

**Bruce C. Rudy**  
**Assistant Professor**  
**The University of Texas at San Antonio**

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Department of Management  
College of Business  
The University of Texas at San Antonio  
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San Antonio, TX 78249

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**Educational Background**

Doctor of Philosophy, Management, University of Texas at Austin, 2011

Master of Science, Management, University of Texas at Austin, 2008

Master of Science, Natural Resources, University of Michigan, 2003

Bachelor of Business Administration, Engineering Route to Business, University of Texas at Austin, 1995

**Professional Employment History**

2011 - Present Assistant Professor, The University of Texas at San Antonio

2003 - 2005 Manager, Green Mountain Energy Corporation

1995 - 2001 Manager, Enron Corporation

**Awards & Honors**

2014 House Resolution 98, State of Texas House of Representatives,  
Congratulating Dr. Bruce C. Rudy on his receipt of the 2014 Regents'  
Outstanding Teaching Award

2014 Certificate of Congratulations, The Senate of the State of Texas

2014 Inducted into the Academy of Distinguished Teaching Scholars, The  
University of Texas at San Antonio

2014 Regents' Outstanding Teaching Award, The University of Texas System

- 2014 Dean's Teaching Excellence Award for Tenure-Track Faculty, College of Business, The University of Texas at San Antonio
- 2013 College of Business Nominee, President's Distinguished Achievement Award for Teaching Excellence, The University of Texas at San Antonio
- 2010 Fred Moore Assistant Instructor Award for Teaching Excellence, The University of Texas, McCombs School of Business
- 2009 Faculty Honor Roll Fall 2009, University of Texas at Austin, McCombs School of Business
- 2009 Best Reviewer Award, Academy of Management, Business Policy and Strategy Division
- 2009 Department Nominee for Business Policy & Strategy Dissertation Consortium, Academy of Management

## RESEARCH

### Research Statement

My research interests are broadly focused in strategic management and international business. More specifically, I research in the domain of nonmarket strategy which considers the impact of government, legal structures and stakeholders on the firm's strategy and performance. My areas of focus include corporate political activity (CPA), the global strategy of State-Owned Enterprises (SOEs), and corporate social responsibility (CSR). Regarding CPA, my work considers the motivations that drive firms to invest in government relations (i.e., lobbying, political contributions, coalition building) and the performance outcomes of such investments. My research seeks to extend current understandings of the role and importance of the firm's nonmarket strategy to its overall competitive advantage. Regarding the global strategy of SOEs, my research focuses on how these government-related ownership structures affect the organization's strategy. This work seeks to extend international business scholarship by considering the strategic actions and opportunities specific to SOEs. Regarding corporate social responsibility, my research considers the impact of CSR investments on the firm's stakeholders and its long-term performance. This work seeks to extend ideas on the long-term costs associated firm-level negative externalities to stakeholders as well as how stakeholders value CSR investments.

### Intellectual Contributions

#### Journal Article, Academic Journal - Peer-Reviewed/Refereed

1. Rudy, B. C., Johnson, A. F. Performance, Aspirations and Market versus Nonmarket Investment. *Journal of Management*. (Forthcoming)

2. Rudy, B. C., Miller, S. R., Wang, D., Li, K. Revisiting FDI Strategies and the Flow of Firm Specific Advantages: A Focus on State-owned Enterprises. *Global Strategy Journal*. (Revising to Resubmit)
3. Rudy, B. C., Black, S. L. Attack or Defend? Patent Litigation Strategies across Two Industries. *Journal of Management*. (Revising to Resubmit)
4. Rudy, B. C., Johnson, A. F. Power versus Perspective: CEO Characteristics and Corporate Political Activity. *Business & Society*. (Revising to Resubmit)
5. Miller, S. R., Xu, K., Jayaram, J, Rudy, B. C. Ready, Willing & Able: Examining the Role of Intentions and Ability in Achieving ISO 9000 Certification in an Emerging Market. *Journal of Operations Management*. (Under Review)
6. Rudy, B. C., Schuler, D. Towards a Behavioral Resource Dependence Theory of Corporate Political Activity: An Empirical Examination of Lobbying for Government Contracts and Investigations. *Business & Society*. (Under Review)

### **Works Currently in Progress**

1. Rudy, B.C., Cavich, J. Corporate Lobbying and the Performance of Initial Public Offerings. (Preparing to submit to *Academy of Management Conference*)
2. Rudy, B. C. The Wal-Mart Effect? Negative Externalities and the Growth of the World's Largest Corporation. (Data Analysis)
3. Rudy, B. C., Johnson, A. F. Lobbying for Survival: An Empirical Study of the Survival Outcomes associated with Corporate Lobbying. (Data Analysis)
4. Rudy, B. C. Access or Influence? Considering Strategic Political Management Across Publicly and Privately Held Corporations. (Data Analysis)
5. Rudy, B. C. Green Signals: Firm Environmental Behaviors and Investor Valuations. (Data Analysis)

### **Presentations**

#### **Paper - Peer-Reviewed/Refereed**

##### **2014**

1. Miller, S. R., Xu, K., Jayaram, J., Rudy, B. C. "Ownership Structure and Global Certification in a Weak Institutional Environment," Academy of Management, Philadelphia, PA. (August 2014).
2. Miller, S. R., Xu, K., Jayaram, J., Rudy, B. C. "Global Certification: An Analysis of Ownership Structure and TQM Commitment," Academy of International Business, Vancouver, B.C. (January 2014).

**2013**

3. Rudy, B. C., Black, S. L., "Complement or Substitute? Assessing Proprietary versus Defensive Patent Litigation across Two Industries," Academy of Management, Buena Vista, FL. (August 2013).
4. Rudy, B. C., Johnson, A. F., "The Chief Political Officer: CEO Characteristics and Corporate Political Activity," Academy of Management, Buena Vista, FL. (August 2013).
5. Rudy, B. C., Schuler, D., "Towards Understanding Business Lobbying Activities: Asymmetric Responses to Federal Threats and Opportunities," Midwest Political Science Association, Chicago, IL. (April 2013).

**2012**

6. Rudy, B. C., Johnson, A. F., "Corporate Political Activity as Competitive Action," Academy of Management, Boston, MA. (August 2012).
5. Rudy, B. C., "Opportunity vs. Threat Dependence in Firm-Government Relations: Extending Resource Dependence Theory," Academy of Management, Boston, MA. (August 2012).

**2011**

6. Rudy, B. C., "To Protect or Serve? Examining Firm Motivations to Invest in Strategic Political Management," Academy of Management, San Antonio, TX. (August 2011).

**2010**

7. Rudy, B. C., "Innovating on the Idea or the Environment? Examining the Relationship between Technological Innovation and Investment in Strategic Political Management," Academy of Management, Montreal, Canada. (August 2010).
8. Rudy, B. C., Rindova, V., "The Innovation to Deviance Path: Lessons from the Co-Evolution of Strategic Entrepreneurship and Capabilities at Enron," Darden Entrepreneurship and Innovation Research Conference, Charlottesville, VA. (April 2010).

**2007**

9. Henderson, A., Rudy, B. C., "Aging and the Variability of a Firm's Sales Growth: Evolution in a High-Velocity Industry," Academy of Management, Philadelphia, PA. (August 2007).

**Invited Talk - Not Peer-Reviewed/Refereed**

**2011**

1. Rudy, B. C., "To Protect or Serve? Examining Firm Motivations to Invest in Strategic Political Management," The University of Texas at San Antonio, San Antonio, TX. (January 2011).

## **Granting Activities**

2014	Special Summer Seed Grant, UTSA (\$5,000)
2008 - 2009	McCombs Research Excellence Grant, UT-Austin (\$15,000)
2007 - 2011	Dean's Fellowship, McCombs School of Business, UT-Austin
2009 - 2010	Graduate Studies Continuing Fellowship, McCombs School of Business, UT-Austin

## **TEACHING**

### **Courses Taught**

#### **Undergraduate - University of Texas at San Antonio:**

##### Fall 2013:

Management 4893.003: Management Strategy  
Instructor Rating: 4.9/5.0, Course Rating: 4.8/5.0

Management 4893.004: Management Strategy  
Instructor Rating: 4.8/5.0, Course Rating: 4.8/5.0

##### Spring 2013:

Management 4893.004: Management Strategy  
Instructor Rating: 5.0/5.0, Course Rating: 4.8/5.0

Management 4893.007: Management Strategy  
Instructor Rating: 4.9/5.0, Course Rating: 4.7/5.0

##### Fall 2012:

Management 4893.003: Management Strategy  
Instructor Rating: 4.9/5.0, Course Rating: 4.6/5.0

Management 4893.005: Management Strategy  
Instructor Rating: 4.9/5.0, Course Rating: 4.6/5.0

##### Fall 2011:

Management 4893.007: Management Strategy  
Instructor Rating: 4.9/5.0, Course Rating: 4.9/5.0

**Undergraduate - University of Texas at Austin, McCombs School of Business:**

Fall 2009:

Management 374: General Management and Strategy  
Instructor Rating: 4.9/5.0, Course Rating: 4.7/5.0

**Graduate - University of Texas at San Antonio:**

Spring 2015:

Management 5903: Management Strategy  
Instructor Rating: 4.8/5.0, Course Rating: 4.7/5.0

Fall 2014:

Management 5903: Management Strategy  
Instructor Rating: 5.0/5.0, Course Rating: 4.7/5.0

Spring 2014:

Management 7053: Empirical Approaches to Strategy  
Instructor Rating: 5.0/5.0, Course Rating: 5.0/5.0

Management 5903: Management Strategy  
Instructor Rating: N/A, Course Rating: N/A

Spring 2012:

Management 7053: Empirical Approaches to Strategy  
Instructor Rating: 4.4/5.0, Course Rating: 4.4/5.0

**Academic Advising**

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|------|---|
| 2014 | Dissertation Committee Member: Robert Bonner    |
| 2013 | Dissertation Committee Co-chair: Andrew Johnson |
| 2013 | Dissertation Committee Member: Stephen Takach   |
| 2012 | Advised Andrew Johnson and Stephanie Black      |

**SERVICE**

**Department Service**

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|------|---|
| 2014 | Committee Chair, Management By-Laws Committee, UTSA,<br>Management Department |
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- 2013            Committee Member, Peer Evaluation Review Committee, UTSA, Management Department
- 2011 - Present   Committee Member, Qualifying Exam Committee (Strategy), UTSA, Management Department
- 2012 - Present   Committee Member, Doctoral Studies Committee, UTSA, Department of Management
- 2012 - Present   Attendee/Participant, New Faculty Hiring Process, UTSA, Department of Management
- 2012 - Present   Attendee/Participant, New Ph.D. Student Recruiting, UTSA, Department of Management

**College Service**

- 2014 - Present   Committee Member, MBA Programs Committee, UTSA, College of Business
- 2014 - Present   Interviewer, EMBA Program, UTSA, College of Business
- 2013 - 2014      Committee Member, EMBA and Professional Education (Seal Team), UTSA, College of Business
- 2012 - Present   Committee Member, Executive Programs Committee, UTSA, College of Business

**University Service**

- 2014 - Present   Member, Academy of Distinguished Teaching Scholars, UTSA

**Professional Service**

- 2012 - Present   Reviewer, Ad Hoc Reviewer, Journal of Management Studies
- 2009 - Present   Reviewer, Conference Paper, Academy of Management, Business Policy and Strategy Division
- 2006 - Present   Member, Academy of Management
- 2010 - 2012      Reviewer, Conference Paper, Academy of Management, Organization and Management Theory division
- 2008 - 2011      Member, Strategic Management Society