

PAULA A. KINCAID

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ACADEMIC APPOINTMENTS

2023-present *Assistant Professor*, Department of Management and Marketing
Soules College of Business, University of Texas at Tyler
2019-2023 *Graduate Research Assistant*, Department of Management
G. Brint Ryan College of Business, University of North Texas

EDUCATION

2023 PHD Management, University of North Texas
2017 MBA University of Texas at Tyler (Magna Cum Laude)
2016 BBA Finance, University of Texas at Tyler (Magna Cum Laude)
2014 AA Business Administration, Trinity Valley Community College

RESEARCH INTERESTS

Dark-side topics of management and organization research including: misconduct, wrongdoing, corruption, social roles, biases, stereotypes, and stigma.

PUBLICATIONS

1. Anglin, A.H., **Kincaid, P.A.**, Short, J.C., & Allen, D.G. (2022). Role theory perspectives: Past, present, and future applications of role theories in management research. *Journal of Management*, 48(6), 1469-1502. <https://doi.org/10.1177/0149206322108144>.
2. **Kincaid, P.A.**, Short, J.C., & Wolfe, M.T. (2022). Got ink, get paid? Exploring the impact of tattoo visibility on crowdfunding performance. *Journal of Business Venturing Insights*, 17, e00317. <https://doi.org/10.1016/j.jbvi.2022.e00317>.
3. Chandler, J.,* Dushnitsky, G.,* Elitzur, R.,* Hopp, C.,* **Kincaid, P.A.**,* & Short, J.C.* (2022). Reviewing recent crowdfunding research: Collective findings from the Journal of Business Venturing Insights. *Journal of Business Venturing Insights*, 18, e00354. <https://doi.org/10.1016/j.jbvi.2022.e00354>.
4. Reger, R.K., & **Kincaid, P.A.** (2021). Content and Text Analysis Methods for Organizational Research. *Oxford Research Encyclopedia of Business and Management*, 1-30. <https://doi.org/10.1093/acrefore/9780190224851.013.336>.

In Progress

Maertz, C.P., Hancock, J.I., **Kincaid, P.A.**, & Noe, C. Why turnover research has often failed to help turnover managers... and what to do about it. Finalizing data analysis and editing

manuscript for submission to *Academy of Management Perspectives*.

****Kincaid, P.A.,** Reger, R.K, Lopez-Kidwell, V., & Neumann, C.S. Gaslighting: The dark side of trust in organizations. In final preparation stages for submission to *Administrative Science Quarterly*.

Kincaid, P.A., Kanwal, F., Lopez-Kidwell, V., & Cooper, D. Unexpected role-identity transitions when organizations refuse to take accountability for their involvement in traumatic organizational events. Analyzing data and writing manuscript. Targeted submission to *Administrative Science Quarterly*.

****Kincaid, P.A.,** Reger, R.K, & Lopez-Kidwell, V. Moving towards an organizational theory of gaslighting. First draft completed, preparing manuscript for submission to *Academy of Management Review*.

****Kincaid, P.A.,** Reger, R.K, Lopez-Kidwell, V., & Neumann, C.S. Look at that tweet: Understanding what firm attributes increases a firm's chance of being accused of gaslighting. Preparing second round of data collection and analysis; Preparing manuscript for submission to *Academy of Management Journal*.

Kincaid, P.A., Oo, P. & Reger, R.K.. The keys to success on Etsy: The authentic framing of sustainability orientation, environmental-friendliness, and social-value promotion. In final data analysis stages and preparing for submission to *Journal of Business Ethics*.

*Alphabetically listed, all authors considered equal contributors

**One of three essays in dissertation

PRESENTATIONS

Kincaid, P.A., Reger, R.K, Lopez-Kidwell, V., & Neumann, C.S. Gaslighting: *The dark side of trust in organizations*. Paper presented at the Academy of Management Annual Conference, 2023 Meeting, Boston.

Maertz, C.P., Hancock, J.I., **Kincaid, P.A.,** & Noe, C. *Why turnover research has often failed to help turnover managers... and what to do about it*. Paper discussed in symposium titled: Advancing Turnover Research: Bridging Disciplinary and Research-Practitioner Gaps at the Academy of Management Annual Conference, 2023 Meeting, Boston.

Kincaid, P.A., Reger, R.K, Lopez-Kidwell, V., & Neumann, C.S. Gaslighting: *The dark side of trust in organizations*. Paper presented at the European Group and Organization Studies Annual Conference, 2023 Meeting, Cagliari.

Kincaid, P.A., Reger, R.K, Lopez-Kidwell, V., & Neumann, C.S. *Look at that tweet: Understanding what firm attributes increases a firm's chance of being accused of gaslighting*. Paper presented at the Mid-South Management Research Consortium, 2023 Meeting, Denton.

Kincaid, P.A. *Paint with all the colors: Organizational imagery as a signal of social support*. Paper presented at the Southern Management Association, 2022 Meeting, Little Rock.

Tang, M., Reger, R.K., & **Kincaid, P.A.** *Creating entrepreneurial legitimacy through online narratives: The case of Etsy*. Paper presented at the Babson College Entrepreneurship Research Conference, 2022 Meeting, Waco.

Kincaid, P.A., Short, J.C., & Anglin, A.H. *Got ink? The impact of tattoos on crowdfunding performance: A role congruity perspective*. Paper presented at the Southern Management Association, 2021 Meeting, New Orleans.

Reger, R.K., & **Kincaid, P.A.** *You say potato and I say potato: Making sense of management content analysis research*. Paper presented at the Academy of Management, 2021 Meeting, Virtual.

Chen, V., **Kincaid, P.A.**, & Hancock, J.I. *Consequences of experienced incivility on withdrawal: A meta-analysis*. Paper presented at the Southern Management Association, 2020 Meeting, Virtual.

CLASSROOM INTERESTS AND EXPERIENCE

Interests: Organization behavior; business ethics and social responsibility; negotiation, conflict, power, influence and personality management; personal and corporate interactions, communications, reputation, credibility, and impression management.

University of Texas at Tyler, Assistant Professor

- Organization Behavior (MANA 5320)
Summer 2023, Section: 460, Total Enrollment: 41, Instructor Rating: *TBD/5.00*
Fall 2023, Section: 701, Total Enrollment: 80, Instructor Rating: *TBD/5.00*
Fall 2023, Section: 705, Total Enrollment: 65, Instructor Rating: *TBD/5.00*
Spring 2024, Section: XXX, Total Enrollment: XX, Instructor Rating: *TBD/5.00*
Spring 2024, Section: XXX, Total Enrollment: XX, Instructor Rating: *TBD/5.00*
Summer 2024, Section: XXX, Total Enrollment: XX, Instructor Rating: *TBD/5.00*

University of North Texas, Course Instructor

- Business Ethics and Social Responsibility (Undergraduate)
Summer 2023, Instructor Rating: *3.7/5.00*
Spring 2023, Instructor Rating: *4.7/5.00*
Summer 2022, Instructor Rating: *4.8/5.00*
Spring 2022, Instructor Rating: *4.6/5.00*
Spring 2021, Instructor Rating: *3.9/5.00*
- Human Resource Management (Undergraduate)
Fall 2021, Instructor Rating: *4.9/5.00*
Summer 2021, Instructor Rating: *4.8/5.00*
Fall 2020, Overall Instructor Rating: *4.8/5.00*
- Organizational Behavior (Undergraduate)
Fall 2022, Instructor Rating: *4.1/5.00*

University of North Texas, Graduate Teaching Assistant

- Summer 2021, Dr. Christopher Penney
Entrepreneurship and Venture Management (2 sections)
- Summer 2020, Michael Sexton
Foundations of Entrepreneurship (2 sections)
- Spring 2020, Dr. Virginie Kidwell

Experimental Course (1 section)

- Fall 2019 – Spring 2020, April Kuykendall
Organizational Behavior (2 sections) and *Leadership* (2 sections)

PROFESSIONAL AFFILIATIONS, DEVELOPMENT, AND SERVICE

Academy of Management Association

- Academic member, 2019-*present*
- Late-Stage OB Division Doctoral Student Consortium Participant: 2022 Meeting, Seattle
- AMR Idea Development Workshop Participant: April 2023, Knoxville
- Academy of Management Annual Conference Reviewer: 2021, 2022, 2023
- Academy of Management Annual Conference Volunteer: 2022, 2023

Southern Management Association

- Academic member, 2020-*present*
- Early-Stage Doctoral Student Consortium Participant: 2020 Meeting, Virtual
- Southern Management Association Annual Conference Reviewer: 2021, 2022
- Southern Management Association Annual Conference Volunteer: 2021, 2022

Consortium for the Advancement of Research Methods

- UNT Doctoral Student Representative, Fall 2021-Summer 2023
- Short Course Participant
June 2023, Qualitative Comparative Analysis with Dr. Thomas Greckhamer (LSU)
June 2022, Advanced Qualitative Methods for Macro Management Research with Dr. Rhonda Reger (UNT)
June 2022, Statistical Analysis of Text with R with Dr. Jeff Stanton (Syracuse University)
January 2022, Advanced Qualitative Methods for Micro-Management Research with Dr. Elaine Hollensbe (University of Cincinnati)

Cranfield School of Management

- New Scholars Network Interactive Webinar Participant
May 6, 2022, Studying Routine Dynamics with Narratives with Dr. Brian Pentland
May 4, 2022, Building Theory from Case Studies with Dr. Kathleen Eisenhardt
March 31, 2022, The Five Cs Framework for Scholarly Writing with Dr. Don Lange
March 24, 2022, That's Useful! How Organizational Research Can Escape the Mystery House with Dr. Steve Barley and Dr. Jerry Davis
March 10, 2022, Developing an Engaged Scholarship Research Project with Dr. Andrew Van de Ven
February 15, 2022, The Nuts and Bolts of Writing a Theory Paper with Dr. Sherry Thatcher and Dr. Greg Fisher

University of Oxford, Saïd Business School

- Corporate Reputation Symposium Participant, PDW (Fall 2023)
- Corporate Reputation Symposium Participant, PDW (Fall 2022)

Goldsmiths, University of London

- London Textual Analysis Conference, Participant, PDW (Fall 2022)

HONORS AND AWARDS

G. Brint Ryan College of Business Doctoral Research and Teaching Support Award

- Spring 2023, Fall 2022, Summer 2022, Spring 2022, Fall 2021, Summer 2021, Spring 2021, Fall 2020, Summer 2020, Spring 2020, Fall 2019.

Toulouse Graduate School Academic Achievement and Summer Award

- Spring 2023, Fall 2022, Summer 2022, Spring 2022, Fall 2021, Summer 2021, Spring 2021, Fall 2020, Summer 2020, Spring 2020, Fall 2019

William D. and Marilyn B. Oates Scholarship Award

- Spring 2022, Fall 2021, Spring 2021, Fall 2020

COVID19 Student Success Award

- Spring 2022, Fall 2021