator and Stakeholder Enrollment Dynamics (*Data collection ongoing for submission to Academy of Management Journal in Winter 2023*)

Cardon, M.S., Yakuskhov, N., Harms, P., Williams, D.W., & **Roccapriore, A.Y.** Building Resilience in War Zone - Ukrainian Entrepreneurs. (*Data Collection ongoing for submission to Academy of Management Journal in Winter 2023*)

– CONFERENCE PRESENTATIONS: Refereed Conference Paper Presentations

Hawa, J., Cardon, M.S., & **Roccapriore, A.Y.** 2023. From the Frying Pan into the Fire - Well-being of Syrian Refugee Entrepreneurs in Lebanon. *Academy of Management Conference; Boston, MA.*

Roccapriore, A.Y., Cardon, M.S., Jenkins, A., & Shepherd, D.. 2023. Building the Plane in Mid-Air: Informal and Formal Group Dynamics Within Angel Investor Groups. *Babson College Entrepreneurship Research Conference; Knoxville, TN.*

Roccapriore, A.Y. & Jones, J.J. 2023. Short-Term Gain or Long-Term Benefit? Entrepreneur and Stakeholder Interactions in the Early Stakeholder Enrollment Process. *Babson College Entrepreneurship Research Conference; Knoxville, TN.*

Roccapriore, A.Y. & Cardon, M.S. 2022. Engaging with Angels: A Typology of Angel Investors and Their Decision Making Across Different Stages of the Investment Process. *Southern Management Association*

Conference; Little Rock, AR.

Lewis, T., **Roccapriore, A.Y.**, & Rady, J. 2022. Within My Possession But Free To Exchange: A Meta-analytic Investigation Of Resource Possession and Exchange For New Venture Performance. Babson College Entrepreneurship Research Conference; Waco, TX.

Roccapriore, A.Y., Imhof, Z., Cardon, M.S. 2021. Badge Of Honor Or Tolerable Reality: How Previous Firm Failure Or Success Influence Investors. Babson College Entrepreneurship Research Conference; Virtual due to COVID-19.

Roccapriore, A.Y. & Pollock, T.G. 2020. Fake It 'Til You Make It: The Role Of Entrepreneurs' Emotional And Rational Communication In Building Entrepreneurial Legitimacy On Social Media. Southern Management Association Conference; Virtual due to COVID-19.

Roccapriore, A.Y. & Pollock, T.G. 2020. Fake It 'Til You Make It: The Role Of Entrepreneurs' Emotional And Rational Communication In Building Entrepreneurial Legitimacy On Social Media. Babson College Entrepreneurship Research Conference; Virtual due to COVID-19.

— **CONFERENCE PRESENTATIONS: Refereed Symposiums & PDW Presentations**

Roccapriore, A.Y. & Hayes, N., (Organizers); Allison, T.H., Anglin, A., Cardon, M.S., Cox-Pahnke, E., Hallen, B.L., Murnieks, C.Y. (Panelists). 2022. The Big Three of Entrepreneurial Financing: Crowdfunding, Angel Investment, and Venture Capital. Academy of Management (AOM) Conference; Seattle, WA.

Roccapriore, A.Y. & Arwine, B., (Organizers); Bergh, D.D., Corley, K.G., Gregoire, D., Hirshman, A., Hollensbe, E.C., Jones, J. J., Raffaelli, R.L. (Panelists). 2022. Methodological Bricolage: Using Multiple Methods in Dissertation Work. Academy of Management (AOM) Conference; Seattle, WA.

Roccapriore, A.Y. & Waddingham, J., (Organizers); DeTienne, D., Jenkins, A., Shepherd, D., & Williamson, A. (Panelists). 2021. Exploring Entrepreneurial Failure And Exit In The Midst Of Chaos. Academy of Management (AOM) Conference; Virtual due to COVID-19.
*Entrepreneurship Division Showcase Symposium

Pollock, T.G., Beorchia, A.M., & **Roccapriore, A.Y.** (Organizers); Davis, J., Elsbach, K., Grant, A., Hallen, B., Hollenbeck, J., & Rindova, V. (Panelists). 2021. The Art of Storytelling in Academic Writing. Academy of Management (AOM) Conference; Virtual due to COVID-19.
*Organization and Management Theory Division Best Symposium;
All-Academy Showcase Symposium

— INVITED PRESENTATIONS

Speaker

- Outside Looking In: How Stakeholders Make Decisions About Entrepreneurs. 2022. Presented at University of Queensland; Brisbane, Australia.

Panelist

- We Got by with a Little Help: Perspectives on the Academic Job Market, 2023. *Academy of Management Conference; Boston, MA.*
- Entrepreneurial Financing, 2022. *Introduction to Entrepreneurship Course - University of Tennessee; Knoxville, TN.*
- Doctoral Student Networking Workshop: Peer Networking Through Writing Groups, 2021. *Southern Management Association Conference; New Orleans, LA.*

— TEACHING EXPERIENCE

Essentials of Entrepreneurship - ENFB 3140

Auburn University, Harbert College of Business

- **Fall 2023** *Overall Evaluation: TBD
College Average: TBD*

Introduction to Entrepreneurship - ENT 350

University of Tennessee, Haslam College of Business

- **Spring 2023** *Overall Evaluation: TBD
College Average: TBD
In Person*
- **Summer 2021** *Overall Evaluation: 4.73/5.00
College Average: 4.54/5.00
Online Format due to COVID 19*
- **Spring 2021** *Overall Evaluation: 4.80/5.00
College Average: 4.29/5.00
Online Format due to COVID 19*
- **Fall 2020** *Overall Evaluation: 4.80/5.00
College Average: 4.34/5.00
Hybrid Format due to COVID 19*

Entrepreneurship Bootcamp - Business Models & Market Metrics

Oak Ridge Innovation Institute, The University of Tennessee

- **August 2022** *Graduate Students from the Bredesen Center, the Tickle College of Engineering, and the UT Institute for Agriculture*

Entrepreneurial Business Models & Market Metrics

SPARK CleanTech Accelerator, University of Tennessee Research Park

- **Summer 2022** *Inaugural cohort for Accelerator*

— SERVICE

- **Ad Hoc Journal Reviewer**

<i>Journal of Management Studies</i>	2022 - Present
<i>Journal of Management</i>	2022 - Present
<i>Strategic Entrepreneurship Journal</i>	2022 - Present
<i>Journal of Small Business Management</i>	2021 - Present
<i>Journal of Business Venturing</i>	2021 - Present
<i>Journal of Business Venturing Insights</i>	2021 - Present
<i>Academy of Management Review</i>	2020 - Present
- Academy of Management - Entrepreneurship Division	
<i>Newsletter Editorial Team</i>	2022 - Present
<i>TMI Entrepreneurship Podcast Creator and Host</i>	2021 - Present
<i>Reviewer</i>	2019 - Present
<i>Executive Committee, PhD Representative</i>	2020 - 2021
- LIFE Research Conference	
<i>Session Moderator</i>	2023
- Babson College Entrepreneurship Research Conference	
<i>Session Chair</i>	2021 - Present
<i>Reviewer</i>	2020 - Present
- Southern Management Association Conference	
<i>Session Chair</i>	2022 - Present
<i>Reviewer</i>	2019 - Present
- Haslam College of Business - University of Tennessee	
<i>Doctoral Student Mentor</i>	2020 - 2023
<i>Doctoral Student Association - Advisory Board</i>	2021 - 2022
<i>Doctoral Student Association - Officer</i>	2021 - 2022

— AWARDS & HONORS

Research Awards

- Outstanding Doctoral Researcher Award, Finalist. 2023. *University of Tennessee, Haslam College of Business.*
- Graduate Research Fellowship. 2022. *University of Tennessee, Graduate School.*
- Advanced Supply Chain Collaborative (ASCC) Doctoral Student Award, Winner. 2022. *University of Tennessee, Haslam College of Business.*
- Outstanding Doctoral Researcher Award, Winner. 2022. *University of Tennessee, Department of Management & Entrepreneurship.*
- Outstanding Doctoral Researcher Award, Finalist. 2022. *University of Tennessee, Haslam College of Business.*
- Outstanding Doctoral Researcher Award, Finalist. 2021. *University of Tennessee, Haslam College of Business.*
- Advanced Supply Chain Collaborative (ASCC) Doctoral Student Award, Winner. 2021. *University of Tennessee, Haslam College of Business.*
- Research Promise Award, Winner. 2020. *University of Tennessee, Department of Management & Entrepreneurship.*

Teaching Awards

- Doctoral Student Teaching Award, Winner. 2021. *University of Tennessee, Department of Management & Entrepreneurship.*

- Outstanding Doctoral Student Teacher Award, Finalist. 2021. *University of Tennessee, Haslam College of Business.*

Service Awards

- Best Reviewer Award, Winner. 2021. *Academy of Management Conference, Entrepreneurship Division.*

— PROFESSIONAL DEVELOPMENT

Doctoral Consortia

- Teaching Consortium. U.S. Association for Small Business and Entrepreneurship Conference, 2022 . Raleigh, NC.
- Late Stage Doctoral Consortium, 2021. Southern Management Association Conference; New Orleans, LA.
- Organizational Behavior Division Doctoral Consortium, 2021. Academy of Management Conference; Virtual due to COVID 19.
- Entrepreneurship Doctoral Consortium, 2021. Babson College Entrepreneurship Research Conference; Virtual due to COVID 19.
- Entrepreneurship Division Doctoral Consortium, 2020. Academy of Management Conference; Virtual due to COVID 19.
- Early Stage Doctoral Consortium, 2018. Southern Management Association Conference; Lexington, KY.

Theory and Content Seminars

Faith in Entrepreneurship Research Seminar **August 2022**

Consortium for the Advancement of Research Methods and Analysis

Systematic Reviews and Meta-Analysis in R **January 2023**

Interpretive Qualitative Process Data Analysis **June 2022**

Doing Grounded Theory Research **July 2021**

Advanced Multilevel Methods **June 2020**

— RELEVANT INDUSTRY EXPERIENCE

Founder/Owner

- **Accorey, LLC:** *Small business consulting* **2015 - Present**
- **Rocca Fitness:** *Fitness/nutrition coaching* **2015 - 2018**

Analyst

- **Ericsson, Inc.:** *Senior Financial Analyst & Team Lead* **2016 - 2018**
- **Ericsson, North America:** *Senior Business Analyst* **2013 - 2016**