

# DAVID S. JIANG

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## EDUCATION

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**Ph.D., Business Administration, University of Tennessee; Knoxville, TN** **2016**  
Major and Concentrations: Strategy, Entrepreneurship, and Family Business  
Minor: Social Psychology

Dissertation Committee: Franz Kellermanns, Lane Morris, Tim Munyon, and Garry Shteynberg  
Dissertation Title: The Family Ties That Bind: Essays That Examine and Extend the Microfoundations of Socioemotional Wealth Theory

**\*\* Winner of the 2017 Family Firm Institute Best Doctoral Dissertation Award \*\***

**M.B.A., Business Administration, Appalachian State University; Boone, NC** **2011**  
Thesis Committee: Scott Hayward, Robin Byerly, Dan Meyer  
Thesis Topic: Successor Influence in Family Business Succession  
Concentration: General Management

**B.S.B.A., Management, Appalachian State University; Boone, NC** **2009**  
Honors: *magna cum laude*, Diversity Scholarship  
Concentration: Entrepreneurship

## RESEARCH INTERESTS

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My research interests focus on the psychological and sociological antecedents, processes, and outcomes of meso-level phenomena in privately-held businesses. In particular, my current research stream seeks to move beyond current macro-oriented approaches to studying privately-held business, helping further build and extend the theoretical microfoundations of family firms and entrepreneurial ventures.

## HONORS AND AWARDS

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**2017 Best Doctoral Dissertation Award**  
Family Firm Institute

**2017 Best Reviewer Award**  
Academy of Management Entrepreneurship Division

**2016 Best Family Business Paper Award**  
Academy of Management Entrepreneurship Division

**2016 Chancellor's Citation Award for Extraordinary Graduate Student Teaching**  
University of Tennessee

**2nd Place Winner, 2015 ACEI Entrepreneurship Research Proposal Competition**  
Anderson Center for Entrepreneurship and Innovation

**Finalist (1 of 2), 2015 Stahl & Bounds Outstanding Graduate Student Research Award**  
University of Tennessee Haslam College of Business

**Nominee, 2015 Jimmy and Ileen Cheek Graduate Student Medal of Excellence**  
University of Tennessee

**Haslam College ESPN Academic Scholarship (\$10,000 each year, 2012-2016)**  
University of Tennessee

**Diversity Scholars Academic Scholarship (\$2,000 each year, 2007-2011)**  
Appalachian State University

**2009 *magna cum laude* Honors (Graduated Top 5% GPA in Walker College of Business)**  
Appalachian State University

**Weddington German Club Merit Scholarship (\$2,000)**  
Weddington High School German Club

## **RESEARCH**

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### **Peer-Reviewed Publications**

**Jiang, D.S.**, Kellermanns, F.W., Munyon, T.P. & Morris, M.L. (2018) More than meets the eye: A review and future directions for the social psychology of socioemotional wealth. *Family Business Review*, 31(1), 125-157.

**Jiang, D.S.**, Hayward, S.D., & Morris, M.L. (2017) Raising entrepreneurs: Can parenting style amplify entrepreneurial intentions and behaviors? *International Journal of Management and Enterprise Development*, 16(1), 13-33.

Hayward, S. D., & **Jiang, D. S.** (2016). Lunatics at the fringe: Teaching expository documentaries with Beer Wars. *International Journal of Management Education*, 14(3), 388-410.

### **Editor-Reviewed and Other Publications**

**Jiang, D.S.** (2018). A research applied précis on the social psychology of socioemotional wealth. *Family Firm Institute*, 1-8. Available as a supplementary material on Sage Publishing's *Family Business Review* website: [http://journals.sagepub.com/doi/suppl/10.1177/0894486517736959/suppl\\_file/SEW\\_Precis\\_9-17-17.pdf](http://journals.sagepub.com/doi/suppl/10.1177/0894486517736959/suppl_file/SEW_Precis_9-17-17.pdf).

**Jiang, D.S.**, & Munyon, T.M. (2017). More than a feeling: The promise of experimental approaches for building affective and cognitive microfoundations of family firm behavior. In F.W. Kellermanns & F. Hoy (Eds.), *The Routledge Companion to Family Business*, Routledge, 385-400.

**Jiang, D.S.**, White, T.D., & Morris, M.L. (2016). Turning family pains into gains: Incorporating Family Science into Family Business and Social Entrepreneurship scholarship. Invited commentary in *National Council on Family Relations (NCFR) Report*, 61(4), 4-6.

## Research in Progress

**Jiang, D.S.**, Harris, J.N., Sproul, C.R., & Jenkins, M.T. The (missing) links between me, us, and them: A review and multi-level agenda on identity, image, and reputation in family firm research. **Under second review at *Family Business Review*.**

**Jiang, D.S.**, Kellermanns, F.W., Munyon, T.P., & Morris, M.L. Towards family firm microfoundations: How emotion and family dynamics motivate socioemotional wealth decisions. **Preparing for submission to *Entrepreneurship Theory and Practice*** (Previous 3<sup>rd</sup> round at *Academy of Management Review* and 2<sup>nd</sup> round at *Organization Studies*).

## Research in Preparation

Sproul, C.R., **Jiang, D.S.**, Jenkins, M.M., Harris, J.N., & Kellermanns, F.W. What should we do with these resources? A multi-theoretical review of resource nature and purpose in inter-organizational relationships. **Preparing for journal submission.**

**Jiang, D.S.**, Kellermanns, F.W., Munyon, T.P. Some (Theoretical) Assembly Required: The Promise for Social and Psychological Microfoundations of Family Firms. **Preparing for submission to the *Journal of Family Business Strategy*.**

**Jiang, D.S.**, Munyon, T.P., Kellermanns, F.W., & Morris, M.L. Socioemotional paradox? Examining tensions in socioemotional wealth and socioemotional selectivity. **Preparing for submission to *Academy of Management Review*.**

**Jiang, D.S.** & Harris, J.N. The Powers That Be: Towards a Theory of Family Influence in Organizational Phenomena. **Preparing for submission to *Academy of Management Review*.**

White, T.D., Munyon, T.P., & **Jiang, D.S.**, Martin, T. Is blood really thicker than water? The role of family endorsement in venture creation and sustainability. **Preparing for submission to *Academy of Management Journal*.**

**Jiang, D.S.**, Hayward, S.D., Sikora, D.M., & Navis, C.C. Soft landings with hard Feelings? A theory of social perceptions in the acqui-hiring paradox. **Preparing for submission to *Organizational Dynamics*.** (Previous submission to *Academy of Management Review*).

Sudan, Z. & **Jiang, D.S.** Time changes everything: Socioemotional selectivity's effects on entrepreneurial intentions and attitudes across the lifespan. **Preparing for Z. Sudan's undergraduate honor's thesis and subsequent journal submission.**

White, T.D., Munyon, T.P., **Jiang, D.S.**, & D'Oria, L. Emotion regulation and spousal undermining: Evidence of a reciprocity effect in dual career couples. **Preparing for eventual submission to *Family Relations*.**

**Jiang, D.S.** The moral costs of socioemotional wealth: Integrating a moral emotion nexus into explanations of socioemotional wealth preservation.

## Research Grants

2018 Georgia Southern COB Summer Research Grant (\$16,000)

2015 University of Tennessee ACEI Research Grant (\$500)

## Conference Presentations

**Jiang, D.S. (Presenter)**, Munyon, T.P., Kellermanns, F.W., & Morris, M.L. (2017) Socioemotional paradox? Examining tensions in socioemotional wealth and socioemotional selectivity. Paper presented at the *Academy of Management Conference*, Atlanta, GA. Aug. 4-8.

**Jiang, D.S. (Presenter)**, Munyon, T.P., Kellermanns, F.W., & Morris, M.L. (2016) The family firm's socioemotional paradox: Examining tensions between family members' socioemotional wealth and socioemotional selectivity. Presented at the *Southern Management Association Conference*, Charlotte, NC. Oct. 27-29.

**Jiang, D.S. & Hayward, S.D. (Presenter)** (2016) Initiating family business succession: Successor affective commitment, influence tactics, and satisfaction in family firm succession. Presented at the *Southern Management Association Conference*, Charlotte, NC. Oct. 27-29.

White, T.D. (Presenter), Munyon, T.P., **Jiang, D.S.**, & D'Oria, L. (2016) Emotion regulation and spousal undermining: Evidence of a reciprocity effect in dual career couples. Presented at the *Southern Management Association Conference*, Charlotte, NC. Oct. 27-29.

**Jiang, D.S.**, Kellermanns, F.W., Munyon, T.P. (Presenter), & Morris, M.L. (2016) The family ties that bind: How emotion and family dynamics preserve socioemotional wealth. Presented at the *Academy of Management Conference*, Anaheim, CA. Aug. 5-9. **\*Winner of the 2016 Best Family Business Paper\***

Collins, B.J. (Presenter), & **Jiang, D.S.** (2016) Fired up (and a little nervous): How pre-performance emotions and political skill influence team process and performance. Presented at the *Academy of Management Conference*, Anaheim, CA. Aug. 5-9.

**Jiang, D.S. (Presenter)**, Munyon, T.P., Kellermanns, F.W., & Morris, M.L. (2015) Is there a socioemotional paradox in family firms? An experimental examination of the theoretical tensions between family firm members' socioemotional wealth and socioemotional selectivity. Presented at the *Babson College Entrepreneurship Research Conference*, Wellesly, MA. June 10-13.

Munyon, T.P. (Presenter), **Jiang, D.S.**, Collins, B.J., & Wright, T.A. (2015) Affective Communication: Toward a theory of rallying cries and group adaptation. Presented at the *Western Academy of Management Conference*, Kauai, Hawaii. Mar. 11-14.

**Jiang, D.S. (Presenter)**, Rousseau, M.B., & Kellermanns, F.W. (2014) Beyond family firm boundaries: An examination of socioemotional wealth in family and nonfamily firms. Presented at the *Southern Management Association Conference*, Savannah, GA. Nov. 12-15.

**Jiang, D.S. (Presenter)** & Munyon, T.P. (2014) Stressing the opportunities: An experimental test of stress' effects on entrepreneurs' cognitive resources, opportunity recognition, and decision-making. Presented at the *Babson College Entrepreneurship Research Conference*, London, Ontario, Canada. June 4-7.

Strickling, J.A. (Presenter), **Jiang, D.S.**, Williams, D.W., & Crook, T.R. (2014) Age at initial international entry: A meta-analytic review of antecedents and consequences. Presented at the *Babson College Entrepreneurship Research Conference*, London, Ontario, Canada. June 4-7.

**Jiang, D.S. (Presenter)** & Munyon, T.P. (2014) Disentangling entrepreneurial stress: How stress and feedback affect opportunity recognition and exploitation in an entrepreneurial context. Presented at the 8<sup>th</sup> Annual *Mid-Atlantic Strategy Colloquium*, Knoxville, TN. Mar. 7-8.

**Jiang, D.S.** (2014) Beyond family business: Exploring family systems' effects on entrepreneurial behavior. Presented at the 38<sup>th</sup> Annual Meeting of the *Southeastern Symposium on Child and Family Development*, Knoxville, TN. Feb. 27-Mar. 1.

**Jiang, D.S. (Presenter)** & Hayward, S.D. (2013) Influencing family business succession: A social identity perspective. Presented at the 33<sup>rd</sup> Annual Meeting of the *Strategic Management Society*, Atlanta, GA. Sep. 28-Oct. 1.

**Jiang, D.S.**, (2011) Capable and committed children: A successor-centric theory of family business succession. Presented at the 14<sup>th</sup> Annual *Celebration of Student Research and Creative Endeavors*, Boone, NC. April 14.

## **PROFESSIONAL SERVICE, ACTIVITIES, AND ASSOCIATIONS**

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### **Service to Georgia Southern University**

- Thesis Advisor, Zane Sudan's Undergraduate Honors Thesis, 2018-2019
- Member, Strategic Management Search Committee (Tenure Track Position, Search # 67578), 2018
- Member, Entrepreneurship Curriculum Redesign Committee, 2016 - 2018
- Member, Entrepreneurship Scholarship Review Committee, Spring 2017
- Entrepreneurship Panelist, Business Innovation Group's *Generation Startup* Event, April 2017
- Faculty Mentor, 3-Day Start Up Competition, Spring 2017
- Faculty Mentor, Student Submission to TYE Entrepreneurship Competition, Spring 2017
- Member, Strategic Management Search Committee (Tenure Track Position, Search # 67391), 2016

### **Service to University of Tennessee**

- External Speaker Coordinator for Dr. Henry Sauermann (GA Tech), Spring 2015
- Interviewer for O&S PhD Student Recruitment, Spring 2014, Spring 2015
- Campus Tour Leader for Haslam Entrepreneurship Endowed Chair Candidates, Fall 2014
- Schedule Coordinator & Interviewer for PhD Student Recruitment Interviews, Spring 2013
- Volunteer for UT sponsored SMS extension conference, Fall 2013
- Exam Proctor, 2012 - 2016

### **Journal Reviewer Service**

Ad-Hoc Reviewer, *Entrepreneurship Theory and Practice*, 2015, 2016, 2018

Ad-Hoc Reviewer, *Family Business Review*, 2018

Ad-Hoc Reviewer, *International Journal of Technoentrepreneurship*, 2016

Ad-Hoc Reviewer, *Journal of Business Research*, 2017, 2018

Ad-Hoc Reviewer, *Journal of Business Venturing*, 2017

Ad-Hoc Reviewer, *Journal of Family Business Strategy*, 2013

Ad-Hoc Reviewer, *Journal of Management Studies*, 2018

### **Conference Reviewer Service**

\*Denotes Additional Service Responsibilities as an Emergency Reviewer

Strategic Management Society Annual Conference  
*Behavioral Strategy Interest Group, 2014-2015*

Academy of Management Annual Conference  
*Entrepreneurship Division, 2012-2014, 2017\**  
*Business Policy and Strategy Division, 2013-2014*

Southern Management Association Annual Conference  
*Entrepreneurship and Innovation Track, 2013-2014*  
*Strategic Management Track, 2013-2014*  
*Innovative Teaching Track, 2016\**

Western Academy of Management Annual Conference  
*Organizational Behavior and Human Resources Track, 2015*

### **Conference Session Chair Service**

Southern Management Association Annual Conference  
*Entrepreneurship and Innovation Track, 2016*

### **Other Service Activities**

Judge, Best Doctoral Dissertation Award Committee  
*Family Firm Institute's Best Doctoral Dissertation Award, 2018*

### **Professional Development Activities**

2017 *Academy of Management Review* Writing Theoretical Papers Workshop  
*Academy of Management Conference (AOM)*

2016 - 2017 Center for Teaching and Learning New Faculty Symposiums  
*Georgia Southern University*

2015 Entrepreneurship Doctoral Consortium Participant  
*Academy of Management Conference (AOM)*

2014 Entrepreneurship Doctoral Consortium Participant  
*Babson Entrepreneurship Conference (BCERC)*

2014 Doctoral Student Workshop Participant  
*Mid-Atlantic Strategy Colloquium (MASC)*

2014 Research/Teaching Workshop Participant  
*Symposium on Child and Family Development (Quint State)*

2013 New Doctoral Student Consortium Participant  
*Academy of Management (AOM)*

2012 Early Stage Doctoral Student Consortium Participant  
*Southern Management Association (SMA)*

2013-2016 Pathways Research Development Seminars Participant  
*University of Tennessee (Pathways)*

### **Professional Affiliations**

Academy of Management, 2011-Present  
*Entrepreneurship Division*  
*Strategic Management Division*  
*Organizational Behavior Division*

Strategic Management Society, 2013-2016  
*Entrepreneurship & Strategy Interest Group*  
*Behavioral Strategy Interest Group*  
*Teaching Community*

Babson College Entrepreneurship Research Conference, 2014-2015

Southern Management Association, 2012-Present

Family Firm Institute, 2017-2018

Mid-Atlantic Strategy Colloquium, 2014

### **Invited Presentations**

- Invited Speaker, Tips and Tricks for Effective Teaching Workshop, University of Tennessee Management Department, Summer 2016

### **TEACHING**

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#### **Teaching Interests**

My teaching interests align with and draw on my research/professional interests, including courses that incorporate concepts from entrepreneurship, organizational behavior and/or strategic management.

#### **Teaching Philosophy**

My teaching philosophy is grounded in what I call the four Rs of teaching: Relationships, Relevance, Research, and Rigor. These four Rs are ultimately guided by the belief that students learn and retain more when they (a) feel that they can approach and trust the instructor (b) are offered relevant examples (c) are shown how what they learn can be used in their own career trajectories and everyday life decisions and (d) are encouraged to apply the material in simulated and/or real-life decisions. My teaching approach integrates interactive lecture, experiential exercise, case study, flipped classroom, and guest speaker teaching methods.

BUSA 4131 – Strategic Management (2 sections) Spring 2018 Evaluations at Georgia Southern  
*Waiting for course evaluations to become available.*

BUSA 4131 – Strategic Management, Online (1 section) Fall 2017 Evaluations at Georgia Southern  
Instructor Rating: **4.8** (*Department's Online Course Avg. 4.6/5.0*)

MGNT 3234 – Entrepreneurship (2 sections) Fall 2017 Evaluations at Georgia Southern  
Instructor Rating: **4.7 & 4.6** (On a 5-point scale)

MGNT 3234 – Entrepreneurship (2 sections) Spring 2017 Evaluations at Georgia Southern  
Instructor Rating: **4.5 & 4.4** (On a 5-point scale)

BUSA 4131 – Strategic Management (1 section) Fall 2016 Evaluations at Georgia Southern  
Instructor Rating: **4.9** (On a 5-point scale)

MGNT 3234 – Entrepreneurship (2 sections) Fall 2016 Evaluations at Georgia Southern  
Overall Instructor Rating: **5.0 & 4.5** (On a 5-point scale)

MGT 402 – Int'l Business Strategy (2 sections) Fall 2015 Evaluations at University of Tennessee  
Instructor Effectiveness: **4.9 & 4.7** (*College Avg. 3.8/5.0*)

MGT 402 – Int'l Business Strategy (1 section) Spring 2015 Evaluations at University of Tennessee  
Instructor Effectiveness: **4.6** (*College Avg. 3.8/5.0*)

MGT 402 – Int'l Business Strategy (1 section) Fall 2014 Evaluations at University of Tennessee  
Instructor Effectiveness: **4.1** (*College Avg. 3.6/5.0*)

## **ACADEMIC WORK EXPERIENCE**

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**Georgia Southern University**  
Assistant Professor of Management

**Fall 2016 - Present**

**University of Tennessee**  
Research Assistant and Teaching Associate

**Fall 2012 – Spring 2016**

## **OTHER RELEVANT WORK EXPERIENCE**

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### **Creative Director**

**01/2010 – 07/2012**

*Charlotte International Trade - Waxhaw, NC*

- Researched, designed, and developed the company's newest wall decor product lines, such as the successful "David's Geckos" and "Jumping Tree Frog" wall plaques
- Worked with customers, management, and manufacturing to bring new product lines to the wholesale gift and furniture markets
- Developed and implemented business improvement strategies and initiatives, such as improving the efficiency of order fulfillment processes, simplifying forms, launching the company website

### **Artist and Graphic Designer**

**07/2009 - 07/2012**

*Self-employed - Weddington, NC*

- Sold artwork at local art galleries
- Consulted with clients to determine how to meet their design needs; services offered include designing logos, websites, and promotional material



## **Sales Representative**

**06/2006 – 12/2009**

*Charlotte International Trade - Waxhaw, NC*

- Operated company booths at trade shows in cities that included Las Vegas, Orlando, Atlanta, Gatlinburg, and Myrtle Beach
- Worked on maintaining customer relationships and acquiring new customers by answering customer questions, noting customer concerns, and writing customer orders

## **CONSULTING EXPERIENCE**

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### **Small Business Planner**

**Summer 2013**

*Kevin and Cheryl Hill, Owners of Uncle Lem's Mountain Outfitters - Knoxville, TN*

- As a member of a consulting team, I assisted in the development of a long-term strategic plan, including an extrapolation of service and product lines, marketing and sales forecasts, a staffing plan, and short- and long-term financial projections.

## **REFERENCES**

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### **Dr. Franz Kellermanns**

Reese Chair of Management  
Belk College of Business  
University of North Carolina Charlotte  
Charlotte, North Carolina 28223  
E: kellermanns@uncc.edu  
T: (704) 687-1421

### **Dr. M. Lane Morris**

Skinner Chair of Management  
Haslam College of Business Assoc. Dean  
The University of Tennessee  
Knoxville, Tennessee 37996  
E: mmorris1@utk.edu  
T: (865) 974-6291

### **Dr. Timothy Munyon**

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Haslam College of Business  
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