

KATIE APKER

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EDUCATION

Cornell University – School of Industrial and Labor Relations

Expected May 2026

PhD Candidate, Organizational Behavior

- Areas of Emphasis: Occupations, Entrepreneurship, & Gender

Cornell University – School of Industrial and Labor Relations

MS, Organizational Behavior

Brigham Young University – Marriott School of Business

MBA, OB & Strategy Pre-PhD Emphasis

- Leadership: MBA Pre-PhD Association, Women in Management

Brigham Young University

BS, Physiology and Developmental Biology

RESEARCH PROJECTS

Working Papers

- “Gender Segregation and Performance in the Creator Economy: Evidence from YouTube”
 - Apker, K.
 - JMP; Manuscript draft in progress
- “Mapping the Creator Economy: A Theoretical Framework and Research Agenda for Management Scholarship”
 - Song, J. Y., Cho, Y. H., Apker, K., Ghaedipour, F., Pillemer, J., Sackett, E., Sonal, R.
 - Under review
- “Putting the ‘I’ in Entrepreneurship: Individualist Founder Identity and Opportunity Orientation among Digital Entrepreneurs”
 - Apker, K.
 - Manuscript draft complete; editing for submission
- “Government Leader Rhetoric, Mandates, and Manager Anticipatory Compliance: The Moderating Role of Political Ideology”
 - Rissing, B., Apker, K., & Carver, L.
 - Under review
- “Corporate Responsibility Ratings as Drivers of Diversity Norms: An Examination of Board Gender Diversity”
 - Apker, K., Checketts, M., Christensen, L.J., Howell, Lewis, B., T. Scott, G.
 - Manuscript draft complete; editing for submission
- “Increasing Diversity and Organizational Outcomes: Past and Present”
 - Tolbert, P., Apker, K.
 - Data collection complete; data analysis in progress
- “Spousal Overwork, Family Structure, and Entrepreneurial Entry: Examination of SIPP Data”
 - Apker, K.
 - Data collection in progress

PRESENTATIONS & CONFERENCE ORGANIZING

Presentations

- Apker, K. “Gender Segregation and Performance in the Creator Economy: Evidence from YouTube”
 - Presented at the 2025 Academy of Management Annual Conference
 - Presented at the 2025 East Coast Doctoral Student Conference
- Apker, K. “Putting the ‘I’ in Entrepreneurship: Individualist Founder Identity and Opportunity Orientation”
 - Presented at the 2025 Academy of Management Annual Conference
- Rissing, B., Apker, K., & Carver, L. “Government Leader Rhetoric, Mandates, and Manager Anticipatory Compliance: The Moderating Role of Political Ideology”
 - Paper presented at the 2024 Academy of Management Annual Conference
 - Paper presented at the 2025 American Sociological Association Annual Conference
- Apker, K., Checketts, M., Christensen, L.J., Howell, Lewis, B., T. Scott, G. “Corporate Responsibility Ratings as Drivers of Diversity Norms: An Examination of Board Gender Diversity”
 - Accepted for presentation at the 2025 ARCS conference
 - Presented at the 2023 Academy of Management Annual Conference
 - Presented at the 2020 & 2022 Strategic Management Society London Annual Conference
 - Nominated for the 2020 SMS London Research Methods Paper Prize
- Tolbert, P., Apker, K., Ye, A. “Increasing Diversity and Organizational Outcomes: Past and Present”
 - Paper presented at the 2024 EGOS Annual Conference

Conference Organizing

- “Exploring the Creator Economy: New Lenses on Entrepreneurship and Strategy”
 - Paper Symposium, 2025 Academy of Management Annual Conference
 - With Liz Calder (Harvard Business School), Hatim Rahman (Northwestern University), and Chad Navid (Clemson University)
- “A Sociological Perspective on Gender Inequality in Entrepreneurship”
 - Paper Symposium, 2025 Academy of Management Annual Conference
 - With Grady Raines (Cornell University), Peter Polhill (Cornell University), Sarah Thebaud (University of California Santa Barbara), and Peter Younkin (University of Oregon)

RESEARCH EXPERIENCE

Cornell University – School of Industrial and Labor Relations

2021-Present

Graduate Research Assistant

- Dr. Pamela Tolbert (Lois S. Gray Professor of ILR and Social Sciences)
 - Working Paper: *Increasing Diversity and Organizational Outcomes: Past and Present*
- Dr. Benjamin Rissing (Associate Professor of Organizational Behavior)
 - Working Paper: *Government Leader Rhetoric, Mandates, and Manager Anticipatory Compliance: The Moderating Role of Political Ideology*

Brigham Young University – Marriott School Management Department

2018-2021

Graduate Research Assistant

- Dr. Ben Lewis (Associate Professor of Strategy)
 - Working Paper: *Corporate Social Responsibility Ratings as Drivers of Diversity Norms: An Examination of Board Gender Diversity*
 - 2020 Strategic Management Society London Annual Conference Research Methods Paper Prize Nomination
- Dr. Jeff Dyer (Horace Beesley Professor of Strategy)

- Project: *CEO Innovation, Social Capital and Value Creation Rankings*
 - Working Paper: *Platforms as Organization Design*, with Dr. David Bryce
- Dr. David Kryscynski (Associate Professor of Strategy)
 - Project: *BYU Faculty Advisory Council Childcare Survey*

Harvard Business School – Organizational Behavior Department
Graduate Research Assistant

2020

- Michael Q. Christensen (Doctoral Candidate in Management), advised by Dr. Ranjay Gulati (Paul R. Lawrence MBA Class of 1942 Professor of Business Administration)
- Project: *Qualitatively Measuring Strategic Decision Making*
 - Conducted inductive coding of interview data from the World Strategy Survey to discern strategic orientation among CEOs and C-level executives of 260+ manufacturing firms
 - Completed consensus scoring for each interview to ensure clean data
 - Analyzed and recorded patterns in data to inform future research streams

TEACHING EXPERIENCE

Cornell University – School of Industrial and Labor Relations &
Graduate Teaching Assistant & Lecturer

2021-Present

- *Sociology of Work (Macro Organizational Behavior)* – ILR undergraduate course – with Drs. Eli Friedman & Ben Rissing
 - Teaching rating: 4.9/5
- *Psychology of Work (Micro Organizational Behavior)* – ILR undergraduate course – with Drs. Vanessa Bohns & Brad Bell
 - Teaching rating: 4.9/5

Cornell University – SC Johnson Graduate School of Management
Graduate Teaching Assistant

2021-2022

- *Managing and Leading in Organizations* - SC Johnson Graduate School of Management Executive MBA course – with Dr. Michelle Duguid
- *Strategic Management of Technology & Innovation* – SC Johnson Graduate School of Management continuing education graduate summer course - with Dr. Andrew Foley

Brigham Young University – Marriott School of Business
Graduate Teaching Assistant

2019-2021

- *Creative Strategic Thinking* – MBA elective course – teaching assistant for Dr. Jeff Dyer
- *Corporate Finance* – MBA core course – teaching assistant for Dr. Grant McQueen

AWARDS & HONORS

- **2020 Hawes Scholar** – highest distinction awarded to MBA students for academic performance
- **2020 Marriott School Emerging Scholar** – received for excellence in academic research
- **2020 Poets & Quants “Best and Brightest MBAs” nominee**
- **2019 Utah State Sego Student Founder Award** – received for innovation in female-led entrepreneurship & management
- **BYU Presidential Scholar** – top academic scholarship offered by the University; awarded for duration of both undergraduate and graduate enrollment

INDUSTRY EXPERIENCE

Styled Stock House – Visual Marketing Content Subscription Service
Founder, Creative Director

2008-2019

- Established an exclusively owned digital library of over 12,000 marketing file assets

- Comprised of stock photos, stock videos, and editing templates
- Acquired a direct competitor in 2018, increasing digital asset offering by 30%
- Divested all ownership interest to external investor in December 2019