

Kimberly M. Green

CONTACT INFORMATION

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EDUCATION

PhD	2007	Indiana University Bloomington, IN	Major: Entrepreneurship Minor: Strategic Management
Thesis Title: “Learning and Knowledge Management in Corporate Entrepreneurship: Portfolio-Level and Product-Level Determinants of Launch in Continuous New Product Development”			
MBA	1993	Georgia Institute of Technology Atlanta, GA	
BS	1989	Auburn University Auburn, AL	Management

PROFESSIONAL CERTIFICATION

CFA	2001	Chartered Financial Analyst designation CFA Institute
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EMPLOYMENT

2011 – present	University of West Georgia, Carrollton, GA Associate Professor, 2016 – present Assistant Professor, 2011 – 2016
2007 – 2011	Clemson University, Clemson, SC Assistant Professor
2003 – 2007	Indiana University, Bloomington, IN Associate Instructor
1999 – 2003	BellSouth Corporation, Atlanta, GA Manager – Financial Planning & Analysis: Developed models for valuation of the Domestic Communications Group and for forecasts of wireline retail and wholesale products and competitive impacts.
1993 – 1999	Norfolk Southern Corporation, Norfolk, VA Manager – Strategic Planning (1998 – 1999): Examined trends in capacity, volume, profitability, and asset utilization to address growth constraints.

Financial Analyst (1993 – 1998): Developed cost/benefit analyses of capital investments in railroad equipment, infrastructure, and business ventures. Evaluated financing alternatives, bond refinancing, cross-border leases.

1989 – 1991 **Wachovia Bank of Georgia, N.A., Atlanta, GA**
Assistant District Loan Administration Officer

FIELDS OF INTEREST

Research

Corporate entrepreneurship, corporate venturing, new product development, strategic management of innovative firms, strategic alliances, entrepreneurship education

Teaching

Entrepreneurship, corporate entrepreneurship, strategic management, technology and innovation management

RESEARCH

Published and Forthcoming Refereed Journal Articles

Green, K.M. 2020. Exploring corporate strategy and performance reports. *Journal of Business Cases and Applications*, 26: 1-12.

Upson, J.W. & Green, K.M. 2019. Boxing or golfing: a view of small business competition. *Journal of Small Business & Entrepreneurship*, DOI: 10.1080/08276331.2019.1691324

Green, K.M., Upson, J.W., & Velez, S. 2017. Building students' international perspective using business startups. *Business Education Innovation Journal*, 9(1): 67-76.

Upson, J. & Green, K.M. 2017. Dragons, Goliaths, and Cowboys: A view of small business competition. *Organizational Dynamics*, 46(2017): 171-181.

Green, K.M. & Smith, M.W. 2017. Analogies and students' understanding of similarity in business. *Journal of the Academy of Business Education*, 18(Spring): 91-109.

Raman, R., & Green, K.M. 2016. Multilevel factors affecting timely electronic documentation of medication administration: a hierarchical linear modeling approach. *Health Systems*, 5, (DOI: 10.1057/hs.2016.3).

Green, K.M. 2015. Challenges of implementing innovation: An exercise framed in three stories. *Journal of the Academy of Business Education*, 16(Winter): 292-305.

Smith, M.W., & Green, K.M. 2015. A class exercise to explore crowdfunding. *Business Education Innovation Journal*, 7(1), 33-42.

- Green, K.M., & Raman, R. 2014. Innovation hit rate, product advantage, innovativeness and firm performance. *International Journal of Innovation Management*, 18(5), 1-34.
- Green, K.M. 2014. Perceptions and framing of risk, uncertainty, loss and failure in entrepreneurship. *International Journal of Risk and Contingency Management*, 3(2), 1-17.
- Green, K.M. 2014. Creative-thinking exercises for entrepreneurship class. *Journal of Business Cases and Applications*, 12(Oct.).
- Green, K.M. 2013. Project scope, market size prospects, and launch outcomes in cooperative new product development. *American Journal of Management*, 13(2).
- Green, K.M., & Smith, M.W. 2013. Opportunity identification exercises as an introduction to entrepreneurship. *Journal of Business Cases and Applications*, 7(Feb.), 11 pp.
- Green, K.M., & Smith, M.W. 2012. An introductory case in feasibility and exit strategy assessment for entrepreneurship. *Journal of Business Cases and Applications*, 6(Oct.).
- Green, K.M., Covin, J.G., & Slevin, D.P. 2008. Exploring the relationship between strategic reactivity and entrepreneurial orientation: The role of structure-style fit. *Journal of Business Venturing*, 23(3), 356-383.
- Covin, J.G., Green, K.M., & Slevin, D.P. 2006. Strategic process effects on the entrepreneurial orientation-sales growth rate relationship. *Entrepreneurship Theory & Practice*, 30(1), 57-81.

Papers Currently in Progress

- Green, K.M., & Smith, M. W. Accuracy and analogical thinking in business education. *Final manuscript in preparation for submission.*
- Upson, J., & Green, K.M. Competitive dynamics in SMEs: Country comparison. *Manuscript being drafted.*
- Green, K.M., & Upson, J. Antecedents and modes for building strategic momentum. *Data collection being expanded; manuscript being revised.*
- Green, K.M. Development speed and scope for new product initiatives. *Data analysis being revised; manuscript draft in progress.*
- Green, K.M. Building and out-licensing knowledge in new product development. *Manuscript being finalized.*

Conferences with Proceedings

- Green, K.M. & George, B. 2011. Corporate entrepreneurship and value creation for stockholders. *Frontiers of Entrepreneurship Research –2011 (Proceedings of the Babson College Entrepreneurship Research Conference).*

George, B. & Green, K.M. 2009. Is IPO the Death of Innovation? *Frontiers of Entrepreneurship Research – 2009*.

Green, K.M. 2008. Achieving success in the sustained regeneration form of corporate entrepreneurship: Effects of portfolio technological advancement on a firm's new product launch rate. *Frontiers of Entrepreneurship Research – 2008*.

Green, K.M., Covin, J.G., & Slevin, D.P. 2006. Exploring the relationship between strategic adaptability and entrepreneurial orientation: The role of structure-style fit. *Frontiers of Entrepreneurship Research – 2006*, 646-660.

Covin, J.G., Green, K.M., & Slevin, D.P. 2005. Strategic process effects on the entrepreneurial orientation-sales growth rate relationship. In K. Mark Weaver (Ed.), Best Paper Proceedings of the Sixty-fifth Annual Meeting of the Academy of Management (CD), ISSN 1543-8643.

Conference Presentations

Green, K.M. 2019. Lessons from the corporate 10-K for management classes. *Teaching & Learning Conference of the Academy of Management 2019 Annual Conference, Boston, MA*.

White, S.D., Green, K.M., & Ferrell, C.L. 2019. Finding frames of reference: fast ways to identify student perceptions. *UWG Innovations in Pedagogy Conference, Carrollton, GA*.

Green, K.M. & Upson, J.W. 2018. Patterns and shifts in strategic momentum. *Southern Management Association 2018 Annual Conference, Lexington, KY*.

Green, K.M. 2018. Students' understanding of managers' decision-making styles. *Academy of Business Education Annual Conference 2018, San Antonio, TX*.

Green, K.M. 2018. Analogical thinking and changes in context. *Meaningful Living and Learning in a Digital World 2018 Conference, Savannah, GA*.

Upson, J.W., & Green, K.M. 2017. Competitive dynamics of small business. *Southern Management Association 2017 Annual Conference, St. Pete Beach, FL*.

Green, K.M., & Smith, M.W. Cultural references and analogical thinking for business students. *University of West Georgia 31st Annual Interdisciplinary Conference in the Humanities, Carrollton, GA. 2016 Conference theme: Nature/Culture/Commerce*.

Green, K.M. A collaborative case approach to teach information-seeking and information-sharing. *2016 University System of Georgia Teaching & Learning Conference, Athens*.

Green, K.M., & Smith, M.W. Students' use of analogies as a problem-solving tool. *2015 Innovations in Pedagogy Conference, University of West Georgia, Carrollton, GA*.

Green, K.M. Strategic thinking about patents, trade secrets, and a 600-year old illustration. *2015 University System of Georgia Teaching & Learning Conference, Athens, GA.*

Green, K.M. Knowledge utilization, development speed, and discontinue speed for new product initiatives. *Academy of Management 2014 Annual Conference, Philadelphia, PA.*

Smith, M.W., & Green, K.M. If three's a crowd, how about 300? *Case presented at Academy of Business Education 2014 Conference, Savannah, GA.*

Green, K.M. & Smith, M.W. Analogies and students' assessments of business similarity. *Southern Management Association 2013 Annual Conference, New Orleans, LA.*

Green, K.M. Psychology and the prospects of failure in the work of entrepreneurs. *University of West Georgia 28th Annual Interdisciplinary Conference in the Humanities, Carrollton, GA. 2013 Conference theme: Professions.*

Green, K.M. Project scope, market size prospects, and launch outcomes in cooperative new product development. *Society for the Advancement of Management (SAM) 2013 International Conference, Arlington, VA.*

Green, K.M. Innovation hit rate, product advantage, innovativeness and firm performance. *Southern Management Association 2012 Annual Conference, Fort Lauderdale, FL.*

Green, K.M. & George, B. Corporate entrepreneurship and value creation for stockholders. *2011 Babson College Entrepreneurship Research Conference, Syracuse, NY.*

Bradley, S.W., Green, K.M., Shepherd, D.A. & Artz, K. Comparing the performance of independent and subsidiary firms in uncertain, ambiguous, and high innovation environments. *Academy of Management 2010 Annual Conference, Montreal.*

Bradley, S.W., Green, K.M. & Holcomb, T. Related or unrelated? A behavioral and entrepreneurial action perspective of corporate venturing logic. *2010 Babson College Entrepreneurship Research Conference, Switzerland.*

Green, K.M. Experience and knowledge similarity as determinants of launch rate in new product development. *Academy of Management 2009 Annual Conference, Chicago, IL.*

Bradley, S.W., Artz, K. & Green, K.M. Innovating in Opaque Environments: The Performance Implications of Venture Origin under Conditions of Ambiguity, Dynamism and Innovative Intensity. *2009 Babson College Entrepreneurship Research Conference, Wellesley, MA.*

George, B. & Green, K.M. Is IPO the Death of Innovation? *2009 Babson College Entrepreneurship Research Conference, Wellesley, MA.*

Winner: Stevens Institute of Technology Wesley J. Howe Award for Excellence in Research on the Topic of Corporate Entrepreneurship

Green, K.M. & Slotegraaf, R.J. Cooperative development of new products in the pharmaceutical industry. *American Marketing Association Winter Educators' Conference, February 2009.*

Green, K.M. Knowledge depth, product scope, collaboration and launch in continuous new product development. *Academy of Management 2008 Annual Conference, Anaheim, CA.*

Green, K.M. Achieving success in the sustained regeneration form of corporate entrepreneurship: Effects of portfolio technological advancement on new product launch rate. *2008 Babson College Entrepreneurship Research Conference, Chapel Hill, NC.*

Green, K.M., Covin, J.G., & Slevin, D.P. Exploring the relationship between strategic adaptability and entrepreneurial orientation: The role of structure-style fit. *2006 Babson College Entrepreneurship Research Conference, Bloomington, IN.*

Bradley, S.W., & Green, K.M. The role of relatedness: A dynamic model for venturing. *Academy of Management 2005 Annual Conference, Honolulu, HI.*

Covin, J.G., Green, K.M., & Slevin, D.P. Strategic process effects on the entrepreneurial orientation-sales growth rate relationship. *Academy of Management 2005 Annual Conference, Honolulu, HI.*

Honors and Awards

2015 – 2016 UWG RCOB Annual Faculty Award for excellence in service

2014 – 2015 UWG RCOB Annual Faculty Research Award for excellence in research

2011 Stone Grant for Entrepreneurship Research, Richards College of Business, University of West Georgia

2009 Clemson University Board of Trustees Award for Faculty Excellence (in recognition of 2009 BCERC Howe Award for Excellence in Research in Corporate Entrepreneurship)

Stevens Institute of Technology Wesley J. Howe Award for Excellence in Research on the Topic of Corporate Entrepreneurship for “Is IPO the Death of Innovation?” by George, B. & Green, K.M., presented at *2009 Babson College Entrepreneurship Research Conference, Wellesley, MA.*

TEACHING

University of West Georgia

MGNT 4660: Strategic Management (undergraduate), Fall 2011 – present, 2 or 3 sections per semester, online and classroom, 30 – 35 students per section

MGNT 3618: Entrepreneurship (undergraduate), Fall 2011 – Fall 2015, Spring 2018; 30 – 35 students per section
MGNT 3600: Principles of Management (undergraduate), Spring 2016
WMBA 6070: Entrepreneurship (Web MBA), 2015 - present, one-two cohorts per year, online
MGNT 6681: Strategic Management (MBA), Spring 2012
MGNT 6670: Organizational Behavior (MBA), Summer 2018

Clemson University

MGT 415: Strategic Management (undergraduate)
Fall 2007 – Spring 2011, 2 sections per semester, 30 – 45 students per section

Indiana University

J370: Strategic Management Component of the Integrated Core (undergraduate)
Spring and Summer 2006; Size: 250 – 300 students
Course Coordinator with responsibilities for administering exams, overseeing case presentations, and managing a team of graders for final group projects
W211: Contemporary Entrepreneurship (undergraduate), Summer and Fall 2004, 25 – 35 students
Instructor of Record

SERVICE

Reviewer for the Academy of Management Conference, 2006, 2007, 2010, 2012 – 2020;
(Entrepreneurship Division, Technology & Innovation (TIM) Division, Business Policy and Strategy (BPS) Division)
Reviewer for the Southern Management Association Conference, 2012 – 2019
Reviewer for the Eastern Academy of Management Conference, 2018
Reviewer for the Babson College Entrepreneurship Research Conference, 2015 – 2019
Reviewer, Ad hoc, *International Journal of Innovation Management*, *Journal of Management Studies*, *Journal of Business Venturing*, *Journal of Small Business Management*, *Strategic Entrepreneurship Journal*, *Journal of Business Research*

Outstanding Reviewer Award, Business Policy and Strategy Division, 2013 Academy of Management Conference
2009 Outstanding Reviewer Award, *Journal of Business Venturing*
Best Reviewer Award, Entrepreneurship Division, 2007 Academy of Management Conference and 2006 Academy of Management Conference

Conference sessions serving as chair or discussant:

UWG 2015 Innovations in Pedagogy Conference, Chair for session “Preparing Graduates for Work and Careers”
2014 Academy of Management conference, Chair for session “Knowledge, Routines, and New Product Development Teams” (TIM Division)
University of West Georgia Interdisciplinary Conference in the Humanities (2013), Chair for session “Risk, Failure, and Competition: Neoliberal Challenges in Business and Education”
Society for Advancement of Management (SAM) Conference (2013), Discussant for two papers

University of West Georgia

Richards College of Business Undergraduate Programs Committee, 2014 – present

Faculty Marshal for graduation, 2017 - present

UWG Undergraduate Programs Committee, 2013 – 2017

UWG Enterprise Risk Management Committee, 2014 – 2016

Faculty Co-Advisor for Enactus student entrepreneurship organization, 2012 – 2017

Memberships (current)

Academy of Management (Entrepreneurship Division; Technology & Innovation
Management Division)

Atlanta Society of Financial Analysts