

Timothy Gubler

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Academic Appointments and Positions

- 2025 – current **Associate Professor of Strategy, Alice Belle Jones Fellowship**, Marriott School of Business, Brigham Young University
- 2025 **Lecturer**, University of California, Los Angeles
- 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
- 2023 – 2026 **Senior Editor**, Organization Science

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 (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*, 46(13): 3118-3151. 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. “Activating Human Capital: How High-Capability Episodes Shape Employee Productivity in Repeated Work” (with Haibo Liu and Alexandru Roman). *Under Review at Management Science*.

**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. “How Much of Firm Performance Is Human Capital? A Variance Decomposition Below the Business Unit” (with Gordon Scott). *Under Review at the Strategic Management Journal*.

10. “Incentives” book chapter for the *The Oxford Handbook of Organization Design* (with Todd Zenger). *Initial chapter under review*

11. “Selection in Professional Service Settings: Unpacking the Impact of Human Capital, Social Capital, and Reputation” (with Ryan Cooper and Jim Oldroyd). *Working paper*.

12. “Serving Two Masters? The Impact of Firm Wage Structures on Multiple Jobholding ” (with Lena Lizunova). *Working paper*.

13. “Individual-level Origins of Firm-level Human Capital Resources” (with Ryan Cooper and David Kryscynski). *Working paper*. Available on SSRN.

14. “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 Antinc.

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.*

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

"An Examination of Human Capital Utilization" (with the BYU Strategy Lab). *New project*

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.

Gubler, Timothy, Larson Brown, Emily Livingston, Kayson Marler, and Kimberly Soltero. (2026). "Finding a New Skin for Nu Skin: Rejuvenating Strategy in a Changing MLM World." Brigham Young University. Provo, UT.

Gubler, Timothy, Thomas Cavalcanti, Mara Magill, James Oldroyd, Lillian Parry. (2026). "Traeger, Inc.: Finding New Growth from a Backyard Innovation." Brigham Young University. Provo, UT.

Conference Presentations

"Exit Without Departure: Wage Inequality, Moonlighting, and the Hidden Costs of Limited Opportunity"
Strategic Management Society Annual Meeting, 2026.
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 from Meaningful Experiences in Repeated Tasks: Evidence from Critical 9-1-1 Calls"
Academy of Management Annual Meeting, 2025.
Strategic Management Society Annual Meeting, 2024.

Strategic Management Society Annual Meeting Panelist on Grand Challenges, 2024

Strategic Management Society Special Conference Plenary Panelist, 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 (Executive Teaching), UCLA. 2025
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
Academic Advisory Board, <i>Enzy</i> .	2024-current

University Service

BYU Management Department AI Committee Lead, 2026-current
BYU Marriott MBA Program Director Search Committee Member, 2025-2026
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

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, 2027 SMS Responsible Paper Prize Co-chair, 2026-current 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)
Beverly and James Hance Professor of Strategy
Washington University in St. Louis
(314) 935-7321
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Paul Godfrey
William and Roceil Low Professor of Business Strategy
Previous Department Chair
Brigham Young University
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Isaac Smith
Associate Professor of Organizational Behavior and Human Resources
William F. Edwards Distinguished Fellow
Department Chair
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John Haleblan
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Associate Dean of Faculty
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