

Matthew A. Barlow

Department of Marketing & Management
College of Business Administration
University of Texas at El Paso
El Paso, TX

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ACADEMIC APPOINTMENTS

Assistant Professor of Management

2016-Present

Marketing & Management Department

College of Business Administration

University of Texas at El Paso

EDUCATION

David Eccles School of Business, University of Utah (PhD, Strategic Management, 2016)

Kelley School of Business, Indiana University (MBA, Strategic Management, 2009)

George Washington University (MS, Electrical Engineering, 2004)

Virginia Polytechnic Institute and State University (BS, Electrical Engineering, 2000)

RESEARCH

Interests

- Entrepreneurship, Organization Theory, Market Categories, Strategic Human Capital, Microfoundations of Organizational Performance

Publications

- Barlow, M.A. & Verhaal, J.C., and Hoskins, J. "Guilty by Association: Product-Level Category Stigma and Audience Expectations in the U.S. Craft Beer Industry," *Forthcoming in Journal of Management*. DOI: 10.1177/0149206316657593
- Posthuma, R.A., Flores, G.L., Barlow, M.A., & Dworkin, J.B. "Social Signaling and Inter-Organizational Relationships: Lessons Learned from the Professional Sports Industry," Accepted at *Business Horizons*

Manuscripts under Review

- Barlow, M.A., Verhaal, J.C., & Angus, R. “Getting Lost in the Crowd: Optimal Distinctiveness, Strategic Categorization, and New Entry on the Google Play App Platform Market”
 - **Under 2nd Review:** *Strategic Management Journal*

Manuscripts in Progress

- Barlow, M.A., Hesterly, W.S., & Verhaal, J.C. “Catching a Falling Star: Mobility of Declining Star Performers, Peer Effects, and Organizational Performance in the National Football League”
 - **Target Journal:** *Organization Science*
- Angus, R., Barlow, M.A., & Schulze, W.S. “Failed Exploration Experiments: Helpful, Mostly Harmless, or Harmful?”
 - **Target Journal:** *Organization Science*
- Angus, R., & Barlow, M.A. “Opportunity Value Uncertainty, Role Uncertainty, and Adaptive Human Capital”
 - **Target Journal:** *Academy of Management Review (Special Issue on Uncertainty)*
- Barlow, M.A. & Angus, R. “Complementary Human Capital Investments and Entrepreneurial Performance”
 - **Target Journal:** *Strategic Entrepreneurship Journal*

Research in Progress

- Barlow, M.A. & Verhaal, J.C.: Category Spanning and Product Complexity in Board Games.
- Barlow, M.A.: Craft Beer Entrepreneurship

Conference Presentations

- Angus, R., Barlow, M.A., & Schulze, W.S. “Failed Exploration Experiments: Helpful, Mostly Harmless, or Harmful?”
 - Presented at the 2018 Organization Science Winter Conference, Park City, UT.
- Barlow, M.A., Angus, R., & Verhaal, J.C. “Standing Out From the Crowd: Optimal Distinctiveness, Market Positioning, and New Market Entry.”
 - Presented at the 2018 Western Academy of Management Annual Meeting, Salt Lake City, UT.
 - Presented at the 2017 SMS Annual Meeting, Houston, TX.

- Barlow, M.A. & Angus, R. “Portfolio Human Capital: The Interdependence of Entrepreneurial Human Capital Investments.”
 - Presented at the 2017 Western Academy of Management Annual Meeting, Palm Springs, CA.
- Barlow, M.A. & Angus, R. “Entrepreneurial Action Under Risk and Uncertainty”
 - Presented at the 2016 SMS Annual Meeting, Berlin, Germany
- Angus, R. & Barlow, M.A. “Human Capital and Entrepreneurial Performance Under Different Informational Contexts”
 - Presented at the 2016 Academy of Management Annual Conference, Anaheim, CA
- Angus, R. & Barlow, M.A., Chen, M. “Learning to Create Value.”
 - Presented at the 2015 SMS Annual Meeting, Denver, CO
 - Presented at the 2016 SMS Special Conference on Innovation, Entrepreneurship and Coopetition, Rome, Italy
 - Presented at the 2016 Academy of Management Annual Conference, Anaheim, CA
 - Selected for inclusion in *2016 AOM Best Paper Proceedings*
- Barlow, M.A. “Do Employee Exits Hurt Organizational Performance? A Contingent View of Human Capital Loss.”
 - Presented at the 2015 Academy of Management Annual Meeting, Vancouver, BC
- Barlow, M. A. & Hesterly, W. S. “Catching a Falling Star: Star Human Capital Mobility and the Performance of NFL Teams”
 - Presented at the 2014 SMS Special Conference on Microfoundations, Copenhagen, Denmark
 - Presented at the 2016 Academy of Management Annual Meeting, Anaheim, CA
- Barlow, M. A. & Verhaal, J. C. “Guilty by Association: Reputation, Categorical Penalties, and Audience Appeal in the U.S. Craft Brewing Industry”
 - Presented at the 2013 Organizational Ecology Annual Meeting, Budapest Hungary
 - Presented at the 2013 Academy of Management Annual Meeting, Orlando, FL

Dissertation

Title: “Micro-foundations of Firm Performance: Three Essays Examining How Human Capital Affects Firm Performance across Strategy and Entrepreneurship”

Committee: Jay Barney (Chair), Bill Hesterly, Sharon Alvarez, Bill Schulze, and Lyda Bigelow

TEACHING

Interests

- Entrepreneurship, Strategic Management, Corporate Entrepreneurship, Social Entrepreneurship, Creativity/Innovation

Courses Taught

College of Business Administration, University of Texas at El Paso

Entrepreneurship (MGMT 3306)

- Spring 2017, 1 Section
- Spring 2017
 - Section 13329, Overall Instructor Rating: 4.5/5.0
 - Section 15765, Overall Instructor Rating: 4.83/5.0

Ph.D. Seminar in International Entrepreneurship (MGMT 6352)

- Spring 2017

Introduction to Management and Organizational Behavior (MGMT 3303)

- Spring 2017
 - Section 22897, Overall Instructor Rating: 4.68/5.0
 - Section 20945, Overall Instructor Rating: 4.00/5.0
- Fall 2016
 - Section 14310, Overall Instructor Rating: 4.93/5.0
 - Section 11866, Overall Instructor Rating: 5.0/5.0

David Eccles School of Business, University of Utah

Strategic Management (STRAT 5700)

- Fall 2015
 - Instructor Effectiveness Rating: 5.52/6.0
- Fall 2014
 - Instructor Effectiveness Rating: 5.54/6.0

AWARDS

- 2018 UTEP COBA Undergraduate Teaching Excellence Award for Management
- University of Utah Graduate Student Travel Award—2013 & 2015

PROFESSIONAL AFFILIATIONS

Memberships

- Academy of Management, Strategic Management Society, Western Academy of Management

Professional Service

- Ad-Hoc Reviewer
 - *Journal of Management*
 - *Journal of Business Research*
 - *International Journal of Conflict Management*
 - *Beverages*
 - *Sustainability*
 - Academy of Management Annual Meetings: 2012 - Present
 - Strategic Management Society Annual Meeting: 2014 – Present
 - Western Academy of Management: 2016 – Present
- Discussant
 - Academy of Management Annual Meeting, 2015

UTEP College of Business Administration Service

- Ph.D. Student Teaching Mentor: 2016 & 2017

PROFESSIONAL EXPERIENCE

<i>ProOrbis, LLC</i> Sr. Analyst, Malvern, PA	2010
<i>Ford Motor Co.</i> Global Warranty Financial Analyst Intern, Dearborn, MI	2008
<i>National Telecommunications and Information Administration</i> Office of Spectrum Management, Electronics Engineer, Washington, DC	2006-2007
<i>Naval Research Lab</i> Radar Division, Electronics Engineer, Washington, DC	2000-2006

REFERENCES

Jay Barney (jay.barney@eccles.utah.edu)

Presidential Professor of Strategic Management
Lassonde Chair of Social Entrepreneurship
David Eccles School of Business
University of Utah
1655 East Campus Center Drive
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Bill Hesterly (bill.hesterly@eccles.utah.edu)

Associate Dean for Faculty and Research
Zeke & Katherine Dumke Chaired Professor of Entrepreneurship & Strategy
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1655 East Campus Center Drive
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Bill Schulze (bill.schulze@eccles.utah.edu)

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