

VIJAYA (Vi) ZINNOURY

Associate Professor, Management Dept., Daniels College of Business
University of Denver, Denver, CO 80208

Education

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." Dissertation Chairs: Louis R. Pondy & Gerald R. Salancik
MBA	Andhra University, India Recipient, University Second Rank
B.Com.	Mysore University, India Major: Cost Accounting, Industrial Organization Winner of the Sri K.C.C. Rao Gold Medal for Humanities and Commerce awarded for outstanding cumulative performance among undergraduate students in the Humanities and Commerce programs

Awards & Recognitions, Keynote Speeches, Judging & Grants

2023	Inductee, Society of NACRA Fellows, October 7.
2023	CRJ/HBSP "Top 35 Best-seller" Case Author.
2022	Nominee, AOM 2022 ONE Teaching Award.
2020	Judge (by invitation), The Case Centre Awards.
2019	" <i>Outstanding Contribution to the Case Method</i> " award. This is The Case Centre's most prestigious award. • https://www.thecasecentre.org/educators/casemethod/awards/winners/contribution/2019 • https://poetsandquants.com/2019/02/25/who-is-writing-who-is-teaching-the-best-mba-cases/
2019	Nominee, SMS Teaching Impact Award, Strategic Management Society, March.
2018	<i>Finalist</i> , Dark Side Case Competition, CMS Division, Academy of Management.
2018	<i>2nd Place</i> , 2018 ICHRIE Johnson & Wales Best Research Case award. https://daniels.du.edu/blog/daniels-professors-receive-award-at-hospitality-conference/
2018	<i>Honourable Mention (runner-up) to Best Case</i> award, Administrative Sciences Association of Canada (ASAC).
2018	" <i>Outstanding Case Writer</i> " award, The Case Centre's "Oscars", 2018 Annual Case Competitions. https://www.thecasecentre.org/educators/casemethod/awards/presentations/2018/EconomicsOutstanding
2017	1 st Prize, Sustainable Finance Track, 2017 OIKOS Case Competition
2017	Service Award, Strategic Management Society.
2017	1st Prize, Dark Side Case Competition, CMS Division, Academy of Management.
2017	CRJ top 15 Best Selling Case (ranked #14)
2017	Nominee, USASBE's MWE "Professor of the Year" award.
2016	Case Research Journal's #1 Best Selling Case.

- 2016 Runner-up, OIKOS Case Competition.
- 2015 “Conference Best Case (Silver)” award, North American Case Research Association.
- 2015 1st Prize, Best Conference Paper, 5th Annual International Research Exchange & Faculty Development Conference, Los Angeles, CA.
- 2014 2014 Outstanding Reviewer, Case Research Journal.
- 2014 1st Prize, “Best Research Case”, ICHRIE Johnson & Wales Case Competition.
- 2014 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.
- 2011-15 Fellow, Institute of Enterprise Ethics, Daniels College of Business, University of Denver.
- 2009 Nominee, *Director’s College (Canada) Award for outstanding Case in Corporate Governance*, North American Case Research Association.
- 2009 Nominee, Best Case award, North American Case Research Association.
- 2008-09 Service Learning Scholar, University of Denver.
- 2000 Nominee, Daniels Award for Excellence.
- 1999 Outstanding Reviewer Award, Midwest Academy of Management.
- 1997 1st Prize, The McMaster Best Case Award in Innovation and New Technology, North American Case Research Association.
- 1995 Mortar Board Senior Honorary “Top Prof” award, University of Denver.
- 1983-84 Edmund J. James Scholar, University of Illinois.
- 1974 University Second Rank, MBA Program, Andhra University, India.
- 1972-74 Merit Scholarship, University Grants Commission, India.
- 1972 Gold medalist, Sri K.C.C. Rao Gold Medal for Humanities and Commerce, awarded for outstanding cumulative performance among undergraduate students in the Humanities and Commerce programs.

Keynote Speeches

- 2017 Opening/Plenary Keynote speaker, International Case Study Conference (ICSC 2017) IBS, Hyderabad, India.
- 2014 Keynote Speaker, Association of Latin American Casewriters (ALAC) Annual Meetings.
- 2011 Keynote Speaker, Association of Latin American Casewriters (ALAC) Annual Meetings.
- 2004 Keynote Speaker, National Conference on Enterprise-wide Information Systems, Institute of Public Enterprises, Hyderabad, India.
- 2004 Keynote Speaker, “Collaboration in Multi-Disciplinary Teams,” Co-operative Learning Conference, University of Denver.

Invited Presentations

- 2023 Invited Distinguished Speaker, ICMR/IBS Case Conference, December 15.
- 2023 Key Speaker in **two** workshops offered to faculty and doctoral students, Chandragupta Institute of Management, Patna, India, November 3 & 4.
- 2023 Invited panelist, AOM, Junior Faculty Teaching Workshop, STR Division, Academy of Management, August 6.
- 2022 “Developing Cases: Are you Ready for Adventure?” **two** workshop sessions offered to faculty and doctoral students, Chandragupta Institute of Management, Patna, India, November 4 & 5.
- 2021 “External Entrepreneurial Innovation Ecosystem,” NSF/STIR Labs Summit, June 8.
- 2021 “Democratizing Innovation at the City of San Antonio,” NSF/STIR Labs Summit, June 8.
- 2020 “Researching and Publishing Cases for Impact,” Research seminar offered at the University of São Paulo, São Paulo, Brazil, October 2.
- 2020 “Teaching with Cases for Impact,” Research seminar offered at the University of São Paulo, São Paulo, Brazil, September 25.
- 2016 “Making your Case Research Count,” Research seminar offered at the University of São Paulo, São Paulo, Brazil, February 22.
- 2015 “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.
- 2014 “Case Development for Research and Teaching,” ICHRIE Research Consortium, July.
- 2011 “1+1=? The Potential of Case Research.” 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, March 26.
- 2010 “The Many Faces of Entrepreneurship: Models in Value Creation,” The Wharton School, University of Pennsylvania, March 16.
- 2008 “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.
- 2004 “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, ICAFI 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.

- 2001 “Institutionalizing Change: Creating Stellar Performance through Diversity,” Texaco, January.
 2000 “Emotional Intelligence in a Cross-Cultural World,” Lucent Technologies, April.
 1999 “Technology & Competitive Advantage in the Digital Millennium.” Southern Denmark University, Denmark, November.

Grants

- 2022 Case Research Grant, Daniels College of Business, University of Denver
 2016 High Impact STEM Mini Grant, Center for Community Engagement and Service Learning (CCESL), University of Denver.
 2016 “One New Thing” Mini Grant, Office of Teaching and Learning, University of Denver.
 2014-15 Curriculum and International Development Grant, DU Internationalization Office.
 2014-15 Summer Research Grant, Daniels College of Business, University of Denver.
 2008-09 LITEE National Dissemination Grant, sponsored by NSF.
 2005-06 Collaborative Learning and Strategy Under Simulated Business Environments, grant funded by The Center for Teaching and Learning, University of Denver.
 2003-04 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.
 2002 Interdisciplinary Proposal Preparation Fund grant, University of Denver.
 2001 CTL Travel grant, Center for Teaching & Learning, University of Denver.
 1997 Case research grants, Daniels College of Business, University of Denver.
 1996 Case research grants, Daniels College of Business, University of Denver.
 1994 Summer Research Grant, College of Business, University of Denver.
 1993 Summer Research Grant, College of Business, University of Denver.
 1993 Mitsubishi Bank Foundation Grant, Tokyo, Japan.
 1992 Mitsubishi Bank Foundation Grant, Tokyo, Japan.
 1992 Summer Research Grant, Affirmative Action Office, Cal Poly State University, San Luis Obispo, California.
 1991 Mitsubishi Bank Foundation Grant, Tokyo, Japan.
 1989-90 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 State Faculty Support Grant, Cal Poly State University, San Luis Obispo, California.
 1988-89 Affirmative Action Faculty Development Program Grant, Cal Poly State University, San Luis Obispo, California.
 1986 Graduate College Dissertation Research Grant, University of Illinois.
 1985 Graduate College Dissertation Research Grant, University of Illinois.

Academic Experience

- 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

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.
 Consultant, e-MDS, LLC, 2001
 President, ITBC, Inc., 1992-2011.
 Marketing Officer, Gokaldas Harbhagwandas, India, 1974-79.
 Finance Department, Sandoz India ltd., Bombay, 1973.

Research-in-Progress

Zinnoury, V., "Tesla (2024): Should Modi Approve Tesla's Entry Into the Indian Market?"
 Vishwanath, S.R., and V. Zinnoury, "The Adani Controversy (2023)"
 Zinnoury, V., "Craig Hospital (2022)".
 Dhanaraj, C., V. Zinnoury, and K. Ning, "Netflix: Game Over or A New Game All Over?"

Under Review

Vishwanath, S.R., V. Zinnoury, D. Prasad, and S. Kallakuri, "Hindenburg Research & The Adani Group (2023)", submitted to the 2024 NACRA Annual Conference to be held in Orlando, FL, October 17-19, 2024.
 Singh, M., V. Zinnoury, and A. Roy, "Bhoomika Vihar," submitted to the 2024 NACRA Annual Conference to be held in Orlando, FL, October 17-19, 2024.
 Balarezo, R., V. Zinnoury, and P. Corcuera, R. Garcia, and V. Gutierrez, "Mayor Muñoz's Grand Challenge: The Acho Bullring Controversy," under review with the *Case Research Journal*.
 Coates, T., V. Zinnoury, J. Bartholow, and M. Taylor, "Tesla: Golden Goose or Lemon?" under review with *Case Research Journal*.
 Zinnoury, V., Syeda M. Q., and D. Purkayastha, "UAL: The Manhandling Incident," under review with AOM/CMS Division, Dark Side Book.
 Syeda M. Q., Zinnoury, V., and D. Purkayastha, "A Sexual Harassment Complaint and the Fallout," under review with AOM/CMS Division, Dark Side Book.
 Syeda, M. Q., and V. Zinnoury, "Open AI (2023): Purpose vs Profits", under review.

Publications

Scholarly Books

Parsa, H.G., Narapareddy, V., Chen, R., Segarra, M., and Jang, S., (2015). "*Sustainability, Social Responsibility, and Innovations in the Hospitality Industry*," Apple Academic Press.
 Huff, A. S., K. Fletcher, and V. Narapareddy (1990). "Coding the Causal Association of Concepts," in Anne S. Huff (ed.), *Mapping Strategic Thought*, John Wiley and Sons, England.

Refereed Publications

- Balarezo, R., Zinnoury, V., and P. Corcuera (2024). "Humane Foie Gras: Can La Patería de Sousa Pursue Growth Sustainably?" Accepted for publication. *Case Research Journal*, vol. 44, issue 3, forthcoming.
- Zinnoury, V., E. Berte, and H.G. Parsa (2022). "Social Innovation for Latin America: The Case of Eco Cookstoves," the *Case Research Journal*, vol. 42, issue 4.
<https://store.hbr.org/product/social-innovation-for-latin-america-the-case-of-eco-cookstoves/NA0768>
- Allen, D., V. Zinnoury, and J. Schmitt (2022). "Embracing Coffee Culture: Grace Sun Returns to China," *Case Research Journal*, vol. 42, issue 2.
<https://store.hbr.org/product/embracing-coffee-culture-grace-sun-returns-to-china/NA0737?from=quickSearch>
- Zinnoury, V. N., M.Q. Syeda, and D. Purkayastha (2019). "United Airlines Inc.: The Manhandling Incident," *ICMR*, IBS Center for Management Research, Hyderabad, India.
- **Finalist, Dark Side Case Competition, CMS Division, Academy of Management.**
- Parsa, H.G., S. Singh, and V. Narapareddy (2019). "Swachh Bharath (Clean India) Campaign and the Indian Tourism Industry: Strategic challenges and cultural impediments," *Journal of Hospitality & Tourism Cases*.
- **2nd Place, "Best Research Case" award, 2018 ICHRIE Johnson & Wales Case competition.**
- Narapareddy, V., and E. Berte (2019). "Entrepreneurship in a Non-Profit Healthcare Organization," *Entrepreneurship Education & Pedagogy (EE&P)*, a USASBE journal, vol.2, issue 2, pp. 123-132. Published online in November 2018. DOI: 10.1177/2515127418805207
<https://journals.sagepub.com/eprint/vR7mPJMFw8vZag2un9x4/full>.
- Berte, E., and V. Narapareddy (2018). "Building a Culture of Innovation in a Healthcare Organization," *Entrepreneurship Education & Pedagogy (EE&P)*, a USASBE journal, vol. 1(4), pp. 330-348.
<https://doi.org/10.1177/2515127418794151>
- De Micco, F., H.G. Parsa, J. Gao, and V. Narapareddy (2018). "Chipotle Mexican Grill: A Sustainability Champion Going Global with China," *Journal of Hospitality & Tourism Cases*, vol.6, no.4.
- Berte, E., V. Narapareddy, M. Reed, and J.K. Keels (2018). "Crafting A Teaching Case Study: From Ideation to Publication" with *CASE Journal*, vol.14, issue 2, pp. 232-248. <https://doi.org/10.1108/TCJ-05-2017-0042>
- Narapareddy, V. (2017). "A Burrito Without Integrity: Is this Chipotle for Me?" OIKOS Case Collection, OIKOS Foundation, Switzerland, December.
- **1st Prize, Sustainable Finance Track, 2017 OIKOS Case Competition**
- Syeda, M. Q., D. Purkayastha, and V. Narapareddy (2017). "A Sexual Harassment Complaint and the Fallout," *ICMR*, IBS Center for Management Research, Hyderabad, India.
- **1st Prize, Dark Side Case Competition, CMS Division, Academy of Management.**
- Berte, E., V. Narapareddy, and D. E. Williams (2017). "The Lean Biz Plan Game: Fostering an Entrepreneurial Mindset" *Experiential Entrepreneurship Exercises Journal*, vol.2, no.1.
- Haldirpur, R., V. Narapareddy and S.R. Vishwanath (2017). "Wipro Ltd.: The Demerger of Wipro Enterprises," with, *Asian Case Research Journal*, National University of Singapore (NUS)/ World Scientific, Singapore, Vol 21, Issue 2.
- Vishwanath, S.R., and V. Narapareddy (2017). "The Reliance Company: A House of Cards?" with S.R. Vishwanath, the *Asian Case Research Journal*, National University of Singapore (NUS)/ World Scientific, Singapore, Vol 21, Issue 1.
- Narapareddy, V., N. Sampson, and S.R. Vishwanath (2017). "IDE in Nicaragua: Quest for Sustainability," *The CASE Journal*, vol.13, issue 1, pp. 1-28.
DOI: <https://doi.org/10.1108/TCJ-06-2015-0018> ; ISSN: 1544-9106

- Haldipur, R., and S.R. Vishwanath, and Narapareddy, V., (2015). "Financing Strategy at Tata Steel," *Asian Case Research Journal*, National University of Singapore (NUS)/ World Scientific, Singapore, December.
- Parsa, H.G., V. Narapareddy, and B. Farmer, (2015). "Hospitality with Heart and Soul: Jack's Bar & Grill," *Journal of Hospitality & Tourism Cases*, vol. 4, no.1.
- **1st Prize, "Best Research Case," ICHRIE Johnson & Wales Case competition, 2014.**
- Hurt, S., and V. Narapareddy, (2014). "Sonata Software Ltd., India: Building Competitive Advantage through an International Joint Venture," *Case Research Journal*, vol. 34 (4), Fall.
<https://cb.hbsp.harvard.edu/cbmp/product/NA0331-PDF-ENG>
- **CRJ "Best Selling Cases" (Rank 1 in 2016 and Rank 14 in 2017)**
<http://www.nacra.net/case-research-journal/teaching-with-crj-cases/#bets-selling>
- Narapareddy, V., (2014). "Envirofit International: Cracking the BOP Market," the *Case Research Journal*, special issue on "*Business & Sustainability*," vol. 34 (3), Summer, 61-74.
<https://cb.hbsp.harvard.edu/cbmp/product/NA0306-PDF-ENG>
- **HBSP "Best Seller" in 2023.**
- Narapareddy, V., L. Howe, and N. Sampson, (2014). "The Dalit Freedom Network: US and Operation Mercy Charitable Corporation, India," *Case Folio*, vol. XIV (2), June 2014.
- Narapareddy, V., and D. Purkayastha, (2014). "John Chambers, Cisco and Its Internal Governance Systems," *Case Folio*, vol. XIV (2), June.
- This case was also published in Spanish.
- Vishwanath, S.R., and V. Narapareddy, (2014). "Corporate Governance Scandal at Satyam Computers," *The CASE Journal*, vol. 10 (1), pp. 68-81.
 DOI: <https://doi.org/10.1108/TCJ-01-2014-0005> ; ISSN: 1544-9106
- Recipient of "**Highly Commended Case**," the CASE Association/Emerald Group Publishing Excellence in Case Writing Award, May 2014.
- Narapareddy, V., N. Sampson, and G. Von Stroh, (2014). "Central City Opera House Association," *Case Folio*, vol. XIV (1), March.
- Narapareddy, V., A. Moreno, and N. Sampson, (2014). "Women's Bean Project," *Case Folio*, vol. XIV (1), March.
- Narapareddy, V., (2013). "Frontier Airlines," *Case Folio*, vol. XIII (4), December.
- Narapareddy, V., and N. Sampson, (2013). "Global Girlfriend" *Case Folio*, vol. XIII (4), December 2013.
- Narapareddy, V., G. Von Stroh, N. Sampson, and M. Clouse, (2013). "Frontier Airlines." *Case Folio*, vol. XIII (4), December.
- Narapareddy, V., G. Von Stroh and N. Sampson, (2013). "Crisis at Rocky Mountain Mutual Housing Association," *The Case Folio*, vol. XIII (1).
- **Nominee, "Director's College (Canada) Award for outstanding Case in Corporate Governance," North American Case Research Association, 2009.**
- Choudaha, R., and V. Narapareddy (2008). "Inducing Money Magnetism: Fundraising Practices in American Universities and Lessons for the Indian Higher Education," *World Universities Journal*.
- Narapareddy, V., M. Matin, and R. Salters (2002). "Making of a Zebra: The Innovators' Dilemma," 2-5, In "**Best papers**" published in "**Creative Teaching**" edited by Hans E. Klein, Omni Press, Madison, WI.
- Narapareddy, V., and P. Cain (2002). "A First Step Toward Introducing Emotional Intelligence into The Law School Curriculum: The "Emotional Intelligence and the Clinic Student Class," in "**best papers**" published in "**Creative Teaching**" edited by Hans E. Klein, Omni Press, Madison, WI.
- Narapareddy V., and N. Sampson (1999). "Bicycles for India," *The Case Research Journal*, Fall.
- 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.
- Narapareddy, V., (1996). “Celestial Seasonings,” *CaseNet* Publications, DCB, University of Denver.
- Narapareddy, V., and K. Gronhaug (1989). "Niche Changes and Population Strategies: Foreign Competition Revisited," *The Scandinavian Journal of Management Studies*, Vol. 5, No. 1.
- Suzuki, N., and V. Narapareddy (1988). "Problems and Prospects for the Female Corporate Executive: A Cross-Cultural Perspective," *Management Japan*, Vol. 21, No. 1.

In Books

- Narapareddy, V., (2012). “The McGraw Hill Companies.” Case published in “*Strategic Management*” by Fred R. David, Pearson, 14th edition.
- This case sold over 30,000 copies (excluding book sales)
- Narapareddy, V., (2010). "McDonald's Corporation (2009)," (Cohesion case) in Fred David (13th edition), "*Strategic Management*," Prentice Hall, published in six languages, 2010.
- Narapareddy, V., (2010). “Pfizer (2009) in Fred David (13th edition), "*Strategic Management*," Prentice Hall, published in six languages.
- Narapareddy, V., (2008). "International Business Machines (2007)," in Fred David (12th edition), "*Strategic Management*," Prentice Hall in 9 languages.
- Narapareddy, V., (2008). "Marriott International (2007)," in Fred David (12th edition), "*Strategic Management*," Prentice Hall in 9 languages.
- Narapareddy, V., (2008). "McDonald's Corporation (2007)," in Fred David (12th edition), "*Strategic Management*," Prentice Hall in 9 languages.
- Narapareddy, V., (2008). "Wendy's International (2007)," in Fred David (12th edition), "*Strategic Management*," Prentice Hall in 9 languages.
- Narapareddy, V., (2006). “Pfizer,” in David, F., “*Strategic Management: Concepts and Cases*”, 11th edition, Pearson Education, Prentice Hall.
- Narapareddy, V., (2006). “Pfizer,” in David, F., “*Cases in Strategic Management*,” 11th edition, Pearson Education, Prentice Hall.
- Narapareddy, V., and N. Sampson (2006). “Bicycles for India,” in S. Jain, *International Marketing*, 2006.
- Narapareddy, V., (2006). “Samsonite,” in David, F., “*Strategic Management: Concepts and Cases*”, 11th edition, Pearson Education, Prentice Hall.
- Narapareddy, V., (2006). “Samsonite,” in David, F., “*Cases in Strategic Management*,” 11th ed., Pearson Education, Prentice Hall.
- Narapareddy, V., (2006). “Janus Funds,” in David, F., “*Strategic Management: Concepts and Cases*”, 11th edition, Pearson Education, Prentice Hall.
- Narapareddy, V., (2006). “Janus Funds,” in David, F., “*Cases in Strategic Management*,” 11th edition, Pearson Education, Prentice Hall.
- Narapareddy, V., V. Johnston, N. Sampson, and C. Shultz (2006). “Denver International Airport,” in David, F., “*Strategic Management: Concepts and Cases*”, 11th edition, Pearson Education, Prentice Hall.
- Narapareddy, V., V. Johnston, N. Sampson, and C. Shultz Narapareddy, V., (2006). “Denver International Airport,” in David, F., “*Cases in Strategic Management*,” 11th edition, Pearson Education, Prentice Hall.

Refereed Proceedings

- T. Coates, V. Zinnoury, J. Bartholow, and M. Taylor, “Tesla: Golden Goose or Lemon?” 2023 NACRA Annual Conference, October 5-7, 2023.
- R. Balarezo, V. Zinnoury, P. Corcuera, R. Garcia, and V. Gutierrez, “Mayor Muñoz’s Grand Challenge: The Acho Bullring Controversy,” 2023 NACRA Annual Conference, October 5-7, 2023.

- Narapareddy, V., D. Allen, and E. Berte, "The Johnson & Johnson Baby Powder Debate," 2020 NACRA Annual Conference, October 8-10, **2020**.
- Narapareddy, V., and E. Berte, "Slave Labor Scandals: Starbucks' Supply Chain Issues in Brazil," *Proceedings*, 2019 NACRA Annual Conference, Tempe, AZ, October 10-12, **2019**.
- Lamb, P., O. Darouichi, and V. Narapareddy, "Internationalization of SMEs: Evidence from Switzerland," *Proceedings*, 2018 AIB US-WEST Chapter conference, Denver, CO, October 18-20, **2018**.
- Lamb, P., O. Darouichi, and V. Narapareddy, "No Strategy & No CEO: Is Loycocracy Sustainable?" *Proceedings*, 2018 NACRA Annual Conference, Orlando, FL, October 4-6, **2018**.
- Taylor M., T. Coates, and V. Narapareddy, "SeniorVu: Designing our B2C Strategy to Support our B2B Clients," *Proceedings*, 2018 NACRA Annual Conference, Orlando, FL, October 4-6, **2018**.
- Taylor M., T. Coates, and V. Narapareddy, "Whither our Parents in their Post-Retirement Years? An Industry Note on the U.S. Senior Care and Living Arrangements Industry Segments," *Proceedings*, 2018 NACRA Annual Conference, Orlando, FL, October 4-6, **2018**.
- P. Lamb, O. Darouichi, and V. Narapareddy, "Driving Productivity in Uncertain and Challenging Times," *Proceedings* British, Academy of Management Conference, England, September 4-6, **2018**.
- "United Airlines Inc.: The Manhandling Incident," S. Qumer and D. Purkayastha, *Best Paper Proceedings*, 2018 Academy of Management Annual Meetings, Chicago, IL, August 10-14, **2018**.
- Finalist, Dark Side Case Competition, CMS Division, Academy of Management.**
- M. Taylor, M. Sondergaard, T. Coates and V. Narapareddy, "Case Research – Unravelling Its Past, Present, And Future," *Proceedings*, WACRA ACT Teaching & Research Conference, Rotterdam, Netherlands, June 30-July 5, **2018**.
- M. Taylor, T. Coates, and V. Narapareddy, "An Industry Note on Living Arrangements for The Elderly in The United States," WACRA ACT Teaching & Research Conference, Rotterdam, Netherlands, June 30-July 5, **2018**.
- M. Taylor, T. Coates, V. Narapareddy, J. Xiujuan, and M. Wizniak, "Elderly Care in the United States, China, and India," AIB – China Chapter Annual Conference, Shanghai, China, May 26-27, **2018**.
- "Robin Hood Calling Amidst a Sea of Change: *Médecins Sans Frontières – Suisse*," with O. Darouichi, M. El-Hayek, and P. Lamb, **(Best Paper) Proceedings**, 2018 Administrative Sciences Association of Canada (ASAC Conference), Toronto, Canada, May **2018**.
- Honourable Mention to Best Case award (Runner-up)**, Administrative Sciences Association of Canada (ASAC), May **2018**.
- P. Lamb, O. Darouichi and V. Narapareddy, "Assessing the Performance of SMEs' Internationalization Process," *Proceedings*, ISME Conference on Internationalization of SMEs – New Insights and Future Research Opportunities, Bolzano, Italy, May 2-3, **2018**.
- Narapareddy, V., D. Purkayastha, S.M. Qumer, and E. Berte, "Turbulence in the Runway: The case of UAL," *Proceedings*, the Corporate Governance & Ethics Track, North American Case Research Association Annual meetings, in Chicago, Illinois, October 19-21, **2017**.
- S.M. Qumer, D. Purkayastha, and V. Narapareddy, "A Sexual Harassment Complaint and the Fallout," *Best Paper Proceedings*, Academy of Management, Atlanta, GA, August 4-8, **2017**.
- 1st Prize, Dark Side Case Competition, CMS Division, Academy of Management.**
- Narapareddy, V., and E. Berte, "Corporate Social Responsibility as Strategy: Chipotle Mexican Grill (2016)," *Proceedings*, the AIB-Latin America Conference, Lima, Peru, March 8-10, **2017**.
- Narapareddy, V., H.G. Parsa and N. Sampson, "In the Eye of the Storm: Chipotle Mexican Grill in 2016," *Proceedings*, North American Case Research Association Annual meetings, Las Vegas, Nevada, October 6-8, **2016**.
- Narapareddy, V., M. Jacobs, and N. Eisenberg, "Apple Inc.: Is the Titanic Headed Toward the Iceberg?" *Proceedings*, North American Case Research Association Annual meetings, Las Vegas, Nevada, October 6-8, **2016**.
- Narapareddy, V., and E. Berte, "Bringing Social Innovation to Latin America: The Case of Envirofit," *Proceedings*, presented at the Academy of International Business-Latin America Conference, São Paulo, Brazil, February 18-20, **2016**.

- Narapareddy, V., and H.G. Parsa, "Sazza: At the Fork," *Proceedings*, USASBE Conference, San Diego, CA, January 10-12, **2016**.
- S. Qumer, D. Purkayastha, and V. Narapareddy, "A Lapse of Judgment," *Proceedings*, North American Case Research Association Annual meetings, Orlando, Florida, October 8-10, **2015**.
 Recipient, "**Conference Best Case (Silver)**" award, North American Case Research Association.
- K. Loeb and V. Narapareddy, "Social Franchising as a Business & Governance Model," *Proceedings*, the 5th Annual International Research & Faculty Development Conference, **2015**.
 • Recipient, "**Best Conference Paper**," award 5th Annual International Research Exchange & Faculty Development Conference, Los Angeles, CA, April 22-23, 2015.
- Narapareddy, V., and H.G. Parsa, "Athan Miller: Female Entrepreneur of the Year – A Legacy," *Proceedings*, the 5th Annual International Research & Faculty Development Conference, April 22-23, **2015**.
- E. Berte and V. Narapareddy, "Columbus Regional Health: Serving the Community through Innovation," *Proceedings*, North American Case Research Association Annual meetings held in Austin, Texas, October 23-25, **2014**.
- R. Haldipur, V. Narapareddy and S.R. Vishwanath, "Wipro Ltd.: The Demerger of Wipro Enterprises." *Proceedings*, North American Case Research Association Annual meetings held in Victoria, B.C, Canada, October 17-19, **2013**.
 • **Finalist, 2013 CMA Alberta Corporate Governance award**, North American Case Research Association.
- K. Loeb and V. Narapareddy, "Global WASHES Project in Kibera, Kenya," *Proceedings*, North American Case Research Association, Victoria, B.C, Canada, October 17-19, **2013**.
- Narapareddy, V., "ENVIROFIT INTERNATIONAL: Cracking the BOP code," *Proceedings*, presented in the Sustainability Track of the North American Case Research Association Annual meetings held in Quincy, Massachusetts, October 25-27, **2012**.
- D. Purkayastha and V. Narapareddy, "John Chambers, Cisco and Its Internal Governance Systems," *Proceedings*, presented in the Corporate Governance Track of the North American Case Research Association Annual meetings held in Quincy, Massachusetts, October 25-27, **2012**.
- Stephanie Hurt and V. Narapareddy, "From Spinoffs to International JVs: How Indian and German companies learn to collaborate," *Proceedings*, presented in the International Business Track of the North American Case Research Association Annual meetings held in San Antonio, TX, October 13-15, **2011**.
- Narapareddy, V., G. Von Stroh and N. Sampson, "The Rocky Mountain Mutual Housing Association: From Growth to Decline," *Proceedings*, presented in the Corporate Governance Track of the North American Case Research Association Annual meetings held in San Antonio, TX, October 13-15, **2011**.
- Narapareddy, V., G. Von Stroh and M. Clouse, "Frontier Airlines (2006), *Proceedings*, presented in the Business policy & Strategy Track of the North American Case Research Association Annual meetings held October 28-30, **2010**.
- Narapareddy, V., G. Von Stroh, and N. Sampson, "Central City Opera House Association (2010)," *Proceedings*, presented in the Not-for-Profit Track of the North American Case Research Association Annual meetings, Gatlinburg, TN, October 28-30, **2010**.
- Narapareddy, V., and G. Von Stroh, "Corporate Governance at Rocky Mountain Mutual Housing Association," *Proceedings*, presented in the Not-for-Profit Track, NACRA Annual Meetings, October 29-31, **2009**.
 • Nominee, "**Directors College Award for Outstanding Case in Corporate Governance**".
- C. Rauschenberger and V. Narapareddy, "Think Humanity & the Kyangwali Refugees," *Proceedings*, presented in the Not-for-Profit Track, NACRA Annual Meetings, October 29-31, **2009**.
Nominee, Best case award.
- A. Moreno, V. Narapareddy, and N. Sampson, "The Women's Bean Project (2008), *Proceedings*, presented in the Not-for-Profit Track, NACRA Annual Meetings, October 29-31, **2009**.

- Narapareddy, V., S. S. Al-Mazrooei and M. Matin, "The Need for Green Technology-based Power Alternatives in the United Arab Emirates," *Proceedings*, presented at the IEEE Green Technology Conference held in Lubbock, Texas, April 17-19, **2009**.
- Narapareddy, V., "Satyam Computers: India's Enron?" *Proceedings*, presented at the Western Casewriters Association Conference, March 19, **2009**.
- Narapareddy, V., N. Sampson, and R. Choudaha, "Global Girlfriend (2007)," *Proceedings*, presented at the NACRA Annual Meetings: Social & Environmental Entrepreneurship Track, Oct 30-Nov 1, **2008**.
- Narapareddy, V., "IDE in Nicaragua," *Proceedings*, presented at the NACRA Annual Meetings: Social & Environmental Entrepreneurship Track, Oct 30-Nov 1, **2008**.
- Narapareddy, V., L. Howe, and N. Sampson, "The Dalit Freedom Network & OMI (2007)," *Proceedings*, presented at the NACRA Annual Meetings: Non-Profit Track, Oct 18-20, **2007**.
- Narapareddy, V., G. Von Stroh, and Nancy Sampson, "Inflow.com," *Proceedings*, presented at the Annual Meetings of the North American Case Research Association, October 12-14, **2000**.
- J.Y. Kuark, V. Narapareddy, J. Koo, and D.R. Chang, "Samsung (1996)," *Proceedings*, presented at the Annual Meetings of the North American Case Research Association, October 12-14, **2000**.
- Narapareddy, V., G. Von Stroh and N. Sampson, "RMCC," *Proceedings*, presented at the Western Casewriters Association Meetings, April 7, **2000**.
- Narapareddy, V., and S. Salvatori, "The Business of Satellite Remote Sensing Imagery," *Proceedings*, presented at the Annual Meeting of the North American Case Research Association, October 28-30, **1999**.
- Narapareddy, V., "The Super Tower Hearings," *Proceedings*, presented at the Annual Meeting of the North American Case Research Association, October 28-30, **1999**.
- G. Von Stroh, Nancy Sampson, and V. Narapareddy, "QBS," *Proceedings*, presented at the Western Casewriters Association Meetings held March **1999**.
- Narapareddy, V., and N. Sampson, "Solar Lanterns: Illuminating Kenyan Homes for Fifty Dollars," *Proceedings*, presented at the Annual Meeting of the North American Case Research Association held November 12-14, **1998**.
- Narapareddy, V., and R. Gharai, "Le Faux Monnayeur," *Proceedings*, presented at the 1998 Annual Meeting of the North American Case Research Association held November 12-14, **1998**.
- Narapareddy, V., and N. Sampson, "McDonalds in India," *Proceedings*, presented at the Western Casewriters' Association Meetings held April **1998**.
- Narapareddy, V., "Ben and Jerry's in Russia," *NACRA Proceedings*, presented at the 1997 Western Casewriters' Association Meetings held April 4, **1997**.
- Narapareddy, V., and N. Sampson, "Flirting with Companies to Overcome Gaps in Business Education," *Proceedings*, Paper presented at the Mountain Plains Management Conference held in Grand Junction, CO, October 2-4, **1997**.
- Narapareddy, V., and N. Sampson, "Bicycles for India," *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.
- Narapareddy, V., "EuroDisney", *Proceedings*, presented at the Annual Meeting of the North American Case Research Association, October 24-26, **1996**.
- Narapareddy, V., and Nancy Sampson, "IDE in Hue, Vietnam," *Proceedings*, presented at the Annual meeting of the North American Case Research Association, October 24-26, **1996**.
- Narapareddy, V., and Nancy Sampson (**1996**). "Enhance Rigor and Relevance: Mini Cases Internationalize the Strategy Curriculum," *Proceedings*, presented at the Annual Meeting of the North American Case Research Association, October 24-26.
- Narapareddy, V., J. Brown, and R. Rizzuto (**1996**). "Valuing the Vision: Acquisitions with Strategic Value," *The Association of Management Proceedings*, 14th Annual International Conference of the Association of Management and The International Association of Management, August 2-6.

- Narapareddy, V., and J.R. Evaristo (1996). "Competitive Intelligence as a Surprise Detection Tool in Hypercompetitive Environments," *The Association of Management Proceedings*, 14th Annual International Conference of the Association of Management and The International Association of Management, August 2-6.
- Narapareddy, V., (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.
- Narapareddy V., N. Sampson, and G. Von Stroh (1996). "Central City Opera: Revitalizing Tradition," *Proceedings*, presented at the Western Casewriters Association Conference held in Banff, Canada, March 28.
- Narapareddy, V., and S. Narapareddy (1991). "Japanese Strategy and Competition in the Twenty-first Century: An Assessment of Foreign Direct Investment Patterns," *Proceedings*, Second Annual World Conference on Multinational Enterprise, cosponsored by the Academy of International Business-Japan Region, and the Mitsubishi Bank Foundation, Tokyo, Japan, November 7-9.
- Narapareddy, V., and R. Rogers (1989). "Countertrade: Assessment and Implications for American Managers," *Proceedings*, the EAM Third Biennial International Conference, "Managing in a Global Economy," held in Hong Kong, June 11-15.
- Narapareddy, V., and R. H. Lucacher, (1988). "Environmental Regulations in the International Business Environment: Implications for the Multinational Corporation," *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.

Refereed Conference Presentations (Not included in Proceedings)

- Narapareddy, V., D. Purkayastha, & S. Alur (2020). "Team teaching Cases Online," 2020 Online Annual Meeting of the North American Case Research Association, October 8.
- Edgar, S., and V. Narapareddy (2020). "Creating Radiant Economies Through Shared Value: Examining Global Girlfriend's Inclusive Value Chain," the Sustainability, Ethics, & Entrepreneurship (SEE) Conference, San Juan, Puerto Rico, February 27-March 1.
- Lamb, P., O. Darouichi and V. Narapareddy (2018). "A Process Perspective of the Internationalization and Performance of ISMEs: 12 Longitudinal Swiss Case Studies," the Strategic Management Society Annual conference held in Paris, France, September.
- Parsa, H.G., S. Singh, and V. Narapareddy, (2018). "Swachhh Bharath (Clean India) Campaign and the Indian Tourism Industry: Strategic challenges and cultural impediments," ICHRIE 2018 Conference, Palm Springs, CA, July 25-27.
- **2nd Place, "Best Research Case" award, 2018 ICHRIE Johnson & Wales Case Competition.**
- Khanagha, S., V. Narapareddy, O. Michalache, and N. Su (2017)., "Enabling Digital Transformation through Management Innovations: The Case of Ericsson AB," the Strategic Management Society Annual conference, Houston, Texas, October 28-31.
- Narapareddy, V., (2017). "In a Perfect Storm: Apple vs. The European Union (2016)," Academy of International Business Annual Conference, Dubai, UAE, July 2-5.
- Demicco, F., H.G. Parsa, J. Gao and V. Narapareddy (2016). "Chipotle Mexican Grill: Sustainability Champion Going Global – China," the ICHRIE Conference and Case Competition, held in Dallas, Texas, July 20-22.
- Narapareddy, V., and M. Akaka (2016). "Developing Collaborative Advantage with the Base of the Pyramid: The Case of a Social MNE (SMNE)," the Sustainability, Ethics, and Entrepreneurship (SEE) Conference, Denver, May 15-18.
- Parsa, H.G., V. Narapareddy, and B. Farmer (2014). "Hospitality with Heart and Soul - Jack's Bar & Grill," the ICHRIE Summer Conference in San Diego, CA, July 30-Aug. 1.
- **1st Place, "Best Research Case" award winner, ICHRIE Johnson & Wales Case competition.**

- Akaka, M., and V. Narapareddy, (2013). "A Value Co-Creation Approach to Global Strategy: Building Sustainable Advantage," the Strategic Management Society Annual Meetings held in Atlanta, GA, Sept 28-Oct. 1.
- Narapareddy, V., (2013). "Design for Sustainability: The Case of two Global Social Ventures," the Sustainability, Ethics, and Entrepreneurship (SEE) Annual conference held in Denver, April 11-12.
- Narapareddy, V., A. Moreno, and N. Sampson (2010). "From Non-Profit to Social Business: Path to Transformation at the Women's Bean Project," the Seventh Annual Social Entrepreneurship Conference, NYU, November 3-5.
- Malik, A., and V. Narapareddy (2009). "The Communication Gap: A Cross-Cultural Analysis of Communication Courses Taught in B-Schools," paper presented at the World Universities Forum meetings, Indian Institute of Technology, Mumbai, India, January 15-17.
- Choudaha, R., and V. Narapareddy (2009). "Inducing Money Magnetism: Fundraising Practices in American Universities and Lessons for the Indian Higher Education," paper presented at the World Universities Forum meetings, Indian Institute of Technology, Mumbai, India, January 15-17.
- Choudaha, R., and V. Narapareddy (2008). "Enabling Innovation Fission: Higher Education as the Catalyst for the Indian Economy," the Strategic Management Society conference held at the Indian School of Business, Hyderabad, India, December 12-14.
- Narapareddy, V., (2005). "Team Dynamics and Learning in Multidisciplinary Teams." Paper presented at the Management Education and Development, Academy of Management Meetings, August.
- Narapareddy, V., and M. Matin (2004). "Integrating Technology and Interdisciplinary Cooperative Learning in Undergraduate Education," Ninth Annual Teaching with Technology Conference, University of Colorado, Boulder, Colorado, Aug. 10-12.
- Cain, P., and V. Narapareddy (2002). "A First Step Toward Introducing Emotional Intelligence into The Law School Curriculum: The "Emotional Intelligence and the Clinic Student Class, the Fifth Annual Conference of the Association for Creative Teaching, held in Vienna on January 2-5.
- Narapareddy, V., M. Matin, and R. Salters (2002). "Making of a Zebra: The Innovators' Dilemma," presented at the Fifth Annual Conference of the Association for Creative Teaching, held in Vienna January 2-5.
- Narapareddy, V., J R. Brown, and R. Rizzuto (1993). "Strategic Bets: The World of High Stakes Corporate Gambling Via Strategic Investments," presented at the Strategic Management Society, 13th Annual International Conference held in Chicago, September 12-15.
- Narapareddy, V., and S. Narapareddy (1992). "China's Defense Technology and the Role of Japanese Transnational Corporations in China's Enterprise Development," 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.

Refereed Professional Development Workshops/ Panel Sessions/ Seminars

- "Tackling the Challenges of Creating and Publishing Cases with AI," with T. Coates and M. Taylor, submitted to the NACRA Annual Meetings, October 17-19, 2024.
- "Unveiling the Naked truth: Steering Through the Blackhole of AI in Case teaching," with T. Coates and M. Taylor, submitted to the NACRA Annual Meetings, October 17-19, 2024.
- "Ambushed by AI and ChatGPT? Implications for the Future of Cases in B-School Education," with T. Coates and M. Taylor, NACRA Annual Meetings, October 6, 2023.
- "Innovations, Best Practices, and Trends in Online and Hybrid International Management Education," Panelist, the SMS Annual Meetings, London, October 2022.
- "Sailing into a Fusion of Interdisciplinary Islands of Pedagogy and Research Insights from: First Mates, and Sailors," with Marilyn Taylor and Theresa Coates, NACRA Annual Meetings, October 15, 2021.

- “Writing and Publishing Cases with Impact.” Invited Panelist, 2021 SMS Annual Meetings, September 28, **2021**.
- “Walk-In Strategy Teaching Clinic,” co-organizer with P. Murmann, Academy of Management STR Division online session, July 30, **2021**.
- “Creating and Curating Your Own Teaching Content Efficiently,” co-organizer with P. Murmann, Academy of Management Annual Meetings, July 31, **2021**.
- “Writing and Publishing Teaching Cases on Careers, panelist, Academy of Management Annual Meetings, July 30, 2021.
- “STIR Labs Storytelling Workshop,” STIR Labs City Innovate, May 4, **2021**.
- “STIR Labs Workshop,” STIR Labs City Innovate, January 14, **2021**.
- “AOM STRonger Together: Teaching Event,” co-Chair with P. Murmann, November 20, **2020**.
- “Researching, Developing & Teaching with Experiential Cases on Emerging Technologies,” with E. Berte and N. Su. 2020 SMS Annual Meetings, October 25, **2020**.
- “Exploring Challenges, Trends and Best Practices in Online Education,” with R. Parente et al., 2020 SMS Annual Meetings, October 26, **2020**.
- “Broadening Horizons for Case Teaching and Research: Discourse with Eminent Scholar- Teachers,” with Coates. T. Symposium offered at the Academy of management Annual meetings online, August 7-11, **2020**.
- “Navigating the Changing Digital Landscapes: Infusing Technology into the Case Teaching Experience,” with Coates et al., the Academy of Management annual meetings held online, August 7-11, **2020**.
- "How Do We Teach Students to Be Inclusive Leaders? The Case for Teaching with Cases on B Corporations,” with Su et al., the 2019 SMS Annual Meetings, October 19-22, **2019**.
- “Perspectives on Strategic Management Online Education: Best Practices, Trends, and Technologies in an Uncertain World,” with Parente et al., the 2019 SMS Annual Meetings, October 19-22, **2019**.
- "Creatively and Critically Teaching Business Ethics Using Cases,” facilitator, Academy of Management Annual Meetings, Boston, MA, August **2019**.
- “Hopscotch, marbles, jacks, or jump rope of case teaching and technology adoption,” with T. Coates et al., the 2019 Academy of Management Annual Meetings, Boston, MA, August **2019**.
- **This PDW was included in the Academy of Management’s MED Junior Faculty Consortium and the MED Doctoral Consortium.**
- "Perspectives on International Business Education: Best Practices, Trends and Technologies," with R. Parente et al., Academy of International Business Annual Meetings, Copenhagen, Denmark, June 24-27, **2019**.
- “I Have Been Invited to Review a Case Study! What Should I Do? A Guide to Assist Novice and Seasoned Reviewers,” with K. Keels and E. Berte, 2019 USASBE Annual Meetings, St. Pete Beach, FL, January 23-27, **2019**.
- “Experiential Exercise in Organizational Communication in Crisis: Using Organizational Chinese Whisper Game in an Engineering Entrepreneurship Management Course,” with A. Malik, 2019 USASBE Annual Meetings, St. Pete Beach, FL, January 23-27, **2019**.
- “Online Education in Strategic Management: Best Practices, Trends and Technologies,” the 2018 Strategic Management Society Annual Conference, Paris, France, September **2018**.
- “Engaging Students with Cases in the Digital Age,” the 2018 Strategic Management Society Annual Conference, Paris, France, September **2018**.
- “Critiquing Case Research Methodology and its Impact on Pedagogy and Research,” with Taylor et al., the 2018 Academy of Management Annual Meetings, Chicago, IL, August **2018**.
- “Case Teaching – A Model of Engagement- Diamonds, Pearls and Pitfalls,” with Taylor et al., the 2018 Academy of Management Annual Meetings, Chicago, IL, August **2018**.
- **This PDW was included in the Academy of Management’s MED Junior Faculty Consortium and the MED Doctoral Consortium.**
- “Case Teaching, Research, And Publishing Pedagogical Cases in The Social Media Age,” with Taylor et al., the 2018 WACRA ACT Teaching & Research Conference, Rotterdam, Netherlands, June **2018**.

“International Business Education: Multimedia and Online Teaching Trends and Tools,” with Parente et al., panelist, offered at the European International Business Academy (EIBA) Annual Conference, Milan, Italy, December 14-16, **2017**.

“Expanding and Strengthening your Strategy Teaching Workshop,” PDW offered at the 2017 Strategic Management Society Annual Conference, Houston, TX, October 28-31, **2017**.

“Online Management Education: Trends, Best Practices, and Innovations,” Panelist, Strategic Management Society Annual Conference, Houston, TX, October 28-31, **2017**.

Co-Chair, “Engaging Students in the Digital Age Through Experiential Cases & Developing Publishable Cases,” with Taylor et al., Academy of Management Annual Meetings, Atlanta, GA, August 2-7, **2017**.

“Creating Rich Learning Outcomes: Multimedia Cases and Student Engagement,” with Taylor et al., panelist, Academy of Management Annual Meetings, Atlanta, GA, August 2-7, **2017**.

“I Have an Idea for a Teaching Case, Now What Do I Do?” with Reed et al., USASBE Annual Meetings, held in Philadelphia, PA, January 19-22, **2017**.

Panelist/Presenter, “Teaching with Cases in Online Environments,” in “Online Teaching Trends and Innovations for International Business Education,” European International Business Academy (EIBA) Annual Conference, WU Vienna, December 2-5, **2016**.

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,” the Strategic Management Society’s Annual Conference, Berlin, September 18, **2016**.

Organizer and Co-Chair, “The Case Immersion Experience: From Practice to Theory,” 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,” the Academy of Management (AOM) Conference, Anaheim, California, August 6, **2016**.

“The Three D’s of Case Teaching: Design, Discuss, and Disseminate,” with Taylor et al., Academy of Management Conference, Anaheim, California, August 5, **2016**.

“Teaching with Cases in the IB Discipline,” the Academy of International Business (AIB) Conference in New Orleans, June 26-30, **2016**.

“Baylor Case Boot Camp,” expert panel member, 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,” with L. Oviedo. Workshop offered at the Strategic Management Society Meetings, October 2, **2015**.

“Start-to-Finish Wisdom on Cases: Research & Writing, Teaching, Publication & Reviewing,” with Taylor et al., 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,” with Reed et al. Expert panel member, workshop offered at the USASBE meetings, Tampa, FL, January 22-25, **2015**.

“Teaching, Researching, and Publishing Pedagogical Cases: Start to Finish - Session 2: Teaching” with Reed et al. Expert panel member, workshop offered at the USASBE meetings, Tampa, FL, January 22-25, **2015**.

“Teaching, Researching, and Publishing Pedagogical Cases: Start to Finish - Session 3: Reviewing/Publishing” with Reed et al. Expert panel member, workshop offered at the USASBE meetings, Tampa, FL, January 22-25, **2015**.

“Open Strategy & Design Thinking,” with L. Oviedo. SMS-Intel Workshop, Madrid, Spain, September 20, **2014**.

“Case Study Workshops,” Valencia Polytechnic University, Valencia, Spain, September 22-26, **2014**.

“Creating Online Case Discussions,” with Taylor et al. Discussion facilitator, Professional Development Workshop offered at the Academy of Management meetings, August **2014**.

“Teaching with Cases” with Taylor et al. Discussion facilitator, Professional Development Workshop offered at the Academy of Management meetings, August **2014**.

“Case-Based Research: Writing Cases to Develop Theory” with Taylor et al. 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 Online” with Taylor et al. Discussion facilitator, Professional Development Workshop offered at the Academy of Management meetings, August **2013**.

“Using Cases to Build Theory” with Taylor et al. 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” with Taylor et al. 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 Classroom 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” with J. Bachani and S.R. Vishwanath. PDW offered at the 2nd 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 with Taylor et al. 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 organized by M. Taylor. 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” organized by M. Taylor. Midwest Academy of Management 53rd Annual Conference held in Grand Forks, ND, October 14-16. **2010**.

“Using Cases to Build Theory” with Taylor et al. Co-organizer & expert panel member, Professional Development Workshop offered at the Academy of Management meetings, August **2010**.

Teaching

Courses Taught:

- Leading High-Performance Organizations
- Global Management
- Global Business

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

Student Committees (recent years)

PhD Dissertation Committees

Chair, Oral Defense Committee, for Salah Alharbi, PhD in Engineering candidate; defended, June 30, **2020**.
 PhD Thesis Committee for Oussama Darouichi, PhD candidate, University of Neuchâtel, Switzerland, expected defense date: **2020**.

Chair, Oral Defense Committee, for Ahmed Almadhor, PhD in Engineering candidate; defended, September 30, **2019**.

Chair, Oral Defense Committee, for Yasser Almalaq, PhD in Engineering candidate; defended, April 03, **2019**.

Chair, Oral Defense Committee, for Salih Kenshil, PhD in Engineering candidate; defended May 11, **2018**.
 External Examiner, PhD Thesis Committee, for Debapratim Purkayastha, KIIT University, Bhubaneswar, India, **2017**.

Chair, Oral Defense Committee, for Saleh Albdran, PhD in Engineering candidate; defended August 16, **2017**.

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 Tyler Friedl, Master of Science in Electrical & Computer Engineering candidate, defended August 10, **2017**.

Chair, Oral Defense Committee for Ayesha Iqbal, Master of Science in Electrical & Computer 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 Albdran, Master of Science in Engineering candidate, defended October 19, **2012**.

Undergraduate Distinction Thesis Advisor

- Emma Soderstrom, Management Major, Daniels College of Business. Thesis: "Corporate Climate Action: A Multidimensional Approach," presented in April **2022**.

Undergraduate Honors Thesis Advisor

- Challtu Kelly, The Women's College, University of Denver, Fall **2015**.

Independent Studies

- Kyle Malove, Management Major, Daniels College of Business (Fall **2022**).
- Emma Soderstrom, Management Major, Daniels College of Business (Winter **2022**).
- Edith Shearer, The Women's College, University of Denver (Fall **2016**)
- Sierra Graham, The Women's College, University of Denver (Fall **2015**)
- Amin Zahedi, Daniels College of Business, University of Denver (Fall **2014**)

Service

Editorial Boards/Co-Editing/ Guest Editing

- Editorial Review Board member, *Case Research Journal*, 2002- present.
- Editorial Review Board member, *Journal of Hospitality & Tourism Cases*, 2024-
- Editorial Review Board member, *Journal of Case Research and Inquiry*, 2011-present.
- Editorial Review Board member, *Case Folio*, 2014- present.
- Editorial Review Board member, *Journal of SMET Education: Innovations and Research*, 1999 – present.
- Co-Editor, Parsa, H., Narapareddy, V. L., Segarra-Ona, M., Jang, S., Rachel, C., & A.J., Singh. Sustainability and Innovation in Hospitality - A Special Issue of Cornell Hospitality Quarterly. *Cornell Hospitality Quarterly*, 2014.
- 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.

Professional Associations

- Member, NACRA Advisory Council, 2012-present.
- Member, Board of Directors, NACRA, 2009-2014.
- Chair, Corporate Governance and Ethics Track, NACRA, 2016-present.
- Mentor (By Invitation only), John Seeger Start-Up Case Workshop, NACRA, 2019 - 2023.
- Senior mentor (BY INVITATION ONLY) to NACRA Fellows, September 2015-2019.
- Advisory Board member, Sustainability, Ethics, and Entrepreneurship (SEE) Conference, 2012-2019.
- Member, Standards Committee, World Association for Case Research and Application (WACRA), 2000-2021.
- Judge, International Case Study Conference (ICSC), IBS, October 5-7, 2017.
- Chair, Teaching Community, Strategic Management Society (SMS), November 2016-December 2017
- Program Chair, Strategic Management Society (SMS) Teaching Community, October 2015-November 2016
- Chair, Rocket Workshop Track Session 3, USASBE Annual Conference, Philadelphia, PA, January 19-22, 2017.
- 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.
- 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.

Reviewing

- Reviewer, *The Case Research Journal*, 1997 - present.
- Reviewer, Sustainability & Social Impact Track, 2023 & 2024 NACRA Annual Conference.
- Reviewer, Finance, Accounting & Economics Track, 2024 NACRA Annual Conference.
- Reviewer, *Journal of Hospitality & Tourism Cases*, 2014- present.
- Reviewer, *Cornell Hospitality Quarterly*, 2023.
- Reviewer, *The Asian Case Research Journal*, 2020 – present.
- Reviewer, *The Case Journal*, 2014 – present.
- Reviewer, ICHRIE Case Competitions, 2023- present..
- Reviewer, *The Case Journal*, 2018, 2020.
- Reviewer, *Entrepreneurship Education & Pedagogy*, 2017- 2020.
- Reviewer, Strategic Management Society Annual Meetings, 2013 –2021.
- Discussant, Sustainability & Social impact Track, 2023 NACRA Annual Conference.
- Reviewer, Strategy track, NACRA Annual Meetings, 1998-2023.
- Discussant, Strategy Track, 2020 NACRA Annual Conference.
- Discussant, Corporate Governance and Ethics Track, 2020 NACRA Annual Conference.
- Reviewer, 2020 AOM Annual Conference.
- Reviewer, International Business Track, 2019 NACRA Annual Conference.
- Reviewer, Strategy Track, 2019 NACRA Annual Conference.
- Reviewer, 2019 AOM Annual Conference.
- Reviewer, Western Casewriters Association, 2019 Annual Conference.
- Reviewer, 2018 North American Case Research Association Conference.
- Reviewer, 2018 AIB-US West Conference.

- Reviewer, 2018 SMS-Paris Conference.
- Reviewer, 2018 SMS-Sao Paulo Conference.
- Reviewer, 2017 SMS-Houston Conference.
- Reviewer, 2017 AIB-Latin America Annual Conference.
- Reviewer, 2017 Academy of International Business Annual Conference.
- Reviewer, 2017 USASBE Annual Conference.
- Reviewer, Sustainability, Ethics, and Entrepreneurship (SEE) Conference, 2016.
- Reviewer, 2016 Academy of International Business Annual 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, 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, 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.

Management Department Service

- Co-Chair, Alumni Awards Committee, 2022- present.
- Member, Strategy (MGMT 3000) Committee.
- Member, MSM Committee.
- Member, Dept P&T Committee.
- Member, New Faculty Recruitment.
- Member, Undergraduate Re-Design Committee.
- Attended Department Advisory Board meetings as well as meetings with Bob Kumagai and staff to create internships and jobs for Management majors.
- Member, Teaching Professors Evaluation Committee.
- Faculty mentor to Management and MSM students.
- Faculty mentor to IB and MIM students.
- Chair/coordinator, MGMT 3800 Course assessment
- Writing Assessment (WIMP surveys) of Undergraduate Management courses, DU Writing Center.
- Member, MIM ESL and Foreign Language Assessment..

Daniels College of Business (DCB) Service

- Wrote cases based on field research for Daniels Race & Case competitions, 2020-21 -present.
- Wrote cases based on field research for Daniels Organizational partners, 2020-21 & 2021-22.
- Facilitated a workshop in a Board retreat of a local organizational partner, Summer 2022.
- Member, Diversity Committee.

University Service:

- Member, Executive Committee, Faculty Senate, Univ. of Denver (Sept. 2013- 2015)
- Member, Inclusive Excellence Committee, Univ. of Denver (Fall 2014 - 2016)
- 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

- Academy of Management (AOM)
- Academy of International Business (AIB)
- Beta Gamma Sigma
- CASE Association
- International Humanistic Management Association (IHMA)
- Impact Scholar Community (ISC)
- North American Case Research Association (NACRA)
- Strategic Management Society (SMS)
- United States Association for Small Business and Entrepreneurship (USASBE)

References

Available upon request