

Timothy Gubler

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Academic Appointments

2025 – current **Alice Belle Jones Associate Professor of Strategy**, Marriott School of Business, Brigham Young University
2022 – 2025 **Associate Professor of Strategy**, Marriott School of Business, Brigham Young University
2019 – 2022 **Assistant Professor of Strategy**, Marriott School of Business, Brigham Young University
2015 – 2019 **Assistant Professor of Management**, School of Business, University of California, Riverside

Education

2015 **Ph.D. in Strategy**, Washington University in St. Louis, St. Louis, MO. (2010 - 2015)
 **Dissertation: *Robert J. Litschert Award* for Best BPS Doctoral Student Paper, Academy of Management 2015
 **Dissertation: *Sumantra Ghoshal Best Paper Award*, Academy of Management 2017

2013 **M.S. in Business Administration**, Washington University in St. Louis, St. Louis, MO.

2008 **B.A. in Economics**, Brigham Young University, Provo, UT.

Top Academic Journal Publications

1. Gubler, Timothy, Haibo Liu, and Alexandru Roman (forthcoming 2025). “No Margin, No Mission? How Emergency Medical Service Crews Attend to Competing Financial and Social Goals on 9-1-1 Calls,” *The Strategic Management Journal*. Available on SSRN and ResearchGate.
2. Wiltermuth, Scott, Timothy Gubler, and Lamar Pierce (2023). “Anchoring on Historical Round Number Reference Points: Evidence from Durable Goods Resale Prices,” *Organization Science*, 34(5): 1839-1863. Available on SSRN and ResearchGate.
3. Gubler, Timothy and Ryan Cooper (2019). “Socially Advantaged? How Social Affiliations Influence Access to Valuable Service Professional Transactions,” *The Strategic Management Journal*, 40(13): 2287-2314.
4. Gubler, Timothy (2019). “Connected, but Qualified? Social Affiliations, Human Capital, and Service Professional Performance,” *Organization Science*, 30(5), 912-936.
 **Winner of *Sumantra Ghoshal Best Paper Award*, BPS Division, Academy of Management, 2017
 **Previous Title: “When Social Capital Hurts: The Role of Human Capital Experience and Fit”
5. Gubler, Timothy, Ian Larkin, and Lamar Pierce (2018). “Doing Well by Making Well: The Impact of Corporate Wellness Programs on Employee Productivity,” *Management Science*, 64(11): 4967-4987.
 **Named a top 100 business paper having a societal impact by the Financial Times, 2020
6. Gubler, Timothy, Ian Larkin, and Lamar Pierce (2016). “Motivational Spillovers from Awards: Crowding Out in a Multitasking Environment,” *Organization Science*, 27(2): 286-303.
7. Gubler, Timothy, and Lamar Pierce (2014). “Healthy, Wealthy, and Wise: Retirement Planning Predicts Employee Health Improvements,” *Psychological Science*, 25(9): 1822-1830.

Working Papers

8. “Motivational Spillovers in Repeated Tasks: How Critical 9-1-1 Calls Influence Crew Future Call Performance” (with Haibo Liu and Alexandru Roman). *Working paper*.
 - **STR Distinguished Paper Award, Academy of Management Copenhagen 2025
 - **Conference Best Paper Finalist, SMS Istanbul 2024
 - **Strategic Human Capital Interest Group Best Paper Winner, SMS Istanbul 2024
9. “Individual-level Origins of Firm-level Human Capital Resources” (with Ryan Cooper and David Kryscynski). *Working paper*. Available on SSRN.
10. “Selection in professional service settings: Unpacking the role of human and/or social capital” (with Ryan Cooper and Jim Oldroyd). *Working paper*.
11. “Dual Allegiances: How Wage Inequality and Opportunity Affect Employee Moonlighting Behaviors in France ” (with Lena Lizunova). *Working paper*.
12. “Specialized Human Capital in Professional Services: Task Specificity and Firm Performance” (with Ryan Cooper). *Working paper*.

Proceedings, Book Chapters, and Other Publications

13. Gubler, Timothy, Haibo Liu and Alexandru Roman. (2025). Motivational Spillovers in Repeated Tasks: How Critical 9-1-1 Calls Influence Crew Future Call Performance. DOI 10.5465. In Sonia Taneja (Ed.), *Proceedings of the Eighty-fifth Annual Meeting of the Academy of Management*. Online ISSN: 2151-6561
14. Cooper, Ryan, and Timothy Gubler (2020). “Specialized Human Capital in Professional Services: Task Specificity and Firm Performance,” *Proceedings of the Eightieth Annual Meeting of the Academy of Management*, ed. Guclu Antinc.
15. Gubler, Timothy (2017). “Connected, but Qualified? Social Affiliations, Human Capital, and Service Professional Performance,” *Proceedings of the Seventy-seventh Annual Meeting of the Academy of Management*, ed. Guclu Atinc.
16. Gubler, Timothy (2015). “Social Affiliations and Performance of Experts in Organizations,” *Proceedings of the Seventy-fifth Annual Meeting of the Academy of Management*, ed. John Humphreys.
17. Zenger, Todd, and Timothy Gubler (2013). “Agency Problems,” *Palgrave Encyclopedia of Strategic Management*, eds. David Teece and Mie Augier. Palgrave Macmillan.
18. Nickerson, Jackson, Timothy Gubler, and Kurt Dirks (2013). “Trust and the Economic Theory of the Firm” in *Handbook of Advances in Trust Research*, eds. Aks Zaheer and Reinhard Bachman. Edward Elgar (Cheltenham).
19. Butler, Richard J., William G. Johnson, and Timothy Gubler (2009). “Economic Burden” in *Work and Cancer Survivors*, ed. Michael Feuerstein. New York: Springer.

Works in Progress. (Data Collected, But Not Yet Full Working Papers)

- “Social Affiliations, Ethical Dilemmas, and Mortgage Risk in Utah.” (with Lamar Pierce and Gordon Scott). *Data analysis stage. Initial results completed*.
- “Human Capital, Discrimination, and Federal Workers: A Big Data Approach” (with Joe Raffiee). *Data gathered. Data analysis stage*

“Social Comparisons, Death, and Federal Workers” (with Joe Raffiee). *Data gathered. Data analysis stage*

“Understanding Organizational Purpose.” (with Shad Morris, Jim Oldroyd, and many undergraduate and graduate students in the BYU Purpose and Performance Lab). *Some data gathered. Data collection and analysis stage*

Teaching Cases

Baadsgaard, John, Timothy Gubler, and James Oldroyd. (2020). “Cutting out the MIDDLEMAN? Homie and the Residential Real Estate Industry in 2020.” Brigham Young University. Provo, UT.

Gubler, Timothy, Cody Reeves, and JT Gardner. (2024). “Atomic Financial: The Cost of a Soul.” Brigham Young University. Provo, UT.

Gubler, Timothy, Samantha Loveland, and Kim Soltero. (2025). “Love It, List It, or Flip It? Creating Homie 2.0.” Brigham Young University. Provo, UT.

Conference Presentations

Strategic Management Society Annual Meeting Panelist on Grand Challenges, 2024

Strategic Management Society Special Conference Plenary Panelist, 2024

“Exit Without Departure: Wage Inequality, Moonlighting, and the Hidden Costs of Limited Opportunity”
Academy of Management Annual Meeting, 2025.

“No Margin, No Mission? How Emergency Medical Service Crews Attend to Competing Financial and Social Goals on 9-1-1 Calls”
Organization Science Winter Conference, 2025.
Academy of Management Annual Meeting, 2024.
Strategic Management Society Special Conference, Washington DC, 2024.

“Motivational Spillovers in Repeated Tasks: How Critical 9-1-1 Calls Influence EMS Crew Future Call Performance”
Academy of Management Annual Meeting, 2025.
Strategic Management Society Annual Meeting, 2024.

“Individual-level Origins of Firm-level Human Capital Resources”
Academy of Management Annual Meeting, 2024.
Strategic Management Society Annual Meeting, 2024.
Strategic Management Society Annual Meeting, 2023.

“On a Professional High: How Critical 9-1-1 Calls Influence EMS Crew Performance on Subsequent Calls”
Academy of Management Annual Meeting, 2023.
Strategic Management Society Annual Meeting, 2023.

“Coping with Tragedy: EMS Team Productivity Following Encounters with Death”
Western Academy of Management Annual Meeting, 2022. Hawaii

“Combining Individual and Firm-level Human Capital Resources: The Creation and Performance Benefits of Human Capital Alignment”
Strategic Management Society Annual Meeting, 2021. Virtual
Academy of Management Annual Meeting, 2021. Virtual

“Dynamic Vacillation Between Competing Organizational Goals: Insights from Emergency Medical Services”

Strategic Management Society Annual Meeting, 2022. London
Academy of Management Annual Meeting, 2022. Seattle.
Western Academy of Management Annual Meeting, 2022. Hawaii
Strategic Management Society Annual Meeting, 2021. Virtual
Academy of Management Annual Meeting, 2021. Virtual
Strategy Science Conference, 2021. Virtual
People and Organizations Conference, 2020. Virtual

“Anchoring on Historical Reference Points: How Round Number Prices from the Past Shape Future Negotiation Outcomes”

Academy of Management Annual Meeting, 2022. Seattle.
Strategic Management Society Annual Meeting, 2020. Virtual

“Specialized Human Capital in Professional Services: Task Specificity and Firm Performance”

Academy of Management Annual Meeting, 2020. Virtual.

“Social Affiliation and Mortgage Risk”

Academy of Management Annual Meeting, 2019. Boston, MA.

“Socially Advantaged? How Social Affiliations Influence Access to Valuable Service Professional Transactions”

Strategic Management Society Annual Meeting, 2018. Paris, France.
Academy of Management Annual Meeting, 2018. Chicago, IL.

“Connected, but Qualified? Social Affiliations, Human Capital, and Service Professional Performance”

BYU/UofU Winter Strategy Conference, 2018. Park City, UT.
People and Organizations Conference, 2017. Philadelphia, PA.
Academy of Management Annual Meeting, 2017. Atlanta, GA.
Strategic Management Society Special Conference, 2017. Milan, Italy.

“Doing Well by Making Well: The Impact of Corporate Wellness Programs on Employee Productivity”

Strategic Management Society Special Conference, 2017. Milan, Italy.
People and Organizations Conference, 2016. Philadelphia, PA.
Academy of Management, 2014. Philadelphia, PA.
Midwest Strategy Meeting, 2014. Madison, WI.
Atlanta Competitive Advantage Conference, 2014. Atlanta, GA.

“Embeddedness, Experience, or Distance? Social Capital and Access to Valuable Transactions.”

Academy of Management, 2016. Anaheim, CA.

Invited Session Panelist: “Seeing the Future in the Recent Past: Predicting Seminal Work.”

Strategic Management Society Annual Meeting, 2015. Denver, CO.

“Leveraging Social Capital: How Transacting with Socially-affiliated Clients Impacts Expert and Firm Performance.”

Academy of Management, 2015. Vancouver, Canada.
Strategic Management Society Annual Meeting, 2015. Denver, CO.

“The Benefits of Social Capital in Exchange Performance: Evidence from the Utah Real Estate Industry”

CCC (Consortium on Competitiveness and Cooperation), 2014. Boston, MA.

“Motivational Spillovers from Awards: Crowding Out in a Multitasking Environment”

Strategic Management Society Annual Meeting, 2013. Atlanta, GA.
Academy of Management, 2013. Orlando, FL.
Atlanta Competitive Advantage Conference, 2013. Atlanta, GA.

Judgement and Decision Making, 2012. Minneapolis, MN. (Poster session)

Invited Presentations

Brigham Young University; University of California, Riverside; UCLA; University of Wisconsin–Madison; University of Southern California; Brigham Young University; Washington University in St. Louis; University of Michigan

Media Coverage

New York Times, Wall Street Journal, Forbes(x2), NPR, St. Louis Post Dispatch(x2), USA Today, Huffington Post, MarketWatch, Business Insider, HBR Daily Stat, Deseret News

Teaching

Golden Apple Teaching Award–MBA Core. Student-led teaching award for top MBA professor. University of California, Riverside (2016-2017 Academic Year)

Business Strategy (core Executive MBA strategy course), BYU. 2025

BYU Foundations, BYU. 2025

Business Strategy (core MBA strategy course), BYU. 2025

Business Strategy (core Executive MBA strategy course), BYU. 2024

Strategy 1 (core undergraduate strategy course), BYU. 2024

Business Strategy (core MBA strategy course), BYU. 2024

Business Strategy (core MBA strategy course), BYU. 2023

Strategy and Economics (core undergraduate strategy course for non-strategy major), BYU. 2023

Management Pre-PhD Seminar, BYU. 2022

Business Strategy (core MBA strategy course), BYU. 2022

Management Pre-PhD Seminar, BYU. 2021

Strategy and Economics (core undergraduate strategy course for non-strategy major), BYU. 2021

Strategy and Economics (core undergraduate strategy course for non-strategy major), BYU. 2020

Management Synthesis (MBA capstone class), University of California, Riverside. 2019

Competitive and Strategic Analysis (core undergraduate strategy course), University of California, Riverside. 2019

Management Synthesis (MBA capstone class), University of California, Riverside. 2018

Competitive and Strategic Analysis (core undergraduate strategy course), University of California, Riverside. 2018

Management Synthesis (MBA capstone class), University of California, Riverside. 2017

Strategic Management (core MBA strategy course), University of California, Riverside. 2017

Competitive and Strategic Analysis (core undergraduate strategy course), University of California, Riverside. 2016

Arranged and mentored consulting teams providing strategy consulting services for dozens of companies

Honors and Awards

Winner of Distinguished Paper Award in Strategic Leadership, TMT, and Corporate Governance, STR Division, Academy of Management Annual Meeting Copenhagen, Denmark (2025).

Winner of best conference paper award for the Strategic Human Capital Interest Group, Strategic Management Society Annual Meeting Istanbul, Turkey, (2024).

BYU Management Department Research Award, Brigham Young University. (2023)

Winner of best conference paper award, Western Academy of Management Annual Meeting in Hawaii, (2022).

Paper: *Dynamic Vacillation Between Competing Organizational Goals: Insights from Emergency Medical Services*

Presidents Innovation Award Recipient (research award), Brigham Young University \$85,000. (2022)

Innovative Learning Technology Initiative Grant (with Marlo Raveendran), University of California, Riverside, \$107,000. (2018)

Omnibus Travel Grant, University of California, Riverside. (2018)

Sumantra Ghoshal Best Paper Award, BPS Division, Academy of Management Annual Meeting. (2017)

Omnibus Travel Grant, University of California, Riverside. (2017)

CFAR Research Grant (with Lamar Pierce and Claudine Gartenberg), Washington University in St. Louis, \$4000. (2016)

Omnibus Travel Grant, University of California, Riverside. (2016)

Robert J. Litschert Award for Best BPS Doctoral Student Paper at the Academy of Management Annual Meeting. (2015)

Finalist: Strategic Human Capital Division Best Paper Prize, Strategic Management Society. (2015)

Center for Research in Economics and Strategy Research Grant, Washington University in St. Louis. (2015)

Moog Scholar for outstanding student progress, Washington University in St. Louis. (2013-2014)

Doctoral Fellowship, Washington University in St. Louis. (2010-2015)

Professional Experience

Company Manager and Licensed Electrician, <i>Gubler Electric, Inc.</i>	1999 – 2010
Expert witness work.	2013
Consulting work.	2013-current

University Service

BYU Marriott Research Committee, 2025-current

Member of BYU MBA Operating Committee, 2025-current

BYU Management Department Expectations Document Committee Member, 2023-2025

BYU Management Department Seminar Series Organizer, 2023-current

BYU Management Department Research Committee, 2022-current

BYU Management Department STRAT 392 Coordinator, 2022-2023

BYU/University of Utah Winter Strategy Conference Organizing Committee, 2022-2024

BYU Management Scholars Database Administrator, 2020-current

BYU Management Department Seminar Series Organizer, 2021-2022

BYU Strategy Group Teaching Materials Repository creator and manager, 2021-current

BYU Undergraduate Teaching Committee Lead for Redesigning Non-Major Strategy Courses, 2021-2023

BYU Management Seminar Series Co-Organizer, 2020-2021

BYU/UofU Winter Strategy Conference Reviewer, 2020

Search Committee for Open Rank Position in Management, University of California, Riverside 2018-2019

Masters in Entrepreneurship and Innovation Development Committee, University of California, Riverside 2017-2019

Strategic Plan Implementation Committee, University of California, Riverside 2017-2019

Renovation Committee, University of California, Riverside, 2017-2019

Undergraduate Programs Committee, University of California, Riverside, 2016-2019

Open Call for Lecturers in Management Committee, University of California, Riverside, 2016-2017
Strategic Planning Committee, University of California, Riverside, 2016-2017
UCR Honors Adviser, Paulina Laroya
UCR MBA Internship Adviser (numerous)
PhD Committee Member: Amanda Ishak and Rui Yang

Academic Service

Senior Editor: *Organization Science*, 2023-current

Editorial Review Board Member: *Strategic Management Journal*, 2022-current

Editorial Review Board Member: *Organization Science*, 2021-2023

Ad-hoc Reviewer: *Management Science*, *Organization Science*, *Strategic Management Journal*, *Administrative Science Quarterly*, *Academy of Management Journal*, *Production and Operations Management*, *Review of Economics and Statistics*, *Strategic Entrepreneurship Journal*, *Organizational Behavior and Human Decision Processes*, *Human Relations*, *Academy of Management*, and *Strategic Management Society*

Conference Organizer, BYU Winter Strategy Conference in Sundance, Utah, 2025 Track Chair for Strategic Management Society Special Conference in Washington DC, 2024

Invited Panelist and Mentor, Academy of Management Doctoral Workshop, STR Division, 2023

Invited Panelist and Mentor, Academy of Management Dissertation Workshop, STR Division, 2022

Elected Representative at Large, Strategic Human Capital Interest Group, Strategic Management Society, 2021-2023

Strategic Human Capital SMS IG Interviewer, 2019

Session chair (multiple conferences).

Symposium organizer at 2013 and 2014 Academy of Management Annual Meetings.

Memberships

Member of the Academy of Management, Strategic Management Society, and INFORMS

Languages and Foreign Experience

Volunteer Church Missionary in Taiwan from 2002-2004

Mandarin Chinese (proficient), German (elementary)

References

Lamar Pierce (PhD Committee Chair)

Professor of Strategy

Washington University in St. Louis

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Paul Godfrey

William and Roceil Low Professor of Business Strategy

Strategy Group Leader

Brigham Young University

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John Haleblan

Professor of Management, Department Chair

Associate Dean of Faculty

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