

Ahmad Al Asady

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Residence: Kent, Ohio USA

Education

PhD Business Administration ABD (Entrepreneurship), Kent State University, Kent, Ohio
Expected Graduation Date: June 2020.

MA in TESL Education - Kent State University - Kent, Ohio
Graduated: May 2015

BAS General Management Schulich School of Business, York University, Toronto, Canada
Graduated: June 2010

Teaching Experience

Course	Semester	Location	Evaluation /5
Intro to Entrepreneurship	Spring 2020	KSU College of Business	TBD
Intro to Entrepreneurship	Fall 2019	KSU College of Business	4.75
Intro to Entrepreneurship*	Summer 2019	KSU College of Business	4.75
Marketing Research Lab	Spring 2019	KSU College of Business	4.85
Marketing Tools Lab	Fall 2018	KSU College of Business	4.84
Marketing Research Lab	Spring 2018	KSU College of Business	4.83
Marketing Tools Lab	Fall 2017	KSU College of Business	4.92

*Online

Manuscripts Under Review

Liu, K., **Al Asady, A.**, "Corruption distance, corruption propensity, and performance of foreign entrepreneurs in nine Middle Eastern countries," **2nd Round Revise and Resubmit** *International Small Business Journal*.

Abstract: Corruption is an important informal institution that affects international business and entrepreneurship. However, little research has examined how different levels of corruption between the home and host countries inter-relate, and then affect performance of foreign entrepreneurs. This study examines the effects of both the institutional differences of corruption (corruption distance) and individual attitudes towards corruption (corruption propensity). Using a sample of foreign entrepreneurs who conduct businesses in the Middle East, this study shows a larger corruption distance leads to a lower corruption propensity, which also increases over time. Corruption propensity has an inverted U-shape relationship with performance. Implications are discussed.

Anokhin, S., Malmström, M., **Al Asady, A.**, Wincent, J., "Corruption and International Venture Growth: Women Entrepreneurship in the MENA Region," **1st Round Revise and Resubmit** *Journal of Business Ethics*.

Abstract: In a study of over 900 international entrepreneurs operating in 9 countries in the MENA region over the course of 2013-2017, this study demonstrates that women-led ventures attain higher growth rates compared to their male-led counterparts. Consistent with the role congruity theory, women entrepreneurs are less likely to engage in corrupt transactions that are known to stifle economic growth. Moreover, even when avoiding corruption altogether becomes impractical, women entrepreneurs can somewhat mitigate the stifling effect of corruption on venture growth.

Liu, K., Trevino, L., **Al Asady, A.**, “How Would Foreign Entrepreneurs Deal with Pressures for Corruption? A Micro-Foundational Approach,” **Submitted to** *Journal of Management Studies*.

Abstract: Corruption presents challenges to foreign entrepreneurs when they venture in a foreign host country. However, little research has examined how the firm, or the entrepreneur may respond to pressures from external stakeholders. Taking a micro-foundational approach, we argue that the entrepreneur’s motivational antecedent to engage in corruption, or corruption propensity, represents her cognitive beliefs in the legitimacy and effectiveness of corruption. We found that a higher corruption propensity leads to lower firm performance. In addition, effects of corruption propensity are conditioned by institutional backgrounds. Some firm-specific characteristics such as firm size also moderate this relationship. Implications are discussed.

Manuscripts in Preparation

Al Asady, A., Groening, C., “The Contingent effects of Strategic Responses on MNE Firm Revenue During a Boycott,” Target Journal: *Journal of Management*.

Abstract: This study demonstrates the importance of firms choosing specified firm responses that repair legitimacy based on the specific factors of the institutional environment during a secondary boycott. Based on previously realized factors which influence the success of any boycott, we utilize a firm response type continuum anchored by persuasive refutation responses and distractor tactics to argue the environmental conditions of salience and desensitization of when a response type is more effective in repairing legitimacy and subsequent firm revenue. We test our hypotheses using series of multi-level change models and control for firm level and country level variables from a panel dataset covering 4212 observations spanning 9 companies operating in 9 countries, over a 52-month period.

Al Asady, A., Groening, C., “The Contingent Effects of Corruption Propensity on Firm Performance of International Entrepreneurs: An Information Perspective,” Target Journal: *Journal of International Business Studies*.

Abstract: Individuals who cross national borders in search of business opportunities take on more risk than their domestic counterparts. Due to the additional risk, international entrepreneurs may choose to behave corruptly to gain high quality information that aids their ventures to grow. This study utilizes a 5-year panel study of international entrepreneurial ventures in 9 countries in the MENA region, to demonstrate that international entrepreneurs with a higher corruption propensity may access valuable information to achieve higher firm performance. The positive effect of corruption propensity on international firm performance is stronger for entrepreneurs entering

countries with higher levels of institutional uncertainty and for entrepreneurs coming from countries with higher levels of fear of failure. The results are consistent across several models.

Al Asady, A., Anokhin, S., Hisrich, R., “International Entrepreneurship and The Export of Corruption,” Target Journal: *Journal of Business Venturing*.

Abstract: In a study of 49,959 international entrepreneurs from 40 countries operating in 13 economies in the Middle East and North Africa region over 2015-2016, we demonstrate that the likelihood of corrupt cross border entry is positively associated with the entrepreneurs’ internal locus of control with respect to corruption. The relationship is particularly strong in countries with high informal economy and where own levels of corruption are high. Once individual level factors are controlled for, home country institutional factors do not exert statistically significant effect on the likelihood of corrupt entry. The results are robust to the choice of several estimation techniques.

Anokhin, S., Stettler, T., **Al Asady, A.,** Morgan, T., “Arbitrage Orientation and Firm Performance: An Exploratory Study,” Target Journal: *Strategic Management Journal*.

Abstract: In a study of 193 firms across four Midwestern states in the U.S., this paper proposes the existence of arbitrage orientation – a strategic orientation that encourages firms to pursue arbitrage opportunities. Arbitrage opportunities represent the extent to which a firm may improve its efficiency if it alertly recognizes and adopts the underexploited superior resource combinations introduced by industry leaders. This study develops a research instrument to capture arbitrage orientation and demonstrates the positive effect of arbitrage orientation on firm performance over and above entrepreneurial and market orientations in a conservative setting. The effects of arbitrage orientation on firm performance are particularly pronounced for older firms and smaller firms.

Conference Presentations

Liu, K., **Al Asady, A.,** (2019) Corruption Propensity of Foreign Entrepreneurs and Value Distribution in Emerging Economies: A Resource Dependence Perspective. Presented at AOM 2019: *The 79th Annual Academy of Management Conference*: Boston, Ma.

Al Asady, A., Arikan, I., Anokhin, S., (2018). Dynamic Problem-Solving, Corruption and International Entrepreneurship. Presented at AOM 2018: *The 78th Annual Academy of Management Conference*: Chicago, Il.

Liu, K., **Al Asady, A.,** (2018) Corruption Propensity of Foreign Entrepreneurs and Value Distribution in Emerging Economies: A Resource Dependence Perspective. Presented at SMSC 2018: *The 38th Annual Strategic Management Society Conference*: Paris, Fr.

Al Asady, A., (2017). The Bee and The Fly: The effect of Corruption on International Entrepreneurs in Informal Economies. Presented at AOM 2017: *The 77th Annual Academy of Management Conference*: Atlanta, Ga.

Anokhin, S., Stettler, T., **Al Asady, A.,** Morgan, T., (2017). Arbitrage Orientation: An Exploratory Study. Accepted to AOM 2017: *The 77th Annual Academy of Management Conference*: Atlanta, Ga. – **Won best paper: Entrepreneurship Track.**

Al Asady, A., (2017). The Honeybee and The Green Fly: The effect of Corruption on International Entrepreneurs in Informal Economies. Presented at BCERC 2017: *The 37th Annual Babson College Entrepreneurial Research Conference*: Norman, Ok.

Anokhin, S., Stettler, T., **Al Asady, A.**, Morgan, T., (2017). Arbitrage Orientation: An Exploratory Study. Presented at BCERC 2017: *The 37th Annual Babson College Entrepreneurial Research Conference*: Norman, Ok.

Awards

2019 Recipient of the AOM ENT Division stipend to attend the ENT Doctoral Student Consortium: *The 79th Annual Academy of Management Conference*: Boston, Ma.

2018 Recipient of the Ewing Marion Kauffman scholarship to attend the BCERC 2018 Doctoral Student Consortium: *The 38th Annual Babson College Entrepreneurial Research Conference*: Waterford, Ir.

2017 Academy of Management best paper award (Entrepreneurship Track) “Arbitrage Orientation: An Exploratory Study.” *The 77th Annual Academy of Management Conference*: Atlanta, Ga.

Consortiums

2019 Academy of Management ENT Division Consortium Boston, Ma.

2018 Babson College Entrepreneurship Research Conference Consortium Waterford, Ir.

Service to The Field

Ad hoc Reviewer 2019 Academy of Management Conference Ent Division.

Ad hoc Reviewer 2019 Academy of Management Conference IM Division.

Ad hoc Reviewer 2018 Babson College Entrepreneurship Research Conference.

Work Experience

ESL Instructor

Kent State University

Jan 2014 – May 2016

Taught an array of online and in person English language courses to undergraduate and graduate international students at the Kent State ESL center. Was responsible for developing new course materials for hybrid classes such as Business English and English Communication for Business Students.

Business Development Manager

IDP Education- Middle East and North Africa

April 2012 – December 2013

Was responsible for overseeing 16 employees in 9 offices in 9 MENA region countries. Being new in the region, I was challenged with growing IDP's market share. I utilized metrics such as footprint across channels, lead conversion rate and tracking, measuring and increasing the company's pipeline. During my time in the company I was able to grow not only IDPs market share but their profitability by not only increasing the brand's awareness but also the aggregate value of all active opportunities. I built relationships with local governments and ministries and aided in increasing the region's quarterly average lead close rate by 17%.

Founder
Score Testing Center (Sharjah, UAE)
September 2010 – December 2013

Founded a testing center that secured rights to administer a series of English language tests such as the IELTS and TOEFL IBT. Secured contracts with national universities to teach English language test preparation courses and administer standardized tests to their international student population. Ventured into student placement and secured a contract with IDP Education the world's largest international student placement company to place international students in Australian, US, British and Canadian universities.