

Jonathan C. Preedom
Curriculum Vitae
jcpredom@lsu.edu

Academic Appointments

Louisiana State University, E.J. Ourso College of Business 2024 – present
Assistant Professor of Entrepreneurship

Education

Clemson University
Ph.D. in Business Administration – conferred August 2024

Pennsylvania State University
Master of Business Administration, conferred 2015

Roanoke College
Bachelor of the Arts in Political Science, conferred 2006
Bachelor of the Arts in International Relations, conferred 2006

Research

Publications

Younger, S., **Preedom, J.**, & Navis, C. 2025. Legitimately distinct entrepreneurial stories in evolving market categories. *Journal of Business Venturing*, 40(1), 106436.

Other Publications

Preedom, J., & Ingram, A. "Paradoxical Entrepreneurial Decision-Making Amongst High- and Low-Technology Ventures." *Elgar Encyclopedia of Entrepreneurship and Digitalization*. Edward Elgar Publishing Ltd. *Forthcoming*.

Work Under Review

Preedom, J., Navis, C., Waldron, T., & Ingram, A. [title redacted for anonymity of the review process].

- Proposal accepted for special qualitative call with *Journal of Management*.
- First round revise and resubmit at *Journal of Management*

Younger, S., Navis, C., **Preedom, J.**, & Srinivas, S. [title redacted for anonymity of the review process].

- Initial review at *Journal of Management*

Preedom, J., Ingram, A., & Stewart, W. [title redacted for anonymity of the review process].

- Initial review for *Journal of Management* annual call for review articles.

Preedom, J. [title redacted for anonymity of the review process]. Book Chapter

- Initial review for *World Scientific Publishing – Immigration and Social Justice*

Manuscripts in Process

Preedom, J., Younger, S., & Navis, C. Shifting Legitimately distinct entrepreneurial stories in evolving market categories.

- Preparing for submission as a Research Insights article.
- Targeting submission to *Entrepreneurship and Innovation Exchange* September, 2025.

Kogler, L., **Preedom, J.,** Schwarz, A. Towards Formulating a Computational Theory of Identity and Awareness.

- Editing for submission
- Targeting November 2025 submission to *Management Science*

Preedom, J. Reclaiming Resourcefulness: Marginalized Identity, Bricolage, and the Entrepreneurial Logic of Rural Appalachia.

- Editing for submission to the upcoming *Academy of Management Review* special topics forum
- Targeting January 2026 submission to *Academy of Management Review*

Preedom, J.; Navis, C., & Preedom, A. An Evaluation of Entrepreneurial Typecasting by Investors During the Entrepreneurial Pitch and its Impact on Investor Support Decisions (official title TBD).

- Editing stage
- Targeting submission to *Academy of Management Journal*. Submission date is TBD

Preedom, J. & Navis, C. An evaluation of entrepreneurial investor decision-making: Rational versus intuitive decision-making (official title TBD).

- Data analysis and writing stage
- Targeting *Journal of Business Venturing*. Submission date is TBD

Presentations and Invited Conferences

2025 **Academy of Management Annual Conference Symposium, Copenhagen Denmark (July 2025):**

- *The Art of Lean Startup: A Conversation About Experimental Strategy and Cultural Entrepreneurship*
 - Contributor to, and lead facilitator of, symposium, focused on discussing current and future research opportunities within of cultural entrepreneurship and entrepreneurial experimentation.
- Entrepreneurship Division Early Career Colloquium - participant

Babson College Entrepreneurship Research Program and Conference, Boston, MA (June 2025)

- Title: “Ah, You’re one of those Entrepreneurs: An Investigation into Investor Evaluations and Support of Typecasted Entrepreneurs”.

Flywheel Social Enterprise Hub, Cincinnati, OH (May 2025)

- Presentation for a startup accelerator on how to effectively present, or pitch, your business. Title: “The Entrepreneurial Pitch: What is it? Why do we do it? What are the core components of the pitch?”

The Advancement Foundation – The Gauntlet Business Competition, Roanoke, VA, talk was delivered virtually (April 2025)

- Title: “The Entrepreneurial Pitch: What is it? Why do we do it? What are the core components of the pitch?”

2024 **Southern Management Association Annual Conference, San Antonio, TX (October 2024)**

- Pre-Doctoral Consortium Panel Discussant: Life experiences and general life as a doctoral student
- Round table paper discussion of my first authored paper, “Ah, You’re one of those Entrepreneurs: Investor typecasting and venture evaluations.

Academy of Management Annual Conference – Best student led paper in Entrepreneurial Cognition, Chicago, IL (August 2024)

- Title: “Ah, You’re one of those Entrepreneurs: Investor typecasting and venture evaluations.
- Invited, but not presented

The Advancement Foundation – The Gauntlet Business Competition, Roanoke, VA, talk was delivered virtually (April 2024)

- Title: “The Entrepreneurial Pitch: What is it? Why do we do it? What are the core components of the pitch?”

Flywheel Social Enterprise Hub, Cincinnati, OH (March talk was delivered in-person in Cincinnati, OH, while the September talk was delivered virtually (March & September 2024)

- Presentation for a startup accelerator on how to effectively present, or pitch, your business. Title: “The Entrepreneurial Pitch: What is it? Why do we do it? What are the core components of the pitch?”

2023 **Babson College of Entrepreneurship Research Conference (BCERC), Knoxville, TN (June 2023)**

- Invited to present the first paper of my dissertation titled: “Ah You’re one of Those Entrepreneurs: Investor Typecasting and Venture Evaluations”.
- Invited to present, “Concoctions of the Past: New Venture Use of History”

The Advancement Foundation – The Gauntlet Business Competition (April 2023)

- Title: “The Entrepreneurial Pitch: What is it? Why do we do it? What are the core components of the pitch?”

Flywheel Social Enterprise Hub, Cincinnati, OH (February 2023)

- Presentation for a startup accelerator on how to effectively present, or pitch, your business. Title: “The Entrepreneurial Pitch: What is it? Why do we do it? What are the core components of the pitch?”

2022 Southern Management Association Meeting, Little Rock, AR. (October, 2022)

- Presenter, “The Concoctions of the Past: New Venture Use of History”
- Participant in Late-Stage Doctoral Consortium

Academy of Management Meeting, Seattle, WA. (August, 2022)

- Participant in Organization and Management Theory (OMT) Doctoral Consortium
- Participant in Research Methods (RM) Doctoral Consortium (Online)

2019 Southern Management Association Meeting, Norfolk, VA. (October, 2019)

- Panel member for the pre-doctoral consortium sharing the life and expectations of a first-year doctoral student.
- Participant in Early-Stage Doctoral Consortium

2018 Southern Management Association Meeting, Lexington, KY. (November, 2018)

- Participant in Pre-Doctoral Consortium

Research Interests

- Categorization theory
- Entrepreneurial investor decision-making
- Decision-making biases
- Social evaluations
- Entrepreneurial resource acquisition
- Identity theory
- Organizational and Individual Identity formation
- Paradox perspectives
- Qualitative (and mixed) methods

Academic Honors, Awards, & Scholarships

- 2023: Clemson University, Interdisciplinary Research Fellowship (\$3,000 for Fall 2023 & Spring 2024).
- 2023: Clemson University – Wilbur O. and Ann Powers College of Business – Graduate Research Assistant Excellence Award
- 2023: Clemson University Outstanding Graduate Teaching Assistant

- 2023: Clemson University – Wilbur O. and Ann Powers College of Business, Dept. of Management – Graduate Researcher Award
- 2023: Clemson University iGRADS Research Competition Finalist
- 2023: Clemson University – Wilbur O. and Ann Powers College of Business – iGRADS Research Competition second place finisher within the College of Business
- 2023: Clemson University Graduate Travel Grants (2) (\$1,500)
- 2022: \$550 Scholarship Award for Southern Management Association’s Late-Stage Doctoral Consortium
- 2021: Clemson University, Three-Minute Thesis Finalist
- 2020: Academy of Management, Best Reviewer Award for Entrepreneurship Division
- 2020: Clemson University Beta Gamma Sigma honor society, inductee for AACSB accredited universities based on academic performance.
- 2019: \$500 Scholarship Award for Southern Management Association’s Early-Stage Doctoral Consortium.
- 2018: \$500 Scholarship Award for Southern Management Association’s Pre-Doctoral Consortium

Teaching Interests and Philosophy

My teaching interests and experience includes courses in entrepreneurship, management, business startups, product development, small and family business, and business consulting.

When students complete a course, I believe they need to be equipped with the tools required to *apply* the knowledge gained throughout the course. Thus, my courses are designed with a mix of interactive classroom lectures, activities, group projects, individual assignments and exams, targeting both foundational knowledge and application of course concepts. I strive to design classroom dynamics to inspire student engagement allowing for critical thinking, while encouraging students to give and receive constructive feedback. Furthermore, I believe it is important for the instructor to show a passion for the material being taught aiding student engagement.

Teaching Excellence

Teaching Conferences and Continued Teaching Improvement

2024 Invited to attend and teach, at the Experiential Classroom conference held at Notre Dame

Teaching Performance Louisiana State University

Fall 2024: ENTR 2000 – Innovation and Creativity – Undergraduate – 3.8/4.0

Spring 2025: ENTR 2000 – Innovation and Creativity – Undergraduate – 3.65/4.0

Teaching Performance

Clemson University does not provide overall instructor ratings. Reported scores are an average of instructor-based questions.

Courses delivered between March 2020 through 2021 occurred during the COVID-19 Pandemic.

!: Course enrollment > 85

*: Course delivered via online format

Aggregate Teaching Average at Clemson University: 4.35/5.00

Instructor of Record (Clemson University, Powers College of Business)

Term	Course Title	Level	Evaluation
<i>Spr. 2023</i>	<i>ELE 3990 Product Development</i>	<i>undergraduate</i>	<i>4.39/5.00</i>
<i>Fall 2022</i>	<i>MGT2010 Principles of Management</i>	<i>undergraduate</i>	<i>4.21/5.00</i>
<i>Spr. 2022</i>	<i>MGT2010 Principles of Management</i>	<i>undergraduate</i>	<i>4.41/5.00</i>
<i>! Fall 2021</i>	<i>MGT2010 Principles of Management</i>	<i>undergraduate</i>	<i>4.47/5.00</i>
<i>!* Spr. 2021</i>	<i>MGT2010 Principles of Management</i>	<i>undergraduate</i>	<i>4.17/5.00</i>
<i>!* Fall 2020</i>	<i>MGT2010 Principles of Management</i>	<i>undergraduate</i>	<i>4.45/5.00</i>

Adjunct (Radford University, Davis College of Business & Economics)

Term	Course Title	Level	Evaluation
<i>Spr. 2019</i>	<i>MGT350 Owning and Managing a Business</i>	<i>undergraduate</i>	<i>4.02/5.00</i>
<i>Spr. 2019</i>	<i>MGT350 Owning and Managing a Business</i>	<i>undergraduate</i>	<i>4.12/5.00</i>
<i>Spr. 2019</i>	<i>MGT250 Entrepreneurship and Innovation</i>	<i>undergraduate</i>	<i>4.12/5.00</i>
<i>Fall 2018</i>	<i>MGT471 Special Topics: Healthcare Management</i>	<i>undergraduate</i>	<i>4.19/5.00</i>
<i>Fall 2018</i>	<i>MGT350 Owning and Managing a Business</i>	<i>undergraduate</i>	<i>4.37/5.00</i>
<i>Fall 2018</i>	<i>MGT350 Owning and Managing a Business</i>	<i>undergraduate</i>	<i>4.44/5.00</i>
<i>*Fall 2018</i>	<i>MGT322 Organizational Behavior</i>	<i>undergraduate</i>	<i>4.12/5.00</i>
<i>Spr. 2018</i>	<i>MGT471 Special Topics: Healthcare Management</i>	<i>undergraduate</i>	<i>4.16/5.00</i>
<i>Spr. 2018</i>	<i>MGT350 Owning and Managing a Business</i>	<i>undergraduate</i>	<i>4.34/5.00</i>
<i>Spr. 2018</i>	<i>MGT350 Owning and Managing a Business</i>	<i>undergraduate</i>	<i>3.73/5.00</i>
<i>Fall 2017</i>	<i>MGT350 Owning and Managing a Business</i>	<i>undergraduate</i>	<i>4.05/5.00</i>
<i>Fall 2017</i>	<i>MGT350 Owning and Managing a Business</i>	<i>undergraduate</i>	<i>4.22/5.00</i>
<i>Spr. 2017</i>	<i>MGT450 Managing New Venture Creation</i>	<i>undergraduate</i>	<i>3.95/5.00</i>
<i>Fall 2016</i>	<i>MGT460 Business and Society</i>	<i>undergraduate</i>	<i>4.21/5.00</i>

Adjunct (Virginia Polytechnic Institute and State University, Pamplin College of Business)

Term	Course Title	Level	Evaluation
<i>Spr. 2019</i>	<i>MKTG4154 Marketing Research</i>	<i>UG & Grad</i>	<i>4.48/5.00</i>
<i>Spr. 2019</i>	<i>MKTG4154 Marketing Research</i>	<i>UG & Grad</i>	<i>3.44/5.00</i>
<i>Spr. 2019</i>	<i>MKTG4254 Product & Price Management</i>	<i>undergraduate</i>	<i>4.18/5.00</i>

Radford University

Adjunct Instructor. 2015 – 2019. Davis College of Business and Economics

Virginia Polytechnic Institute and State University

Adjunct Instructor. 2018 – 2019. Pamplin College of Business

Academic Service

- 2025: *Journal of Business Venturing* Ad hoc reviewer (2 manuscripts)
 - One manuscript initial round review only
 - One manuscript currently in second round review stage
- 2023: Bridge Reviewer for *Academy of Management Review*
- 2021-2022: *Journal of Management Studies* Ad hoc reviewer (1 manuscript, 2 rounds)

Louisiana State University Service

- 2024 – Present: Manager and point of contact for the Stephenson Department of Entrepreneurship and Information Systems Integrated Learning Core (ILC) course, ENTR 2000, titled, Innovation and Creativity.
- 2024: Experiential Classroom Conference – Notre Dame

Prior University Service

- 2017: Radford University – Director of College of Business and Economics Pitch Competition. Managed university wide pitch competition with \$10,000 budget.
- 2016 – 2019: Radford University – Served on Entrepreneurship Curriculum Committee established to build an entrepreneurship ecosystem within the university.

Affiliations

- Academy of Management (AOM)
 - Entrepreneurship Division (ENT)
 - Managerial and Organizational Cognition Division (MOC)
 - Organization and Management Theory Division (OMT)
 - Strategy Division (STR)
 - Research Methods Division (RM)
- Southern Management Association (SMA)
- Eastern Academy of Management (EAM)

Industry Experience

D.O.G. Ventures, LLC (Radford, VA)

President/Founder

2016 – 2018

Startup focused on developing, patenting, and licensing a new product for the outdoor industry called 'GameTracker'. Product will enable archery hunters to use their cell phone to locate post-shot large game animals humanely and ethically in both cellular and non-cellular environments. This was my second entrepreneurial venture.

Streamline Office Strategies, LLC (Blacksburg, VA)

President/Founder

2014 – 2017

Consulting startup providing general management, marketing, and compliance support to independent, rural, medical practices. This was my first entrepreneurial venture.

Tech Squared, Inc. (Roanoke, VA)

Director of Business Development

2006 – 2014

Acquired new customers, managed new and existing customers, marketed and sold products/services to new and existing customers. Served on corporate management team.

Industry Awards, Honors & Recognition

- 2017: Virginia Shark Tank Pitch Competition top 12 finalist
- 2016: Gauntlet Roanoke, Virginia Business Competition – 4th place finished out of 35
- 2016: INC Magazine Online article
- 2016: COX Communication and INC Magazine “Get Started Roanoke” Startup Winner
- 2016: Roanoke, VA Star Tank Pitch Competition
- 2015: Roanoke, VA Star Tank Pitch Competition
- 2008: Valley Business Front Magazine – Roanoke & New River Valley Top 30 under 30
- 2001: Eagle Scout Award – Boy Scouts of America
- 2001: American Legion Boys’ Nation, New Hampshire Representative
- 2000: Order of the Arrow Brotherhood Member – Boy Scouts of America National Honor Society