SUSAN PERKINS

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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)

ACADEMIC APPOINTMENTS

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

Northwestern University, Kellogg School of Management, Evanston, IL

Assistant Professor of Management and Organizations 2006-Present

RESEARCH PAPERS UNDER REVIEW

- 1. When Does Prior Experience Pay? Institutional Experience and the Case of the Multinational Corporation, *Administrative Science Quarterly*, Conditional Acceptance
- 2. Innocents Abroad: The Hazards of International Joint Ventures with Pyramidal Group Firms (with Randall Morck and Bernard Yeung), *Global Strategy Journal*, Revise and Resubmit
- 3. The Multi-dimensions of Industry Regulation: A Cross-country Comparative Framework and Analytical Approach, *Regulation & Governance*, Revise and Resubmit

PROCEEDINGS

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

WORKING PAPERS

5. Signal or Symbol? Interpreting Firms' Strategic Response to Institutional Change in the Brazilian Stock Market (with Ed Zajac), preparing for submission, <u>Strategic Management Journal</u>

- 6. Fit to Be Tied: Using Contracts Strategically to Ensure Partner Performance (with Ed Zajac and Mary Hunter-Morris), preparing for submission, <u>Strategic Management Journal</u>
- 7. Fit to Lead: The Role of Female National Leaders in Modern Times (with Katherine Phillips and Nicholas Pearce), preparing for submission, *Organization Science*

WORK IN PROGRESS

- 8. Corporate Governance, Ownership Structure and Sustaining Competitive Advantage: A Duration Based Approach (with Juan Alcacer)
- 9. Accounting for Multiplicity in Strategic Choice: Evidence from the Global Wireless Telecommunication Industry (with Juan Alcacer and Thomas Wollmann)
- 10. Shareholder Agreements and Business Group Formation in Latin America: A Comparative Study
- 11. Do Competitive Environments Train Firms to be Competitive? What Doesn't Kill You Makes You Stronger (with Juan Alcacer)

CASES

- 12. Citigroup's Shareholder Tango in Brazil (A). Case 5-307-502(A) (KEL328), 2007 (with teaching notes; available in English, Spanish and Portuguese).
- 13. Citigroup's Shareholder Tango in Brazil (B). Case 5-307-502(B) (KEL329), 2007.
- 14. Corporate Citizenship in South Asia: General Electric Expands its Developing Health Globally Program (2009).

INVITED AND CONFERENCE PRESENTATIONS

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

Innocence Abroad: Failure of the International Joint Venture with Pyramidal Groups, Midwest Strategy Meeting, 2012; Federal Reserve Bank, Chicago, 2011; 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*

Defining Institutional Similarity: The Multidimensions of Global Industry Regulation, Law & Society Annual

Conference, Hawaii, 2012; Society for the Advancement of Socio-economics, MIT, 2012

Signal or Symbol? Interpreting Firms' Strategic Response to Institutional Change in the Brazilian Stock Market, MIT-Sloan Technology, Innovation, Entrepreneurship and Strategy Seminar, 2012; Harvard Business School International Business Seminar, 2012; Stanford Graduate School of Business - Strategy and the Business Environment Conference, 2012; Academy of International Business - Latin America, 2012; University of South Carolina International Business Seminar, 2012; Midwest Strategy Meeting, 2010; Vanderbilt Law School, 2007

Fit to Lead: The Role of Female National Leaders in Modern Times (with Katherine Phillips and Nicholas Pearce), MIT-Sloan Organization Studies Seminar, 2012; Northwestern University Gender and Leadership Seminar, 2012; Kellogg Executive Women's Center, 2011

Fit to be Tied: Using Contracts Strategically to Ensure Partner Performance Academy of International Business - Latin America, 2013; Academy of International Business, Annual Meeting, 2010; Strategic Management Society, 2009

TEACHING EXPERIENCE

Northwestern University, Kellogg School of Management

Full-time and Part-time MBAs

- International Business Strategy in Non-Market Environments, Spring 2007-Present
- 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 and Universidade Católica Angola Executive Program), 2008-Present

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, 2004

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
	Nominated, CCC Colloquium for Doctoral Student Research

2004-2005	Stern School of Business Doctoral Student "Excellence in Teaching" Award NBMBAA 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

PROFESSIONAL SERVICE & AFFILIATIONS

Editorial Review Board, Journal of International Business Studies

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

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

STUDENT ADVISING

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

Provided Independent Study programs for PhD, MBA, and undergraduate students

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

PhD Project prospective PhD student recruitment for under-represented minorities

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

BOARD EXPERIENCE AND OUTSIDE ACTIVITIES

2009- Present Angola University, Board of Trustees

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