**JOSEPH J. SIMPSON**

Department of Management

Pamplin College of Business

Virginia Tech

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**EDUCATION**

|  |  |
| --- | --- |
| Ph.D.  2019 | The University of Texas Rio Grande Valley  Major: Business Administration (Strategic Management) |
| M.B.A.  2015 | University of Texas – Pan American  Major: Management |
| Graduate Certificate  2012 | Stanford University  Concentration: International Security Studies |
| M.S.  2012 | Long Island University – Riverhead  Major: Homeland Security Management |
| B.A.  2009 | American Military University  Major: Intelligence Studies |

**ACADEMIC & PROFESSIONAL POSITIONS**

2023-Present, Collegiate Associate Professor of Management, Virginia Tech

2022-Present, Affiliate Faculty, National Security Institute, Virginia Tech

2021-Present, Owner, ReachABA Inc.

2021-Present, Faculty Research Fellow, Apex Center for Entrepreneurs, Virginia Tech

2021-Present, Affiliate Faculty, Center for Advanced Innovation in Agriculture, Virginia Tech

2019-Present, Director, Integrated Security Education and Research Center, Virginia Tech

2019-2023, Collegiate Assistant Professor of Management, Virginia Tech

2018-Present, President, Avendir, Inc.

2016-2019, Member, Board of Directors, PARA

2014-2016, Member, Board of Directors, AWARE RGV

2015-2018, Member, Board of Directors, PIECES for Autism

2014-2019, Instructor | Research Assistant, The University of Texas Rio Grande Valley

2013-Present, Owner, AmarilloABA, LLC.

2013-2013, Eastern Kentucky University, Instructor

2009-2013, Security Specialist, B&W Pantex

2005-2009, Security Police Officer, B&W Pantex

2002-2005, Team Leader 3rd Ranger Battalion, U.S. Army

**REFEREED JOURNAL PUBLICATIONS**

Johnson, K., Drape, T., Oakes, J., **Simpson, J.,** Brown, D. M., Westfall-Rudd, & Duncan, S. (2023). An Interdisciplinary Approach to Experiential Learning in Cyberbiosecurity and Agriculture Through Workforce Development. *Journal of Cybersecurity Education, Research, and Practice.* Accepted for publication.

**Simpson, J.** & Schuler Scott, A. (2023). Enemy of My Enemy Is My Friend: War Combat Volunteerism. *Annals of Tourism Research.* Accepted for publication (Impact Factor 13.2).

Hunt, R.A., Townsend, D., Manocha, P. & **Simpson, J**. (2023). Knowledge problem diagnosis and the fate of corporate entrepreneurship initiatives. *Journal of Business Venturing Insights, 19,* e00358*.*

**Simpson, J.,** & Sariol, M. (2022). Uncertainty, entrepreneurial orientation, and the pursuit of M&A: Managing the unpredictable. *Journal of Business Research,* *142:* 423-434*.* (Impact Factor 11.3).

**Simpson, J.** & Brantly, A. (2022) Security Simulations in Undergraduate Education: A Review. Journal of Cybersecurity Education, Research and Practice: *2022*(1). Available at: https://digitalcommons.kennesaw.edu/jcerp/vol2022/iss1/3.

Drape, T., Magerkorth, N., Sen, A., **Simpson, J**., Seibel, M., Murch, R. S., & Duncan, S. E. (2021). Assessing the Role of Cyberbiosecurity in Agriculture: A Case Study. *Frontiers in Bioengineering and Biotechnology:* 742. (Impact Factor 5.7).

Gonzalez, J. A. & **Simpson, J.** (2020). The Workplace Integration of Veterans: Applying Diversity and Fit Perspectives. *Human Resources Management Review, 31*(2): 100775. (Impact Factor 11.4).

**Simpson, J.** & Sariol, M. A. (2019). Squared Away: Veterans on the Board of Directors. *Journal of Business Ethics.* <https://doi.org/10.1007/s10551-018-3907-1>. (Impact Factor 6.1).

**Simpson, J.** & Simpson, P. (2017). Emotional Solidarity with Security Forces: A Comparison of Residents and Tourists. *Journal of Travel Research, 56*(7): 927-940. (Impact Factor 8.9).

**Simpson, J.,** Cruz-Milan, O., & Simpson, P. (2016). Attitude towards Immigrants and Security: Effects on Destination-loyal Tourists. *Tourism Management, 57:* 373-386. (Impact Factor 12.7).

Cruz-Milan, O., **Simpson, J.,** Simpson, P., & Choi, W. (2016). Reassurance or Reason for Concern: Security Forces as a Crisis Management Strategy. *Tourism Management, 56*: 114-125. (Impact Factor 12.7).

**OTHER PUBLICATIONS**

**Simpson, J.** (2022). Protect Your Business from Cyberattacks.<https://eiexchange.com/content/protect-your-business-from-cyberattacks>. 31,000 reads as of 9/28/2022. Schulze Award: Outstanding Applied and Practice Publication.

**WORKS IN PROGRESS**

Hunt, R.A., Townsend, D., Nugent, R., **Simpson, J.**, & Stallkamp, M. Platforms, Panopticons, and Playgrounds: An Integrative Review of Governance and Power Dynamics on Digital Platforms. *Academy of Management Annals.* 2nd Round R&R.

Rady, J., Hunt, R.A., Townsend, D., & **Simpson, J.** The Expectations Game: The Contingent Value of Hype in Resource Mobilization Processes among AI Startups. *Journal of Business Venturing.* 1st Round R&R.

**Simpson J.**, Townsend, D., & Hunt, R. AI Focus and Firm Security Focus: Protecting Technological Innovation in Entrepreneurial Firms. Target Journal: *Strategic Management Journal.* Writing and Data Analysis.

**Simpson J.** & Kumar, P. Textual Measures of Firm Performance. Target Journal: *Strategic Management Journal.* Analysis complete, writing.

Schnatterly, K, **Simpson, J.,** Beal, D. & TBD, Destructive Leadership Climate among Entrepreneurial Firms. Target Journal: *Journal of Business Venturing.* Writing and data analysis.

Schnatterly, K, **Simpson, J.,** & Calvano, F., Information Security Capabilities. Target Journal: *Strategic Management Journal.* Writing and data analysis.

**Simpson, J.,** Townsend, D., & Hunt, R. Taking Stock of CATA Dictionaries: A review and integration. Target Journal: *Academy of Management Journal (new methods paper type).* Writing and Data analysis.

**Simpson J.**, Townsend, D., Hunt, R.. & Stallkamp, M. Firm Security Orientation: Balancing the Growth Threat Paradox. Target Journal: *Journal of Operations Management/MIS Quarterly.* Writing and Data Analysis.

**Simpson, J.,** Schuler Scott, A., & James, T., Information security language and boards: Do breaches change language. Target Journal: *MIS Quarterly (TBD).* Writing and data analysis.

**Simpson, J**., Seref, O., & Schuler Scott, A. Cybersecurity Body of Knowledge Project. Target Journal: *MIS Quarterly.* Writing and Data Analysis.

**Simpson, J.** Measuring What Matters with N-Grams: Extending Financial Performance Measures for Strategic Management Research. Writing and Data Analysis. Target Journal: *Organizational Research Methods.*

**Simpson, J.,** &Schuler Scott, A., Parochial Altruism and Information Security. Target Journal: *MIS Quarterly.* Planning.

**Simpson, J.** &Schuler Scott, A., Information Security language and AI: Bounding Competitive Advantage. Target Journal: *MIS Quarterly.* Planning.

**Simpson, J.** &Schuler Scott, A., Information Security: A review. Target Journal: *Information & Management.* Writing.

**Simpson, J.** Walk the Talk or Talk the Walk: Do firms integrate ethics into AI? Writing and Data Analysis. Target Journal: *Journal of Business Ethics*

**BOOKS AND BOOK CHAPTERS**

Ketchen, D. & Short, J. (2020). Strategic Management. Adapted by Reed, K., Jamison, E., **Simpson, J.,** Kumar, P., Kemp, A., and Awate, K. Virginia Tech. Pressbooks.

**REFEREED CONFERENCE PRESENTATIONS**

Simpson, J. (2023). Measuring What Matters with N-Grams: Extending Financial Performance Measures for Strategic Management Research. *SMS 43rd Annual Conference. Best Paper Nominee: SMS Annual Conference Best Paper. Best Paper Nominee: SMS Annual Conference Research Methods.* Toronto, Canada.

Simpson, J. Hunt, R., Townsend, D. & Stallkamp, M. (2022). Corporate Entrepreneurship in Perilous Times: Striking a Balance between EO and FSO. *82nd Annual Meeting of the Academy of Management.* Virtual.

Simpson, J.,Hunt, R., Townsend, D. & Stallkamp, M. (2021). Firm Security Orientation: Strategic Adaptations in a Discordant World. *SMS 41st Annual Conference: Best Paper Nominee*; *Finalist Corporate Strategy IG Best Paper.* Virtual.

Simpson, J.,Hunt, R., Townsend, D. & Stallkamp, M. (2021). Firm Security Orientation: Strategically Responding to an Increasingly Disruptive World. *81st Annual Meeting of the Academy of Management.* Virtual.

Simpson, J. & Sariol, M.A. (2021). Managers’ Perceptions of Security Threats: The Case of Data Breaches. *81st Annual Meeting of the Academy of Management.* Virtual.

Simpson, J. & Sariol, M.A. (2020). Predictors of Security Breaches: Industry and Organizational Factors. *2020 Meeting of the Southern Management Association.* St. Pete Beach, Florida.

Gonzalez, J. A. & Simpson, J. (2019). Workplace Integration for Veterans: Applying Fit and Diversity Perspectives. *2019 Meeting of the Southern Management Association.* Norfolk, Virginia.

Sariol, M. & Simpson, J. (2019). Spy versus I: Can employees trust and share knowledge under conditions of high security? *79th Annual Meeting of the Academy of Management.* Boston, Massachusetts.

Simpson, J. & Dadanlar, H. (2018). Cleaning House, Jumping Ship, and Jumping on Board: Director Exits and Appointments. *2018 Meeting of the Southern Management Association: Best Doctoral Student Paper in Strategy Track.* Lexington, Kentucky.

Simpson, J. & Sariol, M. A. (2018). Dark Side of Director Expertise: Technological Expertise and the Rise of Data Breaches. *2018 Meeting of the Southern Management Association.* Lexington, Kentucky.

Simpson, J. & Sariol, M. A. (2018). Security and Antecedents of Creativity. *2018 Meeting of the Southern Management Association: Selected for Paper Development Workshop.* Lexington, Kentucky.

Simpson, J. & Sariol, M. A. (2017). Squared Away: Veterans on the Board of Directors. *77th Annual Meeting of the Academy of Management.* Atlanta, Georgia.

Simpson, J. & Abebe, M. A. (2016). Large Corporate Lawsuits, Market Reaction, and Ex-post Boardroom Adjustments. *76th Annual Meeting of the Academy of Management.* Anaheim, California.

Simpson, J. (2016). An AMC Model of Organizational Security Strategy. *2016 Meeting of the Southern Management Association.* Charlotte, North Carolina.

Abebe, M. & Simpson, J. (2015). Board Composition and Crisis Management Effectiveness: The Case of Corporate Data Breaches. *75th Annual Meeting of the Academy of Management.* Vancouver, Canada.

Simpson, J. & Garcia, S. (2015). FDI, Terrorism, and Oil: When Resources Matter. *46th Annual Meeting of the Southwest Decision Sciences.* Houston, Texas.

**DOCTORAL STUDENT DISSERTATIONS**

Quentin Baldwin, Interests: DEIB

**DOCTORAL STUDENT ADVISING**

Robert Nugent, Interests: Business Models and Governance

Barry Vanderwal, Interest: Entrepreneurship and Veterans

Quentin Baldwin, Interests: DEIB

Esin Bozdag, Interests: Entrepreneurship and Leadership

**INVITED TALKS AND OTHER SESSIONS**

2023, Security in the Digital Age, Guest Speaker, Innovate LLC.

2023, Pamplin Advisory Committee, ISERC Presentation

2023, Executive Doctoral Program Seminar (Special Study), Research Project

2023, Day for Data Presentation, Information Security Capabilities, Virginia Tech

2023, AI in Research and Teaching, Virginia Tech Doctoral Alumni, Speaker

2023, Security, British Embassy, Invited Guest

2023, 10th Annual Intelligence Community CAE & National Security Education Program Colloquium, Hume Center for National Security & Technology, Presentation

2023, Computational and Mixed Methods Research, Doctoral Students, Virginia Tech

2022, ISERC Meets Research Sessions, Virginia Tech

2022, Association for Women in Computing Research Panel, Panelist, Virginia Tech

2022, Ag Leadership and Community Education, Guest Lecturer

2022, Pamplin/CCI/ISERC (co-sponsors) Security, Privacy & Trust Speaker Series Event

2022, Commonwealth Cyber Initiative (CCI)/ISERC Seminar Series x 5

2022, Virginia Tech Doctoral Seminar, Crafting a Research Agenda

2021, INNOVATE, LLC. Entrepreneurship Panel, Panelist

2021, Department of Energy, CyberForce Competition, Scoring Assistant Team Member

2021, 9th Annual Intelligence Community CAE & National Security Education Program Colloquium, Hume Center for National Security & Technology, Presentation

2021, CISO Leadership Forum – Strengthening Cyber Defense in an Uncertain Threat Landscape, Moderator

2021, Conference on Higher Education Pedagogy, Panel Member

2020, Management Advisory Board (MAB) technology task force, breakout session facilitator

2020, Cybersecurity Career Pathways and Outlook, Fireside Chat

2020, Department of Energy, CyberForce Competition, CISO Panel Member

2020, Virginia Tech, MGT 1104 Management Careers, Guest Lecturer

2020, Virginia Tech Department of Management, BXBR Summer Intensive, Speaker

2020, Texas Tech Agriculture Department, Principles of Management, Guest Lecturer

2020, Virginia Tech Department of Management, Webinar on COVID-19 impact on small businesses

2020, 4VA, Transdisciplinary Learning: Integrating STEM and Non-STEM Disciplines, Speaker

2019, INNOVATE, LLC. Entrepreneurship Panel, Panelist

2019, Association of Military Colleges & Schools of the United States Conference, Representative for Virginia Tech

**FUNDING AND GRANTS**

\*2024, Salary Support ($30,000), College of Liberal Arts and Human Sciences

2023, National Security Agency NCAE-C Competition, $3,200,000 (submitted: rejected)

2023, Senior Military Colleges equipment deployment, $1,600,000

\*2022, Critical Needs Request, $827,000 supported by Pamplin, CLAHS, and CoE

2022, Creation of Experiential Learning Based Open Access Curriculum in Cyberbiosecurity and Workforce Development Skills

2022, DURIP Proposal (under development)

2022, NSIN Collaborative agreement/Hacking for Defense (under development)

2022, AI T&E BPA (under development)

2022, Cambria at VT proposal (under development)

2022, CyberBioSecurity through Leadership-as-Practice Development: Innovation in Life Sciences Graduate Education /

2022, Network Testbed for Small Satellites (NeTSat) – Engaging Rural Communities with a Global Simulated Satellite Network (under development)

\*2021, Co-PI, DoD, ~$2,800,000 (~$220,000 to ISERC), SMC Cyber Institutes Program

\*2021, Collaborator, 2021, NSF Building Youth Resilience to Cybergrooming: Transdisciplinary Prevention Approach

\*2021, Raised funding $495,000 from Pamplin College of Business

\*2021, CCI 2021 Scalable Pilot Experiential Learning Programs, Scalable, Systematic, and Holistic Approach to Internship Quality Enhancement, $84,744

\*2020, ISDA, Salary Support, $20,000

2020, Other Study Personnel, CAREER: Measuring the Local Criminal Outcomes of the Darknet Drug Markets

\*2020, Other Study Personnel, USDA WAMS – Initiating the rural cyberbiosecurity workforce through empowering agricultural educators and supporting middle school girls

\*2020, PI, Integrated Security Destination Area, $31,000, Develop simulations for course modules

\*2020, PI, 4-VA Grant, $100,000, Develop and evaluate security scenarios with undergraduate students

\*2020, Co-PI, USDA NIFA, $97,000, Proposal on education for middle schoolers in cyberbiosecurity for food and ag

\*2020, Co-PI, DoD, ~$1,500,000 (~$220,000 to ISERC), SMC Cyber Institutes Program

\*2020, Co-PI, $2,000, Pathways Grant

\*2020, Co-PI, $3,548 Cyber Institute Capacity Building

\*Indicates awarded

**COURSES TAUGHT/DEVELOPED/CO-DEVELOPED/CO-TAUGHT**

MGT TBD – AI in Management, Virginia Tech\*

MGT 3084 – AI-enabled entrepreneurship, Virginia Tech\*

Faculty Advisor, Master of Science in Business - Business Analytics Capstone Project Group, Undisclosed Corporation

CyberPathways Scholarships Faculty Directed Projects, Natural Language Processing, Government and Cybersecurity x2

MGT 3084 – Digital Entrepreneurship, Virginia Tech\*

Fralin Undergraduate Research Fellowship, Faculty Mentor

CyberPathways Scholarships Faculty Directed Projects, Natural Language Processing, Dark Web

CyberPathways Scholarships Faculty Directed Projects, Natural Language Processing, Cybersecurity

PS/BIT/CS 2164 – Foundations of Security Environment, Virginia Tech\*

PS/BIT/CS 4164 – Future of Security: Integrative Solutions for Complex Security Systems, Virginia Tech\*

MGT 3614 – Strategy Competition Analytics, Virginia Tech

MGT 2984 – Emerging Technologies and Management Careers, Virginia Tech\*

MGT 2984 – Career Hacking: Technology Skills for Management Careers, Virginia Tech\*

Studio+, Honor’s College – Calhoun Discovery Program, Virginia Tech\*

MGT 4394 – Strategic Management, Virginia Tech

MGMT 4300 – Innovation Process in Entrepreneurship (Online), UTRGV\*

MGMT 4389 – Strategic Management (Online), UTRGV

MGMT 3361 – Principles of Management, UTRGV

SSE 880 – Safety, Security, and Emergency Research/Planning (Online), EKU

**\***Indicates course I created or co-developed

**ADDITIONAL COURSE CONTENT**

Python Weekend Workshops for non-technical folks

Simpson Strategy Sessions

Career Hacking: Applicant Tracking Systems

**PROFESSIONAL ACTIVITIES**

Reviewer, *Journal of Business Research*

Member, 2022-2024 Virginia Tech Pylon Society (Donations to VT)

Review Committee Member, 44th Annual Conference SMS

Innovate, LLC. Wing-backer. (Donations to VT)

Ad-Hoc Reviewer, *Annals of Tourism Research*

Ad-Hoc Reviewer, *Management Decision*

Reviewer, 2022 CCI Experiential Learning Program CFP

Session Chair, 81st Annual Meeting of the Academy of Management

Tryhackme, ranked in top 1% (rank ~1490 out of ~556,500 hackers)

Reviewer, 2021, Integrated Security Destination Area Project Proposals

Reviewer, 2021, Special Issue, *Research in Human Resource Management*

Conference Session Facilitator, Crisis Simulation, 2020 Securing Agriculture, Food and its Economy with Cyberbiosecurity Conference

Conference Session Facilitator, Strategy, 2020 Meeting of the Southern Management Association

Reviewer, Commonwealth Cyber Initiative, 2020 Experiential Learning Proposals

Ad-Hoc Reviewer, *Tourism Management*

Ad-Hoc Reviewer, *The Social Science Journal*

Conference Session Facilitator, Innovation & CSR, 2018 Meeting of the Southern Management Association

Ad-Hoc Reviewer, *Southern Management Association* Conference

Ad-Hoc Reviewer, *Academy of Management* Conference

**SERVICE ACTIVITIES**

2023, Member, Pamplin College of Business, AI Task Force

2023, Faculty Mentor, Undergraduate Research, Honor’s College

2022, Faculty Mentor, Presidential Postdoctoral Fellowship Program

2022, Faculty Mentor, Undergraduate Research, Honor’s College

2022, Sponsoring Faculty, Women in Cybersecurity, Student Organization

2022, Cybersecurity Management Career Pathways: VT-BIT Program Guest Speaker Series

2021, Search Committee Member, Communications/Program Assistant for Privacy, Security, and Trust

2021, Search Committee Member, Collegiate Assistant Professor of Management

2021, Faculty mentor, INNOVATE LLC.

2021, Member, Integrated Security Destination Area (ISDA) Stakeholder Committee

2021, Member, ISERC Executive Committee (non-voting)

2021, Member, Diversity, Equity, & Inclusion Committee, Commonwealth Cyber Initiative

2021, Hume National Security Center, Hume Scholars Faculty Lead x3

2021, Member, Undergraduate Curriculum Committee, Department of Management

2021, Member, Steering Committee, Analytics Living Learning Community

2021, Chair, Taskforce on Technology in MGT curriculum

2020, Chair, Search Committee, ISERC Cybersecurity Program Administrator

2020, Faculty Advisory Committee Member, Senior Military Colleges Cyber Institute Program

2020, Faculty Mentor, University Innovation Fellows, Stanford

2020, Member, Diversity, Equity, and Inclusion Task Force, Department of Management

2020, Faculty Mentor, Pamplin College of Business

2020, Hokie Helper, Virginia Tech

2020, Member, Virginia Tech, National Security Institute Planning Group

2020, Search Committee Member, Director, Senior Military College DoD Cyber Institute

2020, Search Committee Chair, Collegiate Assistant Professor of Management[[1]](#footnote-1)

2020, Search Committee Member, Program Manager, BIT-Cyber National Capital Region

2020, Virginia Tech founding faculty, Industry 4.0 Lab

2020, Member, Cyberbiosecurity Workshop Organizing Committee

2020, Member, Integrated Security Destination Area (ISDA) Stakeholder Committee

2020, Member, ISERC Executive Committee (non-voting)

2020, Member, ISDA Facilities Subcommittee

2020, Member, ISDA Engagement Subcommittee

2020, Member, ISDA Research Subcommittee

2020, Faculty mentor, INNOVATE LLC.

2020, Chair, Taskforce on Technology in MGT curriculum

**COMMUNITY SERVICE ACTIVITIES**

Mentor, Veterati, 2019-2020

Class A Volunteer, Special Olympics Texas, 2009-2019

**PROFESSIONAL AFFILIATIONS**

Academy of Management (AOM)

Southern Management Association (SMA)

**AWARDS & HONORS**

* 2023 Schulze Publication Award
* 2019 – 2023 Thank-a-Teacher program, x5
* 2017 Management Teaching Award, Department of Management, The University of Texas Rio Grande Valley
* 2016 Outstanding Management Ph.D. Student, Department of Management, The University of Texas Rio Grande Valley
* 2016 Southern Management Association Doctoral Consortium
* 2015 Texas Business Hall of Fame Scholarship
* 2014 *Beta Gamma Sigma* membership
* 2012 Laurel Legend Award, B&W Pantex
* 2011 Security Initiative Award, B&W Pantex
* 2010 Security Initiative Award, B&W Pantex
* 2009 Golden Key International Honour Society membership
* 2005 Army Commendation Medal, U.S. Army
* 2004 Army Commendation Medal with Valor Device, U.S. Army
* 2003 Army Commendation Medal, U.S. Army
* 2003 Ranger School Graduate, U.S. Army

1. Cancelled due to COVID-19 [↑](#footnote-ref-1)