

Gregory D. Saxton

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Department of Communication
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Education

Ph.D. in Political Science, Claremont Graduate University, 2000

M.A. in Public Policy, Claremont Graduate University, 1998

M.A. in Political Science, McGill University, 1995

B.A. in Political Science, University of Victoria, 1993

Academic Experience

UNIVERSITY AT BUFFALO, SUNY, DEPARTMENT OF COMMUNICATION

Assistant Professor, 2008–

SUNY, COLLEGE AT BROCKPORT, DEPARTMENT OF PUBLIC ADMINISTRATION

Associate Professor (with tenure), 2007–2008

Assistant Professor, 2001–2007

VIRGINIA COMMONWEALTH UNIVERSITY, DEPT. OF POLITICAL SCIENCE & PUBLIC ADMINISTRATION

Visiting Assistant Professor, 2000–2001

Research

PUBLICATIONS IN REFEREED JOURNALS

(PhD students noted with asterisk)

28. **Saxton, G. D.**, & Anker, A. E. The aggregate effects of decentralized knowledge production: Financial bloggers and information asymmetries in the stock market. In press, *Journal of Communication*. (2011 Impact Factor: **2.452**)
27. **Saxton, G. D.**, & Wang, L. The social network effect: The determinants of donations on social media sites. In press, *Nonprofit & Voluntary Sector Quarterly*. (2011 Impact Factor: **0.899**)
26. **Saxton, G. D.**, Neely, D., & Guo, C. Web disclosure and the market for charitable contributions. In press, *Journal of Accounting and Public Policy*. (2011 Impact Factor: **1.048**)
25. Guo, C., & **Saxton, G. D.** Tweeting social change: How social media are changing nonprofit advocacy. In press, *Nonprofit & Voluntary Sector Quarterly*. (2011 Impact Factor: **0.899**)

24. Zhuang, J., **Saxton, G. D.**, & Wu,* H. Publicity vs. impact in nonprofit disclosures and donor preferences: A sequential game with one nonprofit organization and N donors. In press, *Annals of Operations Research*. (2011 Impact Factor: **0.840**)
23. Nah, S., & **Saxton, G. D.** (2013). Modeling the adoption and use of social media by nonprofit organizations. *New Media & Society*, 15, 294-313. (2011 Impact Factor: **1.394**)
22. **Saxton, G. D.**, & Zhuang, J. (2013). A game-theoretic model of disclosure-donation interactions in the market for charitable contributions. *Journal of Applied Communication Research*, 41, 40-63. (2011 Impact Factor: **0.68**)
21. **Saxton, G. D.**, Oh,* O., & Kishore, R. (2013). Rules of crowdsourcing: Models, issues, and systems of control. *Information Systems Management*, 30, 2-20. (2011 Impact Factor: **0.578**)
20. Lovejoy,* K., & **Saxton, G. D.** (2012). Information, community, and action: How nonprofit organizations use social media. *Journal of Computer-Mediated Communication*, 17, 337-353. (2011 Impact Factor: **2.172**)
19. **Saxton, G. D.**, & Guo, C. (2012). Conceptualizing web-based stakeholder communication: The organizational website as a stakeholder relations tool. *Communication & Science Journal*, 18 December, 2012. (2011 Impact Factor: N/A)
18. **Saxton, G. D.**, Kuo, J., & Ho, Y. (2012). The determinants of voluntary financial disclosure by nonprofit organizations. *Nonprofit & Voluntary Sector Quarterly*, 41, 1052-1071. (2011 Impact Factor: **0.899**)
17. **Saxton, G. D.** (2012). New media and external accounting information: A critical review. *Australian Accounting Review*, 62, 286-302. (2011 Impact Factor: **0.322**)
16. Lovejoy,* K., Waters, R. D., & **Saxton, G. D.** (2012). Engaging stakeholders through Twitter: How nonprofit organizations are getting more out of 140 characters or less. *Public Relations Review*, 38, 313-318. (2011 Impact Factor: **0.726**)
15. **Saxton, G. D.**, Guo, C., Chiu*, I., & Feng, B. (2011). Social media and the social good: How nonprofits use Facebook to communicate with the public [translated]. *China Third Sector Research*, 1, 40-54. (2011 Impact Factor: N/A)
14. **Saxton, G. D.**, & Guo, C. (2011). Accountability online: Understanding the Web-based accountability practices of nonprofit organizations. *Nonprofit & Voluntary Sector Quarterly*, 40, 270-295. (2011 Impact Factor: **0.899**)
13. Guo, C., & **Saxton, G. D.** (2010). Voice In, voice out: Constituent participation and nonprofit advocacy. *Nonprofit Policy Forum*, 1(1), Article 5. (2011 Impact Factor: N/A)
12. Benson, M. A., & **Saxton, G. D.** (2010). The dynamics of ethnonationalist contention. *British Journal of Political Science*, 40, 305-331. (2011 Impact Factor: **1.536**)
11. **Saxton, G. D.**, & Benson, M. A. (2008). Means, motives, and opportunities in ethno-nationalist mobilization. *International Interactions*, 34, 53-83. (2011 Impact Factor: **0.700**)
10. **Saxton, G. D.**, Guo, C., & Brown, W. A. (2007). New dimensions of nonprofit responsiveness: The application and promise of Internet-based technologies. *Public Performance and Management Review*, 31, 144-173. (2011 Impact Factor: **0.500**)
9. Hackler, D., & **Saxton, G. D.** (2007). The strategic use of information technology by nonprofit organizations: Increasing capacity and untapped potential. *Public Administration Review*, 67, 474-487. (2011 Impact Factor: **0.836**)

8. Acar, M., Guo, C., & **Saxton, G. D.** (2007). Managing effectively in a networked world. *The Public Manager*, 36,(2), 33-38. (2011 Impact Factor: N/A)
7. **Saxton, G. D.**, & Benson, M. A. (2006). Structure, politics, and action: An integrated model of nationalist protest and rebellion. *Nationalism and Ethnic Politics*, 12, 1-39. (2011 Impact Factor: N/A)
6. **Saxton, G. D.** (2005). The participatory revolution in nonprofit management. *The Public Manager*, 34(1), 34-39. (2011 Impact Factor: N/A). Reprinted in *The Nonprofit Quarterly*, 19(2), Summer 2012.
5. **Saxton, G. D.**, & Benson, M. A. (2005). Social capital and the growth of the nonprofit sector. *Social Science Quarterly*, 86, 16-35. (2011 Impact Factor: **0.987**)
4. **Saxton, G. D.** (2005). Repression, grievances, mobilization and rebellion: A new test of Gurr's model of ethnopolitical rebellion. *International Interactions*, 31, 87-116. (2011 Impact Factor: **0.700**)
3. **Saxton, G. D.** (2004). Structure, politics, and ethno-nationalist contention in post-Franco Spain: An integrated model. *Journal of Peace Research*, 41, 25-46. (2011 Impact Factor: **1.980**)
2. **Saxton, G. D.**, & Benson, M. A. (2003). The origins of socially and politically hostile attitudes toward immigrants and outgroups: Economics, ideology, or national context? *Journal of Political Science*, 31, 101-137. (2011 Impact Factor: N/A)
1. **Saxton, G. D.**, Hoene, C. W., & Erie, S. P. (2002). Fiscal constraints and the loss of home rule: The long-term impacts of California's post-Proposition 13 fiscal regime. *American Review of Public Administration*, 32, 423-454. Received award for Best Article published in 2002 in the ARPA. (2011 Impact Factor: **1.000**)

OTHER PUBLICATIONS

Saxton, G. D. (in press). Discussion of "Is tone at the top associated with financial reporting aggressiveness?" *Journal of Business Ethics*.

Saxton, G. D. (2004). The rise of participatory society: Challenges for public administration. *PA Times* 27(11): 4-5.

Saxton, G. D. (2003). Lobbying. In *The Encyclopedia of Public Administration and Public Policy*, ed. David Schultz. Facts on File, Inc. 258-259.

COMMUNITY REPORTS

Saxton, G. D., with Sonia Aaroe, Erica Brown, Margaret Cole, Latasha Craig, Conor Cusack, Malasri Das-Roy, Fanny DiLettera, Mary Flaherty, Tracy Hensler, Cynthia Hobbs, Tamara Jones, Tom Kuryla, Karen Ogden, Denise Parker, Tyler Schaab, Susan Shaw, Tracy Stevens, and Susan Ventura. January 2004. *Benchmarking Quality of Life in Greater Rochester: A Service-Learning Report*.

PAPERS — REVISE-AND-RESUBMIT

(PhD students noted with asterisk)

Saxton, G. D., & Waters, R. D. What do stakeholders 'like' on Facebook? Examining public reactions to nonprofit organizations' informational, promotional, and community-building messages. (Best Paper Award, Public Relations Division, annual meeting of the International Communication Association, June 17-21, 2013, London, UK.) Revise-and-resubmit at the *Journal of Public Relations Research*. (2011 Impact Factor: **1.022**)

Suddaby, R., **Saxton, G. D.** & Gunz, S. Twittering change: How the new media is changing accountants' professional identity. Revise-and-resubmit at *Accounting, Organizations and Society*. (2011 Impact Factor: **2.878**)

Anderson, K. B.,* & **Saxton, G. D.** Babies, smiles, and status symbols: The persuasive effects of images in small-entrepreneur funding requests. Revise-and-resubmit at *Information, Communication, & Society*. (2011 Impact Factor: **0.700**)

PAPERS UNDER REVIEW

Saxton, G. D., & Guo, C. Online stakeholder targeting and the acquisition of social media capital. (Top Research Paper Award, Public Relations Division, 98th Annual Convention of the National Communication Association, November 12-15, 2012, Orlando, FL.) Under review at the *International Journal of Nonprofit and Voluntary Sector Marketing*. (2011 Impact Factor: N/A)

Guidry, J., Messner, M., & **Saxton, G. D.** Tweeting charities: Perceptions, resources, and effective Twitter practices for the nonprofit sector. Paper being reviewed for inclusion in *Public Relations Theory and Practice in the Nonprofit Sector*, ed. Richard D. Waters, Routledge *Research Series in Public Relations*.

Waters, R. D., **Saxton, G. D.**, & Covert, J. Different platforms, different strategies? A comparative analysis of how nonprofit organizations use Facebook and Twitter. Under review at *Public Relations Review*. (2011 Impact Factor: **0.726**)

WORKING PAPERS

(PhD students noted with asterisk)

Saxton, G. D. Social media and dialogic organizational relationship-building. Working paper being prepared for submission to *New Media & Society*.

Paarlberg, L., Guo, C., & **Saxton, G. D.** Social capital, carrying capacity, and the fiscal vitality of community-based organizations. Working paper being prepared for submission to *Nonprofit & Voluntary Sector Quarterly*.

Saxton, G. D., & Guo, C. Online stakeholder targeting and the acquisition of social media capital. (Top Research Paper Award, Public Relations Division, 98th Annual Convention of the National Communication Association, November 12-15, 2012, Orlando, FL.) Working paper being prepared for submission to the *Journal of Computer-Mediated Communication*.

Saxton, G. D., Waters, R. D., Chiu,* I, & Covert,* J. Reconceptualizing social media engagement: Comparing nonprofit organizations' use of Twitter and Facebook. Currently being revised for submission to new journal.

Egnoto*, M., Xu*, W., Stefanone, M., & Saxton, G. D. Do image characteristics predict likelihood of retweeting? A content analysis of #guncontrol-related images.

Conference Presentations

(16 most recent, of 43 total presentations)

Guo, C., & Saxton, G. D. Speaking and being heard: How nonprofit advocacy organizations gain attention on social media. Paper proposal submitted for presentation at the annual meeting of the Academy of Management, August 1-5, 2014, Philadelphia, PA.

Egnoto*, M., Xu*, W., Stefanone, M., & Saxton, G. D. Do image characteristics predict likelihood of retweeting? A content analysis of #guncontrol-related images. Paper proposal submitted for presentation at the annual meeting of the International Communication Association, May 22-26, 2014, Seattle, WA.

Guo, C., & Saxton, G. D. Speaking and being heard: How advocacy organizations gain attention in the social media world. Paper to be presented at the annual meeting of the Association for Research on Nonprofit Organizations and Voluntary Action, November 21-3, 2013, Hartford, CT.

Saxton, G. D., & Wang, L. The social network effect: The determinants of donations on social media sites. Paper to be presented at the annual meeting of the International Communication Association, June 17-21, 2013, London, UK.

Saxton, G. D., & Waters, R. D. What do stakeholders 'like' on Facebook? Public reactions to organizations' informational, promotional, and community-building messages. Paper to be presented at the annual meeting of the International Communication Association, June 17-21, 2013, London, UK.

Guo, C., Marietta, M., & Saxton, G. D. Value of voices, voice of values: Participatory and value representation in nonprofit advocacy organizations. Paper presented at the 74th annual conference of the American Society for Public Administration, March 15-19, 2013, New Orleans, LA.

Guo, C., & Saxton, G. D. May I have your attention, please? Rethinking nonprofit strategies for the age of Attention Philanthropy. Paper presented at the annual meeting of the Association for Research on Nonprofit Organizations and Voluntary Action, November 15-17, 2012, Indianapolis, IN.

Saxton, G. D., & Guo, C. Online stakeholder targeting and the acquisition of social media capital. Paper presented at the annual meeting of the National Communication Association, November 12-15, 2012, Orlando, FL. (Top Research Paper, Public Relations Division).

Saxton, G. D., & Anker, A. E. Financial blogs and information asymmetry between firm insiders and outsiders. Paper presented at the annual meeting of the National Communication Association, November 12-15, 2012, Orlando, FL.

Anderson, K., & Saxton, G. D. Babies, smiles, and status symbols: The persuasive effects of images in small-entrepreneur funding requests. Paper presented at the annual meeting of the International Communication Association, May 24-28, 2012, Phoenix, AZ.

Saxton, G. D., & Zhuang, J. A game-theoretic model of disclosure-donation interactions in the market for charitable contributions. Paper presented at the annual meeting of the International Communication Association, May 24-28, 2012, Phoenix, AZ.

Saxton, G. D., & Guo, C. Measuring public and stakeholder reactions to nonprofit organizations' social media use. Paper presented at the annual meeting of the Association for Research on Nonprofit Organizations and Voluntary Action, November 17-19, 2011, Toronto, Canada.

Saxton, G. D., & Wang, L. Fundraising on Facebook: A new model for donations? Paper presented at the annual meeting of the Association for Research on Nonprofit Organizations and Voluntary Action, November 17-19, 2011, Toronto, Canada.

Saxton, G. D., & Guo, C. Online stakeholder communication in nonprofit organizations: Prevalence, determinants, and outcomes. Paper presented at the annual meeting of the International Communication Association, May 29, 2011, Boston, MA.

Lovejoy, K., & Saxton, G. D. Information, community, and action: How nonprofit organizations use social media. Paper presented at the annual meeting of the International Communication Association, May 27, 2011, Boston, MA.

Saxton, G. D. Twitter and nonprofit stakeholder engagement. Paper presented at the annual meeting of the Association for Research on Nonprofit Organizations and Voluntary Action, November 20, 2010, Alexandria, VA.

Gregory D. Saxton, Daniel Neely, and Chao Guo. Web Disclosure and the Market for Charitable Contributions. Paper presented at the annual meeting of the American Accounting Association, July 31–August 4, 2010, San Francisco, CA.

Awards

Best Paper Award, Public Relations Division, annual meeting of the International Communication Association, June 17-21, 2013, London, UK.

Top Research Paper Award, Public Relations Division, 98th Annual Convention of the National Communication Association, November 12-15, 2012, Orlando, FL.

ARPA Best Article Award, for best manuscript published in the American Review of Public Administration in 2002.

Grant Submissions–Pending

Duvanova, D. (PI), Fu, Y. R. (PI), Benson, M. (Senior Advisor), Eagles, M. (Senior Advisor), Kathman, J. (Senior Advisor), Palmer, H. (Senior Advisor), & Saxton, G.D. (Senior Advisor). “Collaborative Research: BCC: Cross-National Study of Contentious Politics: Quantitative Methodology for the Analysis of Visual Recordings of Mass Protests,” proposal submitted to NSF – Program Solicitation NSF 13-159, \$150,748, submitted February 27, 2013.

Grant Submissions–Unfunded

Zhuang, J. (PI), & Saxton, G. D. (Co-PI). “Modeling and Testing Strategic Nonprofit-Donor Communication,” full proposal submitted to NSF–Decision, Risk and Management Sciences (DRMS) program, \$493,354, submitted January 18, 2013, proposed period 08/15/13 - 08/14/16.

Gunz, S. (PI), Suddaby, R. (Co-PI), & Saxton, G. D. (Collaborator). “Social Media and Institutional Change in the Business Professions,” full Insight Grant proposal submitted to the Social Sciences and Humanities Research Council of Canada, \$117,416, submitted October 13, 2011, proposed period 2012–2015. (Recently rejected. Will update proposal and resubmit fall 2013).

Zhuang, J. (PI), & Saxton, G. D. (Co-PI). “Modeling and Testing Strategic Nonprofit-Donor Communication,” full proposal submitted to NSF–Decision, Risk and Management Sciences (DRMS) program, \$493,354, submitted August 18, 2011, proposed period 08/15/13 - 08/14/16. (updated and resubmitted)

Research Award Submissions

Guo, C., & Saxton, G. D. “May I have your attention, please? Nonprofit communication strategies for the age of attention philanthropy.” Proposal submitted for the 2012 *RGK Center/ARNOVA Presidents Award*, a \$10,000 research award granted annually by the RGK Center for Philanthropy and Community Service at the University of Texas at Austin and the Association for Research on Nonprofit Organizations and Voluntary Action. Submitted April 16, 2012.

Invited Talks

Suddaby, R., Saxton, G. D., & Gunz, S. Twittering change: The role of new media in reconstructing the identity of Big Four accounting professionals. HEC Paris. June 27, 2012, Paris, France.

Saxton, G. D., Neely, D., & Guo, C. Web disclosure and the market for charitable contributions. Workshop in Multidisciplinary Philanthropic Studies, Center on Philanthropy at Indiana University, February 23, 2010, Indianapolis, IN.

Saxton, G. D. (with Charles Frumberg, Keith McCullough, and Penny Herscher). Mining the Web for equity research. Presentation at breakfast meeting of the New York Society of Security Analysts. Wednesday, November 19, 2008, New York, NY.

Replication Websites

Saxton, G. D. (2012). New Media and Nonprofit Organizations: <http://newmediaandnonprofits.org> - Searchable database of articles published in the area of new media and nonprofit organizations, with related analyses.

Saxton, G. D. (2012). New Media and Accounting Information: <http://newmediaandcapitalmarkets.org> - Searchable database and Django-driven website to accompany review article published in *Australian Accounting Review* (Saxton, 2012).

Saxton, G. D. (2011). Spanish Nationalist Contentious Politics: <http://contentiouspolitics.gregorysaxton.net> - Searchable database and replication materials for disseminating my dissertation-related research.

Teaching

I have taught the following courses at the undergraduate, masters, and PhD level:

COURSES TAUGHT AT THE UNIVERSITY AT BUFFALO

PhD-level courses

Technology and Organizations

Cybermetrics

Communication Research Methods

Undergraduate-level courses

New Media and Financial Markets

New Media and Organizational Communication

Introduction to the Internet

Participatory Technologies and Organizational Communication

Virtual Worlds and Organizations

COURSES TAUGHT AT SUNY–BROCKPORT

Master of Public Administration courses

Research Methods & Program Evaluation
Computer Applications for Public Administration
Nonprofit Advocacy & Government Relations
Strategic Management for Public & Nonprofit Organizations
MPA Project Paper/Portfolio
Public Policy
Participatory Management and Governance

COURSES TAUGHT AT VIRGINIA COMMONWEALTH UNIVERSITY

Master of Public Administration courses

Principles of Public Administration
Nonprofit Organizations and Civil Society
Comparative Public Institutions

Undergraduate-level courses

Politics of the European Union
Introduction to International Relations

Professional Service

(Showing Professional Service Beginning in 2008)

CONFERENCE PROPOSAL REVIEWER

National Communication Association, 2013
Journal of Business Ethics conference, 2013
International Communication Association, 2008, 2011, 2012
Annual Symposium on Ethics Research in Accounting, 2009, 2010

COUNCIL MEMBER

Public Administration section of the American Political Science Association, 2006 - 2009.

CONFERENCE PLANNING

Member, Conference Planning Committee, Association for Research on Nonprofit Organizations and Voluntary Action, 2012, 2013

AWARD COMMITTEE MEMBER

Chair, Emerging Scholars selection committee, Association for Research on Nonprofit Organizations and Voluntary Action, 2012

Emerging Scholars selection committee, Association for Research on Nonprofit Organizations and Voluntary Action, 2009, 2010, 2011

Gabriel Rudney Best Dissertation Award selection committee, Association for Research on Nonprofit Organizations and Voluntary Action, 2010, 2011

AD HOC REVIEWER

Accounting, Auditing and Accountability Journal, 2013

Australasian Journal of Environmental Management, 2013

Critical Perspectives on Accounting, 2013

International Interactions, 2009

Journal of Accounting and Public Policy, 2010

Journal of Applied Communication Research, 2011, 2012, 2013

Journal of Business Ethics, 2013

Journal of Computer-Mediated Communication, 2010, 2013

Journal of Medical Internet Research, 2013

New Media & Society, 2013

Nonprofit and Voluntary Sector Quarterly, 2010, 2011, 2012, 2013

Nonprofit Management and Leadership, 2009, 2010

Nonprofit Policy Forum, 2012

Public Administration Review, 2013

Public Performance and Management Review, 2010, 2011

Wallenberg Academy Fellows Programme, 2012

DISCUSSANT AND CHAIR, CONFERENCE PANELS

Journal of Business Ethics special-issue conference, 2013

Association for Research on Nonprofit Organizations and Voluntary Action, 2010

PROFESSIONAL MEMBERSHIPS

Association for Research on Nonprofit Organizations and Voluntary Action

International Communication Association

National Communication Association

Community Service

Board of Directors, Hickok Center for Brain Injury (2003 - 2007). Service as general board member as well as Strategic Planning Officer and member of the Finance Committee.

Involved in pro bono consulting for local nonprofit organizations on such projects as community benchmark reports, program evaluations, stakeholder satisfaction surveys, and performance measurement plans.

Involvement in numerous service-learning activities with nonprofit organizations in Western New York. Among the organizations assisted are the Orleans County Chamber of Commerce, the Epilepsy Foundation, the Committee for Balanced Justice, the Hickok Center for Brain Injury, the Common Good Planning Center, and the Rural Preservation League of Wyoming County.

Campus and Departmental Service

UNIVERSITY AT BUFFALO

Director of Graduate Studies, 2013 -

Undertook complete overhaul of the Department of Communication's website, 2011-2012. As part of this effort, Communication became the first department in CAS to join the University's Digital Communications Transformation.

Graduate Student Selection Committee, Department of Communication, 2011-12, 2012-13

Member, Department of Communication Judiciary Committee, 2012-13

College of Arts and Sciences Policy Committee, University at Buffalo, 2008-2011.

SUNY, COLLEGE AT BROCKPORT

At SUNY Brockport (2001-2007), each year I was involved in numerous activities in service to the College and the Masters of Public Administration program. Among the highlights of this service were the following:

Gregory Saxton. November 2003. Survey of Faculty and Staff Civic Engagement Activities, Attitudes, and Beliefs. Survey distributed to 400 (approx.) faculty and staff as part of the campus audit of civic engagement for the American Democracy Project. SUNY, College at Brockport.

Gregory Saxton. January 2004. Civic Engagement on Campus: An Analysis of Faculty and Staff Activities, Attitudes, and Beliefs. Completed as part of the campus audit of civic engagement for the American Democracy Project. SUNY, College at Brockport.

Annual Departmental Assessments. In charge of developing survey instruments, the acquisition of data, and writing the final report for the annual skills and knowledge assessments for the Public Administration Department each academic year. These assessments focused on oral presentation skills, team-building skills, ethical dispositions, and higher-order analytical skills.

2006-07. Central role in helping develop curriculum for new MPA emphasis in Nonprofit Management.

Miscellaneous

COMPUTER SKILLS

Stata, R, SAS, SQL, Python, Django, L^AT_EX

LANGUAGE SKILLS

Advanced reading, writing, and speaking ability in French and Spanish.

Intermediate reading, writing, and speaking ability in German and Italian.