# JESSE-BURTON NICHOLSON, PhD

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## EDUCATION

- PhD, Business Administration (Strategy and Entrepreneurship), University of Pittsburgh, Katz Graduate School of Business, 2025. Dissertation on how language and framing shape the adoption and diffusion of radical technological innovations, using Bitcoin and Ethereum as the cases.
- Master of Education, Higher Education Administration (Student Affairs), University of Pittsburgh, School of Education, 2011. Thesis on first-year student retention. Completed while working full time.
- Bachelor of Arts, Political Science, University of Pittsburgh, 2007, cum laude. Certificates in Global Studies and in Russian and East European Studies. Pi Sigma Alpha.

## ACADEMIC ADMINISTRATION

**University of Pittsburgh, Katz Graduate School of Business, Pittsburgh, PA** Sept. 2016 to Aug. 2018

*Project Manager, Dean's Office*

- Project manager for the school's successful five-year AACSB reaccreditation application. Gathered and coordinated the information from every unit and kept the deliverables on schedule.
- Oversaw the tenure, promotion, and contract renewal process for the faculty and moved it from paper to an electronic workflow.
- Team Lead for a three-day kaizen event, "Digitizing University Faculty Personnel Actions," which produced an automated workflow used across the university.
- Produced the Dean's confidential correspondence, including annual review letters, promotion reports, offer letters, and requests to the Provost.
- Planned Board of Visitors meetings and multi-day strategic planning events.

**University of Pittsburgh, Department of English, Pittsburgh, PA** Sept. 2014 to Nov. 2015

*Department Administrator*

- Oversaw all administrative operations of a department of over 300 faculty, staff, and student employees.
- Managed budgets of over $11 Million a year, including more than 30 restricted gift and endowed accounts, and produced forecasts, variance reports, and risk analyses.
- Managed all payroll and personnel actions for the department and supervised the full-time staff, including hiring, training, and evaluations.
- Restructured administrative positions, which increased productivity and eliminated half of a position, and coordinated renovations with the Dean's Office and Facilities Management.

**University of Pittsburgh, Department of English, Pittsburgh, PA** Aug. 2012 to Sept. 2014

*Assistant to the Chair (Acting Interim Department Administrator from Feb. 2014)*

- Managed all faculty searches from the advertisement through the appointment, and prepared all tenure, promotion, and annual evaluation files.
- Instituted electronic processes for annual faculty activity reporting, contract renewals, and departmental reviews.
- Moved the monthly print newsletter to email, saving about $1,500 a month, and created a weekly departmental e-newsletter.
- Served as liaison with the Dean's Office on faculty matters, managed payroll for non-tenure-stream faculty, and maintained the department's websites.

**American University of Afghanistan, Department of Student Affairs, Kabul** Jan. 2012 to June 2012

*Student Development Specialist*

- Founded the Student Ambassador Program and the Extra-Curricular Transcript program, advised students, and taught three sections of University Success.
- Worked with the Finance Department to establish transparency, accountability, and policies for student activity fee money.

**University of Pittsburgh, Office of First Year Experience, Pittsburgh, PA** Sept. 2009 to Jan. 2012

*Office Assistant and Assistant Program Manager*

- Assisted in planning and running over 100 programs a year, including the week-long New and Transfer Student Orientation, and facilitated the Emerging Leaders program.
- Tracked the budgets and handled the accounting for two offices, over $350,000 a year, and assisted with the supervision of 15 to 17 student workers.
- Wrote the "Virtual FYE" proposal to use technology to connect with students, which the office implemented in full.

## RESEARCH AND RELATED APPOINTMENTS

**Università di Bologna, Department of Management (remote)** Feb. 2024 to July 2025

*Post-Doctoral Research Fellow*

- Conducted research on language and the diffusion of innovation using natural language processing methods, managed international collaborative research projects, and co-authored manuscripts.

**OpenAI (independent contractor, short-term contract, concluded)** 2024

*AI Response Evaluation and Ranking*

- Evaluated and ranked AI model responses across subject areas using frameworks for quality, accuracy, and alignment.

## TEACHING

**University of Pittsburgh, College of Business Administration, Pittsburgh, PA** 2022 to 2025

*Adjunct Professor and Graduate Teaching Fellow*

- Strategic Management (undergraduate capstone): hybrid, Spring 2022; in person, Spring 2023; online, Summer 2023; and 2025. Student teams analyzed real companies and their current situations.

**American University of Afghanistan, Kabul** Spring 2012

*Student Development Specialist (instructor of record)*

- University Success (UNV100), three sections, for first-year students.

## OTHER EXPERIENCE

**Data Mapping, Inc., Crescent Township, PA** Jan. 2005 to Nov. 2008

*President (family business)*

- Responsible for all operations and finances of a company that produced cable television franchise area maps, including accounting, payroll, taxes, marketing to over 14,000 industry contacts, and the website. Trained successors before transferring control.

## PUBLICATION

- Ao, J., Nicholson, J. B., Blatman, G., Madhavan, R., and Prescott, J. E. (2022). Relational competition: Interesting idea, questionable construct. Academy of Management Perspectives, 36(4), 1033–1048.

## WORKING PAPERS

- ASIC, Hodl, Sats: New Language, Common Ground, and the Diffusion of Innovation. Empirical, computationally assisted qualitative research. Target: Academy of Management Journal.

- Using Language to Frame Radical Innovation Across Heterogeneous Audiences: Evidence from Blockchain and Ethereum. Working paper, in revision.
- Computationally Assisted Qualitative Research: Bringing Machine Learning to Qualitative Management Research. Methods paper. Target: Journal of Management.
- Understanding Innovations: The Role of Language. Behavioral experiment. Target: Strategic Management Journal.

## CONFERENCE PRESENTATIONS

- INFORMS Annual Conference (invited), 2023. ASIC, HODL, SATS: New Language, Common Ground, and the Diffusion of Innovation.
- Strategic Management Society Annual Conference, 2023. ASIC, HODL, SATS: New Language, Common Ground, and the Diffusion of Innovation.
- Academy of Management Annual Conference, 2023. New Language and the Diffusion of Innovation: The Case of Bitcoin.
- Academy of Management Journal Paper Development Workshop, 2023.
- Babson College Entrepreneurship Research Conference, 2022. Language and the Social Construction of New Ideas, Innovations, and Markets: Blockchain and Bitcoin.
- Aalto University Competitive Dynamics Conference, 2021. Do Models of Competition Vary across Institutional Contexts?
- Strategic Management Society Paper Development Workshop, 2021. Relational Competition: A Closer Look.

## UNIVERSITY SERVICE

- Member, School Planning and Budget Committee, Katz Graduate School of Business, 2020 to 2022.
- Participant, Dean search, 2022, and faculty searches, 2018 to 2022.
- Team Lead, Department of Human Resources Process Improvement Kaizen, 2017.
- Founding Chair, Diversity and Inclusion Committee, Staff Association Council, 2011. Member, Board of Trustees Affirmative Action Committee, 2011. Hearing Officer, University Judicial Board, 2010 to 2011.

## SKILLS

- Research methods: computational text analysis, topic modeling, sentiment analysis, systematic qualitative coding, mixed methods, and qualitative comparative analysis. Python (pandas, scikit-learn, nltk, spaCy), Stata, and NVivo.
- Administrative systems: PeopleSoft, PantherExpress, COGNOS, QuickBooks, Microsoft Office with advanced Excel and PowerPoint, Adobe Creative Suite, and website maintenance.

## REFERENCES

- Available on request.