

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

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ACADEMIC APPOINTMENTS

Northwestern University, Kellogg School of Management, Evanston, IL

Assistant Professor of Management and Organizations

2006-Present

EDUCATION

- 2006 **New York University, Stern School of Business, New York, NY**
Doctorate of Philosophy in Business Administration, *Management: Strategy and International Business*
- 2003 **New York University, Stern School of Business, New York, NY**
Masters of Philosophy, *Management*
- 1995 **New York University, Stern School of Business, New York, NY**
Masters of Business Administration, *International Business/Management*
- 1995 **Fundação Getulio Vargas, Sao Paulo, SP, Brazil**
International Management Program
- 1991 **Howard University, School of Business, Washington, D.C.**
Bachelors of Business Administration, *Marketing, (Honors)*

UNDER REVIEW

1. When Does Prior Experience Pay? Institutional Experience and the Case of the Multinational Corporation, *Administrative Science Quarterly*, Under review
2. Innocents Abroad: The Hazards of International Joint Ventures with Pyramidal Group Firms (with Randall Morck and Bernard Yeung) , *Organization Science*, Under Review

PROCEEDINGS

3. Institutional Environment Relatedness and Foreign Investment Failures in the Brazilian Telecommunications Industry, *Academy of Management, Best Paper Proceedings, 2005*

WORKING PAPERS

4. Defining Institutional Similarity: The Multidimensions of Global Industry Regulation
5. Signal or Symbol? Interpreting Firms' Strategic Response to Institutional Change in the Brazilian Stock Market (with Ed Zajac)

6. Fit to be Tied: Using Contracts Strategically to Ensure Partner Performance (with Ed Zajac and Mary Hunter-Morris)

7. Leveling the Playing Field: Global Leadership & Economic Growth (with Katherine Phillips and Nicholas Pearce)

WORK IN PROGRESS

8. Corporate Governance, Ownership Structure and Sustaining Competitive Advantage: A Duration Based Approach (with Juan Alcacer)

9. Institutional Determinants of Minority Protections Privately Ceded by Business Group Owners of Bovespa-Listed Firms, 1999-2008 (with Mary Hunter Morris)

10. What Foreign Firms Don't Know They Don't Know: The Firewalls of the Pyramids, Politics and the Media (with Bernard Yeung)

11. FDI entry selection and prior experience: Evidence from global telecommunications privatizations (with Juan Alcacer)

12. Shareholder Agreements and Business Group Formation in Latin America: A comparative study

13. Do competitive environments train firms to be competitive? What Doesn't Kill You Makes You Stronger (with Juan Alcacer)

CASES

14. Citigroup's Shareholder Tango in Brazil (A). Case 5-307-502(A) (KEL328), 2007 (with teaching notes).

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, work in progress.

HONORS & AWARDS

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 Nominated, CCC Colloquium for Doctoral Student Research
2004-2005	Stern School of Business Doctoral Student "Excellence in Teaching" Award NBMBA H. Naylor Fitzhugh PhD Fellowship Award NYU Stern School of Business Competitive Dissertation Research Grant
2001-2006	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

INVITED PRESENTATIONS

Innocence Abroad: Failure of the International Joint Venture with Pyramidal Groups, *Baruch College, City College of New York, 2010; University of Illinois, Urbana-Champaign, 2009; University of Chicago, GSB, 2007; Northwestern University Center for International and Comparative Studies, 2007; Northwestern University Law School, 2007; University of Pennsylvania, Wharton School, 2006*

When Does Prior Experience Pay? Institutional Experience and the Case of the Multinational Corporation, *University of California, Berkeley - Haas Business School, 2011; Florida International University, 2008*

Signal or Symbol? Interpreting Firms' Strategic Response to Institutional Change in the Brazilian Stock Market, *Midwest Strategy Meeting, 2010; Vanderbilt Law School, 2007*

Does prior experience really pay?: Institutional Experience and Failure in the Brazilian Telecommunications Industry, *Northwestern University, Kellogg School of Management, 2006; Columbia Business School, 2006; University of Michigan, Ross School of Business, 2006; Duke University, Fuqua School of Business, 2006; The Ohio State University, Fisher College of Business, 2006; University of Minnesota, Carlson School of Management, 2006; University of Maryland, Smith School of Business, 2006; Georgetown University, McDonough School of Business, 2006; University of Southern California, Marshall School of Business, 2006; INSEAD, 2006; Rutgers Business School, 2006; Texas A&M University, Mays Business School, 2005; University of Illinois, College of Business, 2005; INFORMS Winter Conference, Steamboat Springs, CO, 2006; CCC Doctoral Colloquium, Berkeley, CA, 2005; 5th Annual Trans-Atlantic PhD Conference, London, England, 2005*

She Rocks the World, *Kellogg Executive Women's Center, 2011*

Fit to be Tied: Using Contracts Strategically to Ensure Partner Performance, *Academy of International Business, Annual Meeting, 2010*

TEACHING EXPERIENCE

- International Business Strategy in Non-Market Environments, Northwestern University, Kellogg School of Management, Spring 2007-Present
- Governing Strategic Alliances, Northwestern University, Kellogg School of Management, 2008-Present
- Global Initiatives in Management (GIM) – South America, *Guest Lecturer*, Northwestern University, Kellogg School of Management, Winter 2007
- International Business Management, NYU, Stern School of Business, *Fall 2004*
- Patterns of Entrepreneurship, *Guest Lecturer* (on International Entrepreneurship), NYU, Stern School of Business, *Fall 2005*

PROFESSIONAL SERVICE & AFFILIATIONS

Editorial Review Board, Journal of International Business Studies

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

Member of the Academy of Management, Academy of International Business, Strategic Management Society, National Black MBA Association

INDUSTRY EXPERIENCE

- 1995-2000 **A.T. Kearney Management Consulting**, New York, NY and Sao Paulo, Brazil
Manager and Associate, Strategy Consulting for Fortune 100 firms in the US and Brazil
- 1995 **EDS (Electronic Data Systems) do Brasil**, Sao Paulo, SP, Brazil
Business Planning & Strategy Analyst, Strategic Planning Unit
- 1994 **Frito Lay**, Dallas, TX
Brand Management, Convenience Foods and Snacks Division
- 1991-93 **Procter & Gamble**, Cincinnati, OH
Brand Management, Leading brands in the Soap Sector Division
- 1989-91 **General Motors**, Detroit, MI
Marketing Management, Service Parts Operations Division