S U S A N P E R K I N S

Northwestern University
Kellogg School of Management
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ACADEMIC POSITIONS

2006-Present **Northwestern University** Evanston, IL
Kellogg School of Management
Assistant Professor of Management and Organizations

2011-2013 **Massachusetts Institute of Technology** Cambridge, MA
Sloan School of Management
Visiting Professor

EDUCATION

2006 **New York University** New York, NY
Stern School of Business
Ph.D. in Business Administration, *Strategy and International Business*

2003 **New York University** New York, NY
Stern School of Business
M.Phil., *Management*

1995 **New York University** New York, NY
Stern School of Business
M.B.A., *International Business/Management*

1995 **Fundação Getulio Vargas** Sao Paulo, SP, Brazil
International Management Program (joint MBA)

1991 **Howard University** Washington, D.C.
School of Business
B.B.A., *Marketing, (Honors)*

PUBLICATIONS

1. Perkins, S. (2014). When Does Prior Experience Pay? Institutional Experience and the Case of the Multinational Corporation, *Administrative Science Quarterly*, 59(1):145-181.

2. Perkins, S., Morck, R. and Yeung, B. (2014). Innocents Abroad: The Hazards of International Joint Ventures with Pyramidal Group Firms, *Global Strategy Journal*. SSRN's Top Ten downloaded article for International Strategy & Policy topics.

3. Perkins, S. (2013). Cross-national Variations in Industry Regulation: A Factor Analytic Approach with an Application to Telecommunications, *Regulation & Governance*.

4. Perkins, S., Phillips, K.W. and Pearce, N. (2013). Ethnic Diversity, Gender, and National Leaders, *Journal of International Affairs*, 67(1): 85-104.

5. Perkins, S. and Minifee, I. (Forthcoming) Jeitinho Brasileiro: Adopting Nonmarket Strategies in Brazil, *Routledge Companion to Nonmarket Strategy*, Lawton, T.C. and Rajwani, T. (Eds.), Oxford, UK and New York, NY.

6. Perkins, S. (2005). Institutional Environment Relatedness and Foreign Investment Failures in the Brazilian Telecommunications Industry, *Academy of Management, Best Paper Proceedings*, M. Weaver (Ed.).

WORKING PAPERS

7. Perkins, S. and Zajac, E. Signal or Symbol? Interpreting Firms' Strategic Response to Institutional Change in the Brazilian Stock Market, preparing for submission, *Strategic Management Journal.*

8. Perkins, S., McDonnell, M. and Zajac, E., Fit to Be Tied: Using Contracts Strategically to Ensure Partner Performance, preparing for submission, *Strategic Management Journal.*

9. Phillips, K.W., Perkins, S., and Pearce, N. Fit to Lead: The Role of Female National Leaders in Modern Times, preparing for submission, *Organization Science.*

WORK IN PROGRESS

10. Non-Market Strategy as a Unique Source of Competitive Advantage: The Global Wireless Telecom Race (with Juan Alcacer)

11. Accounting for Multiplicity in Strategic Choice: Evidence from the Global Wireless Telecommunication Industry (with Juan Alcacer and Thomas Wollmann)

12. Shareholder Agreements and Business Group Formation in Latin America: A Comparative Study

13. Does Market Regulation Fuel or Hinder Economic Growth? Evidence from the Global Telecommunications Industry

CASES

14. Citigroup's Shareholder Tango in Brazil (A). Case 5-307-502(A) (KEL328), 2007 (with teaching notes; available in English, Spanish - KEL481-HCB-SPA and Portuguese).

15. Citigroup's Shareholder Tango in Brazil (B). Case 5-307-502(B) (KEL329), 2007.

16. Corporate Citizenship in South Asia: General Electric Expands its Developing Health Globally Program (2009).

INVITED SEMINARS

2014 Georgetown University, McDonough School of Business; Kellogg School of Management, Dispute Resolution Research Center (DRRC)

2013 MIT MLK Visiting Scholar Seminar; Purdue University, Krannert School of Management; Northeastern University, Emerging Markets Seminar Series; Cornell University; HEC-Paris, Strategy Seminar Series

2012 MIT-Sloan Technology, Innovation, Entrepreneurship and Strategy Seminar; Harvard Business School International Business Seminar; MIT-Harvard Workshop on the Political Economy of Development in Brazil; University of South Carolina, International Business Seminar; MIT-Sloan Organization Studies Seminar; Northwestern University Gender and Leadership Seminar

2011 University of California, Berkeley, Haas Business School; Federal Reserve Bank of Chicago; Northwestern University, Kellogg Executive Women's Center

2010 University of Wisconsin – Madison, School of Business; Baruch College, City College of New York

2009 University of Illinois, Urbana-Champaign

2008 Florida International University, College of Business

2007 University of Chicago, Booth School of Business; Northwestern University, Center for International and Comparative Studies; Northwestern University, Law School; Vanderbilt Law School

2006 University of Pennsylvania, Wharton School; Northwestern University, Kellogg School of Management; Columbia University, Business School; University of Michigan, Ross School of Business; Duke University, Fuqua School of Business; The Ohio State University, Fisher College of Business; University of Minnesota, Carlson School of Management; University of Maryland, Smith School of Business; Georgetown University, McDonough School of Business; University of Southern California, Marshall School of Business; INSEAD; Rutgers Business School

2005 Texas A&M University, Mays Business School; University of Illinois, College of Business

CONFERENCE PRESENTATIONS

2013 "Fit to be Tied: Using Contracts Strategically to Ensure Partner Performance." (with Edward Zajac and Mary McDonnell) *Law & Society Annual Conference*, Boston, MA.

"Fit to be Tied: Using Contracts Strategically to Ensure Partner Performance." (with Edward Zajac and Mary McDonnell) *Academy of International Business - Latin America*, Puebla, Mexico.

2012 "Signal or Symbol? Interpreting Firms' Strategic Response to Institutional Change in the Brazilian Stock Market." (with Edward Zajac) *Stanford Graduate School of Business - Strategy and the Business Environment Conference*, Palo Alto, CA.

"Defining Institutional Similarity: The Multidimensions of Global Industry Regulation." *Law & Society Annual Conference*, Honolulu, Hawaii.

"Defining Institutional Similarity: The Multidimensions of Global Industry Regulation." *Society for the Advancement of Socio-economics, MIT*, Boston, MA.

"Signal or Symbol? Interpreting Firms' Strategic Response to Institutional Change in the Brazilian Stock Market." (with Edward Zajac) *Academy of International Business annual meeting*, Washington, D.C. (Doing Business in Latin America panel)

2011 "Innocence Abroad: Failure of the International Joint Venture with Pyramidal Groups." (with Randall Morck and Bernard Yeung) *3rd Annual Midwest Strategy Meeting, Purdue University Krannert School of Management*, Lafayette, IN.

2010 "Fit to be Tied: Using Contracts Strategically to Ensure Partner Performance." (with Edward Zajac and Mary McDonnell) *Academy of International Business annual meeting*, Rio de Janiero, Brazil.

"Measuring Distance: Firm Level Experience Across Host Countries." *Academy of International Business annual meeting*, Rio de Janiero, Brazil. (Institutional Distance Symposium)

2009 "Signal or Symbol? Interpreting Firms' Strategic Response to Institutional Change in the Brazilian Stock Market." (with Edward Zajac) *2nd Annual Midwest Strategy Meeting, Kellogg School of Management*, Evanston, IL.

"Fit to be Tied: Using Contracts Strategically to Ensure Partner Performance." (with Edward Zajac and Mary McDonnell) *Strategic Management Society Conference*, Washington, D.C.

"Innocence Abroad: Failure of the International Joint Venture with Pyramidal Groups." (with Randall Morck and Bernard Yeung) *3rd Annual Midwest Strategy Meeting, Purdue University Krannert School of Management*, Lafayette, IN.

2008 "Innocence Abroad: Failure of the International Joint Venture with Pyramidal Groups." (with Randall Morck and Bernard Yeung) *Duke Strategy Conference, Fuqua School of Business*, Durham, NC.

"Innocence Abroad: Failure of the International Joint Venture with Pyramidal Groups." (with Randall Morck and Bernard Yeung) *Inaugural Corporate Governance Conference, National University of Singapore*, Singapore.

"Dismantling (or Maintaining) the Status Quo: The Role of Symbolic Management in Institutional Change." (with Edward Zajac) *Academy of International Business annual meeting*,

Milan, Italy.

2007 "Does Prior Experience Really Pay? Foreign Direct Investment, Institutional Environments and Firm Performance." *Academy of International Business annual meeting*, Indianapolis, IN. (Finalist for the Richard N. Farmer Dissertation Award)

"Defining Institutional Similarity: The Multidimensions of Global Industry Regulation." *Academy of International Business annual meeting*, Indianapolis, IN.

"Innocence Abroad: Failure of the International Joint Venture with Pyramidal Groups." (with Randall Morck and Bernard Yeung) *Academy of International Business annual meeting*, Indianapolis, IN.

2006 "Does Prior Experience Really Pay? Institutional Experience and Failure in the Brazilian Telecommunications Industry." *INFORMS Winter Conference*, Steamboat Springs, CO. (Winner of the INFORMS/Organization Science Dissertation Proposal)

"Foreign Direct Investment, Institutional Experience and Failure: Evidence from the Brazilian Telecommunications Industry." *Academy of International Business annual meeting*, Beijing, China.

"Innocence Abroad: Failure of the International Joint Venture with Pyramidal Groups." (with Randall Morck and Bernard Yeung) *Academy of International Business annual meeting*, Beijing, China.

2005 "Does Prior Experience Really Pay? Institutional Experience and Failure in the Brazilian Telecommunications Industry." (nominated) *CCC Doctoral Colloquium, Haas School of Business*, Berkeley, CA.

"Does Prior Experience Really Pay? Institutional Experience and Failure in the Brazilian Telecommunications Industry." *5th Annual Trans-Atlantic PhD Conference, London Business School*, London, England.

"Institutional Environment Relatedness and Foreign Investment Failures in the Brazilian Telecommunications Industry." *Academy of Management annual meeting*, Honolulu, Hawaii. (Best Paper Proceedings)

"Institutional Environment Relatedness and Foreign Investment Failures in the Brazilian Telecommunications Industry." *National Black MBA Association Conference*, San Diego, CA. (Winner of the NBMBAA H. Naylor Fitzhugh PhD Fellowship Award)

INDUSTRY EXPERIENCE

1995-2000 **A.T. Kearney Management Consulting** New York, NY and Sao Paulo, Brazil
Manager and Senior Associate
Strategy consulting for Fortune 100 firms in the US and Brazil

1995	**EDS (Electronic Data Systems) do Brasil** Business Planning & Strategy Analyst, Strategic Planning Unit Developed annual business plan and market strategy for the Brazilian subsidiary	Sao Paulo, SP, Brazil
1994	**Frito Lay** Brand Management, Convenience Foods and Snacks Division	Dallas, TX
1991-93	**Procter & Gamble** Brand Management, Leading brands in the Soap Sector Division	Cincinnati, OH
1989-91	**General Motors** Marketing Management, Service Parts Operations Division	Detroit, MI

TEACHING EXPERIENCE

Northwestern University, Kellogg School of Management
Full-time and Part-time MBAs
International Business Strategy in Non-Market Environments, *Instructor*, Spring 2007-Present (**Representative rating 8.7/10)**

Global Initiatives in Management (GIM) – South America, *Guest Lecturer*, 2007

Executive MBAs and Executive Education Programs
Governing Strategic Alliances (in Kellogg partnership programs with Fundação Dom Cabral, Seminarium Latin America CEO Program, Melbourne Business School, Universidade Católica Angola Executive Program, and Universidade Católica Africa Executive Program, *Instructor*, 2008-Present (**Representative rating 9.4/10)**

Northwestern University, Law School
International Securities Law, *Guest Lecturer*, 2009

Northwestern University, Weinberg School of Arts & Sciences
Graduate Seminar
Gender & Leadership, *Guest Lecturer*, 2012
Undergraduates
Globalization and Corporate Governance in Developing Countries, *Guest Lecturer*, 2008

New York University, Stern School of Business
Undergraduates
International Business Management, *Instructor*, 2004 (**"Excellence in Teaching" Award)**

Full-time and Part-time MBAs
Patterns of Entrepreneurship, *Guest Lecturer* (on International Entrepreneurship), *2005*

HONORS & AWARDS

2011-2013 Massachusetts Institute of Technology Dr. Martin Luther King, Jr.

	Fellowship
2007	Richard N. Farmer Dissertation Award Finalist
2006	NYU Stern School of Business Herman E. Krooss Best Dissertation Award
2005	Winner, INFORMS/Organization Science Dissertation Proposal Competition
	Academy of Management IM Division Best Paper Award
2004-2005	Nominated, CCC Colloquium for Doctoral Student Research
	Stern School of Business Doctoral Student "Excellence in Teaching" Award
	NBMBAA H. Naylor Fitzhugh PhD Fellowship Award
2001-2006	NYU Stern School of Business Competitive Dissertation Research Grant
	New York University Stern School of Business Doctoral Fellowship
1993-95	Consortium For Graduate Study in Management Fellowship
1990-91	Beta Gamma Sigma Honors Society for Business
1989-91	General Motors Executive Fellowship
	Howard University Board of Trustees Scholarship
	National Golden Key Honors Society
1988-89	NCR Corporation Scholarship
1987-91	Alpha Kappa Alpha Sorority, Inc. Scholarship

PROFESSIONAL SERVICE

Ad hoc reviewer for Organization Science, Strategic Management Journal, Management Science, Journal of Economics and Management Strategy

Co-organizer (with Edward Zajac and Ithai Stern) of 2nd Annual Midwest Strategy Meeting, Kellogg School of Management, 2009

International Business Management Instructor in the LEAD Summer Business Institute for underrepresented minority high school seniors, 2007-2010

Faculty Recruitment Committee, Management and Organizations, 2007-2008

PhD Admissions Committee, Management and Organizations, 2008-2009

PROFESSIONAL MEMBERSHIPS & AFFILIATIONS

Academy of Management
- Member, 2002- Present
- BPS Division Executive Committee (Elected Position), 2013- 2015

Strategic Management Society
- Member, 2004 – Present
- Global Strategy Representative-at-Large (Elected Position), 2013 – 2015

Academy of International Business
Member, 2006 – Present

INFORMS Applied Probability Society
Member, 2013 – Present

National Black MBA Association
Lifetime member

STUDENT ADVISING

PhD Student Committee Member
Simona Giorgi, Kellogg Management & Organizations, completed 2010
Diego Finchelstein, Political Science, completed 2010
Tae-Hyun Kim, Management & Organizations, completed 2011

Provided Independent Study programs for PhD, MBA, and undergraduate students at Northwestern University, Kellogg School of Management

Managed over 45 research assistants at NYU, Northwestern University, MIT, Harvard, Princeton, and Wellesley

PhD Project mentorship and recruitment for current and prospective under-represented minority PhD students

BOARD EXPERIENCE AND OUTSIDE ACTIVITIES

2009- Present **Angola University**, Board of Trustees

2008- 2013 Privately-held biomedical start-up, Board Member and Strategy Advisory

MEDIA COVERAGE OF RESEARCH

Women Presidents Outperform Their Male Counterparts in Complex Economies. January 31, 2014. The Huffington Post
http://www.huffingtonpost.com/nicholas-a-pearce-phd/president-women-in-politics_b_4682062.html

For the Central African Republic, Hope Takes Female Form. January 13, 2014. The Washington Post. http://www.washingtonpost.com/blogs/on-leadership/wp/2014/01/23/for-the-central-african-republic-hope-takes-female-form/

In Countries with Ethnic Strife, A Link Between Female Leaders and GDP Growth. December 31, 2013. The Washington Post. http://www.washingtonpost.com/blogs/on-leadership/wp/2013/12/31/in-countries-with-ethnic-strife-a-link-between-female-leaders-and-gdp-growth/

Leaders Do Matter—But When Does Their Gender Matter, Too? December 5, 2013. Kellogg Insights. http://insight.kellogg.northwestern.edu/article/leaders_do_matterbut_when_does_their_gender_matter_too

The Risks and Rewards of Experience Abroad. August 5, 2013. Kellogg Insights. http://insight.kellogg.northwestern.edu/article/the_risks_and_rewards_of_experience_abroad/.

When Does Prior Experience Pay? September 5, 2013. MIT Sloan Experts. http://mitsloanexperts.mit.edu/when-does-prior-experience-pay/

When Does Experience 'Pay' For Multinationals? October 2013. Financial Executives International http://www.financialexecutives.org/KenticoCMS/Financial-Executive-Magazine/2013_10/October-2013-Table-of-Contents.aspx#axzz2jSIyD4sS

Executive Briefing: Pyramidal Blind Spots. November 4, 2009. The Economist Intelligence Unit.

Something for the Weekend. October 9, 2009. Financial Times. http://www.ft.com/cms/s/0/fa89a03e-b4d5-11de-8b17-00144feab49a.html#axzz2jSLzbGj0.

Pyramidal Blind Spots. October 1, 2009. Kellogg Insights. http://insight.kellogg.northwestern.edu/article/pyramidal_blind_spots/

Creating 'Win-Win-Win' Solutions. August 21, 2009. Kellogg in the News. http://www.kellogg.northwestern.edu/news_articles/2009/creating_win_solutions.aspx.

The Power of the Pyramid. September 24, 2007. The Mint and the Wall Street Journal. http://www.livemint.com/Consumer/QThRx0qRLpsmeuCnNq4pCI/Kellogg-School-Corner--The-power-of-the-pyramid.html.

LANGUAGES

English, proficient in Portuguese