

## Curriculum Vitae

# Marko Horn

Assistant Professor of Management  
Department of Management & Healthcare Administration  
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## Education

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**Florida State University**, Tallahassee, Florida

Ph.D. in Strategic Management (2011)

**Kennesaw State University**, Kennesaw, Georgia

Masters of Business Administration (2003)

Bachelors of Business Administration, Major in Management and Entrepreneurship. (2001)

## Research

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### Publications

McNabb, S., Horn, M., Hackbarth, G. (2018) *Electrolux's Risky Business: To relocate or not*. Southeast Case Research Journal.

Horn, M., Hackbarth, G. (2017). *"Now you see me, now you don't" the impact of perceived community impact and media interest on environmental spill reporting*. Journal of Marketing and Strategic Management, 11: 96-113.

Horn, M., Fiorito, J., Goh, S. (2016). *What do we care about yesterday's chatter? Legitimizing firm communication, environmental spill severity, and firm financial performance*. Oil, Gas & Energy Quarterly, 64(3), 489-512.

Horn, M. (2016). *The role of individual judgement in a comprehensive model of proactive corporate environmental strategy formulation*. Journal of Marketing and Strategic Management, 10: 95-119.

Hall, J. Fiorito, M. Horn, C.Langford (2011) *"Unions as Organizations: Strategy versus Environment"* WorkingUSA, Volume 14, Issue 4, pages 571–587

### Dissertation

Horn, Marko, *"Firm Communication, Environmental Spill Severity, and Firm Financial Performance: Was Interessiert Mich mein Geschwätz von Gestern? (What do we care about*

*Yesterday's Chatter?)"* (2010). *Electronic Theses, Treatises and Dissertations*. Paper 3778.  
<http://diginole.lib.fsu.edu/etd/3778>

### Conference Presentations

Horn, M.; Krispin, J; Hackbarth, G; Crace, L. "*A Workforce in Crisis, Case A: A Consultants Dilemma*" (2019) Southeastern Case Research Association Annual Conference, SECRA, Myrtle Beach. (February 22, 2019). Published in the proceedings.

Poncelet, A.; Horn M.; Beverly, M. "*Café Marignan*" (2019) Southeastern Case Research Association Annual Conference, SECRA, Myrtle Beach. (February 22, 2019). Published in the proceedings.

Horn, M., Hackbarth, G., "*Developing and Internship Program for the Lowndes County ITS department*", (2018) Southeastern Case Research Association Annual Conference, SECRA, Myrtle Beach. (February 23, 2018). Published in the proceedings.

Horn, M., Hackbarth, G., "*Health Information Technology in a Post-Meaningful Use Era: Revisiting Swanson's Tri-core Model*", (2018) 48th Annual Meeting of Southeastern Decision Science Institute, Wilmington, NC. (February 21, 2018). Published in the proceedings.

Hackbarth, G., Horn, M., "*Understanding The Impact Of Perceived Community Impact And Media Interest On Environmental Spill Reporting*", (2017) 47th Annual Meeting of the Southeast Decision Sciences Institute, Southeast Decision Sciences Institute 2017, Charleston, SC. (February 23, 2017). Published in the proceedings.

McNabb, S., Horn, M., "*Risky Business: Electrolux moves to Mexico*", (2016) Southeast Case Research Association Annual Conference, Southeast Case Research Association, Myrtle Beach, SC. (February 26, 2016). Published in the proceedings.

Horn, M., Hackbarth, G., "*The national response center data base: How to use it?*" (2016) 46th Annual Meeting of Southeastern Decision Science, Southeast Decision Sciences Institute, Colonial Williamsburg, Virginia. (February 18, 2016). Published in the proceedings.

Horn, M.; Fiorito, J.; Goh, S. "*What Do We Care About Yesterday's Chatter? Firm Legitimacy, Spill Severity, & Firm Performance*" (2011) Presented at the Academy of Management Conference

Horn, M. "*Displayed Organizational Cognition of Social and Ecological Responsibility in the Oil Industry*" (2008) Presented at the 2008 PhD Sustainability Academy at the University of Western Ontario

Horn, M. "*Getting the message across? The measure of corporate credibility in the context of stakeholder management*" (2008) Presented at the 2008 Academy of Management Conference

Horn, M. *"Antecedents to Pro-active Environmental Strategy: An Upper Echelons Perspective"* (2007) Presented at the 2007 Southern Management Association conference.

Munyon, T., Horn, M., and Kow, J. *"Corporate Social Performance as Mediator of Financial Performance and Reputation"* (2007) Presented at the 2007 Southern Management Association conference.

Fiorito, J., Horn, M., Jarley, P. *"Trade Union Morphology"* (2006) Presented at 8th European Congress of the International Industrial Relations Association, 2007.

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### Teaching Experience

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During the past fifteen years I taught over 2500 students in eight different subject matter classes at four different AACSB accredited Business Schools. I conducted various management, entrepreneurship and leadership classes. I instructed in classroom settings of 5 to 100 students, as well as in online classes. I instructed undergraduate as well as graduate level students. During this time I was continuously evaluated by the students as a very good, effective, and motivating instructor. The grade point average earned by the students was between 2.7 and 3.5 on a 4.0 scale. My evaluations are continuously above departmental average, while my classes GPA is slightly below departmental average. A detailed outline of my teaching experience and evaluation is available upon request.

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### Service Experience

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As a faculty advisor I formed a SIFE (Students in Free Enterprise) Chapter at Millsaps College in 2011. Under my guidance the Chapter grew from 8 students and one project in their first year to 25 students executing 4 projects during their second year. The Chapter was honored "Rookie of the Year" for their first ever presentation at the SIFE Regional competition in Dallas (2012)

As a Business Consultant I assisted several organizations in the Healthcare Administration Industry (Adults with Intellectual Developmental Disabilities) in their workforce development efforts through training and research activities. The training was especially designed to reduce annual turnover rates, perceived stress, and worker unhappiness.

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### Related Industry Experience

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**Kennesaw State University:** Associate Director of the Graduate Business Programs Office. 2006

**Cobb Microenterprise Center:** Director of Technology for a small but rapidly-growing non-profit micro-business development organization. Experienced as a project manager, grant writer, business consultant, and technology manager. 2004-2005

**Independent Business Owner:** Founded and managed an apparel retail micro-business. 2000-2004

**German Air Force:** Seasoned Expatriate with international management experience on both sides of the Atlantic Ocean working in Finance and Accounting, Legal Assistance, and

Transportation. Stationed in Eckernfoerde Germany, El Paso Texas, and Nuremberg Germany.  
1988-1998

**German Department of Defense:** Federal Administrative Clerk, 1985-1988

### **Professional Affiliations**

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- Academy of Management, Southern Management Association (SMA), Southeastern Case Research Association (SECRA), Southeastern Decision Sciences Institute (SEDSI)
- Beta Gamma Sigma & Golden Key

### **Honors and Awards**

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- Presidents List at the University of Maryland and Kennesaw State University
- Winner of the Georgia Cup, Georgia's Undergraduate Business Plan Competition in 2001
- Finalist at the Georgia Bowl, Georgia's Graduate Business Plan competition in 2003
- Presidential Fellow 2003, Outstanding MBA student for 2003, University Scholar 2003