

# TRAVIS HOWELL

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## ACADEMIC POSITIONS

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### Arizona State University: W.P. Carey School of Business

Assistant Professor – Department of Management & Entrepreneurship

2023-Present

### University of California, Irvine: Paul Merage School of Business

Assistant Professor – Department of Strategy & Entrepreneurship

2020-2023

## EDUCATION

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### University of North Carolina at Chapel Hill, Kenan-Flagler Business School

Ph.D., Strategy and Entrepreneurship

2020

Dissertation: “Surrounding the Founder: Examining the Hidden Figures of Entrepreneurship”

- Finalist for INFORMS Dissertation Proposal Competition; 2019 and finalist for ENT NFIB Dissertation Award, 2021
- Funding: Kauffman Foundation, Strategic Research Foundation, Kenan Institute of Private Enterprise

### Brigham Young University, Marriott School of Management

Master of Accountancy

2013

B.S., Accounting

2013

## RESEARCH AND PUBLICATIONS

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### Published Papers

- 1) **Howell, T.**, Hall, T., (2026). Lone Genius or Lonely Fool? Exploring the Viability of Solo-Founding in Entrepreneurship (*Forthcoming at Strategic Management Journal*)
- 2) Fairchild, A., **Howell, T.** (2026). Conjoint Experiments in Management Research (*Forthcoming at Organizational Research Methods*)
- 3) **Howell, T.**, Welsh, D. T., & Hendricks, B. E. (2026). When founders falter: A second-in-command attenuates the effect of founder identification on unethical pro-organizational behavior. *Journal of Applied Psychology*, 111(5), 658–677.
- 4) Law, C., **Howell, T.**, Bingham, C., Bermiss, S., (2025). From Joiners to Founders: Startup Employment and Underrepresented Entrepreneurs (*Strategic Management Journal*, 46(7): 1639-1665)
- 5) Sackett, E., Gray, S.M. and **Howell, T.**, (2025). Unpacking our Differences: The Contrasting Effects of Surface-Level versus Deep-Level Diversity in New Venture Teams. (*Forthcoming at Group & Organization Management*)

- 6) Gray, S., **Howell, T.**, Sackett, E. (2024). Talking past each other: Construal Level, Utilitarian Motives, and Entrepreneurial Team Formation. *Organization Science*, 35(5): 1745-1769.
- 7) Gray, S., **Howell, T.**, Strassman, J., Yamamoto, K. (2024). Credentials or Chemistry? Entrepreneur Gender and Cofounder Selection. *Academy of Management Journal*, 67(5): 1302-1330.
- 8) **Howell, T.**, Bingham, C., Hendricks, B. (2022). Going alone or together? A Configurational analysis of solo founding vs. co-founding. *Organization Science*, 33(6): 2421-2450.
- 9) **Howell, T.** (2022). Coworking spaces: An overview and research agenda. *Research Policy*, 51(2), p.104447.
- 10) Hendricks, B., **Howell, T.**, Bingham, C. (2019). How much do top management teams matter in founder-led firms? *Strategic Management Journal*, 40(6): 959-986.
- 11) Bingham, C., **Howell, T.**, & Ott, T. (2019). Capability creation: Heuristics as microfoundations. *Strategic Entrepreneurship Journal*, 13(2): 121-153.

### **Papers Under Review**

- 12) **Howell, T.**, Shermon, A., Hendricks, B., Bingham, C. (2026). Immigrant Entrepreneurs and Unicorn Companies (2<sup>nd</sup> Round Revise & Resubmit at *Strategic Management Journal*).
- 13) **Howell, T.**, Allen, R., Shermon, A., Hall, T., (2026). Timing the Tools: The Contingent Benefits of Controlled Experiments and Qualitative Feedback in Startups (*Revise and Resubmit at Organization Science*).
- 14) Bingham, C., & **Howell, T.** (2026). Mixed Methods in Abductive Research (*Revise and Resubmit at Strategic Management Journal*).
- 15) Hall, T., Shermon, A., Allen, R., **Howell, T.**, (2026). Organizing for Experimentation in Startups (*Revise and Resubmit at Strategic Management Journal*).
- 16) Hall, T., **Howell, T.**, Shermon, A., Allen., R., (2026). Founding Teams and Organizational Structure (*Revise and Resubmit at Academy of Management Journal*).
- 17) **Howell, T.** and Gray, S., (2026). How Entrepreneurs Attract Technical Cofounders to Their Ventures (*Reject and Resubmit at Strategic Management Journal, preparing for resubmission*)
- 18) **Howell, T.**, Fairchild, A., Kent, J. (2026). Rural vs. Urban Entrepreneurs (*Under review at Strategic Entrepreneurship Journal*)

### **Working Papers**

- 19) **Howell, T.**, Gray, S., Miller., R. (2026). The Role of Equity Ownership in Attracting Technical Employees to New Ventures (*Target: Academy of Management Journal*)
- 20) Hiatt, S., **Howell, T.**, Williams, T., (2026). Entrepreneurship Among Native American Tribes (*Target: Organization Science*)

- 21) Bingham., C., Hendricks, B., **Howell, T.**, Kolev, K., (2026) Boomerang CEOs: What Happens When the CEO Comes Back? (*Target: Organization Science*)

### Practitioner Articles

- 22) **Howell, T.**, Gray, S., Sackett, E. (2024). Why Cofounder Partnerships Fail — and How to Make Them Last. *Harvard Business Review*, published online June 13, 2024. <https://hbr.org/2024/06/why-cofounder-partnerships-fail-and-how-to-make-them-last>
- 23) **Howell, T.**, Bingham, C., Hendricks, B. (2022). Don't Buy the Myth that Every Startup Needs a Co-Founder. *Harvard Business Review*, published online Apr 20, 2022. <https://hbr.org/2022/04/dont-buy-the-myth-that-every-startup-needs-a-co-founder>
- 24) Hendricks, B., **Howell, T.**, Bingham, C. (2021). How Long Should a Founder Remain CEO? *Harvard Business Review*, published online Dec 17, 2021. <https://hbr.org/2021/12/research-how-long-should-a-founder-remain-ceo>
- 25) **Howell, T.** (2021). Coworking Spaces Offer a Post-Pandemic Office Alternative. *MIT Sloan Management Review*, published online Nov 4, 2021. <https://sloanreview.mit.edu/article/coworking-spaces-offer-a-post-pandemic-office-alternative/>
- 26) Hendricks, B., **Howell, T.**, Bingham, C. (2020). Do founder CEOs tune out their teams? *MIT Sloan Management Review*, published online Oct 26, 2020. <https://sloanreview.mit.edu/article/do-founder-ceos-tune-out-their-teams/>
- 27) Bingham, C., Hendricks, B., **Howell, T.**, & Kolev, K. (2020). Boomerang founders: What happens when the founder comes back? *MIT Sloan Management Review*, published online Sep 17, 2020. <https://sloanreview.mit.edu/article/boomerang-ceos-what-happens-when-the-ceo-comes-back/>

### SELECTED MEDIA MENTIONS OF RESEARCH

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- **Wall Street Journal:** [The Companies Bringing the Office to Remote Workers](#)
- **Wall Street Journal:** [Robert Iger Is Back at Disney. See How Other 'Boomerang' CEOs Have Fared.](#)
- **The New York Times:** [Why Are Remote Corporate Workers Having So Much Fun? Co-Working Spaces](#)
- **The Economist:** [How a CEO knows when to quit](#)
- **The Economist:** [Is a Nike lifer the best person to revive the swoosh?](#)
- **BBC:** [Boomerang CEOs: Do They Ever Succeed?](#)
- **Bloomberg:** [Starbucks's Schultz Faces Poor Track Record for Boomerang CEOs](#)
- **Reuters:** [Boomerang CEOs Don't Always Work Out. Disney Hopes This One Bucks the Trend](#)
- **Los Angeles Times:** [What Happens When CEOs Come Back? Lessons for Disney and Bob Iger](#)
- **Fortune:** [Bob Iger Returns to Disney. What History Says About Boomerang CEOs](#)
- **Fortune:** [What Happens When CEOs Return?](#)
- **Fortune:** [Boomerang CEOs and Succession Planning](#)
- **Fortune:** [Why Boomerang CEOs Aren't the Worst Option](#)
- **Forbes:** [Bob Iger Is Back as CEO of Disney. Four Lessons for Leaders](#)

- **Financial Times:** [The Return of CEOs and Their Impact on Firms](#)
- **CNN:** [Premarket Stocks: Investors React to Leadership Changes](#)
- **Nasdaq:** [Calavo Growers' Boomerang CEO Bets on a Turnaround](#)
- **Barron's:** [CEO Returns and What They Mean for Investors](#)
- **Business Chief:** [Boomerang Bosses: From UBS to Disney](#)
- **Bloomberg:** [Jim Boeheim's Ouster Highlights Risks of Long CEO Tenure](#)
- **Business Insider:** [Founder CEOs Should Step Down Within Three Years of IPO](#)
- **Yahoo News:** [Tech's CEO-Founder Model Has a Shelf Life](#)
- **Yahoo Finance:** [Disney's Bob Iger Isn't the First Boomerang CEO](#)
- **Marketplace:** [Founder CEOs Often Have Shelf Lives](#)
- **NPR Marketplace:** [Hybrid work has been a boon for coworking spaces— and a bright spot for commercial real estate](#)
- **U.S. Chamber of Commerce:** [The Surprising Psychology of Successful Entrepreneurs and Why They Take the Risk](#)
- **U.S. Chamber of Commerce:** [5 Steps to More Effective Brainstorming](#)
- **Observer:** [Boomerang CEOs and Public Company Performance](#)
- **Observer:** [Boomerang CEOs Are Bad for Business. Will Disney's Bob Iger Be an Exception?](#)
- **MarketWatch:** ['Steve Jobs Syndrome' Strikes as Disney Brings Back Bob Iger](#)

## AWARDS AND GRANTS

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<b>'Entrepreneurial Approach to Learning' Teaching Innovation Award</b>	2025
• Teaching award given to recognize a professor at the W.P. Carey School of Business at ASU who models an entrepreneurial approach to academic innovation	
<b>Runner-Up, John W. Teets Outstanding Undergraduate Teaching Award</b>	2024
• Runner-up for the John W. Teets Outstanding Undergraduate Teaching Award, an award that is nominated and selected by undergraduate students at the W.P. Carey School of Business at ASU	
<b>Excellence in Teaching Award</b>	2023
• Selected for the Masters of Innovation and Entrepreneurship excellence in teaching award at UCI	
<b>Junior Faculty Research Award</b>	2022
• Awarded to one junior faculty member at the Paul Merage School of Business at UCI who shows evidence of research effectiveness based on publications and other research.	
<b>Excellence in Teaching Award</b>	2021
• Selected for the undergraduate excellence in teaching award at UCI	
<b>Kauffman Knowledge Challenge Fellow</b>	2018-2019
• \$36,000 research grant for the study of new ventures in coworking spaces	
<b>Strategy Research Foundation (SRF) Dissertation Scholar</b>	2019-2020
• \$10,000 competitive research grant intended to fund dissertation research in the area of strategic management	
<b>Kenan Institute of Private Enterprise Grant</b>	2018
• \$10,000 research grant from the Kenan Institute of Private Enterprise for research on founder dynamics	
<b>Finalist, Organization Science/INFORMS Dissertation Proposal Competition</b>	2019
• Dissertation proposal competition for doctoral students performing research on organizations	
<b>Peggy Lee-Sunil Wahal Award</b>	2018-2019
• Awarded to one student across all PhD programs in the Kenan-Flagler school of Business as recognition of an up-and-coming doctoral student based on publications and research	
<b>Impact Award</b>	2019

- Awarded to UNC graduate student whose research results have the potential to make a meaningful difference to policy and practice

## TEACHING

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ENT 305 (ASU) – Principles of Entrepreneurship	2024-present
<ul style="list-style-type: none"> <li>• Overall combined ratings Spring 2026: <b>6.7 out of 7.0</b></li> <li>• Overall combined ratings Spring 2025: <b>6.6 out of 7.0</b></li> <li>• Overall combined ratings Spring 2024: <b>6.6 out of 7.0</b></li> </ul>	
MgmtMBA 214 (UCI) - Entrepreneurship	2020-22
<ul style="list-style-type: none"> <li>• Instructor for MBA introductory course to entrepreneurship</li> <li>• Instructor ratings Fall 2022: <b>3.96 out of 4.00</b></li> <li>• Instructor ratings Fall 2021: <b>3.99 out of 4.00</b></li> <li>• Instructor ratings Fall 2020: <b>3.94 out of 4.00</b></li> </ul>	
MGMT 113 (UCI) - Entrepreneurship	2020-23
<ul style="list-style-type: none"> <li>• Instructor for undergraduate introductory course to entrepreneurship</li> <li>• Instructor ratings Winter 2023: <b>3.93 out of 4.00</b></li> <li>• Instructor ratings Fall 2022: <b>3.97 out of 4.00</b></li> <li>• Instructor ratings Fall 2021: <b>3.95 out of 4.00</b></li> <li>• Instructor ratings Winter 2021: <b>3.95 out of 4.00</b> <ul style="list-style-type: none"> <li>◦ Received Excellence in Teaching Award</li> </ul> </li> <li>• Instructor ratings Fall 2020: <b>3.92 out of 4.00</b></li> </ul>	
INNO 214 (UCI) - Entrepreneurship	2021-23
<ul style="list-style-type: none"> <li>• Instructor for required course in Masters of Innovation and Entrepreneurship program</li> <li>• Instructor ratings Winter 2023: <b>3.94 out of 4.00</b> <ul style="list-style-type: none"> <li>◦ Received Excellence in Teaching Award</li> </ul> </li> <li>• Instructor ratings Winter 2022: <b>3.77 out of 4.00</b></li> <li>• Instructor ratings Winter 2021: <b>3.91 out of 4.00</b></li> </ul>	
BUSI 411 (UNC) – Strategic Management	2018
<ul style="list-style-type: none"> <li>• Instructor for required undergraduate core strategy course</li> <li>• Instructor ratings Fall 2018: <b>4.8 out of 5</b></li> </ul>	

## INVITED TALKS AND PRESENTATIONS

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• Brigham Young University, Provo, UT	2026
• Strategic Management Society Annual Conference, San Francisco, CA	2025
• Academy of Management Annual Meeting, Copenhagen, Denmark	2025
• Strategic Management Society Annual Conference, Istanbul, Turkey	2024
• Academy of Management Annual Meeting, Chicago, IL	2024
• Strategic Management Society Annual Conference, Toronto, Canada	2023
• Academy of Management Annual Meeting, Boston, MA	2023
• BYU/Utah Winter Strategy Conference	2023
• Micro Meets Macro Conference, Tempe, AZ	2023
• Arizona State University, W.P. Carey School of Business	2022

- University of Washington, Foster School of Business 2022
- Strategic Management Society Annual Conference, London, United Kingdom 2022
- Academy of Management Annual Meeting, Seattle, WA 2022
- National Center for Disability Entrepreneurship (NCDE) 2022
- Anteater Parent & Family Weekend, Irvine, CA 2021
- Academy of Management Annual Meeting (Virtual) 2021
- Industry Studies Association Annual Conference (Virtual) 2021
- Strategic Management Society Annual Conference (Virtual) 2020
- University of Illinois at Urbana Champaign, Gies College of Business 2019
- University of Texas at Austin, McCombs School of Business 2019
- Purdue University, Krannert School of Management 2019
- University of Georgia, Terry College of Business 2019
- Pennsylvania State University, Smeal College of Business 2019
- University of California, Irvine, Paul Merage School of Business 2019
- Organization Science/INFORMS Dissertation Proposal Competition 2019
- Strategic Management Society Annual Conference, Minneapolis, MN 2019
- Academy of Management Annual Meeting, Boston, MA 2019
- CCC Doctoral Conference, Chapel Hill, NC 2019
- Wharton Technology and Innovation Conference, Philadelphia, PA 2019
- Academy of Management Annual Meeting, Chicago, IL 2018
- Strategic Management Society Annual International Conference, Paris, France 2018
- Academy of Management Annual Meeting, Atlanta, GA 2017
- Strategic Management Society Annual Conference, Houston, TX 2017
- Academy of Management Annual Meeting, Anaheim, CA 2016
- Strategic Management Society Annual International Conference, Berlin, Germany 2016

## **PROFESSIONAL ACTIVITIES AND SERVICE**

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### **Memberships and Affiliations**

- Certified Public Accountant (CPA) 2014-present
- Academy of Management, STR, ENT, OMT, and TIM divisions 2016-present
- Strategic Management Society 2016-present

### **Other Service**

- Editorial Review Board, Organization Science 2025-present
- Co-Organizer, ASU Management Research Seminars 2025-present
- ASU Hiring Committees (various) 2024-present
- Organizer, AOM Symposium – Startup Employees 2023
- Co-lead, Data Collaboratory at Paul Merage School of Business 2022-2023
- Undergraduate Programs Committee, Paul Merage School of Business 2022-2023
- Co-organizer, UCI Strategy Research Symposium 2020-2023
- Organizer, AOM Symposium – Coworking Spaces: Implications 2022
- Organizer, AOM Symposium – The Human Capital of Startups: Founding Team Dynamics 2019
- Organizer, AOM Symposium – The Human Capital of Startups: Founding Team Dynamics 2018
- Ad-Hoc Reviewer, Academy of Management Review 2023-present
- Ad-Hoc Reviewer, Administrative Science Quarterly 2023-present
- Ad-Hoc Reviewer, Strategic Management Journal 2019-present

- Ad-Hoc Reviewer, Strategic Entrepreneurship Journal 2019-present
- Ad-Hoc Reviewer, Journal of Business Venturing 2019-present
- Ad-Hoc Reviewer, Entrepreneurship Theory & Practice 2021-present
- Ad-Hoc Reviewer, Journal of Management Studies 2023-present
- Ad-Hoc Reviewer, Academy of Management Perspectives 2022-present
- Ad-Hoc Reviewer, INFORMS dissertation proposal competition 2020-present
- Ad-Hoc Reviewer, Strategic Management Society Annual Meetings 2021-present
- Ad-Hoc Reviewer, Academy of Management Annual Meetings 2017-present

## **PROFESSIONAL WORK EXPERIENCE**

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### **PricewaterhouseCoopers LLP**

Dallas, TX - 2014-2015

- Focused on the valuation of intangible assets such as patents, trade names, customer relationships, technology, non-compete agreements, workforce, etc.

### **IMSAR LLC**

Springville, UT - 2012-2013

- Worked in finance at IMSAR, a startup company developing advanced radar technology.