Wayne Crawford

crawfordwsc@gmail.com | 225-938-3849
Profiles: LinkedIn | Github | Google Scholar | ResearchGate

Well-rounded, versatile analytics leader skilled at driving business impact. Expert at working cross-functionally and presenting technical analytics work to technical and non-technical executive-level audiences. Proven success in earning trust and establishing relationships with partner teams on multiple work streams. Experience in leveraging statistical approaches to answer business questions using big data and cloud computing environments.

EXPERIENCE

Southern Methodist University (Cox School of Business)   Dallas, TX
Professor of Practice – Management, Strategy, & Entrepreneurship   01/2025-Present
- Teach courses including: People & Organizational Analytics, Introduction to Management, Leading Teams & Organizations
- Research on Organizational Reputation, Managerial Competencies, Technical Workflows

Adjunct Professor of Management – MNO 6219 – People & Organizational Analytics   03/2023-04/2024

Amazon.com, Inc.   Dallas, TX
Senior Research Scientist – People eXperience and Technology Central Science   10/2021-12/2024
- Conduct behavioral science research on employee safety
- Use statistical approaches to study safety sentiment and injury rates, using techniques such as:
  - Fixed effects models, factor analysis, Monte Carlo simulations, causal inference, linear/nonlinear regression, survey design, experimental design, difference-in-differences, event study models, polynomial regression, logistic regression, machine learning models
- Engineered prototype to provide weekly data extraction, transformation, and modeling jobs to support statistical modeling of employee safety outcomes.
- Led site safety modeling for explaining variation in site safety across U.S. sites and developed white papers for Executive team and Board of Directors.
- Developed employee safety sentiment measures to assess safety sentiment, receiving > 5 million responses monthly from daily pulse surveys to worldwide employees.
- Partnered with Engineering teams to develop derived database tables for use in statistical models
- Managed multiple projects simultaneously with different stakeholder groups, advised on project scope & deadlines
- Performed Monte Carlo simulations to provide power analyses for partner teams to support experimentation
- Developed scripts leveraging Python, SQL, & R for automating data transformation and analytics jobs, including linear regression, fixed effects models
- Advised on data wrangling, transformation, and statistical approaches for researchers using safety data

University of Texas at Arlington (College of Business)   Arlington, TX
Assistant Professor of Management, Graduate Studies Committee Chair   09/2017-10/2021
- Teach courses including: HR/People Analytics, Structural Equation Modeling, Consulting, Introduction to HR
- Advise undergraduate, master's, and doctoral students, serve on dissertation & hiring committees
- Research on employee experiences at work, work-life balance, leadership, identity, dual-career couples, employee health, employee engagement

New Mexico State University (College of Business)   Las Cruces, NM
Assistant Professor of Management   09/2015-05/2017
- Teach courses including: Research Design & Methodology, Introduction to HR
- Advise undergraduate, master's, and doctoral students
- Research on employee experiences at work, work-life balance, leadership, identity, dual-career couples, employee health, employee engagement

EDUCATION

University of Alabama, *Manderson Graduate School of Business*   Tuscaloosa, AL
Doctor of Philosophy (Ph.D.) – Organizational Behavior & Human Resources   08/2012-12/2015

Southeastern Louisiana University, *College of Business*   Hammond, LA
Master's of Business Administration (MBA)   01/2011-05/2012
Bachelor's of Arts in Business Administration (BA)   08/2006-12/2010

RESEARCH HIGHLIGHTS

Publications: ~10 years of research experience that has resulted in ~20 manuscripts published, over 1,300 citations in Google Scholar, published in top-tier academic journals in the management/applied psychology discipline, including *Academy of Management Review, Journal of Applied Psychology, Journal of Organizational Behavior, Journal of Occupational Health Psychology, Journal of Vocational Behavior, Human Resource Management, Journal of Business and Psychology,* among others. Collaborated with ~50 coauthors across ~20 unique research teams.

Presentations: Over 30 research presentations at regional and international conferences, research presentations to many different stakeholders, including colleagues, students, business faculty, and business professionals.

SELECTED PUBLICATIONS

- Jean, E. L., Taylor, N., **Crawford, W. S.,** Hall, A. V., Vaziri, H., Casper, W. J., & Johnson, L. U. (2024). Identity work support perceptions (IWSP): Development of a construct and measure. *Journal of Applied Psychology,* 109, 1287–1310.
- **Crawford, W. S.,** Thompson, M. J., Ashforth, B. E. (2019). Work-life events theory: Making sense of shock events in dual-earner couples. *Academy of Management Review*, 44, 194-212.
- Thompson, M. J., Carlson, D., **Crawford, W. S.,** & Kacmar, K. M. (2021). My partner made me do it: The crossover of one partner's job tension to the other partner's workplace incivility. *Human Performance*, 34, 298-315.
- **Crawford, W. S.,** Lamarre, E., Kacmar, K. M., & Harris, K. J. (2019). Politics and deviance: Exploring the role of political skill. *Human Performance*, 32, 92-106.
- Carlson, D. S., Thompson, M., **Crawford, W. S.,** & Kacmar, K. M. (2019). Spillover and crossover of work resources: A test of the positive flow of resources through work-family enrichment. *Journal of Organizational Behavior*, 40, 709-722.
- Carlson, D. S., Thompson, M., **Crawford, W. S.,** Boswell, W., & Whitten, D. (2018). Your job is messing with mine! mWork's impact on the spouse's work life. *Journal of Occupational Health Psychology*, 23, 471-482.
- Kacmar, K. M., **Crawford, W. S.,** Carlson, D. S., Ferguson, M., & Whitten, D. (2014). A short and valid measure of work-family enrichment. *Journal of Occupational Health Psychology,* 19, 32-45.

PRO BONO CONSULTING EXPERIENCE

Student Applied Organizational Consulting Projects Supervisor

- Frito-Lay North America (FLNA)	- Pioneer Natural Resources (PXD)
- Gladney Center for Adoption	- Urology Austin

RESEARCH & STATISTICAL COMPETENCIES

- Survey design	- Linear regression	- (M)ANOVA
- Quasi-experiments	- Polynomial regression	- Factor analysis
- Scale development	- Logistic regression	- Fixed effects
- Experimental design	- Path analysis	- Event Study Models
- Structural equation modeling	- Psychometrics	- Difference-in-differences
- Interviews		

RELEVANT SOFTWARE PROFICENCIES

- R	- JASP	- Relevant R packages
- RMarkdown	- MPLUS	- tidyverse
- Python	- Qualtrics	- fixest
- SQL	- Jupyter Notebook/Lab	- tidymodels
- AWS	- EC2	- lavaan
- Quicksight	- Excel	- psych
- SageMaker	- Redshift	- stargazer
- S3	- Git	
- SPSS	- Microsoft Office	

COURSES TAUGHT

Research Design & Methodology	HR Metrics & Analytics
People & Organizational Analytics	Leading Teams & Organizations
Organizational Consulting	Human Resource Management
Structural Equation Modeling	Leadership & Organizational Behavior