

## ALEX MURRAY

Curriculum Vitae | August 2017  
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Foster School of Business  
University of Washington  
Box 353200  
Seattle WA 98195

## EDUCATION

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**Ph.D. in Management + Organizations**, University of Washington Current  
**Committee:** Suresh Kotha (chair), Benjamin Hallen, Warren Boeker, Ryan Fehr

**M.S. in Accounting**, University of Virginia 2012

**B.S. in Accounting**, University of Alabama, *summa cum laude* 2011

## ACADEMIC + RESEARCH EXPERIENCE

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**Instructor** 2015 – Current  
University of Washington, Foster School of Business

**Research Assistant** 2013 – Current  
University of Washington, Foster School of Business

## RESEARCH INTERESTS

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My research focuses on the intersection of organizational theory and entrepreneurship. I analyze how micro-level processes influence the emergence and change of institutions. Emphasizing qualitative process methods, survey techniques, and archival data analyses, I study the emergence of communities, resource acquisition, and opportunity recognition. Contexts of interest include crowdfunding, disintermediated markets, resource-constrained environments, bottom-of-the-pyramid markets, and hybrid enterprises.

## TEACHING INTERESTS

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Entrepreneurship, Social entrepreneurship, Environmental entrepreneurship, Innovation, Economic development, Venture finance, Design, Strategy

## PAPERS UNDER REVIEW

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Murray, A., Kotha, S., Fisher, G. Leveraging community: The process of acquiring new venture resources from crowds | **R+R at *Organization Science***

Murray, A., Fisher, G. The microfoundations of crowdfunding: How founder core self-evaluations impact resource acquisition and follow-through | **Under review at *Journal of Business Venturing***

## WORKING PAPERS

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Murray, A., Decentralized, disintermediated, and distributed: Untangling entrepreneurship in the twenty-first century | Manuscript in preparation

Murray, A., Hallen, B. Too legit to raise: When entrepreneurs select not to signal prestige and status | Ongoing data collection

Murray, A., Noble, D. Initial coin offerings: An exploratory study of blockchain-enabled resource acquisition | Ongoing data collection

Murray, A., Boeker, W., Wry, T. Unintended incongruence or strategic decoupling? Narrative and operational alignment in hybrid organizations | Ongoing data collection | **SMS Best Paper Nominee**

Murray, A., Jones, J. Entrepreneurial opportunities and legitimacy within institutional voids: An exploratory case from Haiti | Ongoing data collection | **SEE Conference Best Submission Award**

## CASES

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Murray, A., Kotha, S. (2016) "Kickstarter: Using Crowdfunding to Launch a New Board Game." *McGraw Hill Education*

Murray, A. (2015) "Robot Turtles: A New Venture in Board Games." *Foster School of Business teaching case*

Murray, A. (2014) "Seattle City Light and Solar Energy: Strategies for a Brighter Future." *Foster School of Business case*

## SPONSORED RESEARCH + GRANTS

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**Rockefeller Foundation** 2013  
Grameen Foundation. e-Warehouse project. *Transactions without Transport: Social Lending to Empower Smallholder Farmers* (with E. Connor, S. Wardle) | \$100,000

**University of Virginia** 2012  
Travel award to research conflict resolution in Northern Ireland | \$500

**USA Today** 2011  
All-USA College Academic Team, 1<sup>st</sup> Team. Funding to travel to Bangladesh to observe operations of Grameen Bank and BRAC | \$2,500

**Center for Community-Based Partnerships** 2011  
Forza Financial. Seed funding to foster sustainable community development through microfinance in rural Alabama (with D. Bailey, A. Parrish) | \$2,000

## PRESENTATIONS

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### Conference Papers + Presentations

- "Entrepreneurial opportunities and legitimacy within institutional voids: An exploratory case from Haiti." **Sustainability, Ethics, and Entrepreneurship Conference** | San Juan, Puerto Rico | March 2017 | **Best Submission Award Winner**
- "Unintended incongruence or strategic decoupling? Narrative and operational alignment in hybrid organizations." **Strategic Management Society Annual International Conference** | Berlin, Germany | September 2016 | **Best Conference Paper Nominee**
- "Expansive enactment: Dynamic drivers of cultural entrepreneurship." **West Coast Research Symposium** | Seattle WA | September 2016
- "Will they deliver? The impact of entrepreneurial narcissism on new venture follow-through." **Academy of Management Annual Meeting** | Anaheim CA | August 2016
- "I'll believe it when I see it: The case for alignment between impact investor projections and actions." **Sustainability, Ethics, and Entrepreneurship Conference** | Denver CO | May 2016
- "Democratization of new venture funding: Does gender matter in crowdfunding settings?" **Strategic Management Society Annual International Conference** | Denver CO | October 2015
- "Persuading crowds: Mindset, learning and influence mechanisms in crowdfunding campaigns." **Academy of Management Annual Meeting** | Vancouver, Canada | August 2015
- "Persuading crowds: A process approach to understanding persuasion mechanisms in crowdfunding campaigns." **Babson College Entrepreneurship Research Conference** | Boston MA | June 2015

### Invited Talks + Presentations

- "Community-based financing: Entrepreneurial resource acquisition in the age of disintermediation." **ETH Zurich** | Zurich, Switzerland | May 2017
- "Playing to the Crowd or Playing with the Crowd? The Dynamic Co-Construction of Entrepreneurial Narratives." **ETH Zurich** | Zurich, Switzerland | January 2017
- "Actions before the business plan." **Grow Your Business Initiative Conference: Ideas, Collision, Connection** | Port-au-Prince, Haiti | December 2016
- "Crowdfunding in Haiti." **Entrepreneur en Action pour le Progrès Économique et Social Entrepreneurship Conference** | Port-au-Prince, Haiti | August 2016
- "A data-driven approach to opportunity recognition in developing contexts." **University of Alabama Culverhouse College of Commerce** | Tuscaloosa AL | May 2016

"Scale development: Measurement challenges across individual perceptions." **University of Washington School of Social Work** | Seattle WA | May 2015

## **PROFESSIONAL DEVELOPMENT WORKSHOPS**

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Identity, Entrepreneurship, and Meaning Construction through Cultural Resources:  
"Persuasion Sequences: The Dynamic Process of Garnering Support for Early-Stage Entrepreneurial Endeavors." **Academy of Management Annual Meeting** | Anaheim CA | August 2016 | **All Academy Theme Program**

Embracing process in entrepreneurship research: "Visual mapping for process research."  
**Academy of Management Annual Meeting** | Vancouver, Canada | August 2015

## **POPULAR PRESS ARTICLES**

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[The Spaces Where We Live: A or B](#) (with G. Reynolds). *Seattle Magazine*, November 2016.

## **TEACHING EXPERIENCE**

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**University of Washington** 2014 – Current  
Foster School of Business

ENTRE 370: Introduction to Entrepreneurship  
Instructor, Undergraduate | Fall 2015  
Instructor evaluation: **4.9/5.0**  
Overall course evaluation: **4.8/5.0**

EMBA 553: Corporate Entrepreneurship, Suresh Kotha + Ben Hallen  
Teaching Assistant, Executive MBA | Spring 2015, 2016, 2017

EMBA 558: General Management + Strategy, Suresh Kotha  
Teaching Assistant, Executive MBA | Spring 2015, 2016, 2017

SCM 523: Competitive Strategy. Suresh Kotha  
Teaching Assistant, M.S. Supply Chain Management | Fall 2016

ADMIN 511: Fundamentals of Business Administration, Suresh Kotha  
Teaching Assistant, Online Certificate in Business Administration | Fall 2015, 2016

TMMBA 515: Strategic Management of Technology Innovation, Warren Boeker  
Teaching Assistant, Technology Management MBA | Fall 2014

**University of Washington** 2013  
School of Public Health

HSMGMT 566: Decision Support Models for Health Professionals, Martha Pilcher  
Teaching Assistant, Master of Health Administration | Fall 2013

**University of Virginia** 2011 – 2012

McIntire School of Commerce

GCOM 7870: Foundations of Global Commerce, Peter Maillet  
Teaching Assistant, Master's of Commerce | Spring 2012

GCOM 7020: Cost Accounting, Ira Harris  
Teaching Assistant, Master's of Commerce | Fall 2011

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## PROFESSIONAL SERVICE ACTIVITIES

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### Ad-hoc Reviewer

Entrepreneurship Theory and Practice | 2016 – Current  
Journal of Business Venturing | 2015 – Current

### Other Professional Service

Reviewer for SMS | 2016 – Current  
Reviewer for AOM – ENT division | 2016 – Current  
Reviewer for AOM – OMT division | 2017 – Current  
Reviewer for BCERC | 2015 – Current

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## PROFESSIONAL ASSOCIATIONS

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**Academy of Management** | 2015 – Current  
**Strategic Management Society** | 2015 – Current

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## UNIVERSITY SERVICE

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**University of Washington** Seattle WA  
Representative, Doctoral Business Student Association | 2015 – 2017

**University of Virginia** Charlottesville VA  
Leading Consultant, Student Entrepreneurs for Economic Development | 2012  
Social Chair, The Range, Thomas Jefferson's Academical Village | 2012

**University of Alabama** Tuscaloosa AL  
Honors Ambassador, Honors College | 2010 – 2011  
Logistics Director, Alabama Action | 2008 – 2010  
Resident Advisor, Housing + Residential Communities | 2009 – 2010  
Financial Analyst, CIMG | 2009  
Reporter / Producer, WVUA Commercial Broadcast TV + Radio | 2008 – 2009

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## INDUSTRY + SOCIAL ENTERPRISE EXPERIENCE

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**Forza Financial** Tuscaloosa AL 2009 – Current  
Co-founder, Board of Directors | *microfinance*

**Grameen Foundation** Nairobi, Kenya 2013  
e-Warehouse Project Lead | *social enterprise*

<b>Grameen Foundation</b> Washington DC Impact Investment Group   <i>microfinance + social enterprise</i>	2012
<b>PricewaterhouseCoopers</b> Philadelphia PA Associate   <i>advisory services</i>	2012
<b>Grameen Bank / BRAC</b> Dhaka, Bangladesh University Volunteer   <i>microfinance + social enterprise</i>	2012

## **HONORS + AWARDS**

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Terence R. Mitchell Doctoral Fellowship | 2016  
University of Washington PhD Program Fellowship | 2016  
Graduate School Top Scholar Award, University of Washington | 2014  
David Beck Ph.D. Fellowship, University of Washington | 2013  
Federation of Schools of Accountancy Student Achievement Award, University of Virginia  
(Awarded to top graduate in M.S. Accounting) | 2012  
M.S. Accounting Departmental Scholarship, University of Virginia | 2011-2012  
Academical Village Resident, University of Virginia | 2011-2012  
USA Today All-USA College Academic Team, 1<sup>st</sup> Team (Awarded annually to 20  
undergraduate students in the United States) | 2011  
Omicron Delta Kappa, University of Alabama | 2011  
Beta Gamma Sigma, University of Alabama | 2011  
PricewaterhouseCoopers National Leadership Adventure, Chicago IL | 2010  
PricewaterhouseCoopers Accounting Scholarship | 2010  
Outstanding Business Ethics Award, University of Alabama | 2010  
PricewaterhouseCoopers xACT Case Competition (Member of winning team at the University  
of Alabama) | 2009  
Telecommunications Sophomore of the Year, University of Alabama | 2009  
Presidential Scholarship, University of Alabama | 2008-2011

## **PERSONAL INTERESTS**

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Mountaineering, Climbing, Hiking, Running, Swimming, Skiing, Traveling, Reading