

BRIAN T. MCCANN

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Academic Employment

- 2021 Professor, David K. Wilson Chair, Strategic Management, Owen Graduate School of Management, Vanderbilt University
- 2019 Associate Professor, David K. Wilson Chair, Strategic Management, Owen Graduate School of Management, Vanderbilt University
- 2015 Associate Professor, Strategic Management, Owen Graduate School of Management, Vanderbilt University
- 2011 Assistant Professor, Strategic Management, Owen Graduate School of Management, Vanderbilt University
- 2009 Lecturer, Strategic Management, Owen Graduate School of Management, Vanderbilt University

Education

- 2009 Ph.D., Strategic Management, Purdue University, Krannert School of Management
- 2004 Master of Business Administration (awarded Founder's Medalist as top graduate in class), Vanderbilt University, Owen Graduate School of Management
- 1990 Bachelor of Arts (*summa cum laude*), Political Science, Wright State University

Published Articles

- Sohl, T., McCann, B.T. & Vroom, G. (2025). "The transmission of economic shocks in multidivisional organizations: An empirical analysis of the global retail industry," *Organization Science*, 36(2): 697-717.
- Ryu, W. & McCann, B.T. (2025). "Industry-level learning-by-doing rates and corporate development activities," *Journal of Management*, 51(4): 1453-1483.
- Sohl, T., Vroom, G. & McCann, B.T. (2024). "Managing a business model portfolio: An empirical analysis of organizational conflicts and solutions." In *Advances in Business and Management*, Nelson W.D. (ed.). Nova Science Publishers, vol. 23: 141-160.

- McCann, B.T. & Shinkle, G.A. (2023). "A behavioral view of SME product termination decisions," *Journal of Small Business Management*, 61 (4): 1529-1562.
- McCann, B.T. & Schwab, A. (2023). "Bayesian analysis and strategic management research: Time to update your priors," *Strategic Management Review*, 4 (1): 75-106.
- Sohl, T., McCann, B.T. & Vroom, G. (2022). "Business model diversification: Demand relatedness, entry sequencing, and curvilinearity in the diversification-performance relationship," *Long Range Planning*, 55 (6): 1- 20.
- van Angeren, J., Vroom, G., McCann, B.T., Podoynitsyna, K., & Langerak, F. (2022). "Optimal distinctiveness across revenue models: Performance effects of differentiation of paid and free products in a mobile app market," *Strategic Management Journal*, 43 (10): 2066-2100.
- Ryu, W. & McCann, B.T. & Wan, W.P. (2022). "Learning by doing and corporate diversification," *Strategic Management Journal*, 43 (8): 1635-1665.
- Mathias, B.D., McCann, B.T., & Whitman, D.S. (2021) "A meta-analysis of agglomeration and venture performance: Firm-level evidence," *Strategic Entrepreneurship Journal*, 15(3): 430-453.
- McCann, B.T. (2020). "Using Bayesian updating to improve decisions under uncertainty," *California Management Review*, 63(1): 26-40.
- Sohl, T., Vroom, G. & McCann, B.T. (2020). "Business model diversification and firm performance: A demand-side perspective," *Strategic Entrepreneurship Journal*, 14(2): 198-223
- Shinkle, G.A., Jackson, C.J., McCann, B.T., Goudsmit, M., & Yang, F., (2019). "How to establish legitimate organizational goal targets," *Organizational Dynamics*, 48(4)
- Shinkle, G.A., Goudsmit, M., Jackson, C.J., Yang, F., & McCann, B.T. (2019). "On establishing legitimate goals and their performance impact," *Journal of Business Ethics*, 157(3): 731-751.
- Sohl, T., Vroom, G., & McCann, B.T. (2019). "Business model diversification: Making multiple business models work for your company" [in Spanish]. *Harvard Deusto Business Review*, 289: 34-44. (*invited, not reviewed)
- Devarakonda, S., McCann, B.T., & Reuer, J.J. (2018). "Marshallian forces and governance externalities: Location effects on contractual safeguards in R&D alliances, *Organization Science*, 29(6): 1112-1129.

- Ryu, W., McCann, B.T. & Reuer, J.J. (2018). Geographic locations of partners and rivals: Implications for the design of R&D alliances, *Academy of Management Journal*, 61(3): 945–965.
- Vandebroek, T.P., McCann, B.T. & Vroom, G. (2018). Modeling the effects of psychological pressure on first-mover advantage in competitive interactions: The case of penalty shootouts, *Journal of Sports Economics*, 19(5): 725-754.
- McCann, B.T., & Bahl, M. (2017). The influence of competition from informal firms on new product development, *Strategic Management Journal*, 38 (7): 1518-1535.
- McCann, B.T. & Shinkle, G.A. (2017). Attention to fairness versus profits: The determinants of satisficing pricing, *Journal of Management Studies*, 54 (5): 583-612.
- McCann, B.T. (2017). Prior exposure to entrepreneurship and entrepreneurial beliefs, *International Journal of Entrepreneurial Behavior & Research*, 23 (3): 591-612.
- McCann, B.T., Reuer, J.J., & Lahiri, N. (2016). Agglomeration and the choice between acquisitions and alliances: An information economics perspective, *Strategic Management Journal*, 37 (6): 1085-1106.
- McCann, B.T. & Vroom, G. (2015) Opportunity evaluation and changing beliefs during the nascent entrepreneurial process. *International Small Business Journal*, 33 (6): 612-637.
- McCann, B.T. & Vroom, G. (2014). Competitive behavior and non-financial objectives: Entry, exit and pricing decisions in closely-held firms. *Organization Science*, 25 (4): 969-990.
- Shinkle, G.A. & McCann, B.T. (2014). New product deployment: The moderating influence of economic institutional context. *Strategic Management Journal*, 35 (7): 1090-1101.
- Lim, E. N-K. & McCann, B.T. (2014). Performance attainment discrepancy and firm risk-taking: The moderating effects of CEO and outside director stock options. *Organization Science*, 25 (1): 262-282.
- Lim, E. N-K. & McCann, B.T. (2013). The influence of relative values of outside director stock options on firm strategic risk from a multi-agent perspective, *Strategic Management Journal*, 34(13): 1568-1590.
- McCann, B.T. & Folta, T.B. (2012). Entrepreneurial entry thresholds. *Journal of Economic Behavior & Organization*, 84 (3): 782-800.
- McCann, B.T. & Folta, T.B. (2011). Performance differentials within geographic clusters. *Journal of Business Venturing*, 26 (1): 104-123.

McCann, B.T. & Vroom, G. (2010). Pricing response to entry and agglomeration effects. *Strategic Management Journal*, 31 (3): 284-305.

McCann, B.T. & Folta, T.B. (2009). Demand- and supply-side agglomerations: distinguishing between fundamentally different manifestations of geographic concentration. *Journal of Management Studies*, 46 (3): 362-392.

McCann, B.T. & Folta, T.B. (2008). Location matters: Where we have been and where we might go in agglomeration research. *Journal of Management*, 34 (3): 532-565.

Books

Froeb, L.M. McCann, B.T., Shor, M., & Ward, M.R. (forthcoming). *Managerial Economics: A Problem-Solving Approach*. 7th Edition, Mason, OH: Cengage Learning.

Froeb, L.M. McCann, B.T., Shor, M., & Ward, M.R. (2023). *Managerial Economics: A Problem-Solving Approach*. 6th Edition, Mason, OH: Cengage Learning.

Froeb, L.M. McCann, B.T., Shor, M., & Ward, M.R. (2018). *Managerial Economics: A Problem-Solving Approach*. 5th Edition, Mason, OH: Cengage Learning.

Froeb, L.M. McCann, B.T., Shor, M., & Ward, M.R. (2016). *Managerial Economics: A Problem-Solving Approach*. 4th Edition, Mason, OH: Cengage Learning.

Froeb, L.M. McCann, B.T., Shor, M., & Ward, M.R. (2014). *Managerial Economics: A Problem-Solving Approach*. 3rd Edition, Mason, OH: South-Western Cengage Learning.

Froeb, L.M. & McCann, B.T. (2010). *Managerial Economics: A Problem-Solving Approach*. 2nd Edition, Mason, OH: South-Western Cengage Learning.

Froeb, L.M. & McCann, B.T. (2008). *Managerial Economics: A Problem-Solving Approach*. Mason, OH: South-Western Cengage Learning.

Working Papers

Bisui, S., Reuer, J.J. & McCann, B.T. "Information disclosures and external knowledge sourcing"

Lee, J.M., & McCann B.T., "Agglomeration externalities in the presence of common ownership: Evidence from the hospital industry"

McCann, B.T. & Hechevarria, D. M. "Gender and external collaboration among early-stage entrepreneurs: A Bayesian analysis"

McCann, B.T. & Shinkle, G.A. “Nascent entrepreneurs’ decisions to engage in external collaboration: A resource dependence perspective”

Sohl, T., McCann, B.T. & Vroom, G. “Exogenous shocks and survival points in multiunit firms.”

van Angeren, J., McCann, B.T., Vroom, G. “Improving competition by empowering user choice? Removability of pre-installed apple apps and the implications for third-party apps.”

Refereed Conference Paper Presentations

Academy of Management Annual Meeting – 2007 (2), 2009 (2), 2010, 2012 (3), 2016, 2018, 2019, 2020, 2021, 2025

Atlanta Competitive Advantage Conference – 2009, 2012, 2013

Diana International Research Conference – 2023

Mid Atlantic Strategy Colloquium – 2011

Midwest Academy of Management – 2015

Strategic Management Society Annual Meeting – 2007 (2), 2009, 2010, 2011, 2012, 2013, 2015, 2020, 2025

Strategic Management Society Special Conferences – 2012, 2016

(includes papers presented by co-authors)

Awards and Honors

Executive MBA Teaching Award, Owen Graduate School of Management, Vanderbilt University (voted top professor by graduating EMBA class), 2010, 2011, 2012, 2013, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024 (finalist), 2025

James A. Webb Award for Teaching Excellence, Owen Graduate School of Management, Vanderbilt University (voted top professor by graduating MBA class), 2011 (winner), 2012 (finalist), 2013 (finalist), 2014 (co-winner), 2015 (finalist), 2016 (winner), 2017 (winner), 2018 (finalist), 2019 (winner), 2020 (winner), 2021 (winner), 2022 (finalist), 2023 (finalist), 2024 (winner), 2025 (winner)

Outstanding Reviewer Awards: Academy of Management BPS division (2010), *Journal of Business Venturing* (2011), Academy of Management Entrepreneurship division (2014), *Entrepreneurship Theory & Practice* (2016), Strategic Management Society (2024)

Dean's Awards for Excellence in Research, Owen Graduate School of Management, 2014

Purdue Research Foundation Research Grant, Purdue University, 2008

Krannert Certificate for Distinguished Teaching, Purdue University, 2008

Kauffman Foundation Fellowship Award for doctoral seminar in Entrepreneurship, 2007

Ross Fellowship, Purdue University, 2005

Founder's Medalist, Owen Graduate School of Management, Vanderbilt University, 2004

Beta Gamma Sigma, 2004

Bruce D. Henderson Merit Prize, Owen Graduate School of Management, Vanderbilt University, 2003

Owen Merit Scholarship, Owen Graduate School of Management, Vanderbilt University, 2002

Teaching Experience

Owen Graduate School of Management, Vanderbilt University

Business Strategy (Executive MBA), 2009-2024

Corporate Strategy (MBA), 2009-2024

Managerial Decision Making (MBA), 2016-2024

Managing Under Uncertainty (MBA), 2023-2024

Strategy for MMHC (MMHC), 2017-2018; 2023-2025

Strategic Management (MBA core), 2011

Executive Education Adjunct Assistant Professor of Management, Custom corporate education sessions, 2005-2009

Adjunct Assistant Professor of Management, Strategic Applications and Competitive Analysis (MBA), 2005-2006

Guest Lecturer, Managerial Economics (MBA), 2004

Teaching Assistant, Strategic Management, Securities & Portfolios, Managerial Economics, Managerial Statistics, 2003-2004

Purdue University

Management of New Enterprises (undergraduate), Spring 2008

Professional Activities and Workshops

Editorial Board Member: *Entrepreneurship Theory and Practice*, *Strategic Entrepreneurship Journal*, *Journal of Business Venturing*, *Strategic Management Review*

Ad hoc reviewer: *Academy of Management Review, Academy of Management Journal, Strategic Management Journal, Management Science, Organization Science, Journal of Business Venturing, Entrepreneurship Theory and Practice, Strategic Entrepreneurship Journal, Journal of Management, Journal of Management Studies, Research Policy, Strategy Science, International Journal of Entrepreneurial Behavior & Research, International Small Business Journal, Management and Organization Review, Economic Inquiry, British Journal of Management, Urban Studies*

Reviewer for Academy of Management Annual Meeting, 2007-2022; 2025

Reviewer for Strategic Management Society Annual Meeting, 2009-2025

Strategic Management Society Corporate Strategy & Corporate Governance Writing Workshop, 2009

Society for Entrepreneurship Scholars, Manuscript Boot Camp, 2008

Academy of Management, Business Policy and Strategy Division doctoral consortium, 2008

Strategic Management Society doctoral consortium, 2007

Industry Employment

Director of Project Development, Dayton Development Coalition, 2004 – 2005.

Responsibilities for this regional economic development group included strategy development and implementation of the region's shovel ready sites program, which entailed investment in excess of ten million dollars to develop speculative business location sites. Additional responsibilities included analysis, structuring, and administration of business recruitment activities, drawing upon a diverse set of public and private funding sources.

Director of Finance and Administration, Solve Interactive, 2000 – 2004.

Responsibilities for this internet development start-up included all tasks associated with initial creation of company (structure, budgets, policies), definition of accounting system and all associated policies, strategic planning, development and ongoing operation of proposal development processes, negotiation of all corporate contractual agreements (including pricing of all services), and development of corporate marketing materials.

Project Manager/Controller/President, JMD Development, Inc., 1993 – 2000.

Responsibilities for this residential land development company increased from management of one individual project to management of and responsibility for all aspects of corporate operation, including signature authority over all corporate accounts and property. Areas of responsibility and experience included corporate

strategy, land acquisition, land development, sales and marketing, corporate financial planning, and general management.

Project Manager, Emerald Construction Company, 1992 – 1993.

Responsibilities for this custom home builder included analysis of business expansion opportunities and development of customer service and tracking system.