
ALEX NAAR

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EDUCATION

Ph.D. Management **Virginia Tech Pamplin College of Business** (2014-2021)

Strategy and entrepreneurship focus

(completed all PhD requirements but dissertation)

M.B.A. **East Carolina University College of Business** (May 2014)

Member of Phi Kappa Phi, Graduated with honors (GPA 3.9)

B.A. Env. Studies **University of Colorado at Boulder** (Dec 2008)

Graduated summa cum laude with honors (GPA 3.98), Honor's Thesis: *Willingness to pay of residents in independent living retirement communities for an environmental certification program*

TEACHING EXPERIENCE

Adjunct Instructor of Management (Aug 2018 to May 2020)

Walker College of Business, Appalachian State University – Boone, NC

Courses Taught

- ENT 3060 Opportunity & Entrepreneurship (Fall 2019)
- MGT 4750 Strategic Management (Spring 2020, Fall 2019, Spring 2019 [face-to-face and online])
- MGT 4700 Business Ethics (Fall 2018, Spring 2019 [online])

Graduate Assistant (Aug 2014 to May 2018)

Pamplin College of Business, Virginia Tech – Blacksburg, VA

Courses Taught

- MGT 4394 Strategic Management (Spring 2017)

Teaching Assistant

- MGT 4334 Business Ethics (Spring 2018, Fall 2017, Fall 2016, Fall 2015, Spring 2015, Fall 2014)
- MGT 5804 Leadership in Technology-Based Organizations (Spring 2018 [online])
- MGT 3064 Cornerstones of Entrepreneurship (Fall 2016)
- MBA 550 Management of Technology (Summer 2015)

ACADEMIC PUBLICATIONS

Hunt, R.A., Townsend, D.M., Korsgaard, S., and **Naar, A.** (in-press). Urban farmers and cowboy coders: Re-imagining rural venturing in the 21st century. *Academy of Management Perspectives*.

Townsend, D.M., and **Naar, A.** (2018). Urban farmers and rural coders: Structure versus culture in the changing face of rural entrepreneurship. *Frontiers of Entrepreneurship Research*, 38.

Rubright, H., Kline, C., Viren, P.P., **Naar, A.**, and Oliver, J.D.. (2016) Attraction sustainability in North Carolina and its impact on decision-making. *Tourism Management Perspectives* 19(A).

Oliver, J.D., **Naar, A.**, and Harris E. (2015). Festival attendees' perceptions of green hotel practices. *Journal of Tourism Insights* 6(1).

REFEREED CONFERENCE PAPERS

- Naar, A. (2019, March) *Mountain Isolation and Entrepreneurship*. Paper presented at the 6th Appalachian Research in Business Symposium, Sylva, NC.
- Naar, A., and Townsend, D.M. (2019, March) *Building and Burning of Bridges: The Paradox of Isolation in Appalachian Entrepreneurship*. Paper presented at Appalachian Studies Association Annual Meeting, Asheville, NC.
- Naar, A. and Townsend D.M. (2019, February) *Building and Burning of Bridges: The Role of Brokering in Rural Entrepreneurship*. Paper presented at the Sustainability, Ethics & Entrepreneurship Conference (SEE), Miami, FL.
- Naar, A., Townsend, D.M., and Hunt, R.. (2018, August) *Re-Imagining Rural Entrepreneurship: Towards a Multi-Paradigm Research Agenda*. Paper presented at Academy of Management Annual Meeting, Chicago, IL.
- Naar, A. and Hunt, R Townsend, D.M. (2018, June) *Urban Farmers and Rural Coders: Structure versus Culture in the Changing Face of Rural Entrepreneurship*. Paper presented at the Babson College Entrepreneurship Research Conference (BCERC), Waterford, IRL.
- Naar, A., Townsend, D.M., and Hunt, R.. (2018, April) *Re-Imagining Rural Entrepreneurship: Towards a Multi-Paradigm Research Agenda*. Paper presented at Appalachian Studies Association Annual Meeting, Cincinnati, OH.
- Naar, A. and Townsend D.M. (2018, March) *Stories of good works: The role of aesthetics in legitimizing social entrepreneurs*. Paper presented at the Sustainability, Ethics & Entrepreneurship Conference (SEE), Washington, D.C..
- Naar, A. and Townsend, D.M. (2017, June) *Stories of good works: The role of aesthetics in legitimizing social entrepreneurs*. Paper presented at the Babson College Entrepreneurship Research Conference (BCERC), Norman, OK.
- Naar, A. and Townsend D.M. (2017, February) *Stories of good works: The role of aesthetics in legitimizing social entrepreneurs*. Paper presented at the Sustainability, Ethics & Entrepreneurship Conference (SEE), San Juan, Puerto Rico.
- Naar, A. (2017, February) *Opening Doors so They're Closed: The Role of Framing in Selection of Sustainability Practices*. Paper presented at the Sustainability, Ethics & Entrepreneurship Conference (SEE), San Juan, Puerto Rico.
- Naar, A. (2016, August). *Feeling good about feeling good: Investor selection in a pro-social crowdfunding context*. Paper presented at the Academy of Management Annual Meeting, Anaheim, CA.
- Gerde, V., Manisha S., Wokutch R.E., and Naar, A. (2016, August). *Exploring the Antecedents of Organization Resilience: A Conceptual Approach*. Paper presented at Academy of Management Annual Meeting, Anaheim, CA.
- Naar, A., Wokutch, R.E., and McGehee, N. (2015, March) *Organizational Structure and Public Private Partnerships in the Context of U.S. Sustainable Tourism Certification Programs*. Paper presented at International Association of Business and Society (IABS) Conference, Guanacaste, Costa Rica.
- Naar, A. and Kline, C. (2013) *A Comprehensive Approach to Trail Based Tourism Development*. Paper presented at N.C. Bike Summit, Carrboro, NC.
- Naar, A. (2013) *Tourism Through a New Lens*. Paper presented at International Association of Conference Center Administrators, Fort Caswell, NC.

- Naar, A., Hao, H., and Mercer, C., (2010). *Nature Based Tourism GIS Asset Mapping: Finding a Path for Eco-Tourism*. Paper presented at National Extension Tourism Conference, Charleston, SC.
- Naar, A., (2010). *Tourism and Place Based Economic Development: A Strategy for Job Creation, Cultural Enhancement, and Environmental Protection*. Paper presented at Ecotourism and Sustainable Tourism Conference, Portland, OR.
- Benjamin, S., Schneider, P., and Naar, A. (2010). *Assessing the Economic Impact of Paddle Trails*. Paper presented at Annual Carolina Thread Trail Forum, Mooresville, NC.
- Naar, A. (2009). *Great Places to Visit are Great Places to Live*. Paper presented at NC League of Municipalities Annual Conference, Greenville, NC.

AWARDED CONTRACTS AND GRANTS

- Gallants Channel Events and Education Center: A Feasibility Study (2014). \$10,000. Funder: Friends of the Museum, NC Maritime Museum, Inc.. Kline, C., Naar, A., and Swanson, J..
- NC Seafood Festival Profile Study (2013). \$500. Funder: NC Seafood Festival Association. Kline, C., Naar, A., and Duncan, J.P..
- Visitor Profile Study (2013). \$15,400. Funders: Blowing Rock TDA, Washington TDA, Granville County Chamber of Commerce, Onslow County Tourism, Graham County, Polk County Travel & Tourism (First Peak), and Rutherford County Tourism (The Awen Group). Kline, C., Naar, A., and Duncan, J.P..
- Greening Coastal Vacation Rental Properties. (2012). \$30,000. Funder: U.S. Environmental Protection Agency, Source Reduction Assistance Program. Abdel-Salam, T., Naar, A., and Long, P..
- Pilot Visitor Profile Study (2012). \$1,000. Funders: Johnston County Travel and Tourism and Chowan/Edenton Visitors Bureau. Kline, C., Naar, A., and Murray, A..

ACADEMIC SERVICE

- Reviewer for Management Decision (2016-2018)
- Reviewer for the Annual Meeting of the Academy of Management (2015-2019)
- Reviewer for the 2015 Annual Meeting of the International Association of Business and Society (IABS)

ACADEMIC HONORS, AWARDS AND RECOGNITION

- 2019 Academy of Management Annual Meeting Best Reviewer (ONE Division)
- 2018 Virginia Tech Department of Management Litschert Research Award
- 2016 Virginia Tech Department of Management Litschert Research Award
- 2016 Virginia Tech Department of Management Early Research Proposal Award
- 2015 Virginia Tech Department of Management Early Research Proposal Award

PROFESSIONAL EMPLOYMENT

- Director, Community and Business Outreach** (May 2008-Aug 2014)
Center for Sustainability and the Office of Innovation and Economic Development at East Carolina University in partnership with the NC Division of Tourism, Film and Sports Development

NON-ACADEMIC SERVICE AND COMMITTEES

- Advisory Board- YMCA Camp Greenville (January 2019 - present)
- Advisory Committee- NC Office of Environmental Education (Summer 2008-Summer 2011).
- Advisory Group- NC Central Carolina Community College Eco-Tourism Certificate Program (Winter 2009)

PROFESSIONAL PUBLICATIONS

- Ayscue, E., Curtis, S., **Naar, A.** and Perkins, D.J., 2013. *Dispatch: Seasonal Weather and Tourism Forecast* (Winter 2012, Spring 2013, Summer 2013, Fall 2013, Winter 2014). Center for Sustainable Tourism at ECU
- Naar, A.**, 2013. Greening North Carolina Travel and Tourism: Tips for Sustainable Practices in Tourism (published in *VISITNC NewsLink*). NC Division of Tourism. Retrieved from <http://www.ecu.edu/cs-tecs/sustainabletourism/upload/N-C-Green-Travel-Sustainability-Tips.pdf>
- Kline, C. and **Naar, A.** (Eds.), 2013. *Charlotte Regional Visitors Authority Sustainability Assessment*. Center for Sustainable Tourism.
- Long, P. Blair, H. and **Naar, A.**, 2012. Chapter section on Tourism, *North Carolina Inter-Agency Climate Adaptation Plan*.
- Long, P. and **Naar, A.**, 2011. Energy and Tourism. *Status and Outlook for Energy Production and Use in the Southeast United States*. National Climate Assessment- Southeast Climate Consortium.
- Long, P. and **Naar, A.**, 2011. Climate and Tourism in North Carolina. *Impacts of Climate Change on North Carolina's Tourism Industry*. Center for Sustainable Tourism at ECU.
- Naar, A.** 2010. *State-Level Green Travel Programs*. Center for Sustainable Tourism at ECU.
- Abbot, A, and **Naar, A.** 2009. *Recreational Land Use Liability Report*. Center for Sustainable Tourism at ECU.

MEDIA COVERAGE

- North Carolina Sustainability Center (2013, Nov 21). How Sustainable Tourism is Thriving in NC: A Conversation with Pat Long & Alex Naar. Retrieved from <http://ncsustainabilitycenter.org/education/how-sustainable-tourism-is-thriving-in-nc>
- Oakes, A, (2013, Sep 24). Panel offers tips to attract tourists. Watauga Democrat. Retrieved from <http://www2.wataugademocrat.com/News/story/Panel-offers-tips-to-attract-tourists-id-012651>.
- Quizon, D. (2013, Apr 02). Johnston County tourists want more lodging, dining, street signs. Smithfield Herald. Retrieved from http://subpub.smithfieldherald.com/2013/04/02/26595_johnston-county-tourists-want.html
- Queram, K.E. (2013, Apr 16). Initiative aims to lure tourists seeking eco-friendly options. Star News. Retrieved from: <http://www.starnewsonline.com/article/20130416/articles/130419723?tc=ar>.
- Bunch, P. (2012, March, 25). Morning Edition. Spindale, NC: WNCW
- Row, S. (2012). Steve Row talks to Alex Naar. The GPAT Neighborhood. Retrieved from: <http://gpattv.org/NewPages/VOD/GPAT%20Neighhborhood/Naar-Alex.html>
- Kennedy, K. (2010, Dec 1). City Hosts Retreat on Ecotourism. Daily Reflector. Retrieved from <http://www.reflector.com/news/city-hosts-retreat-ecotourism-184848>
- Shannan, B. (2010, Dec 8). Hotels, others catering to tourists uncover savings in sustainability. Star News. Retrieved from <http://www.starnewsonline.com/article/20101208/ARTICLES/101209670?tc=ar>.
- Bunch, P. (2009, May 22). Morning Edition. Spindale, NC: WNCW