

# ANASTASIA V. G. BAILEY

Assistant Professor

Management & Global Business Department

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## EDUCATION

Fisher College of Business, The Ohio State University, Columbus, OH June 2016

**Ph.D. in Business Administration** (International Business & Entrepreneurship)

Doctorate Minor: Statistics

School of Business and Industry, Florida A&M University, Tallahassee, FL 2005

**Masters of Business Administration** (concentration in Marketing, Summa Cum Laude)

School of Business and Industry, Florida A&M University, Tallahassee, FL 2005

**Bachelors of Science in Business Administration** (Summa Cum Laude)

## PRIMARY RESEARCH INTERESTS

My research interests lie at the intersection of the international business and entrepreneurship fields with specific interest in two streams: (1) how local and cross-border knowledge flows (e.g. of social and human capital) through migrant networks impact entrepreneurial activities; and (2) how institutional characteristics (e.g. culture and institutional voids) affect the behavior of entrepreneurial firms.

## REFEREED JOURNAL PUBLICATIONS

Kistruck, G., Webb, J., Sutter, C., **Bailey, A.**, (2014). The Double-Edged Sword of Legitimacy in Base-of-the-Pyramid Markets. *Journal of Business Venturing*, 30(3): 436-451

Sutter, C., Webb, J., Kistruck, G., **Bailey, A.** (2013). Fight, Hide, or Comply: Entrepreneurs' Responses to Semi-Formal Illegitimate Institutional Arrangements, *Journal of Business Venturing*, 28(6): 743-758

Kistruck, G., Webb, J., Sutter, C., **Bailey, A.**, (2013). Legitimacy and Resource Flows in Base-of-the-Pyramid Market. *Frontiers of Entrepreneurship Research*, 33(14): Article 8

Benjamin, C.O., **Graham, A.**, Shariat, M. (February 2006). Selecting RFID Systems for Supply Chain Enhancement. *International Journal of Business Research*

## **WORKING PAPERS**

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Bailey, A. & Campbell, B. The Best of Both Worlds: The Role of National Culture in Immigrant Co-founding Partnerships. *Under review at Journal of International Business Studies.*

Bailey, A. & Makhija, M. Explaining Variations in Entrepreneurial Venture Novelty: The Role of Human and Social Capital. *Preparing for submission to Administrative Science Quarterly*

Bailey, A., Makhija, M & Zhong, B. Social Capital Benefits Beyond Knowledge, the Mediating Role of Creativity, Efficacy and Absorptive Capacity on Venture Novelty *Reframing and preparing for submission to Journal of Business Venturing*

Brieger, S. A.; Hechavarría; D. M.; van Rijn, M.; Bailey, A. Unemployment, Emancipation, and Social Entrepreneurship. *Preparing for submission to Journal of International Business Studies*

## **WORKS IN PROGRESS**

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Bailey, A. & Levin, D. Bridging and Bonding Behaviors to Improve Receipt of Useful Knowledge. *Theoretical framing stage; Target- Strategic Management Journal*

Bailey, A. & Campbell, B. Disentangling the Impact of LOF: Stigma and New Venture Performance. *Data collected and analyzed, theoretical development stage; Target – Organization Science, Special Issue on Migration and Organizations*

Bailey, A. & Campbell, B. The Erosion of National Culture Effects Among Immigrant Ventures, Exploration of First Generation vs. Second Generation and Beyond. *Data collected and analyzed, theoretical development stage; Target – Organization Science*

Bailey, A. & Thomas, N. Cloak or Focus: Immigrant Entrepreneur's Responses to the Liability of Foreignness. *Theoretical development stage; Target- Administrative Science Quarterly*

## **DISSERTATION**

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Title: *The knowledge effects of founders' human and social capital on opportunity novelty and entrepreneurial team heterogeneity*

Committee: Mona Makhija (Chair), Benjamin Campbell, James Oldroyd, Oded Shenkar

Abstract: The knowledge-based view of the firm emphasizes the importance of knowledge for the production of goods and services as a source of competitive advantage. However, the knowledge-based view of the firm does not fully address how knowledge comes into the firm at its inception. Additionally, less focus is given to human and social capital as mechanisms for such knowledge flows. There is also a lack of explanation of what determines the social capital

and human capital a given entrepreneur will have access to at start up and how that shapes the direction of the firm. My dissertation explores these issues through three interrelated papers. The first paper draws on U.S. census data to show how context, specifically culture, affects the formation of social ties in founding teams. The second paper is survey based and examines how immigrant entrepreneurs utilize human and social capital to address liability of foreignness. The third paper is a qualitative paper that examines how human capital and social ties affects the nature of the opportunities entrepreneurial firms pursue. These three papers broaden the international business research field's traditional focus on established multinational corporations to include entrepreneurial firms and help enrich the entrepreneurship field's exploration of entrepreneurial issues across cultures.

### **ACADEMIC PRESENTATIONS & CONFERENCE PROCEEDINGS**

Bailey, A. & Campbell, B. The Best of Both Worlds: The Role of National Culture in Immigrant Co-founding Partnerships. 2021 *University of California, Berkeley, CA*

Bailey, A. & Makhija, M. The Relationship Between Founders' Human and Social Capital and Venture Novelty. Novelty. 2018 *Wharton Conference on Immigration and Organizations, Philadelphia, PA*

Bailey, A. & Makhija, M. The Relationship Between Founders' Human and Social Capital and Venture Novelty. Novelty. 2018 *Miami University, Oxford, OH*

Bailey, A. & Makhija, M. The Joint Impact of Human and Social Capital on Opportunity Novelty. 2017 *Academy of Management Annual Meeting, Atlanta, GA*

Bailey, A. The Impact of National Culture on Immigrant Entrepreneurial Team Heterogeneity. 2015 *Academy of Management Annual Meeting, Vancouver, Canada*

Bailey, A. The Impact of National Culture on Immigrant Entrepreneurial Team Heterogeneity. 2015 *Academy of International Business Annual Meeting; also accepted to the International Entrepreneurship Paper Development Workshop, Bengaluru, India*

Bailey, A. Impact of National Culture on Firm Founder's Social Network Composition. 2015 *Edward F. Hayes Graduate Research Forum, Columbus, OH*

Bailey, A. & Banerjee, M. Connections to local and distant communities: geography, cross-border flows and entrepreneurship. 2014 *Academy of Management Annual Meeting, Philadelphia, PA*

Bailey, A., Makhija, M. & Morris S. The moderating impact of prior expatriate performance on cross-border knowledge sharing. 2014 *Edward F. Hayes Graduate Research Forum, Columbus, OH*

Kistruck, G., Webb, J., Sutter, C. & Bailey, A. The Double-Edged Sword of Legitimacy in Base-

of-the-Pyramid Markets. *2013 Babson College Entrepreneurship Research Conference, Lyon, France*

Kistruck, G., Webb, J., Sutter, C. & Bailey, A. "Entrepreneurial Challenges to (In)Formality in Emerging Markets: An Institutional Polycentricity Perspective" *2012 Academy of Management Conference, Boston, MA*

## **RESEARCH POSITIONS**

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Graduate Research Assistant to Benjamin Campbell (2015)  
The Ohio State University, Fisher College of Business, Columbus, OH

Graduate Research Assistant to Professor Oded Shenkar (2011)  
The Ohio State University, Fisher College of Business, Columbus, OH

Graduate Research Assistant to Professor Shad Morris (2010)  
The Ohio State University, Fisher College of Business, Columbus, OH

## **TEACHING INTERESTS**

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My teaching interests are in the fields of international business, strategy and entrepreneurship. I particularly enjoy teaching these subjects because of the direct link to current events which helps students develop more than just mastery of course content, but also better understanding of how to engage with our world. I believe in teaching as a tool for students' professional development and as a result make every effort to build individual nurturing relationships with students and to incorporate as much practical application as possible into each course.

## **TEACHING EXPERIENCE**

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Rutgers Business School, Rutgers University, Newark-New Brunswick, NJ  
-Managing Growing Ventures (Fall 2016, Spring 2017, Fall 2017, Fall 2018, Fall 2020)  
Class Size: 30 - 50  
*Overall student rating: 4.6/5.0*

Fisher College of Business, The Ohio State University, Columbus, OH  
-Introduction to International Business (Summer 2013, 2014 & 2015)  
Class Size: 200  
*Overall student rating: 4.4/5.0*

-Advanced International Business (Autumn 2013)  
Class Size: 20  
*Overall student rating: 3.9/5.0*

School of Business & Industry, Florida A&M University, Tallahassee, FL  
-Introduction to Micro and Macro Economics (Fall 2004, Spring 2005)

Class Size: 15

Overall student rating: 4.9/5.0

Awarded SBI Faculty Choice Award for Outstanding Teaching

Shortcut to China, Zhejiang, China

-English Teacher (Fall 2002, Spring 2003)

Class Size: 40

## **ACADEMIC SERVICE**

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Editorial Review Board Member, *Strategic Entrepreneurship Journal* (May 2001 – Present)

Panelist, American Academy of University Women webinar on Social Justice Through Entrepreneurship (September 2021)

Panelist, Management Faculty of Color, Mental Health Check-in Mom Support Group (November 2020)

Reviewer, *Organization Science* (2020)

Reviewer, *Strategic Entrepreneurship Journal*, (2017 – present)

Discussant, *Entrepreneurship, Networks and Social Capital*, 2015 Academy of Management Annual Meeting, Vancouver, CA

Session Chair, *International Entrepreneurship*, 2015 Academy of Management Annual Meeting, Vancouver, CA

Symposium Organizer for Academy of Management, International Management and Entrepreneurship divisions: *Connections to local and distant communities: geography, cross-border flows and entrepreneurship* (August 2014)

Reviewer, *Journal of International Business Studies*, (2014 – present)

Reviewer for Academy of Management Annual Meeting: International Management and Entrepreneurship divisions, (2011 – present)

## **UNIVERSITY SERVICE**

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Rutgers University

Judge for the Johnson and Johnson 2020 University Case Competition (Spring 2021)

Organizer and Co-Moderator for the Rutgers Business School Center for Women in Business webinar “Shining a Spotlight on Black Women – Our Success, Our Challenges and What Still Needs to Change” Part 1 and Part 2 (Spring 2021)

Co-Leader for Junior Faculty Writing Accountability Groups (Fall 2020 – Present)

Organizer for the Management and Global Business Department Seminar Series (Fall 2019)

Management and Global Business, Entrepreneurship Search Committee (Spring 2018)

Takehasi Project Japan, one week visit Chaperone (May 2018)

Speaker for MGB PhD student seminar on preparing for the job market (Spring 2018)

Reviewed applicants to the Ph.D. program (Spring 2018)

Dissertation committee member for Ph.D. student Lutisha Vickerie (Fall 2017 – Spring 2018)

Ohio State University  
Representative for AACSB five-year accreditation review (January 2014)

## **FELLOWSHIPS & GRANTS**

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2021 COVID Impact on Scholarly Productivity Faculty Grant Program: \$5,000

2021 Jewish National Fund Faculty Fellowship Program in Israel: Air, room & board for 2 weeks

2020 Rutgers Division of Diversity, Inclusion & Faculty Engagement Funding Award for National Center for Faculty Development and Diversity (NCFDD) Faculty Success Program: \$1,350.00

2020 RAISED Funding Award for Faculty Development and Diversity (NCFDD) Faculty Success Program: \$2,700

2019 NSF Grant for Data Purchase \$5,000

2015 American Association of University Women Dissertation Fellowship: \$20,000

2015 Academy of International Business Travel Stipend Award: \$1,000

2014 The Ohio State University Center for International Business Education and Research (CIBER) PhD Research Grant: \$3,360

2015 The Ohio State University Center for International Business Education and Research (CIBER) PhD Research Grant: \$1000

## **HONORS & AWARDS**

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2021 NCFDD Faculty Success Program Graduate

2019 Rutgers Business School Junior Faculty Teaching Excellence Award Nominee

2019 Rutgers Program for Early Career Excellence Graduate

Academy of International Business 2017 Junior Faculty Consortium

Academy of Management 2017 Entrepreneurship Junior Faculty Consortium.

Academy of International Business 2015 Doctoral Consortium

Academy of Management 2015 Research Methods Division Consortium

Southern Management Association 2015 Late State Doctoral Consortium

2013 Graduate Associate Teaching Award nominee, Ohio State's highest recognition of exceptional teaching provided by Graduate Teaching Associates

## **PROFESSIONAL ASSOCIATIONS**

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National Center for Faculty Development and Diversity (2021)

Management Faculty of Color Association (2020)

Academy of International Business (2010 – present)

Academy of Management: International Management, Entrepreneurship, Strategy & Research Methods Divisions, (2010 – present)

PhD Project Management Doctoral Students Association: Secretary (2011); Steering Committee (2010-2012)

The Indus Entrepreneur, member (2013 – present)

Women's Business Center of Ohio, member (2014 – present)

## **PROFESSIONAL WORK EXPERIENCE**

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Proctor and Gamble, Cincinnati, OH  
Senior Global Purchasing Manager (February 2006 – September 2010)

GlaxoSmithKline, Inc., Philadelphia, PA & Chicago, IL  
Associate Product Manager (May 2004 – July 2005)  
Vaccines Sales Representative (May 2002 – December 2002)

University of Northern Iowa Adventure Youth Services, Ansbach, Germany & Osan, Korea

Director of School Aged Services Program (May 2003 – August 2003)  
Youth Counselor (June 2000 – August 2000)

Pfizer, Inc., Dallas, TX  
Pharmaceutical Health Care Representative (January 2001- August 2001)

**REFERENCES**

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Available upon request