

ANASTASIA V. G. BAILEY

Assistant Professor

Management & Global Business Department

Rutgers Business School

100 Rockafeller Road: Room 2147, Piscataway Township, NJ 08854

Phone: (850) 445-0639 Fax: (732) 445-6987 E-mail: abailey@business.rutgers.edu

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

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

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

Bachelor 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 entrepreneurs' networks impact entrepreneurial activities; and (2) how institutional characteristics (e.g. culture and institutional voids) affect the behavior of various types of firms (e.g. new ventures, large vs. small establish firms,).

REFEREED JOURNAL PUBLICATIONS

Bailey, A., Campbell, B., (2025) The Impact of National Culture on Homophily in Immigrant Founding Teams. *Entrepreneurship and Regional Development*, (forthcoming)

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

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

Bailey, A., Campbell, B. Buffering Liability of Foreignness for Entrepreneurial Firms: Immigrant Founded Ventures in the U.S. *Under 2nd round review at Small Business Economics*

Bailey, A. & Makhija, M. Tweaker, Troubleshooter, Transformer or Trailblazer. The Role of Knowledge Sourcing in Entrepreneurial Learning. *Preparing for submission to Journal of Business Venturing*

WORKS IN PROGRESS

Stevens, C., Newenham-Kahindi, A. M., Bailey, A. Bad Apples, Bad Barrels...or Bad Orchards? Causes and Context of Corruption in Africa. *Revising full draft; Target—Academy of Management Journal*

Bailey, A. & Levin, D. Tell Me Something New: The Impact of Novelty Surfacing, a Search Behavior, on Entrepreneurial Performance. *Revising and collecting additional data; Target – Organization Science*

Bailey, A., Weisburd, S. & Hernandez, Z. Exploring the Link Between Immigrants and Firm Heterogeneity in Israel. *Data Analysis and Theoretical Development, Target— Strategic Management Journal*

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 drafting; Target—Journal of Business Venturing*

DISSERTATION

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

Hayes, R., Vickerie, L., Fuller-Smith, N. F. & Bailey, A. Multinational Corporations and Their Approaches to ESG in African Markets: A Research Agenda. *2025 25th Academy of Africa Business and Development Annual Conference, Johannesburg, South Africa*

Bailey, A., Campbell, B. Buffering Liability of Foreignness for Entrepreneurial Firms: Immigrant Founded Ventures in the U.S. *2024 Academy of International Business Conference, Seoul, South Korea*

Bailey, A., Campbell, B. The Best of Both Worlds: The Role of National Culture in Immigrant Co-founding Partnerships. *2024 Babson College Entrepreneurship Research Conference, Munich, Germany*

Stevens, C., Newenham-Kahindi, A. M., Bailey, A. Bad Apples, Bad Barrels...or Bad Orchards? Causes and Context of Corruption in Africa. *2024 Africa Academy of Management, Cape Town, South Africa*

Bailey, A. & Levin, D. Tell Me Something New: The Impact of Novelty Surfacing, a Search Behavior, on Entrepreneurial Performance. *2023 Academy of Management Annual Meeting, Boston, MA*

Stevens, C., Newenham-Kahindi, A. M., Bailey, A. Bad Apples, Bad Barrels...or Bad Orchards? Causes and Context of Corruption in Africa. *2023 Strategic Management Society Conference, Toronto, Canada*

Bailey, A., Campbell, B. Allaying Liability of Foreignness for Entrepreneurial Firms: Immigrant Founded Ventures in the U.S. *2023 Transitional Entrepreneurship Colloquium, Old Dominion University Norfolk, VA.*

Bailey, A. & Levin, D. Tell Me Something New: The Impact of Novelty Surfacing, a Search Behavior, on Entrepreneurial Performance. *2023 Chinese University of Hong Kong, Hong Kong, China*

Bailey, A. & Campbell, B. Liability of Foreignness of Entrepreneurial Firms: Immigrant-Founded Ventures in the U.S. *2022 Academy of Management Annual Meeting, Seattle, WA*

Bailey, A. & Makhija, M. Shaping the Nature of the Venture: The Independent and Tandem

work of Human and Social Capital. *2022 Academy of Management Annual Meeting, Seattle, WA*

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 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*

INVITED ADDRESSES AND PRESENTATIONS

Bailey, A. Centering Context, History and Ethics in Entrepreneurship Research on Racial Inequality. PDW: Wealth Inequality, Work and Entrepreneurship. *2025 Academy of Management Annual Meeting, Copenhagen, Denmark*

Bailey, A. Learning, Leading, and Lunching: HistoryMakers' Master Fellow Journey and

Campus Vision. PDW: Can we talk? A critical BIPOC (and Allies) Conversation. 2025
Academy of Management Annual Meeting, Copenhagen, Denmark

Bailey, A. Learning, Leading, and Lunching: HistoryMakers' Master Fellow Journey and
Campus Vision. 2025 *The HistoryMakers Digital Archive Summer Institute, Chicago, IL*

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

RESEARCH POSITIONS

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

My teaching interests are in the fields of entrepreneurship, international business and strategy. 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

Rutgers Business School, Rutgers University, Newark-New Brunswick, NJ
-Business Policy & Strategy (Spring 2015)
Class Size: 40

-Managing Growing Ventures (Fall 2016, Spring 2017, Fall 2017, 2018, 2020, 2021, 2022 &
2023)
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: 4.0/5.0

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

Shortcut to China, Zhejiang, China
-English Language (Fall 2002, Spring 2003)
Class Size: 40

TEACHING PEDAGOGY PRESENTATIONS

Bailey, A. Innovative Use of The HistoryMakers Digital Archive.
2024 University of Pennsylvania Libraries
2024 Duke University Libraries
2024 Carleton College
2024 Wellesley College
2024 Southern University
2024 Rutgers University Libraries

Bailey, A. & LePere-Schloop. Enhancing Management Pedagogy by Integrating African American Voices and Lived Practitioner Experiences from The HistoryMakers' Digital Archive. *2024 Teaching and Learning Conference at the Academy of Management Annual Meeting, Chicago, IL*

Bailey, A. Innovative Use of The HistoryMakers Digital Archive. *2024 and 2023 The HistoryMakers Summer Institute, Chicago, IL*

Bailey, A. Innovative Use of The HistoryMakers Digital Archive. *2023 Tenure Project Conference, Wharton Business School, Philadelphia, PA*

ACADEMIC SERVICE

Vice President, Management Faculty of Color Association (Fall 2025)

Lead Organizer, The HistoryMakers Innovations in Pedagogy and Teaching Fellowship Summer training Institute (Summer, 2024, 2025)

Strategic Management Society Special Conference in Washington D.C. Reviewing Committee (Spring 2024)

Presenter and Session Chair, HistoryMakers Higher Education Advisory Board Meeting on Teaching Innovation (Spring 2024)

Master Mentor, HistoryMakers Faculty Fellowship Program (Summer 2023 – Present)

Ad Hoc Reviewer, *Management Science* (Summer 2023 – Present)

Nominated Reviewer for Strategic Management Conference (Spring 2023)

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

Presenter and Session Chair, HistoryMakers Higher Education Advisory Board Meeting on Teaching Innovation (Spring 2023)

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

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

Ad Hoc Reviewer, *Organization Science* (Fall 2020– Present)

Co-Mentor & Writing Accountability Partner, Office of the Senior Vice President for Academic Affairs, Rutgers University (2018-Present)

Ad Hoc Reviewer, *Strategic Entrepreneurship Journal*, (Spring 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)

Ad Hoc Reviewer, *Journal of International Business Studies*, (2014 – Present)

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

UNIVERSITY SERVICE

Rutgers University

RSSI Student Selection Committee (Spring, 2025)

Panelist/Advisor, Rutgers Women in Business Spring Conference (Spring 2025)

Faculty Mentor for Rutgers Mandela Washington Entrepreneurship Fellows (Summer 2024-Present)

Faculty Mentor, School of Arts and Sciences Honors Program (Fall 2023 - Present)

Panelist, The Rutgers University Innovation Lab Demo Day (December 2021 & Spring 2023)

Dissertation committee member for Ph.D. student Linda Eduardo (Fall 2020 – Fall 2022)

Rutgers University Newark Caregiver Task Force (2019-Present)

Recommendation Letter Writer

Changhe Wu (Spring 2025)

Jier Qui & Eddy Lopez (Fall, 2023)

Eddy Lopez (Fall, 2023)

Debdeep Banerjee (Fall, 2019)

Ty-Lynn Johnson (Spring, 2018)

Claudia Bonilla (Spring, 2018)

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

2024 The Rutgers Advanced Institute for the Study of Entrepreneurship and Development Research Grant \$6,000

2024 Mutual Mentoring Team Grant for the RU-N Caregivers Task Force \$6,000

2022 HistoryMakers Faculty Innovations in Pedagogy & Teaching Fellowship: \$7,500

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 The Rutgers Advanced Institute for the Study of Entrepreneurship and Development Funding Award for Faculty Development and Diversity 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

2023 Innovation in Pedagogy Award Nominee and Runner-up, The Academy of Management Entrepreneurship Division

2022 – 2023 Rutgers Business School Junior Faculty Teaching Excellence Award Recipient

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

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

2003 Florida Agricultural and Mechanical University School of Business and Industry Faculty Choice Award for Outstanding Teaching

PROFESSIONAL ASSOCIATIONS

The Tenure Project (2022 – Present)

The HistoryMakers (2022 - Present)

National Center for Faculty Development and Diversity (2021)

Management Faculty of Color Association (2020 - Present); Vice President (Fall 2025 – Fall 2026)

Strategic Management Society (2023 – Present)

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 - 2012); Steering Committee (2010-2012)

The Indus Entrepreneur, member (2013 – Present)

Women's Business Center of Ohio, member (2014 – 2018)

PROFESSIONAL WORK EXPERIENCE

Proctor and Gamble, Cincinnati, OH

Senior Global Purchasing Manager (February 2006 – September 2010)

- Ensured supply continuity for \$200 million of petrochemical based raw materials across multiple business units

- Collaborated with key internal customers and external suppliers to develop and execute short term and long term strategies that drive better, cheaper, and faster supply chains in both developed and emerging markets
- Analyzed multiple petrochemical based industries resulting in sourcing and supplier negotiation strategies
- Lead multiple complex global negotiations, write and present recommendations already generating savings of ~\$3 million
- Grew minority owned business supplier spending by \$10 million via a joint venture with a majority corporation

GlaxoSmithKline, Inc., Philadelphia, PA & Chicago, IL

Associate Product Manager (May 2004 – July 2005)

- Conducted analysis of the U.S. travel market with key behavioral conclusions; presented findings and recommendations to media buyers and department heads leading to the launch of a \$3 Million DTC campaign, which resulted in a positive R.O.I.
- Directed third party vendors and advertising/brand agencies on the creative development and execution of various tactical marketing programs
- Improved the promotional materials approval process for the adult vaccines division by developing, gaining support and implementing actionable and measurable procedures facilitating communication, collaboration and faster processing

Vaccines Sales Representative (May 2002 – December 2002)

- Coordinated physician and total practice educational programs including disease prevention, inventory management and product demonstrations.
- Responsible for the successful launch of a new combination vaccine in the largest healthcare chain in Chicago
- Served as a liaison between distributors and customers for product ordering, contracting, and price negotiations
- Appointed the Regional Diversity Champion leading diversity initiatives for the Illinois – Iowa region
- Developed a template for success for GlaxoSmithKline Inc. sales interns

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)

- Developed exciting and engaging weekly themed programming
- Supervised 40 campers and executed daily program activity schedules
- Evaluated camp design, participant behavior, and personnel effectiveness

Shortcut to China, Zherjiang, China

English Language and Western Culture Instructor (December 2002 – May 2003)

- Prepared lesson plans and taught 25 classes each week to Chinese students emphasizing pronunciation and grammar
- Hosted various community events that encouraged the use of the English language among students

- Introduced Chinese students to American culture through music and discussions of U.S. current events

Pfizer, Inc., Dallas, TX

Pharmaceutical Health Care Representative (January 2001- August 2001)

- Pushed sales for four pharmaceutical products to over 200 healthcare providers
- Created marketing plans based on territory sales trends and product performance
- Worked with other pharmaceutical sales representatives to develop business plans that grew sales of all Pfizer Inc. medications