

ANASTASIA V. G. BAILEY

Assistant Professor

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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

Bailey, A., The Effect of National Culture on Bridge Relationships in Founding Teams: Evidence from Immigrant Founded Firms in the U.S. *Preparing for Submission; Target- Journal of International Business Studies*

Bailey, A. and Makhija. Human and Social Capital in Overcoming Liability of Foreignness: The Case of Immigrant Entrepreneurs. *Data collection stage; Target-Journal of International Business Studies*

Bailey, A. and Makhija, M. The Joint Impact of Human and Social Capital on Opportunity Novelty. *Data collection stage; Target-Journal of Business Venturing*

WORKS IN PROGRESS

Bailey, A., Makhija, M. and Morris, S. The Moderating Impact of Prior Expatriate Experience on Cross-Border Knowledge Sharing and Performance. *Data collection stage; Target-Journal of International Business*

Bailey, A. and Levin, D. Networking Strategies for Entrepreneurs to Overcome the Liability Foreignness. *Theoretical framing stage; Target-Journal of International Business Studies.*

Gilbert, B. and Bailey, A. Understanding the Underlying Human Capital of Natives vs. Immigrants in the Formation of Technology Clusters. *Theoretical framing stage; Target – Academy of Management Journal.*

Bailey, A. and Alvarez S. Immigrant Entrepreneurship and Identity Formation. *Theoretical framing stage; Target-Journal of Business Venturing*

Oldroyd, J. and Bailey, A. Social Capital and the Reactivation of Knowledge Flows in the Lao People's Democratic Republic. *Theoretical framing stage; Target-Journal of International Business*

DISSERTATION

Title: *The knowledge effects of founders' human and social capital on opportunity novelty and entrepreneurial team heterogeneity* (successfully defended proposal June 2014). The study has been approved by OSU's IRB.

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. 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

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 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

Rutgers Business School, Rutgers University, Newark-New Brunswick, NJ
-Managing Growing Ventures (Fall 2016, Spring 2017)
Class Size: 30 - 50
Overall student rating: 3.8/5.0

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 Micro 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

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)

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

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

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

FELLOWSHIPS & GRANTS

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

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

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

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

Available upon request