

JOSEPH J. SIMPSON

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Pamplin College of Business
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EDUCATION

Ph.D. 2019	The University of Texas Rio Grande Valley Major: Business Administration (Strategic Management)
M.B.A. 2015	University of Texas – Pan American Major: Management
Graduate Certificate 2012	Stanford University Concentration: International Security Studies
M.S. 2012	Long Island University – Riverhead Major: Homeland Security Management
B.A. 2009	American Military University Major: Intelligence Studies

ACADEMIC & PROFESSIONAL POSITIONS

2023-Present, Collegiate Associate Professor of Management, Virginia Tech
2022-Present, Affiliate Faculty, National Security Institute, Virginia Tech
2021-Present, Owner, ReachABA Inc.
2021-Present, Faculty Research Fellow, Apex Center for Entrepreneurs, Virginia Tech
2021-Present, Affiliate Faculty, Center for Advanced Innovation in Agriculture, Virginia Tech
2019-Present, Director, Integrated Security Education and Research Center, Virginia Tech
2019-2023, Collegiate Assistant Professor of Management, Virginia Tech
2018-Present, President, Avendir, Inc.
2016-2019, Member, Board of Directors, PARA
2014-2016, Member, Board of Directors, AWARE RGV
2015-2018, Member, Board of Directors, PIECES for Autism
2014-2019, Instructor | Research Assistant, The University of Texas Rio Grande Valley
2013-Present, Owner, AmarilloABA, LLC.
2013-2013, Eastern Kentucky University, Instructor
2009-2013, Security Specialist, B&W Pantex
2005-2009, Security Police Officer, B&W Pantex
2002-2005, Team Leader 3rd Ranger Battalion, U.S. Army

REFEREED JOURNAL PUBLICATIONS

Simpson, J. & Schuler Scott, A. (2023). Enemy of My Enemy Is My Friend: War Combat Volunteerism. *Annals of Tourism Research*. Accepted for publication (Impact Factor 13.2).

Hunt, R.A., Townsend, D., Manocha, P. & **Simpson, J.** (2023). Knowledge problem diagnosis and the fate of corporate entrepreneurship initiatives. *Journal of Business Venturing Insights*, 19, e00358.

Simpson, J., & Sariol, M. (2022). Uncertainty, entrepreneurial orientation, and the pursuit of M&A: Managing the unpredictable. *Journal of Business Research*, 142: 423-434. (Impact Factor 11.3).

Simpson, J. & Brantly, A. (2022) Security Simulations in Undergraduate Education: A Review. *Journal of Cybersecurity Education, Research and Practice*: 2022(1). Available at: <https://digitalcommons.kennesaw.edu/jcerp/vol2022/iss1/3>.

Drape, T., Magerkorth, N., Sen, A., **Simpson, J.**, Seibel, M., Murch, R. S., & Duncan, S. E. (2021). Assessing the Role of Cyberbiosecurity in Agriculture: A Case Study. *Frontiers in Bioengineering and Biotechnology*: 742. (Impact Factor 5.7).

Gonzalez, J. A. & **Simpson, J.** (2020). The Workplace Integration of Veterans: Applying Diversity and Fit Perspectives. *Human Resources Management Review*, 31(2): 100775. (Impact Factor 11.4).

Simpson, J. & Sariol, M. A. (2019). Squared Away: Veterans on the Board of Directors. *Journal of Business Ethics*. <https://doi.org/10.1007/s10551-018-3907-1>. (Impact Factor 6.1).

Simpson, J. & Simpson, P. (2017). Emotional Solidarity with Security Forces: A Comparison of Residents and Tourists. *Journal of Travel Research*, 56(7): 927-940. (Impact Factor 8.9).

Simpson, J., Cruz-Milan, O., & Simpson, P. (2016). Attitude towards Immigrants and Security: Effects on Destination-loyal Tourists. *Tourism Management*, 57: 373-386. (Impact Factor 12.7).

Cruz-Milan, O., **Simpson, J.**, Simpson, P., & Choi, W. (2016). Reassurance or Reason for Concern: Security Forces as a Crisis Management Strategy. *Tourism Management*, 56: 114-125. (Impact Factor 12.7).

OTHER PUBLICATIONS

Simpson, J. (2022). Protect Your Business from Cyberattacks. <https://eiexchange.com/content/protect-your-business-from-cyberattacks>. 31,000 reads as of 9/28/2022. Schulze Publication Award.

WORKS IN PROGRESS

Hunt, R.A., Townsend, D., Nugent, R., **Simpson, J.**, & Stallkamp, M. Governance is Dead, Long Live Governance! A Review of Platform Governance and Agenda for Future Research. *Academy of Management Annals*. Proposal Accepted.

Rady, J., Hunt, R.A., Townsend, D., & **Simpson, J.** The Expectations Game: The Contingent Value of Hype in Resource Mobilization Processes among AI Startups. *Journal of Business Venturing*. Under Review.

Simpson, J., Schuler Scott, A., & James, T., Information Security language and boards: Do breaches change language. Target Journal: *MIS Quarterly*. Writing and data analysis.

Simpson, J., & Schuler Scott, A., Parochial Altruism and Information Security. Target Journal: *MIS Quarterly*. Planning

Simpson, J. & Schuler Scott, A., Information Security language and AI: Bounding Competitive Advantage. Target Journal: *MIS Quarterly*. Planning

Simpson, J. & Schuler Scott, A., Information Security: A review. Target Journal: *Information & Management*. Data Collection.

Simpson, J., Schnatterly, K., & Calvano, F., Information Security Capabilities. Target Journal: *Strategic Management Journal*. Writing and data analysis.

Simpson, J. Measuring What Matters with N-Grams: Extending Financial Performance Measures for Strategic Management Research. Writing and Data Analysis.

BOOKS AND BOOK CHAPTERS

Ketchen, D. & Short, J. (2020). Strategic Management. Adapted by Reed, K., Jamison, E., **Simpson, J.**, Kumar, P., Kemp, A., and Awate, K. Virginia Tech. Pressbooks.

REFEREED CONFERENCE PRESENTATIONS

Simpson, J. (2023). Measuring What Matters with N-Grams: Extending Financial Performance Measures for Strategic Management Research. *SMS 43rd Annual Conference. Best Paper Nominee: SMS Annual Conference Best Paper. Best Paper Nominee: SMS Annual Conference Research Methods*. Toronto, Canada.

Simpson, J. Hunt, R., Townsend, D. & Stallkamp, M. (2022). Corporate Entrepreneurship in Perilous Times: Striking a Balance between EO and FSO. *82nd Annual Meeting of the Academy of Management*. Virtual.

Simpson, J., Hunt, R., Townsend, D. & Stallkamp, M. (2021). Firm Security Orientation: Strategic Adaptations in a Discordant World. *SMS 41st Annual Conference: Best Paper Nominee; Finalist Corporate Strategy IG Best Paper*. Virtual.

Simpson, J., Hunt, R., Townsend, D. & Stallkamp, M. (2021). Firm Security Orientation: Strategically Responding to an Increasingly Disruptive World. *81st Annual Meeting of the Academy of Management*. Virtual.

Simpson, J. & Sariol, M.A. (2021). Managers' Perceptions of Security Threats: The Case of Data Breaches. *81st Annual Meeting of the Academy of Management*. Virtual.

Simpson, J. & Sariol, M.A. (2020). Predictors of Security Breaches: Industry and Organizational Factors. *2020 Meeting of the Southern Management Association*. St. Pete Beach, Florida.

Gonzalez, J. A. & Simpson, J. (2019). Workplace Integration for Veterans: Applying Fit and Diversity Perspectives. *2019 Meeting of the Southern Management Association*. Norfolk, Virginia.

Sariol, M. & Simpson, J. (2019). Spy versus I: Can employees trust and share knowledge under conditions of high security? *79th Annual Meeting of the Academy of Management*. Boston, Massachusetts.

Simpson, J. & Dadanlar, H. (2018). Cleaning House, Jumping Ship, and Jumping on Board: Director Exits and Appointments. *2018 Meeting of the Southern Management Association: Best Doctoral Student Paper in Strategy Track*. Lexington, Kentucky.

Simpson, J. & Sariol, M. A. (2018). Dark Side of Director Expertise: Technological Expertise and the Rise of Data Breaches. *2018 Meeting of the Southern Management Association*. Lexington, Kentucky.

Simpson, J. & Sariol, M. A. (2018). Security and Antecedents of Creativity. *2018 Meeting of the Southern Management Association: Selected for Paper Development Workshop*. Lexington, Kentucky.

Simpson, J. & Sariol, M. A. (2017). Squared Away: Veterans on the Board of Directors. *77th Annual Meeting of the Academy of Management*. Atlanta, Georgia.

Simpson, J. & Abebe, M. A. (2016). Large Corporate Lawsuits, Market Reaction, and Ex-post Boardroom Adjustments. *76th Annual Meeting of the Academy of Management*. Anaheim, California.

Simpson, J. (2016). An AMC Model of Organizational Security Strategy. *2016 Meeting of the Southern Management Association*. Charlotte, North Carolina.

Abebe, M. & Simpson, J. (2015). Board Composition and Crisis Management Effectiveness: The Case of Corporate Data Breaches. *75th Annual Meeting of the Academy of Management*. Vancouver, Canada.

Simpson, J. & Garcia, S. (2015). FDI, Terrorism, and Oil: When Resources Matter. *46th Annual Meeting of the Southwest Decision Sciences*. Houston, Texas.

DOCTORAL STUDENT DISSERTATIONS

Quentin Baldwin, Interests: DEIB

DOCTORAL STUDENT ADVISING

Robert Nugent, Interests: Business Models and Governance

Barry Vanderwal, Interest: Entrepreneurship and

Quentin Baldwin, Interests: DEIB

INVITED TALKS AND OTHER SESSIONS

2023, AI in Research and Teaching, Virginia Tech Doctoral Alumni, Speaker

2023, Security, British Embassy, Invited Guest

2023, 10th Annual Intelligence Community CAE & National Security Education Program Colloquium, Hume Center for National Security & Technology, Presentation

2023, Computational and Mixed Methods Research, Doctoral Students, Virginia Tech

2022, ISERC Meets Research Sessions, Virginia Tech

2022, Association for Women in Computing Research Panel, Panelist, Virginia Tech

2022, Ag Leadership and Community Education, Guest Lecturer

2022, Pamplin/CCI/ISERC (co-sponsors) Security, Privacy & Trust Speaker Series Event

2022, Commonwealth Cyber Initiative (CCI)/ISERC Seminar Series x 5

2022, Virginia Tech Doctoral Seminar, Crafting a Research Agenda

2021, INNOVATE, LLC. Entrepreneurship Panel, Panelist

2021, Department of Energy, CyberForce Competition, Scoring Assistant Team Member

2021, 9th Annual Intelligence Community CAE & National Security Education Program

Colloquium, Hume Center for National Security & Technology, Presentation

2021, CISO Leadership Forum – Strengthening Cyber Defense in an Uncertain Threat Landscape, Moderator

2021, Conference on Higher Education Pedagogy, Panel Member

2020, Management Advisory Board (MAB) technology task force, breakout session facilitator

2020, Cybersecurity Career Pathways and Outlook, Fireside Chat

2020, Department of Energy, CyberForce Competition, CISO Panel Member

2020, Virginia Tech, MGT 1104 Management Careers, Guest Lecturer

2020, Virginia Tech Department of Management, BXBR Summer Intensive, Speaker

2020, Texas Tech Agriculture Department, Principles of Management, Guest Lecturer

2020, Virginia Tech Department of Management, Webinar on COVID-19 impact on small businesses

2020, 4VA, Transdisciplinary Learning: Integrating STEM and Non-STEM Disciplines, Speaker
2019, INNOVATE, LLC. Entrepreneurship Panel, Panelist
2019, Association of Military Colleges & Schools of the United States Conference,
Representative for Virginia Tech

FUNDING AND GRANTS

2023, Senior Military Colleges equipment deployment, \$1,600,000
2022, Critical Needs Request, \$827,000 supported by Pamplin, CLAHS, and CoE
2022, Creation of Experiential Learning Based Open Access Curriculum in Cyberbiosecurity and
Workforce Development Skills
2022, DURIP Proposal (under development)
2022, NSIN Collaborative agreement/Hacking for Defense (under development)
2022, AI T&E BPA (under development)
2022, Cambria at VT proposal (under development)
2022, CyberBioSecurity through Leadership-as-Practice Development: Innovation in Life
Sciences Graduate Education (under development)
2022, Network Testbed for Small Satellites (NeTSat) – Engaging Rural Communities with a
Global Simulated Satellite Network (under development)
2021, Co-PI, DoD, ~\$2,800,000 (~\$220,000 to ISERC), SMC Cyber Institutes Program
2021, Collaborator, 2021, NSF Building Youth Resilience to Cybergrooming: Transdisciplinary
Prevention Approach
2021, Raised funding \$495,000 from Pamplin College of Business
2021, CCI 2021 Scalable Pilot Experiential Learning Programs, Scalable, Systematic, and
Holistic Approach to Internship Quality Enhancement, \$84,744
2020, ISDA, Salary Support, \$20,000
2020, Other Study Personnel, CAREER: Measuring the Local Criminal Outcomes of the Darknet
Drug Markets
2020, Other Study Personnel, USDA WAMS – Initiating the rural cyberbiosecurity workforce
through empowering agricultural educators and supporting middle school girls
2020, PI, Integrated Security Destination Area, \$31,000, Develop simulations for course modules
2020, PI, 4-VA Grant, \$100,000, Develop and evaluate security scenarios with undergraduate
students
2020, Co-PI, USDA NIFA, \$97,000, Proposal on education for middle schoolers in
cyberbiosecurity for food and ag
2020, Co-PI, DoD, ~\$1,500,000 (~\$220,000 to ISERC), SMC Cyber Institutes Program
2020, Co-PI, \$2,000, Pathways Grant
2020, Co-PI, \$3,548 Cyber Institute Capacity Building

COURSES TAUGHT/DEVELOPED/CO-DEVELOPED/CO-TAUGHT

Faculty Advisor, Master of Science in Business - Business Analytics Capstone Project Group, Undisclosed Corporation
CyberPathways Scholarships Faculty Directed Projects, Natural Language Processing, Government and Cybersecurity x2
MGT 3084 – Digital Entrepreneurship, Virginia Tech*
Fralin Undergraduate Research Fellowship, Faculty Mentor
CyberPathways Scholarships Faculty Directed Projects, Natural Language Processing, Dark Web
CyberPathways Scholarships Faculty Directed Projects, Natural Language Processing, Cybersecurity
PS/BIT/CS 2164 – Foundations of Security Environment, Virginia Tech*
PS/BIT/CS 4164 – Future of Security: Integrative Solutions for Complex Security Systems, Virginia Tech*
MGT 3614 – Strategy Competition Analytics, Virginia Tech
MGT 2984 – Emerging Technologies and Management Careers, Virginia Tech*
MGT 2984 – Career Hacking: Technology Skills for Management Careers, Virginia Tech*
Studio+, Honor’s College – Calhoun Discovery Program, Virginia Tech*
MGT 4394 – Strategic Management, Virginia Tech
MGMT 4300 – Innovation Process in Entrepreneurship (Online), UTRGV*
MGMT 4389 – Strategic Management (Online), UTRGV
MGMT 3361 – Principles of Management, UTRGV
SSE 880 – Safety, Security, and Emergency Research/Planning (Online), ECU

*Indicates course I created or co-developed

ADDITIONAL COURSE CONTENT

Python Weekend Workshops for non-technical folks
Simpson Strategy Sessions
Career Hacking: Applicant Tracking Systems

PROFESSIONAL ACTIVITIES

Innovate, LLC. Wing-backer. (Donations to VT)
Ad-Hoc Reviewer, *Annals of Tourism Research*
Member, 2022 Virginia Tech Pylon Society (Donations to VT)
Ad-Hoc Reviewer, *Management Decision*
Reviewer, 2022 CCI Experiential Learning Program CFP
Ad-Hoc Reviewer, 82nd Annual Meeting of the Academy of Management
Session Chair, 81st Annual Meeting of the Academy of Management
Tryhackme, ranked in top 1% (rank ~1490 out of ~556,500 hackers)
Reviewer, 2021, Integrated Security Destination Area Project Proposals
Reviewer, 2021, Special Issue, *Research in Human Resource Management*
Ad-Hoc Reviewer, 81st Annual Meeting of the Academy of Management

Conference Session Facilitator, Crisis Simulation, 2020 Securing Agriculture, Food and its Economy with Cyberbiosecurity Conference
Conference Session Facilitator, Strategy, 2020 Meeting of the Southern Management Association
Reviewer, Commonwealth Cyber Initiative, 2020 Experiential Learning Proposals
Ad-Hoc Reviewer, 80th Annual Meeting of the Academy of Management
Ad-Hoc Reviewer, *Tourism Management*
Ad-Hoc Reviewer, 2019 Meeting of the Southern Management Association
Ad-Hoc Reviewer, *The Social Science Journal*
Conference Session Facilitator, Innovation & CSR, 2018 Meeting of the Southern Management Association
Ad-Hoc Reviewer, 2018 Meeting of the Southern Management Association
Ad-Hoc Reviewer, 78th Annual Meeting of the Academy of Management
Ad-Hoc Reviewer, 77th Annual Meeting of the Academy of Management
Ad-Hoc Reviewer, 2016 Meeting of the Southern Management Association
Ad-Hoc Reviewer, 76th Annual Meeting of the Academy of Management

SERVICE ACTIVITIES

2022, Presidential Postdoctoral Fellowship Program, Faculty Mentor
2022, Faculty Mentor, Undergraduate Research, Honor's College
2022, Sponsoring Faculty, Women in Cybersecurity, Student Organization
2022, Cybersecurity Management Career Pathways: VT-BIT Program Guest Speaker Series
2021, Search Committee Member, Communications/Program Assistant for Privacy, Security, and Trust
2021, Search Committee Member, Collegiate Assistant Professor of Management
2021, Faculty mentor, INNOVATE LLC.
2021, Member, Integrated Security Destination Area (ISDA) Stakeholder Committee
2021, Member, ISERC Executive Committee (non-voting)
2021, Member, Diversity, Equity, & Inclusion Committee, Commonwealth Cyber Initiative
2021, Hume National Security Center, Hume Scholars Faculty Lead x3
2021, Member, Undergraduate Curriculum Committee, Department of Management
2021, Member, Steering Committee, Analytics Living Learning Community
2021, Chair, Taskforce on Technology in MGT curriculum
2020, Chair, Search Committee, ISERC Cybersecurity Program Administrator
2020, Faculty Advisory Committee Member, Senior Military Colleges Cyber Institute Program
2020, Faculty Mentor, University Innovation Fellows, Stanford
2020, Member, Diversity, Equity, and Inclusion Task Force, Department of Management
2020, Faculty Mentor, Pamplin College of Business
2020, Hokie Helper, Virginia Tech
2020, Member, Virginia Tech, National Security Institute Planning Group
2020, Search Committee Member, Director, Senior Military College DoD Cyber Institute
2020, Search Committee Chair, Collegiate Assistant Professor of Management¹
2020, Search Committee Member, Program Manager, BIT-Cyber National Capital Region
2020, Virginia Tech founding faculty, Industry 4.0 Lab

¹ Cancelled due to COVID-19

2020, Member, Cyberbiosecurity Workshop Organizing Committee
2020, Member, Integrated Security Destination Area (ISDA) Stakeholder Committee
2020, Member, ISERC Executive Committee (non-voting)
2020, Member, ISDA Facilities Subcommittee
2020, Member, ISDA Engagement Subcommittee
2020, Member, ISDA Research Subcommittee
2020, Faculty mentor, INNOVATE LLC.
2020, Chair, Taskforce on Technology in MGT curriculum

COMMUNITY SERVICE ACTIVITIES

Mentor, Veterati, 2019-2020
Class A Volunteer, Special Olympics Texas, 2009-2019

PROFESSIONAL AFFILIATIONS

Academy of Management (AOM)
Southern Management Association (SMA)

AWARDS & HONORS

- 2023 Schulze Publication Award
- 2019 – 2023 Thank-a-Teacher program, x5
- 2017 Management Teaching Award, Department of Management, The University of Texas Rio Grande Valley
- 2016 Outstanding Management Ph.D. Student, Department of Management, The University of Texas Rio Grande Valley
- 2016 Southern Management Association Doctoral Consortium
- 2015 Texas Business Hall of Fame Scholarship
- 2014 *Beta Gamma Sigma* membership
- 2012 Laurel Legend Award, B&W Pantex
- 2011 Security Initiative Award, B&W Pantex
- 2010 Security Initiative Award, B&W Pantex
- 2009 Golden Key International Honour Society membership
- 2005 Army Commendation Medal, U.S. Army
- 2004 Army Commendation Medal with Valor Device, U.S. Army
- 2003 Army Commendation Medal, U.S. Army
- 2003 Ranger School Graduate, U.S. Army