# 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

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

## 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) , *Global Strategy Journal*, Under Review

3. Fit to Lead? The Role of Female National Leaders in Modern Times (with Katherine Phillips and Nicholas Pearce), *Proceeding of the National Academy of Science*, Under Review

4. A Comprehensive Framework for Analyzing Market Performance and Industry Regulation: A Cross-country Comparison in Telecommunications, *Regulation & Governance*, Under Review

## PROCEEDINGS

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

## WORKING PAPERS

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

7. Fit to be Tied: Using Contracts Strategically to Ensure Partner Performance (with Ed Zajac and Mary Hunter-Morris), preparing for submission, *Strategic Management Journal*

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

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

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

## CASES

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

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

15. Corporate Citizenship in South Asia: General Electric Expands its Developing Health Globally Program, work in progress.

## HONORS & AWARDS

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| 2011-13 | 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 |

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| 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 |

## INVITED PRESENTATIONS

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*

Signal or Symbol? Interpreting Firms' Strategic Response to Institutional Change in the Brazilian Stock Market, *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*

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*

Defining Institutional Similarity: The Multidimensions of Global Industry Regulation, *Law & Society Annual Conference, Hawaii, 2012; Society for the Advancement of Socio-economics, MIT, 2012*

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, Annual Meeting, 2010; Strategic Management Society, 2009*

Let the Circle be Unbroken: Foreign Direct Investment in the African Diaspora, *12th Annual International Business Research Forum, 2011*

## 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, Executive Education Programs including Fundação Dom Cabral, Seminarium Latin America CEO Program, Melbourne Business School and Universidade Católica Angola Executive Program , 2008-Present
- Global Initiatives in Management (GIM) – South America, *Guest Lecturer*, Northwestern University, Kellogg School of Management, 2007
- International Business Management, NYU, Stern School of Business, *2004*
- Patterns of Entrepreneurship, *Guest Lecturer* (on International Entrepreneurship)**,** NYU, Stern School of Business, *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

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| 1995-2000 | ***A.T. Kearney Management Consulting***, New York, NY and Sao Paulo, Brazil<br>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<br>Business Planning & Strategy Analyst, Strategic Planning Unit |
| 1994 | ***Frito Lay***, Dallas, TX<br>Brand Management, Convenience Foods and Snacks Division |
| 1991-93 | ***Procter & Gamble***, Cincinnati, OH<br>Brand Management, Leading brands in the Soap Sector Division |
| 1989-91 | ***General Motors***, Detroit, MI<br>Marketing Management, Service Parts Operations Division |

## BOARD EXPERIENCE

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