

**Aaron F. McKenny**  
<http://www.amckenny.com/>

## I. EDUCATION

### **University of Oklahoma**

*Ph.D. in Management – Major Fields: Entrepreneurship, Strategy*

Norman, OK, US  
*Aug. 2011 – Present*

### **Texas Tech University**

*Ph.D. in Management – Major Fields: Entrepreneurship, Strategy*

Lubbock, TX, US  
*Sep. 2009 – Aug. 2011*

### **University of Arizona**

*Bachelor of Science in Business Administration - Magna cum laude*

Tucson, AZ, US  
*Sep. 2001 – May 2005*

## II. PRINCIPAL FIELDS OF INTEREST

**Research:** Entrepreneurship, Strategic Management

**Teaching:** Strategic Management, Entrepreneurship

## III. PUBLICATIONS

**McKenny AF**, Short JC, Zachary MA, Payne GT. In Press. Assessing espoused goals in private family firms using content analysis. *Family Business Review*. DOI: 10.1177/0894486511420422.

Zachary MA, **McKenny AF**, Short JC, Ketchen DJ. 2012. Strategy in motion: using motion pictures to illustrate strategic management concepts. *Business Horizons* **55**(1): 5-10.

**McKenny AF**, Short JC, Payne GT. 2012. The challenge for researchers. In *Handbook of Research Methods on Social Entrepreneurship*, Seymour RG (ed). Edward Elgar: Northampton, UK.

Zachary MA, **McKenny AF**, Short JC, Davis KM, Wu D. 2011. Franchise branding: an organizational identity perspective. *Journal of the Academy of Marketing Science* **39**(4): 629-645.

Zachary MA, **McKenny AF**, Short JC, Payne GT. 2011. Family business and market orientation: construct validation and comparative analysis. *Family Business Review* **24**(3): 233-251.

## IV. PRESENTATIONS

### Refereed:

**McKenny AF**. 2011. Being and becoming in management research. Presented at the *Southern Management Association Annual Meeting*. Savannah, GA.

Randolph-Seng B, **McKenny AF**, Short JC. 2011. Extending the narrative approach: using graphic novels to teach strategic management. Presented at the *Southern Management Association Annual Meeting*. Savannah, GA.

**McKenny AF**. 2011. Toward a configurations approach to entrepreneurial orientation. Presented at the *Academy of Management Annual Meeting*. San Antonio, TX.

Wu D, Davis KM, **McKenny AF**, Zachary MA, Short JC. 2010. Organizational identity in the Franchise 500: an exploratory study of entrepreneurship, leadership, and market orientation. Presented at the *Southern Management Association Annual Meeting*. St. Petersburg, FL.

Zachary MA, **M<sup>c</sup>Kenny AF**, Short JC, Payne GT. 2010. Family firms and market orientation: a comparative analysis of the S&P 500. Presented at the *Southern Management Association Annual Meeting*. St. Petersburg, FL.

**M<sup>c</sup>Kenny AF**, Short JC, Payne GT, Rutherford MW. 2010. Organizational optimism: construct validation and exploratory analysis. Presented at the *Academy of Management Annual Meeting*. Montréal, QC, Canada.

Invited:

**M<sup>c</sup>Kenny AF**, Short JC, Payne GT, Zachary MA. 2011. Multilevel approaches in family business studies. Presented at the *SAGE Handbook of Family Business Workshop*. Särö, Sweden.

McKelvie A, **M<sup>c</sup>Kenny AF**, Lumpkin GT, Short JC. 2011. Corporate entrepreneurship in family-controlled businesses: past contributions and future opportunities. Presented at the *SAGE Handbook of Family Business Workshop*. Särö, Sweden.

Short JC, **M<sup>c</sup>Kenny AF**, Zachary MA, Payne GT. 2010. Assessing performance goals in private family firms using content analysis. Presented at the *Family Business Review Special Issue Conference*. Montréal, QC, Canada.

**M<sup>c</sup>Kenny AF**, Short JC, Payne GT, Mitchell RK. 2010. The influence of family business status on the entrepreneurial orientation to performance relationship. Presented at the *Theories of Family Enterprise Conference*. Edmonton, AB, Canada.

Short JC, **M<sup>c</sup>Kenny AF**. 2010. A graphic novel approach to business education. Presented at the *Advancing Teaching and Learning Conference*. Lubbock, TX.

## V. TEACHING EXPERIENCE

University of Oklahoma:

- Undergraduate
  - B AD 4013: Business Strategy and Policy
    - Spring 2012 (43 students, In Progress)

Texas Tech University:

- Undergraduate
  - MGT 4380: Strategic Management
    - Spring 2010 (49 students, 4.34/5.00)
    - Spring 2011 (45 students, 4.63/5.00)
    - Summer 2011 (40 students, ?.??/5.00)

## VI. SERVICE ACTIVITIES

Texas Tech University

- Doctoral Committee - Student Liaison (2010 - 2011)

## Reviewing

- Editorial Review Board Member
  - Family Business Review (2012-Present)
- Ad Hoc Reviewer
  - Family Business Review (2010-2011)
  - FlatWorld Knowledge (2011)
  - Routledge (2010)
- Academy of Management Annual Meeting
  - Entrepreneurship Division (2010 - 2012)
  - Business Policy and Strategy Division (2011-2012)
- Southern Management Association Annual Meeting
  - Entrepreneurship/Information Technology/Innovation (2010 - 2011)

## **VII. AWARDS AND HONORS**

- Academy of Management
  - Entrepreneurship Division Doctoral Student Consortium (2011)
  - New Doctoral Student Consortium (2010)
- Southern Management Association
  - Best Reviewer - ENT/IT/Innovation Track (2010)
  - Doctoral Student Consortium (2010)
- Phi Kappa Phi
  - Inductee (2011)

## **VIII. MEMBERSHIPS**

- Strategic Management Society (2010-Present)
- Southern Management Association (2010-Present)
- Academy of Management (2009-Present)
  - Entrepreneurship Division
  - Business Policy and Strategy Division
  - Research Methods Division
- United States Association for Small Business and Entrepreneurship (2009-Present)

## **IX. ADDITIONAL**

- Citizenship: United States of America
- Languages: English (Native), Spanish (Conversational)