

Curriculum Vitae

Aaron Francis McKenny

UCF College of Business Administration
4000 Central Florida Blvd.
P.O. Box 161400
Orlando, Florida 32816
<http://www.amckenny.com/>

Education

- University of Oklahoma** Norman, OK, US
Ph.D. in Management – Major Fields: Entrepreneurship, Strategy Aug. 2011 – May 2014
Dissertation: The rhetoric of crowdfunding: a social movement framing perspective
- Texas Tech University** Lubbock, TX, US
Ph.D. in Management – Major Fields: Entrepreneurship, Strategy Sep. 2009 – Aug. 2011
- University of Arizona** Tucson, AZ, US
Bachelor of Science in Business Administration – Magna cum laude Sep. 2001 – May 2005

Principal Fields of Interest

Research:

Social Entrepreneurship, Crowdfunding, Entrepreneurial Opportunity, Family Business, Corporate Entrepreneurship, Strategic Management

Teaching:

Strategic Management, Entrepreneurship

Employment

- 2014 – Present Assistant Professor. University of Central Florida. Orlando, FL, US.
Undergraduate teaching: Entrepreneurship, Strategic Management.
Graduate teaching: Entrepreneurship
- 2011 – 2014 Graduate Assistant. University of Oklahoma. Norman, OK, US.
Undergraduate teaching: Entrepreneurship, Strategic Management.
- 2009 – 2011 Graduate Assistant. Texas Tech University. Lubbock, TX, US.
Undergraduate teaching: Strategic Management.

2005 – 2009 Senior Consultant. International Business Machines. Boston, MA, US.
Provided strategy and supply chain management consulting services to clients in the automotive, pharmaceutical, information technology, and industrial products industries

Journal Articles

† Doctoral student at my institution at the time the project was launched

1. M^cKenny AF, Aguinis H, Short JC, Anglin AH. In Press. What doesn't get measured does exist: improving the accuracy of computer-aided text analysis. *Journal of Management*. DOI: 10.1177/0149206316657594.
2. Anglin AH, M^cKenny AF, Short JC. In Press. The impact of collective entrepreneurial optimism on new venture creation and growth: A social contagion perspective. *Entrepreneurship: Theory and Practice*. DOI: 10.1111/etap.12256.
3. Short JC, Ketchen DJ, McKenny AF, Allison TH, Ireland RD. 2017. Research on crowdfunding: reviewing the (very recent) past and celebrating the present. *Entrepreneurship Theory and Practice*. **41**(2): 149-160.
4. M^cKenny AF, Allison TH, Ketchen DJ, Short JC, Ireland RD. 2017. How should crowdfunding research evolve? A survey of the Entrepreneurship Theory and Practice editorial board. *Entrepreneurship Theory and Practice*. **41**(2): 291-304.
5. Short JC, M^cKenny AF, Ketchen DJ, Snow CC, Hult GTM. 2016. An empirical examination of firm, industry, and temporal effects on corporate social performance. *Business & Society* **55**(8): 1122-1156.
6. Baur JE, Buckley MR, Allison TH, M^cKenny AF, Short JC, Ellen BP, Ferris GR. 2016. More than one way to articulate a vision: a configurations approach to leader charismatic rhetoric and influence. *The Leadership Quarterly* **27**(1): 156-171.
7. Sutton T, Short JC, M^cKenny AF, Namatovu R. 2015. Institutional factors affecting expansion within the East African Community: an analysis of managers' personal stories. *Africa Journal of Management* **1**(4): 365-383.
8. Allison TH, M^cKenny AF, Short JC. 2013. Integrating time into family business research: using random coefficients modeling to examine temporal influences on family firm ambidexterity. *Family Business Review* **27**(1): 20-34.
9. Allison TH, M^cKenny AF, Short JC. 2013. The effect of entrepreneurial rhetoric on microlending investment: an examination of the warm-glow effect. *Journal of Business Venturing* **28**(6): 690-707.

10. M^cKenny AF, Short JC, Payne GT. 2013. Using CATA to elevate constructs in organizational research: validating an organizational-level measure of psychological capital. *Organizational Research Methods* **16**(1): 152-184.
11. Short JC, Randolph-Seng B, M^cKenny AF. 2013. Graphic presentation: an empirical examination of the graphic novel approach to communicate business concepts. *Business Communication Quarterly* **76**(3): 304-321.
12. M^cKenny AF, Short JC, Zachary MA, Payne GT. 2012. Assessing espoused goals in private family firms using content analysis. *Family Business Review* **25**(3): 298-317.
13. Zachary MA, M^cKenny, AF, Short JC, Ketchen DJ. 2012. Strategy in motion: using motion pictures to illustrate strategic management concepts. *Business Horizons* **55**(1): 5-10.
14. Zachary MA, M^cKenny 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.
15. Zachary MA, M^cKenny AF, Short JC, Payne GT. 2011. Family business and market orientation: construct validation and comparative analysis. *Family Business Review* **24**(3): 233-251.

Book Chapters

† Doctoral student at my institution at the time the project was launched

1. M^cKenny AF, Zachary MA, Short JC, Ketchen DJ. In Press. In search of causality in entrepreneurship research: quantitative methods in corporate entrepreneurship. In *SAGE Handbook of Entrepreneurship and Small Business*, Blackburn R, De Clercq D, Heinonen J, Wang Z (eds). Sage: London, UK.
2. M^cKenny AF. 2014. Research in social entrepreneurship: an annotated bibliography. In *Research Methodology in Strategy and Management*, Short JC (ed). Elsevier/JAI Press: Greenwich, CT.
3. Anglin AH, Allison TH, M^cKenny AF, Busenitz LW. 2014. The role of charismatic rhetoric in crowdfunding: an examination with computer-aided text analysis. In *Research Methodology in Strategy and Management*, Short JC (ed). Elsevier/JAI Press: Greenwich, CT.
4. Allison TH, M^cKenny AF, Short JC. 2014. Entrepreneurial rhetoric and business plan funding: an empirical examination. In *Communication and Language Analysis in the Corporate World*, Hart RP (ed). IGI-Global: Hershey, PA.

5. M^cKenny AF, Payne GT, Zachary MA, Short JC. 2013. Multilevel analysis in family business studies. In *SAGE Handbook of Family Business*, Melin L, Nordqvist M, Sharma P (eds). Sage: London, UK.
6. McKelvie A, M^cKenny AF, Lumpkin GT, Short JC. 2013. Corporate entrepreneurship in family businesses: past contributions and future opportunities. In *SAGE Handbook of Family Business*, Melin L, Nordqvist M, Sharma P (eds). Sage: London, UK.
7. M^cKenny 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.

Paper Presentations

† Doctoral student at my institution at the time the project was launched

1. Pidduck RJ, Reid S, Short JC, Anglin AH, McKenny AF. 2017. Exploring the role of socially responsible rhetoric in crowdfunding campaigns. To be presented at the *British Academy of Management Conference*. Coventry, UK.
2. Reid S, Short JC, M^cKenny AF, Aguinis H. 2017. Tell me how you feel: a content analytic approach to measuring burnout. To be presented at the *Academy of Management Annual Meeting*. Atlanta, GA.
3. Pidduck RJ, Short JC, Anglin AH, Wolfe MT, M^cKenny AF. 2017. The role of narcissistic rhetoric in entrepreneurial fundraising: an exploration using crowdfunding. Presented at the *Babson College Entrepreneurship Research Conference*. Norman, OK.
4. M^cKenny AF, Short JC, Allison TH. 2016. How what they say gets them paid: the role of framing in crowdfunding. Presented at the *Babson College Entrepreneurship Research Conference*. Bodø, Norway.
5. Letwin C[†], Stevenson R[†], M^cKenny AF, Cardon M. 2016. It's what you say, not just how you say it: The development of a passion dictionary and exploration into the effect of passionate rhetoric on funding outcomes. Presented at the *Babson College Entrepreneurship Research Conference*. Bodø, Norway.
6. Anglin AH, Stevenson R[†], Drover W, M^cKenny AF, Short JC, Allison TH. 2015. The role of positive psychological capital language in crowdfunding performance. Presented at the *Academy of Management Annual Meeting*. Vancouver, CA.

7. Anglin AH, Allison TH, M^cKenny AF, Short JC. 2014. Entrepreneurial orientation and the performance of microfinance institutions. Presented at the *Southern Management Association Annual Meeting*. Savannah, GA.
8. Anglin AH, Allison TH, M^cKenny AF, Busenitz LW. 2014. The role of charismatic rhetoric in crowdfunding: an examination with computer-aided text analysis. Presented at the *Academy of Management Annual Meeting*. Philadelphia, PA.
9. Anglin AH, M^cKenny AF, Short JC. 2013. An exploration of the impact of small business sentiment using the NFIB small business optimism index. Presented at the *Southern Management Association Annual Meeting*. New Orleans, LA.
10. Baur JE, Allison TH, M^cKenny AF, Short JC, Buckley MR. 2013. Charismatic rhetoric in leadership contests: an examination of presidential debates. Presented at the *Southern Management Association Annual Meeting*. New Orleans, LA.
11. Allison TH, Grimes M, M^cKenny AF, Short JC. 2013. Responses to institutional defiance: how media frames alter the rate of sanctions. Presented at the *Academy of Management Annual Meeting*. Orlando, FL. (Runner up for the best environmental and social practices paper award – OMT division).
12. Allison TH, M^cKenny AF, Short JC. 2013. Entrepreneurial rhetoric and business plan funding: an empirical examination. Presented at *The Language of Institutions: DICTION Studies* Conference. Austin, TX.
13. M^cKenny AF. 2012. Identifying the antecedents of social entrepreneurship: a social identity perspective. Presented at the *Academy of Management Annual Meeting*. Boston, MA. (Recipient of ENT division student paper award)
14. M^cKenny AF. 2011. Being and becoming in management research. Presented at the *Southern Management Association Annual Meeting*. Savannah, GA.
15. Randolph-Seng B, M^cKenny 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.
16. M^cKenny AF. 2011. Toward a configurations approach to entrepreneurial orientation. Presented at the *Academy of Management Annual Meeting*. San Antonio, TX.
17. M^cKenny 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.

18. McKelvie A, M^cKenny 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.
19. Wu D, Davis KM, M^cKenny 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.
20. Zachary MA, M^cKenny 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.
21. Short JC, M^cKenny 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.
22. M^cKenny 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.
23. M^cKenny 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.

Invited Lectures and Panels

2017: Panelist – “Content Analysis in Organizational Research: Techniques and Applications” PDW at the *Academy of Management Annual Meeting*. Atlanta, GA.

Panelist – “Crowdfunding” PDW at the *Academy of Management Annual Meeting*. Atlanta, GA.

Invited Lecture – “Content Analysis in Organizational Research” at University of Wisconsin at Whitewater.

Presenter – “How to Become a Methods Guru” at the *Babson College Entrepreneurship Research Conference*. Norman, OK.

- 2016: Invited Lecture – “Computer-Aided Text Analysis” for *Psychological Assessment London*. London, UK (via Skype).
- Presenter and Panelist – “Content Analysis in Organizational Research: Techniques and Applications” PDW at the *Academy of Management Annual Meeting*. Anaheim, CA.
- 2015: Panelist – “Content Analysis in Organizational Research: Techniques and Applications” PDW at the *Academy of Management Annual Meeting*. Vancouver, CA.
- Panelist – “Entrepreneurship Division Early Career Development Consortium” at the *Academy of Management Annual Meeting*. Vancouver, CA.
- Presenter – “Measuring and Validating Constructs using Content Analysis” session at the *Center for the Advancement of Research Methods and Analysis (CARMA)* short course. Chicago, IL.
- 2014: Panelist – “Content Analysis in Organizational Research: Techniques and Applications” PDW at the *Academy of Management Annual Meeting*. Philadelphia, PA.
- 2013: Presenter – “Content Analysis in Management Research PDW at the *Southern Management Association Annual Meeting*. New Orleans, LA.
- Panelist – “Content Analysis in Organizational Research: Techniques and Applications” PDW at the *Academy of Management Annual Meeting*. Orlando, FL.
- 2012: Presenter – “Content Analysis as an Empirical Research Tool” PDW at the *Southern Management Association Annual Meeting*. Ft. Lauderdale, FL.
- Presenter and Panelist – “Content Analysis in Organizational Research: Techniques and Applications” PDW at the *Academy of Management Annual Meeting*. Boston, MA.
- Presenter – “Assessing Constructs Using Content Analysis” session at the *Center for the Advancement of Research Methods and Analysis (CARMA)* short course. Detroit, MI.
- 2011: Presenter – “Choosing a Research Stream” in the Doctoral Consortium at the *Southern Management Association Annual Meeting*. Savannah, GA.

Teaching

Courses Taught

University of Central Florida

Evaluations

ENT 4014: New Venture Implementation (Undergraduate)	
Spring 2016 (20 students)	3.87/5.00 (5 being best)
Spring 2015 (29 students)	4.35/5.00 (5 being best)
 GEB 6116: Business Plan Formation (Masters)	
Spring 2015 (27 students)	4.00/5.00 (5 being best)
 MAN 4720: Strategic Management (Undergraduate)	
Fall 2017 (TBD students)	TBD/5.00 (5 being best)
Fall 2016 (666 students)	3.85/5.00 (5 being best)
Fall 2015 (624 students)	3.93/5.00 (5 being best)
Fall 2014 (611 students)	3.28/5.00 (5 being best)
 MAN 4932H: Special Topics in Management (Undergraduate)	
Fall 2017 (TBD students)	TBD/5.00 (5 being best)
 MAN 6721: Applied Strategy and Business Policy (Masters)	
Spring 2017 (11 students)	4.54/5.00 (5 being best)
Spring 2016 (27 students)	4.76/5.00 (5 being best)
 MAN 7916: Content Analytic Research Methods (Ph.D.)	
Spring 2017 (7 students)	N/A
Fall 2015 (4 students)	N/A
 MAN 7916: Strategic Management (Ph.D.)	
Fall 2017 (TBD students)	N/A

University of Oklahoma

B AD 4013: Business Policy and Strategy (Undergraduate)	
Fall 2013 (33 students)	4.50/5.00 (5 being best)
Spring 2012 (43 students)	4.45/5.00 (5 being best)
 ENT 4603: New Venture Development III (Undergraduate)	
Spring 2014 (27 students) – Co-taught with Lowell Busenitz	4.60/5.00 (5 being best)
Spring 2013 (32 students) – Co-taught with Lowell Busenitz	4.13/5.00 (5 being best)

Courses Taught

Fall 2012 (10 students) – Co-taught with Lowell Busenitz

Evaluations

3.33/5.00 (5 being best)

Texas Tech University

MGT 4380: Strategic Management (Undergraduate)

Summer 2011 (40 students)

4.29/5.00 (5 being best)

Spring 2011 (45 students)

4.63/5.00 (5 being best)

Spring 2010 (49 students)

4.34/5.00 (5 being best)

Professional ServiceSpecial Issue Editor:*Entrepreneurship Theory and Practice*

2017 “Opportunities and Challenges in Crowdfunding Research”

Editorial Board Member:*Journal of Business Venturing* (2017 – Present)*Journal of Management* (2014 – Present)*Family Business Review* (2012 – Present)Ad Hoc Reviewer:

Academy of Management Review, Business & Society, California Management Review, Entrepreneurship: Theory & Practice, European Journal of Work and Organizational Psychology, Family Business Review, Journal of Business Research, Journal of Business Venturing, Journal of International Business Studies, Journal of Management, Journal of Management Studies, Journal of Managerial Issues, Journal of Occupational and Organizational Psychology, Journal of Small Business Management, Journal of Supply Chain Management, and Nonprofit and Voluntary Sector Quarterly.

Academy of Management Annual Meeting and Southern Management Association Annual Meeting.

Session Chair/Discussant:

Academy of Management Annual Meeting (2012, 2015, 2016, 2017)

Southern Management Association Annual Meeting (2011, 2013)

Consortium/Symposium Participant:

Southern Management Association late-stage doctoral student consortium (2012)

Academy of Management ENT division doctoral student consortium (2011)

Southern Management Association doctoral student consortium (2010)
 Academy of Management new doctoral student consortium (2010)

Institutional Service

University of Central Florida

Department

Comprehensive Examination Coordinator (2016-2018)
 Faculty Recruitment Committee – Member (2014-2015)
 Lecturer/Instructor Promotion Committee – Member (2014-2015)
 Dissertation Committees – Member
 Regan Stevenson (2016; First placement: Indiana University)

College

Lecturer/Instructor Promotion Committee – Chair (2015-2017)
 College of Business Faculty Assembly – Secretary (2014-2018)
 Honors Thesis Committees – Member
 Danielle McArdle
 Sheri Lynch
 Social Venture Competition, Business Model Competition, Joust Business Plan
 Competition – Judge (Various)

University

Commencement Grand Marshal (2016)
 Commencement Faculty Representative (2015)
 Commencement Faculty Marshal (2014)

Texas Tech University

Department

Doctoral Committee – Student Liaison (2010-2011)

Honors, Grants, and Fellowships

Excellent Reviewer Certificate, *Family Business Review*, August 2015
 Excellent Reviewer Certificate, *Family Business Review*, August 2014
 Outstanding Reviewer Award, *Family Business Review*, August 2013
 Graduate Student Research Award, University of Oklahoma Price College of Business, May
 2013
 Excellent Reviewer Certificate, *Family Business Review*, August 2012
 Distinguished Reviewer Award, Academy of Management ENT division, August 2012
 Inductee, Phi Kappa Phi Honors Society, May 2011
 Best Reviewer, Southern Management Association ENT/IT/Innovation Track, October 2010

Media Coverage

- Dwyer L. 2017. If textbooks looked like this, kids might actually want to open them. *GoodEducation*. Accessed on May 2, 2017 at <https://education.good.is/articles/textbooks-looked-like-this-kids-might-open-them>.
- Post Online Media. 2016. Study links entrepreneurial optimism with business success. *Post Online Media*. Accessed on September 22, 2016 at <http://www.poandpo.com/leadership/study-links-entrepreneurial-optimism-with-business-success-2292016815/>.
- Phys.org. 2016. Study links entrepreneurial optimism with business success. *Phys.org*. Accessed on September 21, 2016 at <http://phys.org/news/2016-09-links-entrepreneurial-optimism-business-success.html>.
- Brinkman P. 2015. Orlando sunglasses startup sees bright future on Kickstarter. *Orlando Sentinel*. Accessed on December 21, 2015 at <http://www.orlandosentinel.com/business/brinkmann-on-business/os-shadesclub-kickstarter-20151221-story.html>.
- Grant KB. 2013. Why tonight's homework may involve reading comics. Accessed on October 17, 2013 at <http://www.cnbc.com/id/101118487>.
- Gold SS. 2013. How to be a better student. *Scientific American Mind*. Accessed on August 8, 2013 at <http://www.scientificamerican.com/article.cfm?id=how-to-be-a-better-student>.
- Schenker B. 2013. Graphic novels more effective than traditional textbooks. *Graphic Policy*. Accessed on March 10, 2013 at <http://graphicpolicy.com/2013/03/10/graphic-novels-more-effective-than-traditional-textbooks/>.
- Brooks C. 2013. The secret to crowdfunding? Get warm and fuzzy. *Business News Daily*. Accessed on February 20, 2013 at <http://www.businessnewsdaily.com/3984-crowdfunding-strategies-emotions.html>.
- Anime News Network. 2013. Study links comics with better memory retention. *Anime News Network*. Accessed on February 17, 2013 at <http://www.animenewsnetwork.com/news/2013-02-17/study-links-comics-with-better-memory-retention>.
- MacDonald H. 2013. How comics help students retain knowledge is a growing field of study. *Publishers Weekly*. Accessed on February 12, 2013 at <http://www.publishersweekly.com/pw/by-topic/industry-news/comics/article/55946-how-comics-help-students-retain-knowledge-is-a-growing-field-of-study.html>.

- Dwyer L. 2013. We should probably turn textbooks into comic books. *Good*. Accessed on February 7, 2013 at <http://www.good.is/posts/page-turners-study-suggests-we-turn-textbooks-into-comic-books>.
- George M. 2013. Professor finds success with swapping textbooks for graphic novels. *The Oklahoma Daily*. Accessed on February 3, 2013 at <http://oudaily.com/news/2013/feb/03/graphicnovelfeature/>.
- Tarnate J. 2013. Jeremy Short's new study shows that graphic novels can be used to absorb information better. *Comics Crux*. Accessed on January 29, 2013 at https://www.comicscrux.com/index.php?option=com_content&view=article&id=847:jeremy-short-s-new-study-shows-that-graphic-novels-can-be-used-to-absorb-information-better&catid=7&Itemid=61.
- The Beat. 2013. New study shows that graphic novels really do help people learn. *The Beat*. Accessed on January 28, 2013 at <http://comicsbeat.com/new-study-shows-that-graphic-novels-really-do-help-people-learn/>.
- Armitage H. 2013. Comics better than textbooks for learning, says study. *Digital Spy*. Accessed on January 27, 2013 at <http://www.digitalspy.com/comics/news/a454122/comics-better-than-textbooks-for-learning-says-study.html>.
- Johnston R. 2013. Comic books – related to high levels of learning, with superior recognition. *Bleeding Cool*. Accessed on January 25, 2013 at <http://www.bleedingcool.com/2013/01/25/comic-books-related-to-high-levels-of-learning-with-superior-recognition/>.
- Burlingame R. 2013. Study shows graphic novels may be more effective than textbooks. *Comicbook.com*. Accessed on January 25, 2013 at <http://comicbook.com/blog/2013/01/25/study-shows-graphic-novels-may-be-more-effective-than-textbooks/>.
- Price M. 2013. OU study shows graphic novel readers retain more information versus traditional textbook users. *Oklahoman*. Accessed on January 25, 2013 at <http://www.newsok.com/ou-study-shows-graphic-novel-readers-retain-more-information-versus-traditional-textbook-users/article/3748784>

Professional Memberships

Academy of Management
Strategic Management Society
Southern Management Association
Phi Beta Lambda
Phi Kappa Phi

Golden Key International Honour Society

Additional

Citizenship: United States of America

Languages: English (Native), Spanish (Intermediate)