

**VIJAYA (Vi) NARAPAREDDY**  
Management Department  
Daniels College of Business  
University of Denver, Denver, CO 80210  
Tel: 720-227-1864

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## Education

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Ph.D.	University of Illinois at Urbana-Champaign, USA Major: International Business; Minor: Business Strategy and Policy Dissertation: "Import Competition and Domestic Bankruptcy; The Impact of Industry Structure"
MBA	Andhra University, India Recipient, University Second Rank
B.Com.	Mysore University, India Major: Cost Accounting, Industrial Organization <b>Winner of the Sri K.C.C. Rao Gold Medal</b> for Humanities and Commerce awarded for outstanding cumulative performance among undergraduate students in the Humanities and Commerce programs

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## Awards & Recognitions & Grants

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- High Impact STEM Mini Grant, Center for Community Engagement and Service Learning (CCESL), University of Denver, 2016-17
- "One New Thing" Mini Grant, Office of Teaching and Learning, University of Denver, 2016
- Finalist, OIKOS Case Competition, 2016
- Recipient, "*Conference Best Case (Silver)*" award, North American Case Research Association, October 10, 2015
- Recipient, "*Best Conference Paper,*" 5th Annual International Research Exchange & Faculty Development Conference, Los Angeles, CA, 2015
- Recipient, "*2014 Outstanding Reviewer,*" *Case Research Journal*, October 2014
- Recipient, "*Best Research Case,*" ICHRIE Johnson & Wales Case competition, 2014
- Curriculum and International Development Grant, DU Internationalization Office, 2014-15
- Summer Research Grant, Daniels College of Business, University of Denver, 2014-15
- Keynote Speaker, Association of Latin American Casewriters (ALAC) Annual Meetings, June 30, 2014
- Recipient, "*Highly Commended Case,*" the CASE Association/Emerald Group Publishing Excellence in Case Writing Award, 2014
- Nominee, "William T. Driscoll Master Educator" Award, University of Denver, 2014
- NACRA "*Service Award,*" presented at the NACRA conference held in Victoria, British Columbia, Canada, October 2013
- Finalist, "CMA, Alberta Corporate Governance Best Case" Award, NACRA, 2013

- Nominee, “Director’s College (Canada) Award for outstanding Case in Corporate Governance,” North American Case Research Association, 2009
- Fellow, Institute of Enterprise Ethics, Daniels College of Business, University of Denver, 2011-
- Keynote Speaker, Association of Latin American Casewriters (ALAC) Annual Meetings, June 1, 2011
- LITEE National Dissemination Grant, sponsored by NSF, 2008-09
- Service Learning Scholar, University of Denver, 2008-09
- “Collaborative Learning and Strategy Under Simulated Business Environments,” grant funded by The Center for Teaching and Learning, University of Denver, 2005-2006
- Keynote Speaker, National Conference on Enterprise-wide Information Systems, Institute of Public Enterprises, Hyderabad, India, November 26, 2004
- “Toward a Seamless Integration of Learner-Centered Approaches in Undergraduate Electrical Engineering Courses,” grant funded by The Center for Teaching and Learning, University of Denver, 2003-04
- Interdisciplinary Proposal Preparation Fund grant, University of Denver, Spring 2002
- CTL Travel grant, Center for Teaching & Learning, University of Denver, Fall 2001
- Recipient, “*Outstanding Reviewer Award*,” 1999 Midwest Academy of Management
- Recipient, “*The McMaster Best Case Award in Innovation and New Technology*,” presented at the 1997 NACRA meetings
- Case research grants, Daniels College of Business, University of Denver, 1996 & 1997
- Summer Research Grants, College of Business, University of Denver, 1994 & 1993
- Mitsubishi Bank Foundation Grant, Tokyo, Japan, 1993 & 1992
- Summer Research Grant, Affirmative Action Office, Cal Poly State University, San Luis Obispo, California, 1992
- Mitsubishi Bank Foundation Grant, Tokyo, Japan, 1991
- Affirmative Action Faculty Development Program (Travel) Award, Cal Poly State University, San Luis Obispo, California, 1989-90
- Affirmative Action Faculty Development Program Grant, Cal Poly State University, San Luis Obispo, California, 1989-90
- State Faculty Support Grant, Cal Poly State University, San Luis Obispo, California, Summer 1989
- Affirmative Action Faculty Development Program Grant, Cal Poly State University, San Luis Obispo, California, 1988-89
- Graduate College Dissertation Research Grant, University of Illinois, 1986
- Graduate College Dissertation Research Grant, University of Illinois, 1985
- Edmund J. James Scholar, University of Illinois, 1983-84
- University Second Rank, MBA Program, Andhra University, India, 1974
- Merit Scholarship, University Grants Commission, India, 1972-74
- Recipient, “*Sri K.C.C. Rao Gold Medal for Humanities and Commerce*,” awarded for outstanding cumulative performance among the undergraduate students in the Humanities and Commerce programs

## Academic Experience

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Sept.1999- present	Associate Professor, Department of Management, Daniels College of Business, University of Denver, Denver, Colorado
Sept. 1993- Aug. 1999	Assistant Professor, Department of Management, Daniels College of Business, University of Denver, Denver, Colorado
Sept. 1992- Aug. 1993	Visiting Associate Professor, Department of Management, College of Business Administration, University of Denver, Denver, Colorado
Jan. 1988- Aug. 1992	Associate Professor, Management Department, School of Business, California Polytechnic State University, San Luis Obispo, California
June 1987- Dec. 1987	Lecturer, Management Department, School of Business, California Polytechnic State University, San Luis Obispo, California

## Professional Experience

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President, Board of Directors, Center for Self Development, a non-profit organization, Denver, 2005-'06.

Advisory Board member, *Lutz Lutz*, a Franco-Chilean company, 2004-present.

Consultant, e-MDS, LLC, 2001

President, ITBC, Inc., 1992-present.

Marketing Officer, Gokaldas Harbhagwandas, India, 1974-79

Finance Department, Sandoz India ltd., Bombay, 1973

## Invited Presentations

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“Making your Case Research Count,” Research seminar offered at the University of São Paulo, São Paulo, Brazil, February 22, 2016.

“Teaching MBA Students with Cases,” Valencia Polytechnic University, Valencia, Spain, November 13, 2015.

“Case Research for Theory Building and Theory Testing,” ICHRIE Research Academy, July 29, 2015.

“Case Development for Research and Teaching,” ICHRIE Research Consortium, July 30, 2014.

“1+1 =? The Potential of Case Research.” Invited presentation to Administrators, faculty, and doctoral students, Indian Business School, December 23, 2011.

“Employment in the Current Economy,” speech made at the Annual Meetings of the African Leadership Group, Denver, held on March 26, 2011.

“The Many Faces of Entrepreneurship: Models in Value Creation,” The Wharton School, University of Pennsylvania, March 16, 2010.

“Strategic Impact of U.S. Meltdown on BRIC (Brazil, Russia, India, and China)” Young Indians (YI) and the Confederation of Indian Industry (CII), India's premier business association, Hyderabad, India, December 10, 2008.

- “Which Business Creates the Best Value? Role of Social Entrepreneurs,” Loyola College, Chennai, India, December 5, 2008.
- “The Many Faces of Entrepreneurship,” Indian Institute of Technology, Kharagpur, India, November 28, 2008.
- “Overcoming Obstacles: Grass Roots Social Entrepreneurship,” Interactive presentation in the Entrepreneurship Cell, Indian Institute of Technology, Kharagpur, India, November 28, 2008.
- “A New Attitude for Business,” Focus The Nation: Global Warming Solutions for America, Teach-in: Taking Action on Climate Change,” University of Denver, Jan.31, 2008.
- “Culture and Business in Japan: Some Unique Aspects to Consider in International Marketing and Management,” Kuwait University, Kuwait, December 8, 2004.
- “Developing Cases in International/Multinational Management,” Faculty Research Seminar, Kuwait University, Department of Marketing & Management, Kuwait, December 7, 2004.
- “Developing Cases in Strategic Management,” Faculty Research Seminar, ICFAI University, College of Business, Banjara Hills, Hyderabad, India, November 25, 2004.
- “How can Rural Industry Participate in the International Economy?” Rotary Club, Amalapuram, India, November 23, 2004.
- “Understanding Competition and Strategy in Today’s Global Economy,” Kasturba College (for Women), Hyderabad, India, November 17, 2004. “Collaboration in Multi-disciplinary Teams,” Cooperative Learning Conference, University of Denver, March 2004.
- “Institutionalizing Change: Creating Stellar Performance through Diversity,” Texaco, January 2001.
- “Emotional Intelligence in a Cross-Cultural World,” Lucent Technologies, April 2000.
- “Technology & Competitive Advantage in the Digital Millennium.” Southern Denmark University, Denmark, November 1999.

## **Publications**

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### **Scholarly Book:**

- “*Sustainability, Social Responsibility, and Innovations in the Hospitality Industry,*” with H.G. Parsa, S. Jang, M. Segarra-Oña, and R. Chen (eds), CRC Press, 2014.

### **Publications:**

- “Chipotle Mexican Grill: A Sustainability Champion Going Global with China,” with F. De Micco, H.G. Parsa, J. Gao, *Journal of Hospitality & Tourism Cases*, forthcoming.
- “IDE in Nicaragua: Quest for Sustainability,” with N. Sampson and S.R. Vishwanath, *CASE Journal*, vol.12, issue 3, 2016.
- “Wipro Ltd.: The Demerger of Wipro Enterprises,” with R. Haldipur and S.R. Vishwanath, *Asian Case Research Journal*, National University of Singapore (NUS)/ World Scientific, Singapore, forthcoming.

- “The Reliance Company: A House of Cards?” with S.R. Vishwanath, the *Asian Case Research Journal*, National University of Singapore (NUS)/ World Scientific, Singapore, forthcoming.
- “Hospitality with Heart and Soul: Jack’s Bar & Grill,” with H.G. Parsa and B. Farmer, *Journal of Hospitality Tourism Cases*, vol. 4, no.1, 2015.
- **“Best Research Case,” ICHRIE Johnson & Wales Case competition, 2014.**
- “Sonata Software Ltd., India: Building Competitive Advantage through an International Joint Venture,” with S. Hurt, *Case Research Journal*, vol. 34 (4), Fall 2014.  
Available at: <https://cb.hbsp.harvard.edu/cbmp/product/NA0331-PDF-ENG>
- “Envirofit International: Cracking the BoP Market,” the *Case Research Journal*, special issue on “Business & Sustainability,” vol. 34 (3), Summer 2014, 61-74.  
Available at: <https://cb.hbsp.harvard.edu/cbmp/product/NA0306-PDF-ENG>
- "The Dalit Freedom Network, US and Operation Mercy Charitable Corporation, India," with L. Howe & N. Sampson, *Case Folio*, vol. XIV (2), June 2014.
- “John Chambers, Cisco and Its Internal Governance Systems,” with D. Purkayastha, *Case Folio*, vol. XIV (2), June 2014.
- This case is also published in Spanish.**
- “Central City Opera House Association," V. Narapareddy, N. Sampson, & G. Von Stroh, *Case Folio*, vol. XIV (1), March 2014.
- “Women’s Bean Project,” with A. Moreno & N. Sampson, *Case Folio*, vol. XIV (1), March 2014.
- “Frontier Airlines,” with G. Von Stroh & M. Clouse, *Case Folio*, vol. XIII (4), December 2013.
- "Global Girlfriend" with N. Sampson, *Case Folio*, vol. XIII (4), December 2013.
- “Corporate Governance Scandal at Satyam Computers,” with S.R. Vishwanath, *The CASE Journal*, vol. 10 (1), Fall 2013.
- Recipient of **“Highly Commended Case,” the CASE Association/Emerald Group Publishing Excellence in Case Writing Award, May 2014.**
- “Crisis at Rocky Mountain Mutual Housing Association,” with G. Von Stroh and N. Sampson, *The Case Folio*, vol. XIII (1), 2013.
- **Nominee, “Director’s College (Canada) Award for outstanding Case in Corporate Governance,” North American Case Research Association, 2009**
- “The McGraw Hill Companies.” Case published in “*Strategic Management*” by Fred R. David, Pearson, 14<sup>th</sup> edition, 2012.
- This case sold over **11,000 copies** (excluding book sales) and is currently in second print.
- "McDonald's Corporation (2009)," (Cohesion case) in Fred David (13th edition), "*Strategic Management*," Prentice Hall, published in six languages, 2010.
- “Pfizer (2009) in Fred David (13th edition), "*Strategic Management*," Prentice Hall, published in six languages, 2010.
- "International Business Machines (2007)," in Fred David (12th edition), "*Strategic Management*," Prentice Hall in 9 languages, 2008.
- "Marriott International (2007)," in Fred David (12th edition), "*Strategic Management*," Prentice Hall in 9 languages, 2008.
- "McDonald's Corporation (2007)," in Fred David (12th edition), "*Strategic Management*," Prentice Hall in 9 languages, 2008.

- "Wendy's International (2007)," in Fred David (12th edition), *"Strategic Management,"* Prentice Hall in 9 languages, 2008.
- "Inducing Money Magnetism: Fundraising Practices in American Universities and Lessons for the Indian Higher Education," with R. Choudaha, *World Universities Journal*, 2008.
- "Pfizer," in David, F., *"Strategic Management: Concepts and Cases"*, 11<sup>th</sup> edition, Pearson Education, Prentice Hall, 2006.
- "Pfizer," in David, F., *"Cases in Strategic Management,"* 11<sup>th</sup> edition, Pearson Education, Prentice Hall, 2006.
- "Bicycles for India," with N. Sampson, in S. Jain, *International Marketing*, 2006.
- "Samsonite," in David, F., *"Strategic Management: Concepts and Cases"*, 11<sup>th</sup> edition, Pearson Education, Prentice Hall, 2006.
- "Samsonite," in David, F., *"Cases in Strategic Management,"* 11<sup>th</sup> ed. , Pearson Education, Prentice Hall, 2006.
- "Janus Funds," in David, F., *"Strategic Management: Concepts and Cases"*, 11<sup>th</sup> edition, Pearson Education, Prentice Hall, 2006.
- "Janus Funds," in David, F., *"Cases in Strategic Management,"* 11<sup>th</sup> edition, Pearson Education, Prentice Hall, 2006.
- "Denver International Airport," with V. Johnston, N. Sampson, and C. Shultz in David, F., *"Strategic Management: Concepts and Cases"*, 11<sup>th</sup> edition, Pearson Education, Prentice Hall, 2006.
- "Denver International Airport," with V. Johnston, N. Sampson, and C. Shultz in David, F., *"Cases in Strategic Management,"* 11<sup>th</sup> edition, Pearson Education, Prentice Hall, 2006.
- "Making of a Zebra: The Innovators' Dilemma," with M. Matin & R. Salters 2-5, 2002. In **"Best papers"** published in **"Creative Teaching"** edited by Hans E. Klein, Omni Press, Madison, WI, 2002.
- "A First Step Toward Introducing Emotional Intelligence Into The Law School Curriculum: The 'Emotional Intelligence and the Clinic Student Class,'" with P. Cain. In **"best papers"** published in **"Creative Teaching"** edited by Hans E. Klein, Omni Press, Madison, WI, 2002.
- "Bicycles for India," with N. Sampson. *The Case Research Journal*, Fall 1999.
- Winner of the **McMaster Best Case Award in Innovation and New Technology** presented at the 1997 NACRA meetings.
  - Case used in the Wharton's Social Impact Management Program, University of Michigan & Stanford University
  - In "Featured Collections," Aspen Institute's Business and Society Program.
- "Celestial Seasonings," CaseNet Publications, 1996.
- "Niche Changes and Population Strategies: Foreign Competition Revisited," with Kjell Gronhaug, *The Scandinavian Journal of Management Studies*, Vol. 5, No. 1, 1989.
- "Problems and Prospects for the Female Corporate Executive: A Cross-Cultural Perspective," with Nori Suzuki, *Management Japan*, Vol. 21, No. 1, Spring 1988.

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## Work-in-Progress

- "Breaking the Code of Silence," with S. Qumer and D. Purkayastha, under review with the *Case Research Journal*.

- “Sazza: At the Fork,” with H.G. Parsa, under review with the *Case Research Journal*.
- “Social Innovation in Latin America,” with Erica Berte, under review with the *Case Research Journal*.
- “Developing Collaborative Advantage *with* the Base of the Pyramid: The Case of a Social MNE (SMNE),” with Melissa Akaka.

## Refereed Proceedings

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- “The Biz Plan Game: An Experiential Learning Exercise,” with E. Berte and D. E. Williams, paper submitted to the 2017 USASBE Annual Meetings, to be held in Philadelphia, PA, January 19 - 22, 2017
- “Corporate Social Responsibility as Strategy: Chipotle Mexican Grill (2016),” with E. Berte, case and IM submitted to the 2017 AIB-Latin America Conference, to be held in Lima, Peru, March 8-10, 2017.
- “In the Eye of the Storm: Chipotle Mexican Grill in 2016,” with H.G. Parsa and N. Sampson, *Proceedings*, presented in the Corporate Governance & Ethics Track of the 2016 North American Case Research Association Annual meetings, October 6-8, 2016 in Las Vegas, Nevada.
- “Apple Inc.: Is the Titanic Headed Toward the Iceberg?” with M. Jacobs and N. Eisenberg, *Proceedings*, presented in the Strategy & Policy Track of the 2016 North American Case Research Association Annual meetings, October 6-8, 2016 in Las Vegas, Nevada.
- “Bringing Social Innovation to Latin America: The Case of Envirofit,” with E. Berte, *Proceedings*, presented at the Academy of International Business-Latin America Conference, São Paulo, Brazil, February 18-20, 2016.
- “Sazza: At the Fork,” with H.G. Parsa, *Proceedings*, presented at the 2016 USASBE Conference, San Diego, January 10-12, 2016.
- “A Lapse of Judgment,” with S. Qumer and D. Purkayastha, *Proceedings*, presented in the Corporate Governance and Ethics Track of the 2015 North American Case Research Association Annual meetings held October 8-10, 2015, Orlando, Florida.
- Recipient, “**Conference Best Case (Silver)**” award, North American Case Research Association, October 10, 2015.
- “Social Franchising as a Business & Governance Model,” with K. Loeb, *Proceedings*, the 5<sup>th</sup> Annual International Research & Faculty Development Conference, 2015.
- Recipient, “**Best Conference Paper**,” award 5<sup>th</sup> Annual International Research Exchange & Faculty Development Conference, Los Angeles, CA, April 22-23, 2015.
- “Athan Miller: Female Entrepreneur of the Year – A Legacy,” with H.G. Parsa, *Proceedings*, the 5<sup>th</sup> Annual International Research & Faculty Development Conference, April 22-23, 2015.
- “Columbus Regional Health: Serving the Community through Innovation,” with E. Berte. *NACRA Proceedings*, presented in the Strategy Track of the 2014 North American Case Research Association Annual meetings held October 23-25, 2014 in Austin, Texas.
- “Wipro Ltd.: The Demerger of Wipro Enterprises.” With R. Haldipur and S.R. Vishwanath, *NACRA Proceedings*, presented in the Corporate Governance Track of the 2013 North American Case Research Association Annual meetings held October 17-19, 2013 in Victoria, B.C, Canada. (Country featured: India).

- **Finalist, 2013 CMA Alberta Corporate Governance award.**
- “Global WASHES Project in Kibera, Kenya,” with K. Loeb, *NACRA Proceedings*, presented in the Social Entrepreneurship Track of the 2013 North American Case Research Association Annual meetings held October 17-19, 2013 in Victoria, B.C, Canada.
- “ENVIROFIT INTERNATIONAL: Cracking the BOP code,” *NACRA Proceedings*, presented in the Sustainability Track of the 2012 North American Case Research Association Annual meetings held in Quincy, Massachusetts, October 25-27, 2012.
- “John Chambers, Cisco and Its Internal Governance Systems,” with D. Purkayastha, *NACRA Proceedings*, presented in the Corporate Governance Track of the 2012 North American Case Research Association Annual meetings held in Quincy, Massachusetts, October 25-27, 2012.
- “From Spinoffs To International JVs: How Indian and German companies learn to collaborate,” with Stephanie Hurt, *NACRA Proceedings*, presented in the International Business Track of the 2011 North American Case Research Association Annual meetings held in San Antonio, TX, October 13-15, 2011.
- “The Rocky Mountain Mutual Housing Association: From Growth to Decline,” with G. Von Stroh and N. Sampson. *NACRA Proceedings*, presented in the Corporate Governance Track of the 2011 North American Case Research Association Annual meetings held in San Antonio, TX, October 13-15, 2011.
- “Frontier Airlines (2006), with G. Von Stroh and M. Clouse, *NACRA Proceedings*, presented in the Business policy & Strategy Track of the 2010 North American Case Research Association Annual meetings held October 28-30, 2010.
- “Central City Opera House Association (2010),” with G. Von Stroh and N. Sampson, *NACRA Proceedings*, presented in the Not-for-Profit Track of the 2010 North American Case Research Association Annual meetings, Gatlinburg, TN, October 28-30, 2010.
- “Corporate Governance at Rocky Mountain Mutual Housing Association,” with G. Von Stroh, *NACRA Proceedings*, presented in the Not-for-Profit Track, 2009 NACRA Annual Meetings, October 29-31, 2009.
  - Nominee, “**Directors College Award for Outstanding Case in Corporate Governance,**” 2009 NACRA Annual Meetings.
- “Think Humanity & the Kyangwali Refugees,” with Cynthia Rauschenberger, *NACRA Proceedings*, presented in the Not-for-Profit Track, 2009 NACRA Annual Meetings , October 29-31, 2009.
  - **Nominee, Best case award.**
- “The Women’s Bean Project (2008), with A. Moreno and N. Sampson, *NACRA Proceedings*, presented in the Not-for-Profit Track, 2009 NACRA Annual Meetings, October 29-31, 2009.
- “The Need for Green Technology-based Power Alternatives in the United Arab Emirates,” with Salem S. Al-Mazrooei and M. Matin. *Proceedings*, presented at the IEEE Green Technology Conference to be held in Lubbock, Texas, April 17-19, 2009.
- “Satyam Computers: India’s Enron?” *Proceedings*, presented at the Western Casewriters Association 2009 Conference, March 19, 2009.
- "Global Girlfriend (2007),"with N. Sampson and R. Choudaha, *NACRA Proceedings*, presented at the 2008 NACRA Annual Meetings: Social & Environmental Entrepreneurship Track, Oct 30-Nov 1, 2008.



- "IDE in Nicaragua," *NACRA Proceedings*, presented at the 2008 NACRA Annual Meetings: Social & Environmental Entrepreneurship Track, Oct 30-Nov 1, 2008.
- "The Dalit Freedom Network & OMI (2007)," with L. Howe & N. Sampson, *NACRA Proceedings*, presented at the 2007 NACRA Annual Meetings: Non-Profit Track, Oct 18-20, 2007.
- "Inflow.com," with G. Von Stroh and Nancy Sampson. *NACRA Proceedings*, presented at the 2000 Annual Meetings of the North American Case Research Association, October 12-14, 2000.
- "Samsung (1996)," with J.Y.Kuark, J. Koo, and D.R. Chang, *NACRA Proceedings*, presented at the 2000 Annual Meetings of the North American Case Research Association, October 12-14, 2000.
- "RMCC," with G. VonStroh and N. Sampson, *Proceedings*, presented at the 2000 Western Casewriters Association Meetings, April 7,2000.
- "The Business of Satellite Remote Sensing Imagery," with S. Salvatori, *NACRA Proceedings*, presented at the 1999 Annual Meeting of the North American Case Research Association, October 28-30, 1999.
- "The Super Tower Hearings." Proceedings, Case and Instructor's Manual presented at the 1999 Annual Meeting of the North American Case Research Association, October 28-30, 1999.
- "QBS," with G. Von Stroh and Nancy Sampson, *Proceedings*, presented at the 1999 Western Casewriters Association Meetings held March, 1999.
- "Solar Lanterns: Illuminating Kenyan Homes for Fifty Dollars," with Nancy Sampson, *NACRA Proceedings*, presented at the 1998 Annual Meeting of the North American Case Research Association held November 12-14, 1998.
- "Le Faux Monnayeur," with Reza Gharai, *NACRA Proceedings*, presented at the 1998 Annual Meeting of the North American Case Research Association held November 12-14, 1998.
- "McDonalds in India," with Nancy Sampson, *NACRA Proceedings*, presented at the Western Casewriters' Association Meetings held April, 1998.
- "Ben and Jerry's in Russia," *NACRA Proceedings*, presented at the 1997 Western Casewriters' Association Meetings held April 4, 1997.
- "Flirting with Companies to Overcome Gaps in Business Education," with Nancy Sampson, *Proceedings*, Paper presented at the Mountain Plains Management Conference held in Grand Junction, CO, October 2-4, 1997.
- "Bicycles for India," with N. Sampson, *NACRA Proceedings*, presented at the 1997 Annual Meetings of the North American Case Research Association, held October 24-26, 1997.
- Winner of the **McMaster Best Case Award in Innovation and New Technology** presented at the 1997 NACRA meetings.
- "EuroDisney", *NACRA Proceedings*, presented at the 1996 Annual Meeting of the North American Case Research Association, October 24-26, 1996.
- "IDE in Hue, Vietnam," with Nancy Sampson, *NACRA Proceedings*, presented at the 1996 Annual meeting of the North American Case Research Association, October 24-26, 1996.
- "Enhance Rigour and Relevance: Mini Cases Internationalize the Strategy Curriculum," with Nancy Sampson, *NACRA Proceedings*, presented at the 1996 Annual Meeting of the North American Case Research Association, October 24-26, 1996.
- "Valuing The Vision: Acquisitions with Strategic Value," with John Brown and Ron Rizzuto, *The Association of Management Proceedings*, 14th Annual International Conference of the

- Association of Management and The International Association of Management, August 2-6, 1996.
- "Competitive Intelligence as a Surprise Detection Tool in Hypercompetitive Environments, with J.Roberto Evaristo, *The Association of Management Proceedings*, 14th Annual International Conference of the Association of Management and The International Association of Management, August 2-6, 1996.
- "Creating Win-Win Strategies in International Business: The Role of Information Technologies," *The Journal*, paper presented at the Annual meetings of the Colorado-Wyoming Academy of Sciences, held in Laramie, Wyoming, April 26-28, 1996.
- "Central City Opera: Revitalizing Tradition," with Nancy Sampson and Gordon Von Stroh, *Proceedings*, presented at the Western Casewriters Association Conference held in Banff, Canada, March 28, 1996.
- "Japanese Strategy and Competition in the Twenty-first Century: An Assessment From Foreign Direct Investment Patterns," with S. Narapareddy, *Proceedings*, Second Annual World Conference on Multinational Enterprise, cosponsored by the Academy of International Business-Japan Region, and the Mitsubishi Bank Foundation, November 7-9, 1991, Tokyo, Japan.
- "Countertrade: Assessment and Implications for American Managers," with Rolf Rogers, *Proceedings*, the EAM Third Biennial International Conference, "Managing in a Global Economy," held in Hong Kong, June 11-15, 1989.
- "Environmental Regulations in the International Business Environment: Implications for the Multinational Corporation," with Robert H. Lucacher, *Proceedings*, "Business Regulation and its Impact on the World Economy," conference held at the University of Illinois at Urbana-Champaign, Champaign, Illinois on April 25-26, 1988.

## **Refereed Conference Presentations (Not Included in Proceedings)**

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- "Chipotle Mexican Grill: Sustainability Champion Going Global – China," with Fred Demicco, H.G. Parsa, and Jing Gao. Submitted to the ICHRIE Conference and Case Competition, to be held in Dallas, Texas, July 20-22, 2016.
- "Developing Collaborative Advantage with the Base of the Pyramid: The Case of a Social MNE (SMNE)," with M. Akaka, presented at the Sustainability, Ethics, and Entrepreneurship (SEE) Conference, Denver, May 15-18, 2016.
- "Hospitality with Heart and Soul - Jack's Bar & Grill," with H.G. Parsa and B. Farmer. Refereed case and IM presented at the ICHRIE Summer Conference, July 30-Aug. 1, 2014, in San Diego, CA, **"Best Research Case" award winner, ICHRIE Johnson & Wales Case competition.**
- "A Value Co-Creation Approach to Global Strategy: Building Sustainable Advantage," with M. Akaka. Presented at the Strategic Management Society Annual Meetings held in Atlanta, GA, Sept 28-Oct. 1, 2013.
- "Design for Sustainability: The Case of two Global Social Ventures," paper presented at the Sustainability, Ethics, and Entrepreneurship (SEE) Annual conference held in Denver, April 11-12, 2013.

- “From Non-Profit to Social Business: Path to Transformation at the Women’s Bean Project,” with N. Sampson and A. Moreno. Paper presented at the Seventh Annual Social Entrepreneurship Conference, NYU, November 3-5, 2010.
- “The Communication Gap: A Cross-Cultural Analysis of Communication Courses Taught in B-Schools,” with A. Malik. Paper presented at the World Universities Forum meetings, Indian Institute of Technology, Mumbai, India, January 15-17, 2009.
- “Inducing Money Magnetism: Fundraising Practices in American Universities and Lessons for the Indian Higher Education,” with R. Choudaha. Paper presented at the World Universities Forum meetings, Indian Institute of Technology, Mumbai, India, January 15-17, 2009.
- “Enabling Innovation Fission: Higher Education as the Catalyst for the Indian Economy,” with R.Choudaha. Paper presented at the 2009 Strategic Management Society (SMS) conference held at the Indian School of Business, Hyderabad, India, December 12-14, 2008.
- “Team Dynamics and Learning in Multidisciplinary Teams.” Paper presented at the Management Education and Development track, 2005 Academy of Management Meetings held August 2005.
- “Integrating Technology and Interdisciplinary Cooperative Learning in Undergraduate Education,” with M. Matin, Ninth Annual Teaching with Technology Conference, University of Colorado, Boulder, Colorado, Aug.10-12, 2004.
- “A First Step Toward Introducing Emotional Intelligence into The Law School Curriculum: The “Emotional Intelligence and the Clinic Student Class,” with P. Cain. Presented at the Fifth Annual Conference of the Association for Creative Teaching, held in Vienna January 2-5, 2002.
- “Making of a Zebra: The Innovators’ Dilemma,” with M. Matin & R. Salters. Presented at the Fifth Annual Conference of the Association for Creative Teaching, held in Vienna January 2-5, 2002.
- “Strategic Bets: The World of High Stakes Corporate Gambling Via Strategic Investments,” with John R. Brown and Ronald Rizzuto, presented at the Strategic Management Society, 13th Annual International Conference held in Chicago, September 12-15, 1993.
- “China's Defense Technology and the Role of Japanese Transnational Corporations in China's Enterprise Development,” with S. Narapareddy, presented at the International Symposium for Young Scholars, Third Annual World Conference on Multinational Enterprises, co-hosted by the Academy of International Business - Japan region and Fudan University, Shanghai, The People's Republic of China, August 2-4, 1992.

## **Teaching**

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### **Courses Taught:**

- Business Policy & Strategy (in online, blended/hybrid, and traditional face-to-face formats)
- Global Social Entrepreneurship (in online, blended/hybrid, on-campus, and travel course to India Singapore, and Hong Kong)
- International Management (in online, blended/hybrid and traditional face-to-face formats)

- Global Management (in travel course to India, Singapore, Hong Kong, online, and on-campus formats)

**Professional Development Workshops/ Panel Sessions/Seminars Offered:**

- Co-Chair, “Big Questions in Strategy Education Research,” Strategic Management Society Annual Conference, Berlin, September 18, 2016.
- Co-Chair, “Teaching Strategy to Undergraduates: Designing and Delivering a Successful Business Capstone Course in Strategic Management,” workshop hosted by the Teaching Community, offered at the Strategic Management Society’s Annual Conference, Berlin, September 18, 2016.
- Organizer and Co-Chair, “The Case Immersion Experience: From Practice to Theory,” an all-day workshop hosted by the Teaching Community, offered at the Strategic Management Society’s Annual Conference, Berlin, September 17, 2016.
- Facilitator, “On Anticipating Evolutions of a Networked Society,” Strategic Management Society’s Open Strategy off-site workshop held at Ericsson headquarters, Stockholm, Sweden, September 16, 2016.
- “Creativity, Imagination, and Presence: Improv to Organize Mindfully,” professional development workshop to be offered at the Academy of Management (AoM) Conference, Anaheim, California, August 6, 2016.
- “The Three D’s of Case Teaching: Design, Discuss, and Disseminate,” professional development workshop to be offered at the Academy of Management (AoM) Conference, Anaheim, California, August 5, 2016.
- “Teaching with Cases in the IB Discipline,” professional development workshop offered at the Academy of International Business (AIB) Conference to be held in New Orleans, June 26-30, 2016.
- “Baylor Case Boot Camp,” professional development workshop offered at the United States Association for Small Business and Entrepreneurship (USASBE), January 9, 2016.
- “Teaching MBA Students with Cases,” Valencia Polytechnic University, Valencia, Spain, November 13, 2015.
- “Writing Strategy Cases.” Panel session chair, Strategic Management Society Meetings, October 3, 2015.
- “Alternative Takes on Teaching Strategy.” Panel session co-Chair, Strategic Management Society Meetings, October 3, 2015.
- “Open Strategy Denver – Culture, Competitiveness, and the Future of Sustainability.” Workshop offered at the Strategic Management Society Meetings, October 2, 2015.
- “Start-to-Finish Wisdom on Cases: Research & Writing, Teaching, Publication & Reviewing.” PDW Roundtable Facilitator and Table Discussion Leader, professional development workshop offered at the Academy of Management meetings, August 8, 2015.
- “Open Strategy in HealthCare,” SMS-Intel workshop, San Francisco, May 1, 2015.
- “Teaching, Researching, and Publishing Pedagogical Cases: Start to Finish - Session 1: Writing.” Expert panel member, workshop offered at the USASBE meetings, January 23, 2015.

- “Teaching, Researching, and Publishing Pedagogical Cases: Start to Finish - Session 2: Teaching.” Expert panel member, workshop offered at the USASBE meetings, January 23, 2015.
- “Teaching, Researching, and Publishing Pedagogical Cases: Start to Finish - Session 3: Reviewing/ Publishing.” Expert panel member, workshop offered at the USASBE meetings, January 24, 2015.
- “Case Study Workshops,” Valencia Polytechnic University, Valencia, Spain, September 22-26, 2014.
- “Creating Online Case Discussions,” Discussion facilitator, Professional Development Workshop offered at the Academy of Management meetings, August 2014.
- “Teaching with Cases,” Discussion facilitator, Professional Development Workshop offered at the Academy of Management meetings, August 2014.
- “Case-Based Research: Writing Cases to Develop Theory.” Lead Co-organizer & expert panel member, Professional Development Workshop offered at the Academy of Management meetings, August 2013.
- “Dynamite Case Discussion: Designing and Using Questions for Impactful Learning - In Class and On Line.” Discussion facilitator, Professional Development Workshop offered at the Academy of Management meetings, August 2013.
- “Using Cases to Build Theory.” Co-organizer & expert panel member, Professional Development Workshop offered at the Academy of Management meetings, August 2012.
- “Cases that Sing in the Classroom: Insights into Developing and Teaching Cases.” Discussion facilitator, Professional Development Workshop offered at the Academy of Management meetings, 2012.
- “Teaching International Business and Management with Sophisticated Simulations.” Presenter, Professional Development Workshop offered at the Academy of Management meetings, August 2012.
- “Overcoming Cultural Diversity in the Class room teaching International Business.” Panel member, concurrent session, The North American Case Research Association Annual Meetings held in Quincy, Massachusetts, October 24-27, 2012.
- “Writing Publishable Case Studies: Best Practices.” PDW offered at the 2<sup>nd</sup> Indian Academy of Management Conference held in collaboration with the Academy of International Business (AIB) in Bengaluru, India, December 18, 2011.
- “Using Cases to Build Theory.” Co-organizer & expert panel member, Professional Development Workshop offered at the Academy of Management meetings, August 2011.
- Expert panel member, Case Critique Colloquium, Midwest Academy of Management 53rd Annual Conference held in Grand Forks, ND, October 14-16. 2010.
- Facilitator, “Innovative Approaches to Case Research and Teaching” session, Midwest Academy of Management 53rd Annual Conference held in Grand Forks, ND, October 14-16. 2010
- Case Critique Expert, “The Case of Case Embryos: Approaches to Case Research, Design, and Development,” Midwest Academy of Management 53rd Annual Conference held in Grand Forks, ND, October 14-16. 2010
- “Using Cases to Build Theory.” Co-organizer & expert panel member, Professional Development Workshop offered at the Academy of Management meetings, August 2010

## **Student Committees (recent 5 years)**

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### **PhD Dissertation Committees**

- Chair, Oral Defense Committee, for Soad Alsheheri, PhD in Engineering candidate; defended March 8, 2016.
- Chair, Oral Defense Committee, for Douglas Miller, PhD in Engineering candidate; defended July 12, 2013.
- Chair, Oral Defense Committee, for Tanja Hinterstoisser, PhD in Education candidate; defended June 29, 2011.

### **Master's Thesis Committees**

- Chair, Oral Defense Committee for Ayesha Iqbal, Master of Science in Engineering candidate, defended July 11, 2014.
- Chair, Oral Defense Committee for Fahad M. Almasoudi, Master of Science in Engineering candidate, defended October 24, 2013.
- Chair, Oral Defense Committee for Khaled Alatawi, Master of Science in Engineering candidate, defended October 24, 2013.
- Chair, Oral Defense Committee for Ayoob Alateeq, Master of Science in Engineering candidate, defended May 24, 2013.
- Chair, Oral Defense Committee for Xin Li, Master of Science in Engineering candidate, defended May 14, 2013.
- Chair, Oral Defense Committee for Saleh Albadran, Master of Science in Engineering candidate, defended October 19, 2012.

### **Undergraduate Honors Thesis Advisor**

- Challtu Kelly, The Women's College, University of Denver (Fall 2015)

### **Independent Studies**

- Sierra Graham, The Women's College, University of Denver (Fall 2015)
- Edith Shearer, The Women's College, University of Denver (Fall 2016)

## **Service**

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### **Professional Service**

- Editorial Review Board member, *Case Research Journal*, 2002- present.
- Editorial Review Board member, *Journal of SMET Education: Innovations and Research*, 1999 – present.
- Editorial Review Board member, *Journal of Case Research and Inquiry*, 2011-present.

- Editorial Review Board member, *Case Folio*, 2014- present.
- Member, NACRA Advisory Council, 2012-present.
- Member, Board of Directors, NACRA, 2009-2014.
- Advisory Board member, Sustainability, Ethics, and Entrepreneurship (SEE) Conference, 2012-present
- Member, Standards Committee, World Association for Case Research and Application (WACRA), 2000- present.
- Program Chair, Strategic Management Society (SMS) Teaching Community, October 2015-
- Senior mentor (BY INVITATION ONLY) to NACRA Fellow, September 2015-
- Chair, Case Track, the Academy of International Business-Latin America Conference, São Paulo, Brazil, February 18-20, 2016.
- Chair, Case Track, United States Association for Small Business and Entrepreneurship (USASBE), January 10, 2016.
- Associate Program Chair (elected), Strategic Management Society (SMS) Teaching Community, December 2014-15.
- Representative-at-Large (elected), Strategic Management Society (SMS) Teaching Community, December 2013-14.
- Co-Guest Editor: Parsa, H., Narapareddy, V. L., Segarra-Ona, M., Jang, S., Rachel, C., & A.J., S. (2014). *Sustainability and Innovation in Hospitality - A Special Issue of Cornell Hospitality Quarterly*.
- Co-Guest Editor, *The European Journal of Cross-Cultural Competence and Management*, 2013-15.
- Immediate Past-President, North American Case Research Association (NACRA), 2013- 2014.
- President, North American Case Research Association (NACRA), 2012- 2013.
- President-elect, North American Case Research Association (NACRA), 2011-2012.
- VP-Programs, North American Case Research Association (NACRA), 2010- 2011.
- VP, Programs-elect, North American Case Research Association (NACRA), 2009-2010.
- Chair, Social Entrepreneurship & Sustainability Track, 2014 NACRA Annual Meetings, 2013-'14.
- Chair, Embryo Track, North American Case Research Association Annual Meetings, 2011.
- Chair, Social & Environmental Entrepreneurship Track, North American Case Research Association, 2007-12.
- Chair, Non-Profit Track, North American Case Research Association, 2007-'12.
- Chair, International Business Track, NACRA Annual Meetings, 1998-2000.
- Participant, "Engineer of 2020 National Education Summit, National Academy of Engineering, July 2004.
- Member, Engineering Case Study Interest Group, the National Academy of Engineering, 2003 – 2004.
- Member, Digital Case Studies Library Proposal Planning Committee, the National Academy of Engineering, 2002.
- Reviewer, Sustainability, Ethics, and Entrepreneurship (SEE) Conference, 2016.

- Reviewer, Academy of International Business Conference, 2016.
- Reviewer, AIB-Latin America Annual Conference, 2015, 2016.
- Reviewer, USASBE Conference, 2015, 2016.
- Reviewer, Sustainability, Ethics, and Entrepreneurship (SEE) Conference, 2015.
- Reviewer, *Entrepreneurship Theory & Practice* (ET&P), 2014.
- Reviewer, *Journal of Case Research & Inquiry*, 2014- present.
- Reviewer, Strategic Management Society Annual Meetings, 2013, 2014, 2015, 2016.
- Reviewer, the CASE Journal, 2014, 2015, 2016.
- Reviewer, the *Case Research Journal*, 1999 – present..
- Reviewer, Harvard Business School Publishing, 2012.
- Reviewer, North American Case Research Association (NACRA), 1997- present.
- Reviewer, Midwest Academy of Management Annual Meetings, 2011 & 2012.
- Reviewer, SEE Conference co-sponsored by the Daniels College of Business, 2012, 2013, 2014.
- Reviewer, Social Impact Management Division, Academy of Management Annual Meetings, 2004– 2006.
- Reviewer, Ethics Track, NACRA Annual Meetings, 2000-2006, 2015.
- Reviewer, Case Critique Colloquium, Academy of Management Annual Meetings, 2000.
- Reviewer, Midwest Academy of Management Meetings, 2000.
- Reviewer, Policy Studies Review, 1999.
- Reviewer, Case Critique Colloquium, 1999 Academy of Management Annual Meetings.
- Reviewer, 1999 Midwest Academy of Management Meetings.
- Task Force on Case Teaching, NACRA, 1996.
- Reviewer, Strategy track, 1998 NACRA Annual Meetings.
- Reviewer, International track, 1998 NACRA Annual Meetings.
- Reviewer, Marketing track, 1998 NACRA Annual Meetings.
- Reviewer, Accounting/POM/MIS track, 1998 NACRA Annual Meetings.
- Reviewer, Non-Profit track, 1998 NACRA Annual Meetings.
- Reviewer, Case Development track, 1998 NACRA Annual Meetings
- Reviewer, Case Critique Colloquium, 1998 Academy of Management Meetings.
- Reviewer, 1997 Western Casewriters Association Meetings.
- Reviewer, Technology, POM, and Quality track, 1997 NACRA Annual Meetings.
- Reviewer, International track, 1997 NACRA Annual Meetings.
- Reviewer, International Round-table, 1997 Western Casewriters Association Meetings.
- Reviewer, Case Critique Colloquium, 1997 Academy of Management Meetings.
- Reviewer, International Track, 1996 NACRA Annual Meetings.
- Reviewer, International track, 1996 NACRA Annual Meetings.
- Reviewer, Non-profit track, 1996 NACRA Annual Meetings.
- Reviewer, Organizational Science special issue on Hypercompetition.
- Reviewer, 1996 Western Casewriters Association Meetings.
- Reviewer, Whittemore Conference on Hypercompetition, Amos Tuck School of Business Administration, Dartmouth College, Hanover, New Hampshire, 1994.



- Reviewer, North American Case Research Association, Business Policy and Strategy track, 1994.
- Reviewer, Fifth Annual Meetings of the Association of Japanese Business Studies, 1992.

### **Assessment:**

- MGMT 3800 Course assessment chair/coordinator
- Writing Assessment (WIMP surveys) of Undergraduate Management courses, DU Writing Center

### **University Service:**

- Member, Executive Committee, Faculty Senate, Univ. of Denver (Sept. 2013- 2015)
- Member, Inclusive Excellence Committee, Univ. of Denver (Fall 2014 - present)
- Member, Finance Committee, Faculty Senate, Univ. of Denver (2009-2015)
- Member, Personnel Committee, Faculty Senate, Univ. of Denver (2009-2015)
- Member, Teaching Online Committee, Univ. of Denver
- Member, Sustainability Council, Univ. of Denver

## **Professional Association Membership**

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- Academy of Management (AOM)
- Academy of International Business (AIB)
- Academy of International Business-Latin America (AIB-LAT)
- Beta Gamma Sigma
- CASE Association
- North American Case Research Association (NACRA)
- Strategic Management Society (SMS)
- United States Association for Small Business and Entrepreneurship (USASBE)

## **References**

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Available upon request