

## **Bruce C. Rudy**

The University of Texas at San Antonio • College of Business • Department of Management  
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### **Employment:**

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#### **University of Texas at San Antonio**

**2018 – Present**, Associate Professor, Department of Management

**2019 – Present**, Faculty Director, Center for Professional Excellence

**2017 – 2019**, Senior Executive Director, Center for Professional Excellence

**2011 – 2018**, Assistant Professor, Department of Management

### **Education:**

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

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

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

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

### **Publications:**

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Rudy, B. C., & Cavich, J. (2020). Nonmarket Signals: Investment in Corporate Political Activity and the Performance of Initial Public Offerings. *Business & Society*, 59(3), 419-438.

Rudy, B. C., & Johnson, A. F. (2018). The Chief Political Officer: CEO Characteristics and Firm Investment in Corporate Political Activity. *Business & Society*, 58(3), 612-643.

Rudy, B. C., & Black, S. L. (2018). Attack or Defend? The Role of Institutional Context on Patent Litigation Strategies. *Journal of Management*, 44(3), 1226-1249.

Rudy, B. C., & Johnson, A. F. (2016). Performance, aspirations, and market versus nonmarket investment. *Journal of Management*, 42(4), 936-959.

Rudy, B. C., Miller, S. R., & Wang, D. (2016). Revisiting FDI strategies and the flow of firm-specific advantages: A focus on state-owned enterprises. *Global Strategy Journal*, 6(1), 69-78.

### **Working Papers and Work In Progress:**

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Rudy, B. C., & Johnson, A. F. "Would You Mind Tossing Me That Life Preserver? Corporate Political Activity and Firm Survival." Preparing to Submit.

McDonald, M. L., Khanna, P., Rudy, B. C., & Thompson, L. R. "Political Ideology and Firm Performance." *Analyzing Data*.

Rudy, B. C. & Johnson, A. F. "What is Political Ideology Measuring, Anyway?" *Collecting Data*.

Rudy, B. C., & Johnson, A. F. "School Bells and Prison Cells: Corporate Political Activity Shaping Competitive Conditions." *Work in Progress*.

Rudy, B. C. "Access or Influence? Considering Strategic Political Management Across Publicly and Privately Held Corporations." *Work in Progress*.

### **Popular Press Articles:**

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Rudy, B. C. (2019). Escaping the Death Spiral by Becoming the Community's College. *The Evollution*. (published 4/11/2019). [https://evollution.com/revenue-streams/market\\_opportunities/escaping-the-death-spiral-by-becoming-the-communitys-college/](https://evollution.com/revenue-streams/market_opportunities/escaping-the-death-spiral-by-becoming-the-communitys-college/)

Rudy, B.C. (2019). Beware the Oncoming Commodification of the Business Degree. *BizEd AACSB International*. (published 6/3/2019). <https://bized.aacsb.edu/articles/2019/june/beware-the-oncoming-commodification-of-the-business-degree>

Rudy, B.C. (2019). Diversity, Equity and Inclusion Training Programs Need a Reboot. *The Evollution*. (published 6/25/2019). <https://evollution.com/attracting-students/accessibility/diversity-equity-and-inclusion-training-programs-need-a-reboot/>

### **Conference Presentations:**

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Johnson, A. F., Roberto, K., & Rudy, B. C. "Effects of CEO Political Ideology: Building a Politically Homogenous TMT." *Academy of Management Annual Conference*, Vancouver, August 2020. (*Showcase Symposium*)

Rudy, B. C., & Johnson, A. F. "Would You Mind Tossing Me That Life Preserver? Corporate Political Activity and Firm Survival." *Academy of Management Annual Conference*, Atlanta, August 2017.

Miller, S. R., Eden, L., Indro, D., Richards, M., & Rudy, B. C. "Can Firms Signal their International Seasoned Equity Offerings?" *Academy of International Business Conference*, Dubai, July 2017.

Miller, S. R., Indro, D., Richards, M., & Rudy, B. C. "Home- and Host-Market Uncertainty: The Performance of International Seasoned Equity Offerings." *Academy of International Business Conference*, New Orleans, June 2016.

- Rudy, B. C., & Cavich, J. "Corporate Lobbying and the Performance of Initial Public Offerings." Academy of Management Annual Conference, Vancouver, August 2015.
- Rudy, B. C., & Johnson, A. "Top Management Teams and Corporate Political Activity." Academy of Management Annual Conference, Vancouver, August 2015.
- Rudy, B. C., Amis, D., & Ramirez, M. "Blend and Extend: The Opportunities and Challenges in Designing the Integration of Online and Face-to-Face Learning for a Case Study Course." Innovations in Online Learning Conference, San Antonio, May 2015.
- Miller, S. R., Xu, K., Jayaram, J., & Rudy, B. C. "Ownership Structure and Global Certification in a Weak Institutional Environment." Academy of Management Annual Conference, Philadelphia, August 2014.
- Miller, S. R., Xu, K., Jayaram, J., & Rudy, B. C. "Global Certification: An Analysis of Ownership Structure and TQM Commitment." Academy of International Business Conference, Vancouver, January 2014.
- Rudy, B. C., & Black, S. L. "Complement or Substitute? Assessing Proprietary versus Defensive Patent Litigation Across Two Industries." Academy of Management Annual Conference, Orlando, August 2013.
- Rudy, B. C., & Johnson, A. F. "The Chief Political Officer: CEO Characteristics and Corporate Political Activity." Academy of Management Annual Conference, Orlando, August 2013.
- Rudy, B. C., & Schuler, D. "Towards Understanding Business Lobbying Activities: Asymmetric Responses to Federal Threats and Opportunities." Midwest Political Science Association Conference, Chicago, April 2013.
- Rudy, B. C., & Johnson, A. F. "Corporate Political Activity as Competitive Action." Academy of Management Annual Conference, Boston, August 2012.
- Rudy, B. C. "Opportunity vs. Threat Dependence in Firm-Government Relations: Extending Resource Dependence Theory." Academy of Management Annual Conference, Boston, August 2012.
- Rudy, B. C. "To Protect or Serve? Examining Firm Motivations to Invest in Strategic Political Management." Academy of Management Annual Conference, San Antonio August 2011.
- 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 Annual Conference, Montreal, August 2010.
- 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, April 2010.

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

### **Invited Presentations:**

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Rudy, B.C. "Artificial Intelligence & Organizational Strategy: Opportunities and Implications." SpringBoard Conference – Smart Horizons – Prepare for the Future of Intelligent Systems, Raleigh, NC, October 2018.

Rudy, B. C. "Hybrid Courses from the Faculty Point of View." UTSA Faculty Panel, February 2016.

Rudy, B. C., "Teaching Case Studies." Management Teaching Workshop, September 2014.

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, January 2011.

### **Teaching Experience:**

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

##### Graduate:

Management Strategy (MGT 5903 - EMBA), Spring 2019 (Instructor Rating: 5.0/5.0, Course Rating: 4.9/5.0)

International Seminar (MGT 6971 – EMBA), Spring 2019 (Instructor Rating: 5.0/5.0, Course Rating: 5.0/5.0)

Management Strategy (MGT 5903 - EMBA), Spring 2018 (Instructor Rating: 4.8/5.0, Course Rating: 4.8/5.0)

Management Strategy (MGT 5903 - MBA), Fall 2017 (Instructor Rating: 5.0/5.0, Course Rating: 4.9/5.0)

Management Strategy (MGT 5903 - EMBA), Spring 2017 (Instructor Rating: 4.8/5.0, Course Rating: 4.8/5.0)

Management Strategy (MGT 5903 - EMBA), Spring 2016 (Instructor Rating: 4.5/5.0, Course Rating: 4.5/5.0)

Empirical Approaches to Strategy (MGT 7053 - Doctoral Seminar), Spring 2016 (Instructor Rating: 5.0/5.0, Course Rating: 5.0/5.0)

Management Strategy (MGT 5903 - EMBA), Spring 2015 (Instructor Rating: 4.8/5.0, Course Rating: 4.7/5.0)

Management Strategy (MGT 5903 - MBA), Fall 2014 (Instructor Rating: 5.0/5.0, Course Rating: 4.7/5.0)

Empirical Approaches to Strategy (MGT 7053 - Doctoral Seminar), Spring 2014 (Instructor Rating: 5.0/5.0, Course Rating: 5.0/5.0)

Management Strategy (MGT 5903 - MBA), Spring 2014 (No ratings - section too small)

Empirical Approaches to Strategy (MGT 7053 - Doctoral Seminar), Spring 2012 (Instructor Rating: 4.4/5.0, Course Rating: 4.4/5.0)

Undergraduate:

Management Strategy (MGT 4893 - Online Delivery), Fall 2020 (Instructor Rating: 4.7/5.0, Course Rating: 4.7/5.0)

Management Strategy (MGT 4893 - Hybrid Delivery), Spring 2019 (Instructor Rating: 4.8/5.0, Course Rating: 4.7/5.0)

Management Strategy (MGT 4893 - Hybrid Delivery), Fall 2018 (Instructor Rating: 4.7/5.0, Course Rating: 4.7/5.0)

Management Strategy (MGT 4893 - Hybrid Delivery), Spring 2018 (Instructor Rating: 4.5/5.0, Course Rating: 4.4/5.0)

Management Strategy (MGT 4893 - Hybrid Delivery), Fall 2015 (Instructor Rating: 4.9/5.0, Course Rating: 4.8/5.0)

Management Strategy (MGT 4893 - Hybrid Delivery, Team Taught), Summer 2015 (Instructor Rating: 4.7/5.0, Course Rating: 4.7/5.0)

Management Strategy (MGT 4893 - Hybrid Delivery, Team Taught), Summer 2015 (Instructor Rating: 4.7/5.0, Course Rating: 4.5/5.0)

Management Strategy (MGT 4893 - Hybrid Delivery, Team Taught), Spring 2015 (Instructor Rating: 3.9/5.0, Course Rating: 3.8/5.0)

Management Strategy (MGT 4893 - Hybrid Delivery, Team Taught), Spring 2015 (Instructor Rating: 4.5/5.0, Course Rating: 4.4/5.0)

Management Strategy (MGT 4893 - Hybrid Delivery, Team Taught), Spring 2015 (Instructor Rating: 4.6/5.0, Course Rating: 4.5/5.0)

Management Strategy (MGT 4893 - Hybrid Delivery, Team Taught), Spring 2015 (Instructor Rating: 4.5/5.0, Course Rating: 4.4/5.0)

Management Strategy (MGT 4893 - Traditional Delivery), Fall 2013 (Instructor Rating: 4.9/5.0, Course Rating: 4.8/5.0)

Management Strategy (MGT 4893 - Traditional Delivery), Fall 2013 (Instructor Rating: 4.8/5.0, Course Rating: 4.8/5.0)

Management Strategy (MGT 4893 - Traditional Delivery), Spring 2013 (Instructor Rating: 5.0/5.0, Course Rating: 4.8/5.0)

Management Strategy (MGT 4893 - Traditional Delivery), Spring 2013 (Instructor Rating: 4.9/5.0, Course Rating: 4.7/5.0)

Management Strategy (MGT 4893 - Traditional Delivery), Fall 2012 (Instructor Rating: 4.9/5.0, Course Rating: 4.6/5.0)

Management Strategy (MGT 4893 - Traditional Delivery), Fall 2012 (Instructor Rating: 4.9/5.0, Course Rating: 4.6/5.0)

Management Strategy (MGT 4893 - Traditional Delivery), Fall 2011 (Instructor Rating: 4.9/5.0, Course Rating: 4.9/5.0)

### **University of Texas at Austin:**

General Management and Strategy (MGT 374), Fall 2009 (Instructor Rating: 4.9/5.0, Course Rating: 4.7/5.0)

### **Ph.D. Student Supervision:**

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Wooldridge, Colin, Dissertation Committee Member, "An investigation of the relationship between motivation and performance, mediated by positive state affect and authenticity in unconventional entrepreneurs."

Jason Cavich, Dissertation Committee Member, "Portfolio Firm Responses to Institutional Investor Activists."

Robert Bonner, Dissertation Committee Member, "Organizational and Environmental Determinants of Female Representations in Top Management Teams."

Lemaro Thompson, Dissertation Committee Member, "CEO Values, LGBT Friendly HR Policies and Firm Performance: Shared Political Ideologies as a Source of Managerial Discretion."

Stephen Takach, Dissertation Committee Member, "The power of words: An examination of the justification of organizational performance to external constituents in corporate document disclosures."

Andrew Johnson, Dissertation Committee Co-Chair, "Strategic Leaders as Determinants of Corporate Political Activity."

### **Funded Research/Grants/Fellowships:**

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Faculty Development Leave, University of Texas at San Antonio, Fall 2016

Special Summer Seed Grant, University of Texas at San Antonio, 2014, \$5,000.00

McCombs Research Excellence Grant, University of Texas at Austin, 2008-2009, \$15,000.00

Dean's Fellowship, University of Texas at Austin, 2007-2011

Graduate Studies Continuing Fellowship, University of Texas at Austin, 2009-2010

### **Honors and Awards:**

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

House Resolution 98, State of Texas House of Representatives, 2014

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

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

**Department, College and University Service:**

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Department:

Departmental Faculty Review Advisory Committee, 2018-present  
Faculty Recruiting Committee, 2012-present  
Ph.D. Student Recruiting Committee, 2012-present  
Doctoral Studies Committee, 2012-present  
Qualifying Exam Committee (Strategy), 2012-present  
Management Strategy (MGT 4893) Seal Team, 2014  
Chair, Management By-Laws Committee, 2014  
Peer Evaluation Review Committee, 2013

College:

MBA Programs Committee, 2014-present  
Executive Programs Committee, 2013-present  
Chair, Executive Programs Committee, 2017  
Chair, MBA Programs Committee, 2016-2017  
MBA Seal Team Committee, 2016-2017  
AACSB 5<sup>th</sup> Year Continuous Improvement Review Committee, 2016-2017  
Executive Programs Seal Team Committee, 2012-2014

University:

Academy of Distinguished Teaching Scholars Committee, 2014-present  
Teaching Technology Committee, 2016-2018

### **Professional Service:**

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Reviewer, Academy of Management Conference, Social Issues in Management Division, 2015-present

Ad Hoc Reviewer, *Business & Society*, 2016-present

Ad Hoc Reviewer, *Journal of Management Studies*, 2012-present

Reviewer, Academy of Management Conference, Business Policy and Strategy Division. 2009-present

Reviewer, Academy of Management Conference, Organization and Management Theory Division, 2010-2012

### **Public Service:**

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Dripping Springs High School Senior Portfolio Review Committee, 2014-present

Founding Board Member, Rebuilding Together Austin, 2013-2018

### **Professional Affiliations:**

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Academy of Management, 2006-present

Strategic Management Society, 2008-2011

### **Industry Experience:**

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Manager, Environmental Affairs, Green Mountain Energy Corporation, Austin, TX, 2003-2005

Manager, Enron Corporation, Houston, TX, 2000-2001

Associate, Enron Corporation, Denver, CO, 1998-2000

Financial Analyst, Enron Corporation, Houston, TX, 1995-1998

**References available upon request**