

Erwin Danneels

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Vita updated 06-21-17

Education

- Doctor of Philosophy in Business Administration from Penn State University, 1998
- Master of Science in Textiles from the University of California, Davis, 1994
- Master of Business Administration from the Vlerick School of Management, University of Ghent, Belgium, 1991
- Bachelor of Arts in Sociology from the University of Ghent, Belgium, 1990

Academic Positions

- Associate Professor, Muma College of Business, USF, 2013-present
- Associate Professor, College of Business Administration, UCF, 2010-2013
- Associate Professor, Worcester Polytechnic Institute, 2006-2010
- Assistant Professor, Worcester Polytechnic Institute, 2000-2006
- Visiting Associate Professor, Bocconi University, Milan-Italy, Spring 2008, 2009, 2011
- Visiting Assistant Professor, Tuck School of Business, Dartmouth College, Fall 2004
- Visiting Assistant Professor, Goizueta Business School, Emory University, 1998-2000

Main Journal Articles

Totaling 5573 citations on Google Scholar as of May 2017

- Danneels, Erwin (2016), "Survey measures of first- and second-order competences," *Strategic Management Journal*, 37 (10): 2174-2188
- Danneels, Erwin (2012), "Second-order competences and Schumpeterian rents," *Strategic Entrepreneurship Journal*, 6 (1): 42-58
- Vijay Govindarajan, Praveen Kopalle, and Erwin Danneels (2011), "The effects of mainstream and emerging customer orientations on radical and disruptive innovations," *Journal of Product Innovation Management*, 28 (S1): 121-132
- Danneels, Erwin and Rajesh Sethi (2011), "Overcoming competence traps and temporal myopia: New product exploration under environmental turbulence," *Organization Science*, 22(4): 1026-1039
- Danneels, Erwin (2011), "Trying to become a different type of company: Dynamic capability at Smith Corona," *Strategic Management Journal*, 32 (1): 1-31 (lead article) (cited 321 times as of 01/17)
- Danneels, Erwin (2008), "Organizational antecedents of second-order competences," *Strategic Management Journal*, 28 (4): 519-543 (cited 545 times as of 05/17)
- Danneels, Erwin (2007), "The process of technology competence leveraging," *Strategic Management Journal*, 28 (5): 511-533 (cited 243 times as of 05/17)
- Danneels, Erwin (2006), "From the Guest Editor: Dialogue on the effects of disruptive technology on firms and industries," *Journal of Product Innovation Management*, 23 (1): 2-4

- Danneels, Erwin (2004), “Disruptive technology reconsidered: A critique and research agenda,” *Journal of Product Innovation Management*, 21 (4): 246-258 (voted best article of 2004 – cited 739 times as of 05/17)
- Danneels, Erwin (2003), “Tight-loose coupling with customers: The enactment of customer orientation,” *Strategic Management Journal*, 24 (6): 559-576 (cited 307 times as of 05/17)
- Danneels, Erwin (2002), “The dynamics of product innovation and firm competences,” *Strategic Management Journal*, 23 (12): 1095-1121 (cited 2161 times as of 05/17 – identified by another article as a “**blockbuster**” based on impact analysis)
- Danneels, Erwin and Elko J. Kleinschmidt (2001), “Product innovativeness from the firm’s perspective: Its dimensions and their relation with project selection and performance,” *Journal of Product Innovation Management*, 18 (6): 357-73 (lead article – cited 855 times as of 05/17 – identified by another article as a likely **classic** based on impact analysis)

Papers under Review

- Danneels, Erwin, Bernardino Provera, and Gianmario Verona, “The social embeddedness of organizational competence: Olivetti’s transition from mechanical to electronic technology,” second revise and resubmit *Industrial and Corporate Change* (minor revision)
- Danneels, Erwin, “Learning from failure and firm innovativeness,” under third round of review at *Journal of Business Venturing*
- Erwin Danneels, Bart Clarysse, and Robin De Cock, “A tale of two ventures: Search and linking in tech push and market pull start-ups,” under third round of review at *Journal of Business Venturing*
- Alex Vestal and Erwin Danneels, “Knowledge exchange in clusters: The effect of regional inventive concentration,” under second round of review at *Research Policy*
- Alex Vestal and Danneels, Erwin, “Breakthrough inventions in nanotechnology: Bridging the technological distance in multi-cluster teams,” under first round of review at *Organization Science*
- Danneels, Erwin and Federico Frattini, “Discovering hidden treasure: How to find applications for your technologies outside your core business,” under review at MIT Sloan Management Review

Papers soon to be Submitted

- Erwin Danneels, Bart Clarysse, and Robin De Cock, “Talking inside the corridor or navigating the labyrinth: Market experience and information elaboration in founding teams,” to be submitted to the *Academy of Management Journal* in September 2017
- Alex Vestal and Danneels, Erwin, “Harnessing knowledge distance in teams: How intra-team relations bridge the gap,” targeted at the *Organization Science*

Work in Progress

- Working with USF philosophy professor Lee Braver on articles regarding philosophical foundations of the entrepreneurial opportunity concept, targeted at Academy of Management Review:
 - Getting real about realism: A reply to Ramoglou and Alvarez and Barney
 - How do opportunities exist: From subjective to institutional fact
 - Two opportunities: efficiency vs. innovation
- Working with Alex Vestal, my former doctoral student, on effect of TMT demographics and team process (using data from publicly traded manufacturing firms with NSF grant)
 - Effects of having accountants, MBAs, and STEM on second-order competences
 - Effect of faultlines on intra-team communication and firm innovation

Invited Publications

- With Melissa Schilling (lead author) et al. (2015), Brief of business and policy professors as Amici Curiae in support of defendants-appellants Actavis plc Forest Laboratories, Second Circuit State of New York, Case No. 14-4624
- Danneels, Erwin (2010), “Disruptive Technology,” entry into the *Encyclopedia of Technology and Innovation Management*, VK Narayanan and Gina O’Connor and (Eds.), Wiley, pp. 47-48

Selected Proceedings

- Vestal, Alex and Erwin Danneels (2012), “Firm inventions in geographic clusters: The moderating role of inventive concentration,” Academy of Management Annual Meetings, Boston, *Best Paper Proceedings*
- Danneels, Erwin and Rajesh Sethi (2003), “Antecedents of new product program creativity,” *Product Development and Management Association Proceedings*, 89-98 (won best paper award)
- Danneels, Erwin and Rajesh Sethi (2003), “Antecedents of new product program creativity: The moderating role of environmental turbulence,” Academy of Management Annual Meetings, Seattle, *Best Paper Proceedings*
- Danneels, Erwin (2000), “The dynamics of product innovation and firm competences,” Academy of Management Annual Meetings, Toronto, *Best Paper Proceedings*
- Danneels, Erwin (1995), “The enactment of market orientation: Organizational cognition Perspectives,” *Third Annual ISO Conference Proceedings*, U.N.C. Chapel Hill, 44 (won best paper award)

Grants

- National Science Foundation, Innovation and Organizational Change Program, SES 0620165 for \$212000, “A Panel Study of R&D and Marketing Second-Order Competences” 2007-2009
- Institute for the Study of Business Markets at Penn State, Silver Award Recipient in the Academic-Practitioner Challenge, for “R&D and Marketing Competences, Product Innovation, and Financial Performance”
- Institute for the Study of Business Markets at Penn State, Research Grant for \$3000, for “Trying to Become a Different Type of Company: Strategic Reorientation at Smith Corona”
- Worcester Polytechnic Institute, Research Development Grant for \$9200, for “Longitudinal Research Design to Examine Antecedents of Organizational Innovativeness”
- Institute for the Study of Business Markets at Penn State, Research Grant for \$5000, for “Organizational and Environmental Antecedents of the Firm's Product Innovation Program”

Dissertations

- Co-Chair for Alex Vestal, UCF, “Publications and Inventions in Nanotech Clusters: The Moderating Role of Knowledge Concentration” – placement Oregon State University (August 2011)
- External dissertation examiner for Jens Schmidt, Aalto University, “Exploiting value creation opportunities: A demand-based view”

Honors and Awards

- Outstanding SMJ Editorial Board Member, presented at SMS, Rome 2010
- Best article in *Journal of Product Innovation Management* in 2004, voted by the editorial board, Danneels, Erwin (2004), “Disruptive Technology Reconsidered: A Critique and Research Agenda”
- Best Paper Award for “Antecedents of New Product Program Creativity,” at the Product Development and Management Association Research Forum, Boston, 2003 (with Rajesh Sethi)
- Representative of Penn State at the 1998 AMA - Sheth Foundation Doctoral Consortium, University of Georgia, Athens
- George Day Dissertation Award Competition 1998, Honorable Mention
- APICS 1997, Plossl Dissertation Proposal Competition, Third Place
- PDMA (Product Development Management Association) 1997, Best Dissertation Proposal Award
- Discussant-Representative of Penn State at the 26th Annual Albert Haring Symposium, Indiana University, Bloomington, 1996
- Best Paper Award (of 70 submissions) for “The Enactment of Market Orientation: Organizational Cognition Perspectives,” at the Third Annual Conference of the Interdisciplinary Students of Organizations, University of North Carolina, Chapel Hill, 1995
- Hayek Fund for Scholars, Institute for Humane Studies, 1993, 1995
- Humane Studies Fellowship, Institute for Humane Studies, 1993-1994, 1994-1995, 1996-1997
- Rotary District 1620 Award, Belgium, 1993-1994
- Jastro-Shields Graduate Research Scholarship, U.C. Davis, 1993
- Rotary Club Deinze, Belgium, Award in Support of Outstanding Local Graduate Student, 1992

Recent Conference Presentations

- Disruptive Technology: Some ideas for future research directions” presented at the Academy of Management Annual Meetings, Anaheim, August 2016
- Bart Clarysse, Erwin Danneels, and Robin De Cock, “A tale of two ventures: Search and linking in tech push and market pull start-ups” presented at the Strategic Management Society Conference, Denver, October 2015
- Co-organized and presented at Showcase Symposium, “Firm Resources & Cognition: Setting a Research Agenda,” presented at the Academy of Management Annual Meetings, Vancouver, August 2015
- Bart Clarysse, Erwin Danneels, and Robin De Cock, “A tale of two ventures: Search and linking in tech push and market pull start-ups” presented at the Atlanta Competitive Advantage Conference, Atlanta, May 2015
- “Learning from failure and firm innovativeness,” presented at the Academy of Management Annual Meetings, Lake Buena Vista, August 2013
- “Firm inventions in geographic clusters: The moderating role of inventive concentration,” presented at the Israel Strategy Conference, December 2012
- “Firm inventions in geographic clusters: The moderating role of inventive concentration,” presented at the Academy of Management Annual Meetings, Boston, August 2012
- “Financial market reactions to technological substitution,” presented at the Product Development and Management Association Research Forum, Orlando, October 2010

- “(De-)institutionalizing Organizational Competence: Olivetti’s Transition from Mechanical to Electronic Technology,” presented at the Conference on Institutional Work at Simon Fraser University, Vancouver, June 2010
- “Legitimizing Exploration: Olivetti’s Transition from Mechanical to Electronic Technology,” presented at the Strategic Management Society, Washington DC, November 2009
- “Legitimizing Exploration: Olivetti’s Transition from Mechanical to Electronic Technology,” presented at the Academy of Management Annual Meetings, Chicago, August 2009
- Organized and presented at BPS/ENT/TIM Symposium “Managing Across Technological Transitions,” Academy of Management Annual Meetings, Chicago, August 2009
- “A Few Thoughts on Researching Competitive Advantage,” invited presentation for workshop on competitive advantage, Academy of Management Annual Meetings, Chicago, August 2009
- “Legitimizing Exploration: Olivetti’s Transition from Mechanical to Electronic Technology,” presented at the Academy of Management Annual Meetings, Anaheim, August 2008
- “Second-Order Competences and Schumpeterian Rents,” presented at the Academy of Management Annual Meetings, Anaheim, August 2008
- “A Few Thoughts on Researching Competitive Advantage,” invited presentation for workshop on competitive advantage, Academy of Management Annual Meetings, Anaheim, August 2008
- “Legitimizing Exploration: Olivetti’s Transition from Mechanical to Electronic Technology,” McGill-Cornell Conference on Institutions and Entrepreneurship, Montreal, Canada, June 2008
- “The Extended Case Method,” invited presentation for panel on empirical research in Innovation and Knowledge, Strategic Management Society, San Diego, October 2007
- “Second-Order Competences, Profitability, and Market Value,” presented at the Academy of Management Annual Meetings, Philadelphia, August 2007
- “Trying to Become a Different Type of Company: Dynamic Capability at Smith Corona,” presented at the Academy of Management Annual Meetings, Philadelphia, August 2007
- “Second-Order Competences, Profitability, and Market Value,” presented at the Atlanta Competitive Advantage Conference, Atlanta, June 2007
- “Trying to Become a Different Type of Company: Dynamic Capability at Smith Corona,” presented at the Strategic Management Society, Vienna, November 2006
- “A Panel Study of Organizational Antecedents of Second-Order Competences,” presented at the Academy of Management Annual Meetings, Atlanta, August 2006
- “In Search of Mediocrity: Contrarian Perspectives on Competence and Incompetence,” organized and presented at All Academy Symposium, Academy of Management Annual Meetings, Atlanta, August 2006
- “R&D and Marketing Competences, Product Innovation, and Financial Performance,” presented at the Institute for the Study of Business Markets Academic Conference, Chicago, August 2006
- “The Paradox of Customer Competence and Innovation,” presented at the American Marketing Association Winter Conference, St. Petersburg, Florida, February 2006
- “Explorative New Products and their Organizational Antecedents,” presented at the American Marketing Association Winter Conference, St. Petersburg, Florida, February 2006
- “The Process of Technology Leveraging: Competences, Resource Allocation, and Resource Transformation,” presented at the American Marketing Association Winter Conference, St. Petersburg, Florida, February 2006
- “The Role of Resource Allocation and Transformation in Technology Leveraging,” presented at the Strategic Management Society, Orlando, October 2005
- “The Role of Resource Allocation and Transformation in Technology Leveraging,” presented at the Academy of Management Annual Meetings, Honolulu, August 2005

- “The Role of Resource Allocation and Transformation in Technology Leveraging,” presented at the Fifth Annual Innovation Research Network Conference, Boston College, May 2005
- “Effects of TMT Demographic Composition on New Product Program Creativity,” presented at the Strategic Management Society, San Juan, Puerto Rico, November 2004
- “Effects of TMT Demographic Composition on New Product Program Creativity,” presented at the Product Development and Management Association Research Forum, Chicago, October 2004
- “Disruptive Technology Reconsidered: A Critique and Research Agenda,” presented at the Academy of Management Annual Meetings, New Orleans, August 2004
- “Barriers to Technology Leveraging,” presented at the Atlanta Competitive Advantage Conference, Atlanta, June 2004
- “Barriers to Technology Leveraging,” presented at the Strategic Management Society, Baltimore, November 2003
- “Antecedents of New Product Program Creativity,” presented at the Product Development and Management Association Research Forum, Boston, October 2003 (won best paper award)
- “Organizational Antecedents of Second-Order Competences,” presented at the Academy of Management Annual Meetings, Seattle, August 2003
- “Antecedents of New Product Program Creativity: The Moderating Role of Environmental Turbulence,” presented at the Academy of Management Annual Meetings, Seattle, August 2003
- “Organizational Antecedents of Second-Order Marketing and R&D Competences,” presented at the Innovating Strategy Processes, Strategic Management Society Mini-Conference, Storrs, Connecticut, May 2003

Invited Presentations

- “Talking inside the corridor or navigating the labyrinth: Market experience and information elaboration in founding teams,” Bocconi University, Milan, Italy, June 2017
- “Talking inside the corridor or navigating the labyrinth: Market experience and information elaboration in founding teams,” ETH Zurich, Switzerland, June 2017
- “Learning from Failure and Firm Innovativeness,” Imperial College Innovation Conference, London, June 2016
- “A tale of two ventures: Search and linking in tech push and market pull start-ups,” Florida International University, April 2015
- “Different Success Factors for Market Pull and Technology Push Ventures,” Imperial College, London, March 2014
- “Learning from Failure and Firm Innovativeness,” Imperial College, London, May 2013
- “Geographic Clusters and Firm Inventions: The Moderating Role of Inventive Concentration,” Ecole Federale Polytechnique de Lausanne, Switzerland, May 2012
- “(De-)institutionalizing Organizational Competence: Olivetti’s Transition from Mechanical to Electronic Technology,” Sloan School at MIT, Cambridge, April 2012
- “Geographic Clusters and Firm Inventions: The Moderating Role of Inventive Concentration,” Bocconi University, Milan, Italy, May 2011
- “(De-)institutionalizing Organizational Competence: Olivetti’s Transition from Mechanical to Electronic Technology,” Ecole Federale Polytechnique de Lausanne, Switzerland, November 2009
- “Trying to Become a Different Type of Company: Dynamic Capability at Smith Corona,” Bocconi University, Milan, Italy, May 2009
- “Second-Order Competences and Schumpeterian Rents,” Ecole Federale Polytechnique de Lausanne, Switzerland, June 2008

- “Incorporating Customers into the Innovation Process,” Panelist, RPI Invitational Conference, May 2008
- “Second-Order Competences and Schumpeterian Rents,” Bocconi University, Milan, Italy, March 2008
- “A Panel Study of Organizational Antecedents of Second-Order Competences,” ERIM Invitational Conference, Erasmus University, Holland, November 2005
- “The Role of Resource Allocation and Transformation in Technology Leveraging,” Erasmus University, Holland, May 2005
- “Barriers to Technology Leveraging,” University of Ghent, Belgium, May 2004
- “Antecedents of Second-Order Marketing and R&D Competences” Vlerick School of Management, Ghent, Belgium, November 2002
- “Antecedents of Second-Order Marketing and R&D Competences” University of Connecticut, April 2002
- “Antecedents of Second-Order Marketing and R&D Competences” KU Leuven, Belgium, November 2001
- “The Antecedents of Radical Product Innovation” Tilburg University, the Netherlands, March 2001

Teaching Expertise

Strategic Business Analysis (graduate)
 New Product Development (undergraduate and graduate)
 Management of Technological Innovation (graduate)
 Technology Commercialization and Entrepreneurship (graduate)
 Business Plan Formation (graduate)
 Strategic Entrepreneurship (doctoral)
 Strategy (doctoral)

- Teaching ratings consistently in top 10% to 25% of WPI faculty
- Received commendation from WPI President Dr. Berkey for teaching
- Extensive experience teaching via web (Blackboard and Canvas)
- Extensive experience teaching middle-managers with 10+ years of experience
- Participated in Harvard Business School seminar on Case Method Teaching, June 2001, funded by WPI’s CEDTA Faculty Teaching Enhancement Award
- Participated in HBSP online seminar on Teaching with Cases Online, April-May 2016
- Mostly 4.5 to 4.8 out of 5 scores on teaching ratings at USF

Media Coverage

- Interviewed on the Today Show, aired July 13, 2011 (viewed by about 5,000,000)
- MIT Sloan Management Review, Spring 2008 by Larry Yu: “Learning to Innovate”
- Commentary on Nightly Business Report, PBS, aired June 19, 2008 (viewed by about 700,000)

Scholarly Service

- Faculty facilitator at doctoral dissertation workshop at Bocconi University, 2017
- Faculty facilitator at junior faculty workshop at Academy of Management, TIM division, 2011, 2012
- Faculty facilitator at doctoral student workshop at SMS, 2011
- Editorial Board Member of the *Strategic Management Journal*, 2009-present
- Editorial Board Member of *Organization Science*, 2009-2016
- Editorial Board Member of the *Journal of Product Innovation Management*, 2002-present

- Editorial Board Member of the *Journal of Management Studies*, 2009-2014
- Editorial Board Member of the *Strategic Entrepreneurship Journal*, 2009-2014
- Guest Editor for Dialogue on “The Effects of Disruptive Technology on Firms and Industries” for *Journal of Product Innovation Management* January 2006
- Ad Hoc Reviewer for the *Academy of Management Journal*, *Academy of Management Review*, *Management Science*, *Journal of Marketing*, *Journal of Management*, *IEEE Transactions on Engineering Management*, *MIT Sloan Management Review*, *Technovation*
- Reviewed grant proposals for the National Science Foundation, The Netherlands Organization for Scientific Research, and the Research Council of Free University of Brussels
- Reviewed for the Academy of Management meetings, BPS and TIM Divisions, the Product Development Management Association Research Conference, the American Marketing Association Summer and Winter Conferences
- Reviewed for the PDMA and Organization Science/Informs Doctoral Dissertation Proposal Competitions
- Chair Entrepreneurship and Innovation Track at 2006 American Marketing Association Winter Conference

University Service

- USF Council on Technology for Instruction and Research, 2016-present
- Management Department representative to the College of Business at USF Realignment Committee, 2014
- Management Department representative to the College of Business at USF Strategic Planning Committee, 2013-present
- Elected Management (and later Marketing) Department representative to the Faculty Executive Committee of College of Business at USF, 2013-present
- USF Management Department “Journal Lists” Task Force member, 2014
- College of Business representative on USF University Distinguished Professor committee, 2013-2014
- Elected Management Department representative to the Promotion and Tenure Committee of College of Business Administration at UCF, 2011-2013
- Undergraduate Policy and Curriculum Committee of College of Business Administration at UCF, 2010-2013
- UCF University Research Council member 2010-present (including selection of University Excellence in Research Award and Burnett Honors College SMART Grants winners)
- WPI Strategic and Campaign Planning Task Force 2008-2010
- Elected Member of the Tenure and Promotion Committee, Department of Management, WPI, 2006-2008
- Elected Member of the Graduate Program Curriculum Committee, Department of Management, WPI, 2003-2006
- Member of the AACSB Curriculum Task Force, Department of Management, WPI, 2000-2002
- Involved in planning of WPI Bioengineering Institute
- Participant “Marketing of WPI” retreat, August 2001
- Elected Student Representative to the Doctoral Program Committee at Penn State, 1996-1997

Professional Experience

- President and Founder npdportfolio.com, a new product portfolio management consultancy

- Audited new product portfolio management process at Altera (now part of Intel)
- Conducted innovation workshop for SBU of Saint-Gobain (French MNC)
- Consulted for BD Discovery Labware
- Consulted for Expressive Constructs Incorporated, a biotech start-up
- Consulted for the Ben Franklin Center, a business incubator associated with Penn State University, developed a decision tool for start-up firms to evaluate new product opportunities
- Project Leader at Columbus Diagnostics, a Belgian market research firm, 1991-1992, concept development and testing of consumer and industrial products
- Intern at Motivaction N.V., a Belgian market research firm, 1990
- Intern at Kipling N.V., a Belgian apparel retailer, 1990

Languages

- Dutch (native language)
- English (excellent)
- French (very good)
- German (fair)
- Spanish (basic)

References

- Mike Tushman, HBS - mtushman@hbs.edu
- Riitta Katila, Stanford - rkatila@stanford.edu
- Shaker Zahra, Minnesota - zahra004@umn.edu
- Chris Tucci, EPFL- christopher.tucci@epfl.ch
- Melissa Schilling, Stern-NYU mschilli@stern.nyu.edu
- Christophe Vandebulte, Wharton - vdbulte@wharton.upenn.edu
- Praveen Kopalle, Tuck - kopalle@dartmouth.edu