

CURRICULUM VITAE

TOM ALLISON

Associate Professor of Entrepreneurship

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EDUCATION

- Ph.D. University of Oklahoma, Michael F. Price College of Business
Business Administration with an emphasis in Entrepreneurship
- B.B.A. Wichita State University, W. Frank Barton School of Business
Business Administration with a major in Entrepreneurship

RESEARCH INTERESTS

Crowdfunding	Entrepreneurial Narratives
Entrepreneurial Finance	Nonverbal Communication
Entrepreneurial Resource Acquisition	Entrepreneurial Pitches

EMPLOYMENT

- 2019-Present Associate Professor of Entrepreneurship, Texas Christian University
- 2014-2019 Assistant Professor of Entrepreneurship, Washington State University
- 2010-2014 Graduate Research/Teaching Assistant, University of Oklahoma
- 2009-2010 Research Assistant, Wichita State University
- 2003-2008 Entrepreneur, Co-founder, and CEO
Co-founded and managed Allison Data Corporation, an enterprise middleware and technology services venture. Raised outside angel investment (equity). Hired, trained, and led sales, engineering, and support team employees. Set strategic direction for the venture.

JOURNAL PUBLICATIONS

Total Citations as of August 2021: **1,976** (Google Scholar); **776** (Web of Science); 2021 Citations: **404** YTD; 2020 Citations: **510**; 2019 Citations: **441**; 2018 Citations: **280**; 2017 Citations: **148**; h-index: **13**; i10-index: **14**
 †Doctoral student at my institution at the time the project was launched.

- Davis BC, Warnick BJ, Anglin AH, Allison TH. 2022. Gender and Counterstereotypical Facial Expressions of Emotion in Crowdfunded Microlending. *Entrepreneurship Theory and Practice*. <https://doi.org/10.1177/10422587211029770> [in press]
- Anglin AH, Courtney CM, Allison TH. 2022. Venturing for Others, Subject to Role Expectations? A Role Congruity Theory Approach to Social Venture Crowdfunding. *Entrepreneurship Theory and Practice*. <https://doi.org/10.1177/10422587211024545> [in press]
- Warnick BJ, Davis BC, Allison TH, Anglin AH. 2021. Express Yourself: Facial Expressions of Happiness, Fear, Sadness, and Anger in Entrepreneurial Funding Pitches. *Journal of Business Venturing*. 36(4): 106109. <https://doi.org/10.1016/j.jbusvent.2021.106109>
- Pollack JM, Maula M, Allison TH, Renko M, Günther CC. 2021. Making a Contribution to Entrepreneurship Research by Studying Crowd-Funded Entrepreneurial Opportunities. *Entrepreneurship Theory and Practice*. 45(2): 247-262. doi: 10.1177/1042258719888640 (Editorial).
- Srivastava S†, Sahaym A, Allison TH. 2021. Alert and Awake: The Role of CEO Alertness and Attention on Rate of New Product Introduction. *Journal of Business Venturing*. 36(4) 106023. <https://doi.org/10.1016/j.jbusvent.2020.106023>
- Anglin AH, Short JC, Ketchen DJ, Allison TH, McKenny AF. 2020. Third-Party Signals in Crowdfunded Microfinance: The Role of Microfinance Institutions. *Entrepreneurship Theory and Practice*. 44 (2020). 623-644.
- Oo P†, Allison TH, Sahaym A, Juasrikul S†. 2019. User entrepreneurs' multiple identities and crowdfunding performance: Effects through product innovativeness, perceived passion, and need similarity. *Journal of Business Venturing*. 34 (2019) 105895.
- Anglin AH, Short JC, Drover W, Stevenson RM, McKenny AF, Allison TH. 2018. The power of positivity? The influence of positive psychological capital language on crowdfunding performance. *Journal of Business Venturing*. 33(4): 395-550. doi: 10.1016/j.jbusvent.2018.03.003.
- Allison TH, Davis BC, Webb JW, Short JC. 2017. Persuasion in Crowdfunding: An Elaboration Likelihood Model of Crowdfunding Performance. *Journal of Business Venturing*, 32(6): 707-725. doi: 10.1016/j.jbusvent.2017.09.002.

- McKenny AF, Allison TH, Ketchen DJ, Short JC, Ireland RD. 2017. How Should Crowdfunding Research Evolve? A Survey of the Entrepreneurship Theory and Practice Editorial Board. *Entrepreneurship Theory and Practice*, 41(2): 291-304. doi: 10.1111/etap.12269 (Editorial).
- Short JC, Ketchen DJ, McKenny AF, Allison TH, Ireland RD. 2017. Research on Crowdfunding: Reviewing the (Very Recent) Past and Celebrating the Present. *Entrepreneurship Theory and Practice*, 41(2): 149-160. doi: 10.1111/etap.12270 (Editorial).
- Plummer LA, Allison TH, Connelly BL. 2016. Better together? Signaling interactions in new venture pursuit of initial external capital. *Academy of Management Journal*, 59(5): 1585-1604. doi: 10.5465/amj.2013.0100.
- Baur JE, Ellen BP, Buckley MR, Ferris GR, Allison TH, McKenny AF, Short JC. 2016. More than One Way to Articulate a Vision: A Configurations Approach to Leader Charismatic Rhetoric and Influence. *The Leadership Quarterly*, 27(1): 156-171. doi: 10.1016/j.leaqua.2015.08.002.
- Allison TH, Davis BC, Short JC, Webb JW. 2015. Crowdfunding in a Prosocial Microlending Environment: Examining the Role of Intrinsic Versus Extrinsic Cues. *Entrepreneurship Theory and Practice*, 39(1): 53–73. doi: 10.1111/etap.12108.
- Chandler GN, Broberg JC, Allison TH. 2014. Customer Value Propositions in Declining Industries: Differences between Industry Representative and High-Growth Firms. *Strategic Entrepreneurship Journal*, 8(3): 234–253. doi: 10.1002/sej.1181.
- Allison TH, McKenny AF, Short JC. 2014. Integrating time into Family Business Research: Using random coefficients modeling to examine temporal influences on family firm ambidexterity. *Family Business Review*, 27(1), 20-34. doi: 10.1177/0894486513494782.
- Allison TH, McKenny AF, Short JC. 2013. The effect of entrepreneurial rhetoric on microlending investment: An examination of the warm-glow effect. *Journal of Business Venturing*, 28(6): 690-707. doi: 10.1016/j.jbusvent.2013.01.003.

UNDER REVIEW/REVISION

[Omitted to Protect Blind Review]

BOOKS AND BOOK CHAPTERS

- Baid C†, Allison TH. 2019. How crowdfunding deals get done: signaling, social capital, and communication perspectives. In A Parhankangas, C Mason, & H Landström

(Eds.), *Handbook of Research on Crowdfunding*. Cheltenham, UK/Northampton, MA, USA: Edward Elgar.

Srivastava S†, Oo P†, Sahaym A, Allison TH. 2018. Kickstart OR Jumpstart? Understanding Women Entrepreneurs' Crowdfunding Performance. In PG Greene & CG Brush (Eds.), *A Research Agenda for Women and Entrepreneurship: Identity through aspirations, behaviors, and confidence*: pp. 207-220. Cheltenham, UK/Northampton, MA, USA: Edward Elgar. doi: 10.4337/9781785365379.

Anglin AH, Allison TH, McKenny AF, & Busenitz LW. 2014. The Role of Charismatic Rhetoric in Crowdfunding: An Examination with Computer-Aided Text Analysis, *Social Entrepreneurship and Research Methods: Research Methodology in Strategy and Management*. New York: Emerald Group Ltd, 19-48.

Allison TH, McKenny AF, Short JC. 2014. Entrepreneurial rhetoric and business plan funding: an empirical examination. In *Communication and Language Analysis in the Corporate World*, Hart RP (ed). IGI Global: Hershey, PA.

Chandler GN, Allison TH. 2012. Finding and Evaluating Entrepreneurial Opportunities. Logan, UT: MyEducator, Inc.

CONFERENCE PROCEEDINGS

Plummer LA, Allison TH. 2012. External resource acquisition in spatially isolated firms. *Academy of Management Proceedings (Best Paper Proceedings)*.

Allison TH, Busenitz LW. 2012. Investor engagement and the interaction of the opportunity and the environment: Alertness to customer needs and to new technologies. *Frontiers of Entrepreneurship Research*: Vol. 32.

Plummer LA, Allison TH. 2011. Spatial isolation and resource acquisition in new ventures. *Frontiers of Entrepreneurship Research*: Vol. 31.

CONFERENCE PRESENTATIONS

Anglin AH, Davis BC, Allison TH, Warnick BJ. 2021. Colorism in Prosocial Microlending. To be Presented at BCERC 2021. Munich, Germany. (Conference Moved to Virtual due to COVID-19).

Davis BC, Warnick BJ, Allison TH, Anglin AH. 2021. Emotional Displays In Entrepreneurial Resource Acquisition: Expressions Of Fear, Sadness, Anger, Happiness, Disgust, And Surprise. To be Presented at BCERC 2021. Munich, Germany. (Conference Moved to Virtual due to COVID-19).

- Oo P, Allison TH. 2020. Can Hybrid Entrepreneurs Attract Followers? The Influence of Follower Similarity Rhetoric and Quitting your Job. To be Presented at SMS/London Oct 2020. (Conference Moved to Virtual due to COVID-19).
- Anglin AH, Davis BC, Allison TH, Warnick BJ. 2020. Colorism in Prosocial Microlending. To be Presented at SMS/London Oct 2020. (Conference Moved to Virtual due to COVID-19).
- Allison TH, Davis BC, Srivastava S†, McKenny AF, Michaelis TL, Pollack JM, Carr JC. 2020. Crowdfunding Meta-Analysis: Building New Entrepreneurship Theory. To be Presented at BCERC 2020. Knoxville, TN. (Conference Cancelled due to COVID-19).
- Creek S†, Allison TH, Sahaym A, Hmieleski K, Maurer J†, Oo P†. 2020. Dark Triad Rhetoric in Crowdfunding: A Comparison Of Rewards-based And Equity Campaigns. To be Presented at BCERC 2020. Knoxville, TN. (Conference Cancelled due to COVID-19).
- Davis BC, Warnick BJ, Allison TH, Anglin AH. 2020. It's Written All Over Your Face: Facial Displays of Emotion as Behavioral Forecasting in Prosocial Microlending. To be Presented at BCERC 2020. Knoxville, TN. (Conference Cancelled due to COVID-19).
- Creek S†, Allison TH, Sahaym A, Hmieleski K, Maurer J†, Oo P†. 2019. The Dark Triad and Entrepreneurial Crowdfunding: A Comparison of Rewards-Based vs Equity Campaigns. Presented at AOM 2019. Boston, MA.
- Clarke S, Anglin AH, Allison TH. 2019. Environmental Rhetoric in Equity Crowdfunding: A Signaling Interaction Perspective. Presented at BCERC 2019. Boston, MA.
- Davis BC, Allison TH, Warnick BJ. 2019. Let's Face it: A Facial Expression Analysis of Emotions in Entrepreneurial Pitches. Presented at BCERC 2019. Boston, MA.
- Anglin AH, Short JC, Ketchen DJ, Allison TH, McKenny AF. 2018. Entrepreneurial Orientation, Virtue Orientation, and Microfinance Institution Performance: An Institutional Logics Perspective. Presented at the SMS 38th Annual Conference. Paris, France.
- Oo P†, Allison TH. 2018. Presence: Extending the emotions as a social information (EASI) perspective into crowdfunding. Presented at AOM 2018. Chicago, IL.
- McKenny AF, Short JC, Allison TH. 2018. Errant signals: How crowdfunding performance elicits competition for de novo entrepreneurs. Presented at AOM 2018. Chicago, IL.
- Srivastava S†, Allison TH, Sahaym A. 2018. Alert and Awake: Role of CEO Alertness and Attention on New Product Introduction. Presented at AOM 2018. Chicago, IL.
- Allison TH, Warnick BJ, Davis BC. 2018. It's not what you say – its how you say it!: An audio content analysis of crowdfunding pitches. Presented at BCERC 2018. Waterford, Ireland.

Oo P†, Allison TH. 2018. Be yourself: Displays of authenticity in entrepreneurial resource acquisition. Presented at BCERC 2018. Waterford, Ireland.

TEACHING

Raising Entrepreneurial Capital: TCU Spring 2020, Fall 2020, Spring 2021, Fall 2021.

Developed new design based on experiential learning. Class is highly participative and emphasizes learning and applying skills through multiple modalities. Most recent student evaluation: 4.4/5 (college average = 4.3), with 8/19 students providing feedback.

Entrepreneurial Leadership: TCU Fall 2020, Fall 2021. New curriculum in how entrepreneurs manage and lead startups. Most recent student evaluation: 4.4/5 (college average = 4.3), with 8/14 students providing feedback.

Entrepreneurial Opportunity Recognition: TCU Spring 2020, 2 sections. Recognizing and evaluating the feasibility of opportunities. Most recent student evaluation (average of both sections): 4.8/5 (college average = 4.3), with 11/17 students providing feedback.

Entrepreneurial Management: Understanding and navigating the unique challenges of new and rapidly growing firms. Taught: Fall 2016, Fall 2017, Fall 2018. Most recent student evaluation: 4.7/5 (college average = 4.3), with 38/43 students providing feedback.

Entrepreneurial Finance: How to get funding for startups, how to plan and project financials, how to manage cash, how to value the business. Taught: Fall 2016, Spring 2017, Spring 2018, Fall 2018, Spring 2019. Most recent student evaluation: 4.6/5 (college average = 4.2) with 22/23 students providing feedback.

Seminar in Organizational Theory: Doctoral seminar on organizational-level questions, including: Why are there organizations? How are organizations designed and structured? How do organizations relate to their environments? How do organizational level variables influence individual level phenomena? Taught: Spring 2017, Spring 2019. Most recent student evaluation: 4.43/5 (college average = 4.3) with 7/7 students providing feedback.

Strategic Management: The issues and challenges of leading a firm in a competitive environment from a general management perspective. Taught: Fall 2014, Spring 2015,

Fall 2015, Spring 2016. Most recent student evaluation: 4.7/5 (college average = 4.3) with 43/47 students providing feedback.

New Venture Development II (Feasibility Analysis): A course in doing the research necessary to test and validate startup concepts. Taught at University of Oklahoma Fall 2012, Spring/Fall 2013, Spring 2014.

Dissertation Committees:

Chandresh Baid, 2016-2020; Defended Spring 2020.

Assistant Professor at Grand Valley State University.

Smita Srivastava, 2015-2020; Defended Spring 2020.

Assistant Professor at Wichita State University.

Steven Creek, 2014-2018; Defended Spring 2018.

Assistant Professor at Appalachian State University.

Josh Maurer, 2014-2018; Defended Spring 2018.

Assistant Professor at Truman State University.

Pyayt Oo, 2014-2017; Defended Spring 2017.

Assistant Professor at UT-Arlington.

Other Graduate Education:

Design Curriculum for MBA Business Planning Capstone

WESKA (Entrepreneurship Boot camp for non-business masters, professional, and doctoral students – Lecturer on entrepreneurial resource acquisition)

Ph.D. Comprehensive Exam Question Writing & Grading

Interview and Evaluation of Ph.D. applicants

Other Undergraduate Education:

TCU Journalism School Expert Interviewee (I. Acheson)

ENTR 30303 Curriculum Coordination

SERVICE ACTIVITIES

Professional Service:

Editing and Peer Review:

Editor, *Entrepreneurship Theory and Practice* Crowdfunding VSI: 2018-Current

Board of Review Member, *Journal of Business Venturing*: 2017-Current

Editorial Review Board Member, *Family Business Review*: 2014-Current

Guest Editor, Special Issue of *Entrepreneurship Theory and Practice* on Crowdfunding, with Dave Ketchen, Jeremy Short, R. Duane Ireland, and Aaron McKenny (2016; Published as Volume 41, Issue 2, 2017)

Ad Hoc Peer Review:

Academy of Management Journal

Strategic Management Journal

Strategic Entrepreneurship Journal

Journal of Management

Entrepreneurship Theory and Practice

Journal of Management Studies

Journal of Business Ethics

Business Ethics Quarterly

Journal of Business Research

Journal of Corporate Finance

Venture Capital

European Journal of Marketing

International Journal of Management Reviews

Journal of Environmental Communication

Journal of International Business Studies

Journal of Product Innovation Management

PLoS One

SAGE Open

Conference Reviewing/Session Chair/Discussant/Panelist:

2021 Featured Speaker, AOM PDW: Celebrating A Decade of Academic Advancement in Crowdfunding (session 813)

2020 Reviewer, BCERC (Abstracts)

- 2020 Invited Speaker, AOM PDW on Crowdfunding: Broadening our Sight Through Theory-Building
- 2019 Organizer, AOM PDW on Crowdfunding
- 2019 Doctoral Consortium Poster Reviewer, BCERC
- 2019 Reviewer, AOM Meeting
- 2019 Reviewer, BCERC (Abstracts)
- 2018 Organizer, AOM Tel Aviv PDW on Crowdfunding
- 2018 Session Chair, AOM Meeting
- 2018 Session Chair, AOM Meeting
- 2018 Reviewer, AOM Meeting
- 2017 Panelist, AOM PDW on Crowdfunding
- 2017 Reviewer, AOM Meeting
- 2017 Reviewer, BCERC (Abstracts)
- 2016 Reviewer, AOM Meeting
- 2016 Reviewer, BCERC (Abstracts)
- 2015 Reviewer, AOM Meeting
- 2015 Reviewer, BCERC (Abstracts)
- 2015 Panelist, BCERC Doctoral Consortium
- 2013 Reviewer, AOM Meeting
- 2013 Invited Panelist, UC Boulder Crowdfunding Conference
- 2012 Session Chair and Discussant, SMA
- 2012 Reviewer, AOM Meeting
- 2011 Reviewer, AOM Meeting
- 2010 Reviewer, AOM Meeting

Professional Organization Committees, Membership, and Service:

- Candidate for Entrepreneurship Division RAL (2020)
- Letter writer, Entrepreneurship Division Mentor Award
- Member, Academy of Management
- Member, Strategic Management Society

Institutional Service: TCU

University Service

- Values and Ventures Judge – Spring 2021
- TCU Housecalls (Connecting Faculty and Staff with Students) – Fall 2019
- TCU COVID-19 media expert – Spring 2020
- Create (Shaddock Seed Fund) Judge and Reviewer
- LGBTQIA Foundation & Advocacy Training

College Service

- MSBA Capstone Team Faculty Subject Matter Expert
- Graduate Programs Curriculum Committee (GPCC) member
 - Review of TCU Neeley MS Business Analytics program (2020-2021)
- MBA Roundtable delegate – Michigan State University, Lansing, MI, Nov 6-9, 2019
- TCU Neeley Outreach to Rising Seniors (D.G.: June 2020)

Departmental Service

- Assist Raising Capital new Adjunct (Joe Dickerson) with curriculum (Fall 2020, Spring 2021)
- Business Major Information Sessions – Departmental Representative for Entrepreneurship Major (two sections, Fall 2020)
- Promotional Video, Entrepreneurship Minor and Major for Fall (Spring 2020)
- Business Major Information Sessions – Departmental Representative for Entrepreneurship Major (two sections, Spring 2020)
- Neeley Open House (Fall 2019)
- Business Major Information Sessions – Departmental Representative for Entrepreneurship Major (two sections, Fall 2019)
- DEI Curriculum Overlay

Previous Institutional Service: WSU

- Committee Member, Assurance of Learning, Carson College of Business
- Committee Member, 2015 Entrepreneurship Tenure-Track Search (two positions)
- Committee Member, 2016 Entrepreneurship Tenure-Track Search
- Faculty Advisor, WSU Entrepreneurship Club
- WSU Faculty LGBTQ Ally, Trans* Ally
- Reviewer/Evaluator, Applicants for Ph.D. in Management/Entrepreneurship
- Coordinator, Revision of Entrepreneurship Learning Objectives

- Member, Undergraduate Curriculum Team, Department of Management, Information Systems, and Entrepreneurship Strategic Planning Process
- Honors Thesis evaluator, WSU Honors College
- Judge, WSU Business Plan Competition

Awards:

- 2021: Journal of Business Venturing's (JBV) Best Reviewer of 2020
 - Awarded April 15, 2021
- 2017-2018 Outstanding Faculty Research Award
- 2016-2017 Dean's Excellence Fellow
- 2015-2016 Dean's Excellence Fellow
- 2012 Best Social Entrepreneurship Paper, AOM Entrepreneurship Division

Media Coverage of Published Research:

<https://www.thallison.com/press-and-media-coverage/>