

## Kendall Park

401 21<sup>st</sup> Avenue S  
Nashville, TN 37203

Email: kendall.c.park@vanderbilt.edu  
Phone: 865-556-0311

### PROFESSIONAL APPOINTMENTS

---

**Owen Graduate School of Management, Vanderbilt University** 2021 – Present  
Assistant Professor of Management

**Owen Graduate School of Management, Vanderbilt University** 2018 – 2021  
Pathways Postdoctoral Fellow in Organization Studies

### EDUCATION

---

Ph.D. **Princeton University**, Sociology 2018  
Dissertation: B The Change: Social Companies, B Corps, and Benefit Corporations  
Committee: Paul DiMaggio (chair), Viviana Zelizer, Margaret Frye, and Brandon Stewart

M.A. **Princeton University**, Sociology 2015  
Qualifying Exams in Cultural Sociology, Economic Sociology and Communities & Social Movements

B.A., **Vanderbilt University**, Sociology & Psychology, Minor in Neuroscience 2011  
Summa Cum Laude, Outstanding Sociology Major Award  
Honors Thesis: Gendered Representations of Mental Illness in Popular Movies  
Advisors: Steven Tepper and Laura Carpenter

### RESEARCH INTERESTS

---

Social enterprise, Corporate social responsibility, Diversity and inclusion, Sustainability, Nonfinancial strategy

### PUBLICATIONS

---

#### Peer-reviewed Articles

1. **Park, Kendall**. 2018. Understanding Ethical Consumers: Willingness-to-Pay by Moral Cause. *Journal of Consumer Marketing* 35(2): 157-168.

2. **Park, Kendall.** 2017. Ethnic Foodscapes: Foreign Cuisines in the United States. *Food, Culture & Society* 20(3): 365-393.

### **Manuscripts Under Review**

3. **Park, Kendall.** Mission Expansion: How Impact Measurement Shapes Corporate Behavior. Under review at *Journal of Management*.
4. Triana, Maria del Carmen, Orlando Richard, Seo-Young Byun, and **Kendall Park.** Leader Responses to Covid-19: The Interaction of Leader Gender and Country Collectivism on Covid-19 Deaths. Under review at *Journal of Management Studies*.
5. **Park, Kendall,** Steve Hoeffler, and Kevin Keller. How Social Initiatives Can Create Value and Contribute to a Better World. Under review at *Journal of Business Ethics*.

### **Selected Works in Progress**

6. **Park, Kendall,** Allison Elias, and Dasom Lee. Chief Sustainability Officers: Does Sustainability Leadership Pay Off? Preparing for submission. Target: *Journal of Business Ethics*.
7. **Park, Kendall** and Durso, Geoff. How Employee Satisfaction Shapes Consumer Outcomes. Data analysis stage.
8. **Park, Kendall** and Elias, Allison. Career Trajectories of New Professionals: Sustainability and Diversity Executives. Data collection stage.
9. Triana, Maria, **Kendall Park,** and Hanna Liu. Women on Boards and Flexible Work Policies. Data collection stage.
10. Triana, Maria, **Kendall Park,** and Matt Hersell. ESG Performance and Perception of Corporate Incidents. Data analysis stage.

### **OTHER PUBLICATIONS**

---

**Park, Kendall,** Matthew Grimes, and Joel Gehman. 2021. Becoming A Generalized Specialist: A Strategic Model for Maximizing Your Firm's SDG Impact While Minimizing Externalities. In George, G., Haas, M., Joshi, H. McGahan, A., & Tracey, P. (Eds.), *Handbook on the Business of Sustainability*.

### **PRESENTATIONS**

---

Current as of July 2021

- 2021 The Influence of Shareholder Activism on Boards. Panelist at the Annual Meeting of Academy of the Management (AOM)
- How Theories and Measurement of Social Impact Matter in Research. Paper presented at the Annual Meeting of Academy of the Management (AOM)
- 2020 How Impact Assessment Shapes Socially Responsible Behavior. Paper presented at the European Group for Organization Studies (EGOS) Annual Meeting, Hamburg (virtual).
- Triple Bottom Line Leadership: How Diversity and Sustainability Roles Shape Firm Performance. Paper Presented at the International Association of Business and Society (IABS) Annual Meeting, Lisbon (virtual).
- Nuts and Bolts of Research on B Corps: Empirical Methods and Research Designs. Panelist at the Global B Academics Conference (virtual)
- 2019 How Theories and Measurement of Social Impact Matter in Research. Paper presented at the Annual Meeting of Academy of the Management (AOM), Boston MA.
- Mission Expansion: How Certification Shapes Firm Behavior. Paper presented at the International Association of Business and Society (IABS) Conference, San Diego, CA.
- 2017 Certification, Commensuration, and Mission Expansion. Paper presented at the American Sociological Association (ASA) Annual Conference, Montreal, Canada.
- Legitimacy and Unintended Consequences. Paper presented at the Southern Sociological Society Conference, Greenville, SC.
- Presider in Paper Session on Economic Sociology. Southern Sociological Society Conference, Greenville, SC.
- 2016 Social Enterprise and Hybrid Organizations. Paper presented at the Mid-South Sociological Association Conference, Charleston, SC.
- 2015 Pricing Ethical Consumption. Paper presented at the Aage Sørensen Memorial Conference, Stockholm.

## **INVITED TALKS**

---

2018 B the Change: Social Companies and B Corp Certification. Owen Graduate School of Management, Vanderbilt University.

## **TEACHING EXPERIENCE**

---

2022 Introduction to Organizational Behavior (Undergraduate level), 4 sections, 180 students  
Vanderbilt University  
Lecturer with full course responsibility  
Overall instructor rating: 4.75

2021 Introduction to Organizational Behavior (Undergraduate level), 2 sections, 90 students  
Vanderbilt University  
Lecturer with full course responsibility

2020 Introduction to Social Enterprise (MBA level), 1 section, 16 students  
Vanderbilt Owen Graduate School of Management  
Lecturer with full course responsibility

2019 Introduction to Social Enterprise (MBA level), 1 section, 16 students  
Vanderbilt Owen Graduate School of Management  
Lecturer with full course responsibility

Negotiation (MBA level), 1 section, 13 students  
Vanderbilt Owen Graduate School of Management  
Lecturer with full course responsibility

Ethics in Business (EMBA level), 1 section, 55 students  
Vanderbilt Owen Graduate School of Management  
Teaching Assistant, Responsible for grading and managing course data

2018 Ethics in Business (EMBA level), 1 section, 44 students  
Vanderbilt Owen Graduate School of Management  
Teaching Assistant, Responsible for grading and managing course data

2014 Urban Sociology (Undergraduate level), 2 sections, 30 students  
Princeton University  
Teaching Fellow, Responsible for grading, preparing, and teaching course material

## **OTHER RESEARCH EXPERIENCE**

---

- 2011-12 Research Assistant, SNAAP, **Vanderbilt University**  
(principal investigator: Steven Tepper)
- 2011 Research Assistant, Sociology Department, **Vanderbilt University**  
(principal investigator: Laura Carpenter)
- 2009 Research Assistant, Emotions and Anxiety Research Lab, **Vanderbilt University**  
(principal investigator: Bunmi O. Olatunji)

## **GRANTS AND FELLOWSHIPS**

---

- 2017 Dean's Completion Fellowship  
Princeton University

## **ACTIVITIES AND SERVICE**

---

- 2020-21 B Academics  
Organizer for the 2021 B Academics Roundtable
- 2018-20 International Association of Business and Society (IABS)  
Reviewer for Annual Meeting
- 2017-20 Turner Family Center  
Vanderbilt Owen Graduate School of Management  
Scholar in Residence
- 2017 Social Enterprise Alliance, Nashville, TN  
Writer
- 2016-17 American Sociology Association  
Student Editor of *Accounts*, the newsletter for the Economic Sociology section
- 2013-14 Community Based Learning Initiative, Princeton University  
Coordinator – Latin American Legal Defense & Education Fund
- 2012-13 Graduate Student Government, Princeton University  
Student Representative

## **AFFILIATIONS**

---

Academy of Management

International Association of Business and Society (IABS)

American Sociological Association