

Curriculum Vitae

**Lisa Jones Christensen**

Management Department

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**EDUCATION**

Ph.D. Kenan-Flagler Business School, University of North Carolina  
MBA Marriott School of Business, Brigham Young University (*Beta Gamma Sigma*)  
M.A. International Development, David Kennedy School, Brigham Young University  
B.A. University of California, Berkeley

**ACADEMIC POSITIONS**

2022- Associate Professor, Management, Marriott School of Business, Brigham Young University, Provo, UT. (Member *Phi Kappa Phi*)  
2016-2022 Assistant Professor, Management, Marriott School of Business, Brigham Young University, Provo, UT.  
2008- 2016 Assistant Professor, Strategy and Entrepreneurship, Kenan-Flagler Business School, University of North Carolina at Chapel Hill, Chapel Hill, NC.

**PUBLICATIONS**

Jones Christensen, L. & Badger Newman, A. (2023). Who do I want to be now that I am here? Refugee entrepreneurs, identity, and acculturation. *Business & Society*, Special Issue on Migration, vol. 63 (1), 242-275. Online first, March, 2023.

Anokhin, S., Morgan, T., Jones Christensen, L., & Schulze, W. (2022). Local context and post-crisis social venture creation. *Strategic Entrepreneurship Journal*, vol. 17 (1), 1–21. <https://doi.org/10.1002/sej.1448>.

Mackey, T., Mackey, A., Jones Christensen, L. (2022). Inducing corporate social responsibility: Should investors reward the responsible or punish the irresponsible? *Journal of Business Ethics*, vol. 175, issue 1 (6), 59-73.

Badger-Newman, A. & Jones Christensen, L. (2021). Doing it right, yet getting it wrong: Best practices for refugee-focused incubators. *Journal of Developmental Entrepreneurship*, 26 (3) 1-34.

## PUBLICATIONS contd.

Christensen, L. J., Newman, A., Herrick, H., & Godfrey, P. (2020). Separate but not equal: Toward a nomological net for migrant entrepreneurship. *Journal of International Business Policy*, 3(1): 1-22.

Viswanathan, M., Elaydi, R., Gau, R. and Jones Christensen, L. (2019). Subsistence marketplaces: Challenges and opportunities. *Journal of Public Policy and Marketing*, 38 (1), 36-41. Special issue on Subsistence Marketplaces.

Jones Christensen, L., Seimsen, E., Branzei, O. & Viswanathan (2017). Response Pattern Analysis: Assuring data integrity in extreme research settings. *Strategic Management Journal*, 38 (2), 471-482.

Jones Christensen, L., Hammond, S. (2015). Lost (but not missing) at work: Organizational lostness as an employee response to change. *Journal of Management Inquiry*, 24 (4): 405-418. **\*Winner: "Breaking the Frame" Award, 2016.**

Jones Christensen, L., Seimsen, E., & Balasubramanian, S. (2015). Consumer behavior change at the Base of the Pyramid: Bridging the gap between for-profit and social responsibility strategies. *Strategic Management Journal*, 36 (2): 307-327.

Jones Christensen, L., Mackey, A., & Whetten, D. (2014). Taking responsibility for corporate responsibility: The role of leaders in creating, implementing, sustaining, or avoiding socially responsible firm behaviors. *Academy of Management Perspectives*. 28 (3): 224-234.

Archer, G. & Jones Christensen, L. (2011). Entrepreneurial value creation through green microfinance: Evidence from Asian microfinance lending criteria. *Asian Business and Management*, 10 (3): 331-356.

Gallo, P.J., & Jones Christensen, L. (2011). Firm size really does matter: An empirical investigation of organizational size and ownership on sustainability-related behaviors. *Business and Society*, (50): 1-35.

Jones Christensen, L., Lehr, D., & Fairbourne, J. (2010). A good business for poor people. *Stanford Social Innovation Review*, (Summer): 43-49.

## PUBLICATIONS contd.

Jones Christensen, L., Parsons, S., & Fairbourne, J. (2010). Building entrepreneurship in subsistence markets: Microfranchising as an employment incubator. *Journal of Business Research*, 63 (6) 595-601.

Jones Christensen, L., Peirce, E., Hoffman, M., & Hartman, L. (2007). An analysis of ethics, CSR, and sustainability education in the *Financial Times* Top 40 business schools: Baseline data and future research directions. *Journal of Business Ethics*, 73, 347-368.

Jones Christensen, L. (2006). An examination of social influence on commitment to change and implementation behaviors. **Best paper award winner**. In K. Mark Weaver (Ed.), Proceedings of the Sixty-fifth Annual Meeting of the Academy of Management, U1-U6. ISSN 1543-8643.

Hofmann, D.A. & Jones, L.M. (2005). Leadership, collective personality, and performance, *Journal of Applied Psychology*, (90), 509-522.

## Manuscripts Under Review

Jones Christensen, L.; Badger-Newman, A. & Embry, E. (2023). If the body keeps the score, what happens when you bring the body to work? Exploring the effects of trauma on employee human capital. Revise and Resubmit at *Business & Society*, special issue on health in management research.

Jones Christensen, L.; Badger-Newman, A. & Embry, E. (2023). Please pass the resources: Exploring family legitimacy thresholds and differential support for nascent entrepreneurs. Under review at *Journal of Business Venturing*.

**\*Winner, Best Paper Award, ENT Division at AOM 2022.**

Clark, A., Kofford, S., Jones Christensen, L., & Barney, J. (2023). The Paradox of purpose: How can a stakeholder distinguish between genuine and ingenuine stakeholder-oriented firms? Under review at *Strategic Management Journal*.

London, T., Jones Christensen, L., Mackey, T., Mackey, A., Esper, H., & Grogan-Kaylor, A. (2023). Humanizing the Base of The Pyramid as value-conscious consumers: A study of human capital, well-being, and social value creation in rural India. Submitted to *Journal of International Business Studies*.

## **Manuscripts in Preparation for Journal (Re)Submission**

Lewis, B., Jones Christensen, L., Apker, K., Howell, T. (2023). Does board gender diversity lead to superior financial performance? Data collected. Preparing manuscript for submission to *Management Science*.

Clark, A., Jones Christensen, L., Kofford, S. & Shulze, W. (2022). Vertical integration in social value creation: Exploring make-or-buy decisions in social ventures. Accepted for presentation at ARCS and SMS. **Reject and resubmit** at *Strategic Management Journal*. *Currently revising for resubmission*.

## **Working Papers** (in order of readiness for submission)

Jones Christensen, L. & Embry, E. (2023). Strengthening human capital through a trauma-informed workplace. Preparing for submission to *Organization Science*.

Jones Christensen, L., Newman, A., & Godfrey, P. (2023). Refugee readiness: Exploring resource transferability and refugee transfer ability. Planned for submission to *Organization Science*.

Jones Christensen, L., Newman, A. (2023). Improvising everything: Toward a theory of trauma and entrepreneurship. Presented at WAM 2018, AOM 2022. Planned for submission to *Academy of Management Review*.

Madsen, P., Tinsley, C., Dillon, R., Oldroyd, J., Jones Christensen, L. (2024). Prevention or cure: Exploring the temporality of the solution search process. Currently revising after rejection at *Academy of Management Journal*.

Madsen, P., Jones Christensen, L., Oldroyd, J., & Morris, S. (2024). Seeing into the future: Performance evaluations and employee learning in the presence of feedback delays. Under review at *Administrative Science Quarterly*.

## **Textbooks**

Jones Christensen, L. & Hammond, S. (2016; Revised 2022). *Corporate and Social Responsibility: Roadmap for a Sustainable Future*. Bridgepoint Education. Currently used by University of Arizona Global.

## **Book Chapters**

Badger-Newman, A., Jones Christensen, L. (2023). The role of trauma-informed care in sustaining the well-being of refugee entrepreneurs. Chapter in *Refugee Entrepreneurship: A Research Companion* edited by Ranabahu, N., Forthcoming from Routledge.

Jones Christensen, L. & Hammond, S. (2020). Lost person behavior as an antecedent to resilience. In Powley, E., Caza, B., & Caza, A. (Eds.) *Handbook of Organizational Resilience*. Edward Elgar.

Jones Christensen, L. & Lehr, D. (2014). Overcoming institutional challenges in microfranchising. In Alon, I. (Ed.) *Social Franchising*. Palgrave-McMillan. pp. 33-48.

Lehr, D. & Jones Christensen, L. (2011). Getting out of the gate and beyond: Financing microfranchise start-up and growth. N. Sireau (Ed.) *Microfranchising: The New Social Capitalists*. Greenleaf. pp. 69-93.

Leatherman, S., Jones Christensen, L., & Holtz, J. (2010). Innovations in health microinsurance. Matul, M. (Ed.) *Protecting the poor: a microinsurance compendium*. Geneva, ILO and Munich Re Foundation.

Jones Christensen, L. (2008). Alleviating poverty using microfranchising models: Case studies and critiques. In Wankel, C. (Ed.) *Alleviating Poverty through Business Strategy*. Palgrave MacMillan. pp. 149-170.

Jones Christensen, L., Wood, B. & Reck, J. (2007). Vodacom Community Services: Rural Telephone Access for South Africa. In G. Dyer, S. Gibson, & J. Fairbourne, (Eds.) *Microfranchising: Creating Wealth at the Bottom of the Pyramid*. Edward Elgar Publishing.

Hofmann, D.A., & Jones, L. (2004). Some foundational and guiding questions for multilevel construct validation. In F. Yammarino & F. Dansereau, (Eds.) *Multi-level Issues in Organizational Behavior and Processes*. Amsterdam: Elsevier. pp. 305-315.

## Cases

London, T. & Jones Christensen, L. (2023). From Pilot to Platform: RB and Partners Create a Jointly Owned Company to Scale Distribution by Women in Pakistan. Forthcoming from Globalens at the William Davidson Institute at the University of Michigan.

Seagle, C., Jones Christensen, L., & Brennan, B. (2014). *Worldvision water: Scaling to Reach Every Child*. (Teaching note also available). Globalens at the William Davidson Institute at the University of Michigan.

Jones Christensen, L. & Seagle, C. (2011). *P&G and the PuR Purifier of Water: How Corporate Philanthropy Builds Shareholder Value*. (Teaching note also available). Sold through Globalens at the William Davidson Institute at the University of Michigan.

- ***Excerpted in the Financial Times, March 2, 2011***

Jones Christensen, L. & Thomas, J. (2009). *Jamii Bora: Microfinance and sustainable housing*. (Teaching note also available). Top-five finalist, Oikos/Ashoka Social Entrepreneurship Award. Kenan-Flagler Business School.

- ***Excerpted in Financial Times, December 8, 2010***

Jones Christensen, L. & Thomas, J. (2008). *Procter and Gamble's PuR water purifier – The hunt for a sustainable business model*. (Teaching note also available). European Case Clearinghouse (ECCH) News, Autumn Edition.

- ***Won 2<sup>nd</sup> place Oikos Sustainability Case Competition award***

## Other Publications

Coombs, J., Jones Christensen, L., & Shipp, A. (2008). Entrepreneur as change agent: Antecedents and moderators of individual-level philanthropic behavior. *Frontiers of Entrepreneurship Research*.

- ***Won 2008 BCERC National Award for Excellence in Research on Topic of Entrepreneurship***

Jones Christensen, L. (2008). Utilizing socially responsive knowledge: Delivering management education in developing country contexts. *Economic Self-Reliance Review* 10(1) 14-21.

Jones Christensen, L., Willoughby, S. & Kang, A. (2008). The intersection of sustainability education and MBA recruiting in the financial services sector: Only marketing? *Finance and the Common Good*, 30, 98-106.

## HONORS and AWARDS

- 2023 Winner of 40 over 40 “Top Women to Watch in Utah” (non-academic award). Nominated by students and community members.
- 2022 Winner (with coauthors) of Best Paper Award, ENT Division, Academy of Management Meetings, Seattle, WA. \*Chose not to publish abstract in AOM Proceedings because of AOM conflict
- 2022 Appointed by Dean for Phi Kappa Phi membership/award
- 2021 Award for Collaboration in Research- awarded by Marriott School of Business Management Department
- 2019 Teaching Recognition Award- awarded by Marriott School of Business Management Department
- 2016 Breaking the Frame Award, Journal of Management Inquiry- awarded by editorial board after a review of all articles published in 2015-2016
- 2014 Innovation in Entrepreneurship Pedagogy Award (\$2,500 from Entrepreneurship Division and McGraw-Hill), Academy of Management Conference, Philadelphia
- 2009 Oikos Social Entrepreneurship Case Writing Contest, Top 5 Finalist
- 2008 Winner of National Federation of Independent Business Award for Excellence in Research on the General Topic of Entrepreneurship
- 2008 Undergraduate Teaching Award (\$5,000), UNC Chapel Hill
- 2008 Oikos Sustainability Case Competition; 2<sup>nd</sup> place prize for case study entitled: *Procter and Gamble, the Hunt for a Sustainable Business Model*
- 2006 Best Student Paper Award, Organizational Development and Change Division, Academy of Management Conference, Atlanta, Georgia
- 2001 Beta Gamma Sigma, Marriott School, BYU
- 2000 Marriott Scholarship, BYU
- 2000 Eccles International Scholarship Recipient, BYU

## GRANTS

- 2023 Co-recipient of: Latin America Proposal: Sustainable Implementation of Disability Products in Ecuador. Approved and funded by Renate Forste. Co-named with Randy Lewis (Chemistry), Terry Bateman (Mechanical Engineering), Scott Sanders (Sociology), Corinna Tanner, Ryan Rasmussen, Scott Summers (Nursing) (\$93,600)
- 2022 Co-recipient of: President’s Council Award for use on Purpose Project (\$85,000)
- 2021 Emmeline B. Wells Grant, (\$25,000 award) for application entitled: “Female Entrepreneurs, Family Embeddedness, and Legitimacy Thresholds”
- 2019 PwC Grant (with DFID) for research with rural women in Pakistan (\$10,000)
- 2018 Research Grant- Ballard Center GIG (\$55,000 for ANZA project Tanzania)
- 2018 Mentoring Environment Grant from Office of Research and Creative Activities (\$20,000)
- 2012 Center for International Business Education (CIBER) Mini-grant, \$1500
- 2011 Procter and Gamble Grant, \$10,000
- 2011 Private Grant from Ken Hines for Sustainability Capstone, \$5,000
- 2010 Private Grant from Ken Hines for Sustainability Capstone, \$5,000
- 2008 Gillings School of Public Health Grant, \$35,000
- 2008 CIBER Grant, \$3,000
- 2007 CIBER Grant, \$6,000

## **PRESENTATIONS**

### **Academic Conference Presentations**

- 2024 Jones Christensen, L., Newman, A., Embry, E. Exploring the health effects of trauma on human capital. Submitted paper to Academy of Management, Chicago, IL.
- 2024 Jones Christensen, L. Health and well-being research in entrepreneurship: New directions for scholarship. Presenter and Participant in PDW for Academy of Management, Chicago, IL.
- 2023 Clark, A., Kofford, S., Jones Christensen, L., & Barney, J. Theoretical Advances in Stakeholder Governance/Non-Contractual Governance and the Role of Market Signals in Inducing Specific Investments in a Firm. Paper presentation at Academy of Management, Boston, MA.
- 2023 Apker, K., Checketts, M., Jones Christensen, L., Howell, T., & Lewis, B. Corporate responsibility ratings as drivers of diversity norms: An examination of board gender diversity. Paper presentation at Academy of Management, Boston, MA.
- 2023 Jones Christensen, L. (with Ted London, Stu Hart, Heather Hachigan). What is the future of business, poverty, and people at the Base of the Pyramid? Panel presenter and organizer, PDW, Academy of Management, Boston, MA.
- 2023 Jones Christensen, L., Embry, E., & Newman, A. Mental health, well-being, and entrepreneurship. Roundtable discussant at PDW, Academy of Management, Boston, MA.
- 2023 Jones Christensen, L. & Schultz, W. Entrepreneurship, inequality, and society: Implications for organizations and policy. Panelist and discussant at PDW, Academy of Management, Boston, MA.
- 2023 Jones Christensen, L., Newman, A., Embry, E. Toward a theory of post-traumatic healing through entrepreneurship. Accepted paper presentation at the 10<sup>th</sup> Sustainability, Ethics, and Entrepreneurship Conference, San Juan, Puerto Rico.
- 2022 Business & Society “Health is Everyone’s Business” Presentation to the Online Forum and Special Issue Editors.

- 2022 Lewis, B., Apker, K., Howell, T., Gordon, Jones Christensen, L. Corporate responsibility ratings as drivers of diversity norms: An examination of board gender diversity. Strategic Management Society paper and presentation. London.
- 2022 Clark, A., Jones Christensen, L., Kofford, S. & Shulze, W. Vertical integration in social value creation: Exploring make-or-buy decisions in social ventures. Presented at Social Entrepreneurship Conference, USC.
- 2022 Jones Christensen, L. (Invited). Webinar on Cross-Border Migration and Effects on International Organizations. Sponsored by the Academy for International Business Studies (AIBS) in conjunction with JIBS and JIBP. Virtual, January 2022, over 200 people registered and attended.
- 2022 Clark, A., Jones Christensen, L., Kofford, S., & Schulze, B. Vertical Integration in Social Value Creation: Exploring Make or Buy Decisions in Social Ventures. Accepted at ARCS Conference, Spring 2022.
- 2022 Jensen, S., Jones Christensen, L. (Presenters and Authors). When Beauty Is Legitimacy: Gender, Image, and Identity in Female-Founded Online Firms. Accepted at Diana International Conference, Spring 2022.
- 2022 Newman, A., & Jones Christensen, L. (Presenters and Authors). Technology-Enabled Home-Based Businesses: Emancipatory for Female Entrepreneurs? Accepted at Diana International Conference, Spring 2022.
- 2022 Jones Christensen, L., & Newman, A. (Presenters and Authors). Gender Norms and Nascent Entrepreneurship: Investigating Family Legitimacy Thresholds. Accepted at Diana International Conference, Spring 2022.
- 2022 Jones Christensen, L., & Newman, A., & Godfrey, P. Trauma, Human Capital, and Entrepreneurship. Paper presentation Academy of Management, Seattle, 2022.
- 2022 Newman, A., & Jones Christensen, L., & Jenson, S. Ubiquitous Munificence or Heterogeneous Deemsters? The Family Legitimacy Threshold for Entrepreneurs. Paper presentation Academy of Management, Seattle, 2022.  
**\*Finalist, Best Paper Award, ENT Division**
- 2022 Armstrong, C. , Kim, P., Jones Christensen, L., et al. Bringing Entrepreneurship Concepts to Life Through Classroom Experiential Learning Activities. PDW at Academy of Management, Seattle, 2022.

- 2021 McKague, K., Jones Christensen, & L., Hachigan, H. (Organizers). Scaling Social Impact in Contexts of Poverty. PDW Session at the Academy of Management meeting, Virtual, 2021.
- 2021 Badger Newman, A., Javadian, G., Jones Christensen, L. Women's Entrepreneurship: Cultural, Institutional, and Global Perspectives. Symposium at the Academy of Management meeting, Virtual, 2021.
- 2021 Jones Christensen, L. & Badger-Newman, A. Who Do I Want To Be Now That I Am Here? Refugee Entrepreneur Preferences, Identity Negotiations, and Integration Outcomes. Online Colloquium on Transitional Entrepreneurship, Sponsored by Kauffman Foundation, Old Dominion University.
- 2020 London, T., Jones Christensen, L., Mackey, T., Esper, H., & Grogan-Kaylor, G. A demand-side perspective on value creation for the Base of the Pyramid: Insights from a longitudinal study of consumption, well-being and inequality. Presented at Academy of Management meetings in Vancouver, B.C.
- 2020 Jones Christensen, L. & McKague, K., et al. Scaling social impact in contexts of poverty. PDW Workshop Co-Organizer. Presented at Academy of Management Meetings in Vancouver, B.C.
- 2020 Madsen, P. M., Jones Christensen, L. M., & Oldroyd, J. When the truth hurts: Performance perception inaccuracy and organizational learning. Presented at Academy of Management, Vancouver, B.C.
- 2020 Jones Christensen, L. & Hammond, S. Teaching peace in our classrooms: Lessons from refugees, immigrants, and Search and Rescue. Accepted workshop for Western Academy of Management, Honolulu, Hawaii.
- 2019 Godfrey, P., Jones Christensen, L., Herrick, H., & Newman, A. Toward a nomological net for migrant entrepreneurship. Paper presented at the Wharton Conference on Migration, Organizations, and Management. Philadelphia, PA.
- 2019 Madsen, P. M., Jones Christensen, L. M., & Oldroyd, J. The truth will set you free: Performance perception accuracy and organizational learning. In *Academy of Management Proceedings* (Vol. 2019, No. 1, p. 15902). Presentation at Academy of Management, Boston, MA.
- 2019 Jones Christensen, L. et al. Bringing entrepreneurship concepts to life through classroom experiential learning. PDW Participant at Academy of Management Meetings, Boston, MA.

- 2018 Jones Christensen, L. Health investments and human capital: Enhancing entrepreneur well-being in low-resource environments. Paper presentation at Academy of Management Meetings, Chicago, IL.
- 2018 Jones Christensen, L., Herrick, H.; Various authors. Towards a theory of refugee entrepreneurship. Symposium Organizer, Academy of Management Meetings, Chicago, IL.
- 2018 Jones Christensen, L., Phillip, K., Various authors. Bringing entrepreneurship concepts to life through gamification. PDW Facilitator, Academy of Management Meetings, Chicago, IL.
- 2018 Jones Christensen, L., Kistruck, G., Lumpkin, T., Luo, J., Williams, T. Bridging research and practice: Addressing the tensions between academic scholarship and social innovation. Presentation at the Winter Innovation Summit, University of Utah Sorenson Impact Center Conference, Salt Lake City, UT.
- 2018 Jones Christensen, L., Godfrey, P., Newman, A., Herrick, H. Building resilience: emerging institutions supporting refugee entrepreneurship. Paper presentation accepted for Western Academy of Management, Salt Lake City, UT.
- 2018 Jones Christensen, L., Godfrey, P., Newman, A., Herrick, H. Learning from refugee entrepreneurs about refugee entrepreneurship. Symposium accepted at Western Academy of Management, Salt Lake City, UT.
- 2017 Jones Christensen, L. & Ong, L. Lateral vs. vertical ties: Effects of commitment and social capital on entrepreneur performance in BoP environments. Conference on Commitment, Invitation-only, peer reviewed submissions. Finalist for Best Paper. The Ohio State University.
- 2017 Jones Christensen, L. Lost (and Found) at work: Exploring post-traumatic growth after psychological lostness. Paper presented at the Positive Organizational Scholarship Annual Meeting, Ann Arbor, Michigan
- 2017 Jones Christensen, L., London, T., Grogan-Kaylor, J. Entrepreneurial well-being in low resource environments. Paper presented at Informal Economy Summit, Provo, UT.
- 2017 Jones Christensen, L. Modifying measurement scales for use in contexts of poverty. Presenter/Participant at Academy of Management, Atlanta, GA.

- 2017 Jones Christensen, L., Sutter, C., Williams, T., Schulist, P., Slade Shantz, A. Bringing entrepreneurship research to life. Presenter/Participant at Academy of Management, Atlanta, GA.
- 2016 Jones Christensen, L. Building partnerships to research poverty alleviation. Participant/presenter at Academy of Management, Anaheim, CA.
- 2016 Entrepreneurship and Value Creation- Discussant for paper session at Academy of Management, Anaheim, CA.
- 2016 Mackey, T., Mackey, A., and Jones Christensen, L. Motivating CSR: A comparison of carrots versus sticks trigger managerial action. Paper presentation at Academy of Management, Anaheim, CA.
- 2015 Jones Christensen, L. & Vojak, B. Building competitive advantage in emerging markets: Applying a serial innovation lens to a decade of success and failure in BoP markets. Presented at Strategic Management Society Special Conference in Santiago, Chile.
- 2014 Jones Christensen, L., Hammond, S. Lost (But not Missing) at work: Organizational lostness as a response to change. Invited paper at the Academy of Management Conference, Philadelphia, PA.
- 2014 Jones Christensen, L. Poverty alleviation through management education initiatives. Panelist at Academy of Management Conference, Philadelphia, PA.
- 2014 Jones Christensen, L. Management education making a difference. Panelist at the Academy of Management Conference, Philadelphia, PA.
- 2014 Jones Christensen, L. & Branzei, O. Research methods at the BoP. Panel chair and plenary discussant for the Fifth Annual Subsistence Marketplaces Conference, Chicago, IL.
- 2013 Jones Christensen, L. Building a community of BoP scholars: Creating a legacy that can change the world. Discussant at the Academy of Management Conference, Orlando, FL.
- 2013 Jones Christensen, L. Transforming markets: Cross-sector partnerships for product standards. Discussant at the Academy of Management Conference, Orlando, FL.

- 2012 Jones Christensen, L. Pushing boundaries: Cross-sector partnerships in healthcare. Invited presentation at the Academy of Management Conference, Boston, MA.
- 2012 Jones Christensen, L. Informal economy and entrepreneurship at the Base of the Pyramid. Invited presentation at the Academy of Management Conference, Boston, MA.
- 2012 Jones Christensen, L. Corporate sustainability and responsibility and emerging markets: Cross-border research opportunities. Invited presentation at the Academy of Management Conference, Boston, MA.
- 2011 Jones Christensen, L. Base of the Pyramid research: Overcoming perils and pitfalls of data collection. Invited presentation at the Academy of Management Conference, San Antonio, TX.
- 2011 Jones Christensen, L. Facilitator, Presenter for session entitled: Cross-sector partnerships for social innovation: Processes, perspectives, and positioning. Academy of Management Conference, San Antonio, TX.
- 2011 Jones Christensen et al. ONE Doctoral Consortium- Participant mentor to students and junior faculty. Academy of Management Conference, San Antonio, TX.
- 2010 Jones Christensen, L. Sequencing and simultaneity in service learning: University-microfinance partnerships as incubators for poverty alleviation; Invitation-only Conference on Positive Social Change and Organizations, Boston, USA.
- 2009 Jones Christensen, L., Archer, G., & Ault, J. Green microfinance matters: How it informs research on alleviating poverty. PDW at Academy of Management Conference, Chicago, IL.
- 2008 Coombs, J., Shipp, A., & Jones Christensen, L. Entrepreneur as change agent: Antecedents and moderators of individual-level philanthropic behavior. Paper presented at the Babson College Entrepreneurship Research Conference, June.
- 2008 Jones Christensen, L. Questions we should ask about alleviating poverty through business strategy; Alleviating poverty using microfranchising models: Cases and critiques. Presented at the Academy of Management Conference, Anaheim, CA.
- 2008 Jones Christensen, L. Leading and managing for global sustainability: A conversation for possibility and action. Paper presented at the Academy of Management Conference, Anaheim, CA.

- 2007 Jones Christensen, L., Woodworth, W., Ault, J., & Rands, G. Learning and doing: Teaching microfinance and involving students in the practice. Paper presented at the Academy of Management, Philadelphia.
- 2007 Ault, J. & Jones Christensen, L. Performing theory-based research in microfinance. Paper and PDW session at the Academy of Management, Philadelphia.
- 2006 Jones Christensen, L. He thinks, therefore I am: An examination of social influence on commitment to change and implementation behaviors. Paper presented at the Academy of Management Meeting, Atlanta, Georgia, August. **Winner “Best Student Paper” Award.**
- 2006 Jones Christensen, L. The new wave of social entrepreneurship: Using microcredit to solve global concerns. Paper presented at the Academy of Management Meeting, Atlanta, Georgia, August.
- 2006 Paton, B., Harris-Boundy, J., Jones Christensen, L., & Rands, G. Introducing microfinance and “Bottom of the Pyramid” concepts into business school curricula. Paper presented at the 13<sup>th</sup> International Conference of the Greening of Industry Network, Cardiff, Wales.
- 2006 Jones Christensen, L. Peirce, E., Hoffman, M., & Hartman, L. Analysis of ethics, CSR, and sustainability education in the *Financial Times* Top 40 international business schools: Baseline data and future research directions. Presented at the Association for the Development of Research on CSR, Bordeaux, France.
- 2005 Jones, L. Innovating for the Base of the Pyramid. Paper presented at the Conference on Economic Self-Reliance (previously: Microcredit Conference), Brigham Young University, Provo, Utah.
- 2005 Jones, L. Commitment to Change: How employee reasons for change affect social networks, commitment, and implementation behaviors. Paper presented at the Commitment in Organizations: Accumulated Wisdom and New Directions, Ohio State University, Ohio, October, 2005 (30% acceptance rate on submissions).
- 2005 Jones, L. & Segars, A. Crisis management through strategic communication: An empirical model of effective web-based messaging. Paper presented at the Academy of Management Meeting, Honolulu, Hawaii.
- 2005 Taylor, S., Jones, L., Mathieu, J., & Hofmann, D. Toward an understanding of upward influence within the context of multilevel organizational theory. Paper presented at the Academy of Management Meeting, Honolulu, Hawaii.

- 2005 Jones, L. Bottom of the Pyramid research workshop. Development workshop presented at the Academy of Management Meeting, Honolulu, Hawaii.
- 2004 Jones, L. & Hofmann, D.A. Work values and job involvement in relation to LMX and citizenship behaviors. Paper presented at the 20<sup>th</sup> annual meeting of the Society of Industrial and Organizational Psychology, Chicago, Illinois.
- 2003 Hofmann, D.A. & Jones, L. Leadership, normative behavior and performance. Paper presented at the 19<sup>th</sup> annual meeting of the Society of Industrial and Organizational Psychology, Orlando, Florida.
- 2003 Jones, L. Business opportunities at the base of the economic pyramid: Current research and practice. (Session chair. Presented with Sharma, S., & Simanis, E.). Paper presented at the 11<sup>th</sup> International Conference of the Greening of Industry Network, San Francisco, California.

#### **Other (Non-Academic) Presentations**

- 2022 Jones Christensen, L., Badger Newman, A., and Embry, E. "Trauma and Entrepreneurship: Exploring Connections" Invited Presentation at DePaul University.
- 2011 Jones Christensen, L. & Scott, L. Doing well by doing good: How to partner to save lives while driving profitable growth. Presentation at **Clinton Global Initiative (CGI)**, New York.
- 2010 Jones Christensen, L., Lehr, D., & Tolat, M. Creating employment: Microfranchising as a complement to the work of MFIs. Invited presentation for **SEEP** (Small Enterprise Education and Promotion) 25<sup>th</sup> Anniversary Conference, Washington D.C.
- 2009 Jones Christensen, L. & Woodworth, W. MBAs as (R)Evolutionary Change Agents; **Net Impact Conference**, Ithaca, USA.
- 2007 Jones Christensen, L. & W. Woodworth. Social Responsibility through Corporate and Business School Partnerships. Paper presented as plenary of the 2<sup>nd</sup> Annual International Conference, **Globalization and the Good Corporation**, New York.

## **TEACHING EXPERIENCE**

### **MBA, EXECUTIVE MBA (EMBA) and ONLINE (Degree-Granting)**

#### *Experience at BYU*

Entrepreneurial Innovation (EMBA 693R) Executive MBA elective for BYU. 2022-2023.

Introduction to Strategy. Executive MBA elective for BYU. 2023.

Innovation and Entrepreneurship in Developing Countries. MBA Readings Course. 2019. Course for daytime MBA students in Marriott School of Business.

#### *Experience at UNC Chapel Hill*

Sustainability Leadership Capstone – Mod-Length Custom Course (2<sup>nd</sup> Year MBA by application only, 2009-2016).

Sustainable Enterprise Strategies, Custom Core course (MBA) and Elective course (MBA and EMBA), Kenan-Flagler Business School, University of North Carolina (2007, 2008).

Innovation and Entrepreneurship in Developing Economies, Elective course, Kenan-Flagler Business School, University of North Carolina (2006, 2009, 2010, 2011, 2015, 2016).

Innovation and Entrepreneurship in Developing Economies, Elective course, Kenan-Flagler Business School, University of North Carolina (2013 -2020 (MBA@UNC)).

Practicum Instructor, Sustainable Harvest; Fresh Express (2006); Iman Cosmetics (2007).

Student Teams Achieving Results Instructor, Procter & Gamble Nigeria (2010).

### **EXECUTIVE EDUCATION TEACHING- Open Enrollment (Non-Degree)**

#### *All below took place at UNC Chapel Hill*

Leading Change for Premier Business Results, Duke Energy custom executive program (2008-2012).

Becoming Green: Effective Strategies for You and Your Organization, Kenan-Flagler Business School, 2009, Open Enrollment Executive Education course.

Change Management Module and Simulation, Executive Development Institute (open enrollment), Kenan Flagler, (2007-2008).

### **EXECUTIVE EDUCATION TEACHING contd.**

Leadership in Global Organizations. (Executive Education program). School of Economics and Management, Catholic University of Portugal. (2005).

Leading and Managing. MBA/EMBA Team Development Facilitator, Kenan-Flagler Business School, University of North Carolina. (2001-2010).

### **UNDERGRADUATE TEACHING**

Special Topics in Women's Entrepreneurship (ENT 490 section 16), Marriott School of Business, Brigham Young University (Winter 2022 and Winter & Fall 2023).

Special Topics in Strategy (Italy Study Abroad course), Marriott School of Business, Brigham Young University (Fall 2023 Study Abroad).

Introduction to Organizational Effectiveness (OB 320/321 changed to HRM 300/391 in 2018), Marriott School of Business, Brigham Young University (2016-2023).

Social Entrepreneurship through Microfinance, Kenan-Flagler Business School, University of North Carolina (2007- includes sponsorship of summer overseas project in Peru).

### **PHD TEACHING**

Independent Study Faculty Advisor for Paul Rowe. Topic: Sustainable Enterprise, Spring (2007).

### **PROFESSIONAL SERVICE- BUSINESS SCHOOL (BYU unless specified)**

2023            Speaker at Women in MBA recruitment dinner for Marriott School MBA Program.  
Speaker at Student Alumni Leadership conference for Marriott School  
Volunteer/no teaching credit for teaching ENT 490, Special Topics in Women's  
Entrepreneurship  
Mentee: Mikayla Cluxton, President of Women in Entrepreneurship  
Board Member Ballard Center for Economic Self-Reliance  
Grant participant, President's Grant (Paraguay project with Chemistry & Nursing)  
Guest Lecturer in Pre-PhD program for Strategy & OB students & Brad Agle class  
Welcome night speaker for Women interested in MBA

**PROFESSIONAL SERVICE- BUSINESS SCHOOL (BYU unless specified) contd.**

- 2022 Master's Thesis Advisor for Jesikah Fram Bass, GWS major. Paper entitled: "When your body is your brand: The costs of being a female entrepreneur on Instagram"  
Faculty Advisor to WE (Women in Entrepreneurship) co-sponsored by Marriott School and Rollins Center for Entrepreneurship  
Guest lecturer, Pre-PhD Track (for Dr. Rees and Dr. Agle)  
Board Member Ballard Center for Economic Self-Reliance
- 2021 Faculty Advisor to WE (Women in Entrepreneurship) co-sponsored by Marriott School and Rollins Center for Entrepreneurship  
Guest lecturer, Pre-PhD Track (for Dr. Brad Agle, Dr. Kristen DeTienne)  
Guest lecturer, Global Women Studies Program (Kennedy Center)
- 2020 Guest lecturer, Pre-PhD Track (for Dr. Brad Agle, Dr. Kristen DeTienne)  
Hiring Committee Member (main correspondent after call for applicants)
- 2019 Host for Women in Business Semi-Annual Dinner & Events  
Guest lecturer, Pre-PhD Track (for Dr. Kristen DeTienne)  
Strategy Representative, Marriott Major Recruitment Event  
Recruiting and networking support at AOM Conferences
- 2018 Guest lecturer for Social Innovation Course (Ballard Center)  
Host for Women in Business Semi-Annual Dinner  
Guest lecturer for MBA Social Innovation course (Dr. Paul Godfrey)  
Speaker, Evening Event, Changemaker Club (How to Stay a Changemaker)
- 2017 Guest lecturer, Pre-PhD Track  
Track support for OBHR Conference  
Recruiting and networking support at AOM Conferences

***Items below took place at UNC-Chapel Hill***

- 2014-2016 Member of Global Education Committee- by appointment of the Dean
- 2014 Organized and moderated: Sustainable communities- Cola Road Documentary and Discussion. Community event sponsored by Center for Sustainable Enterprise
- 2011-2016 PhD Advisor: Lin Ong
- 2011 Organized and hosted: Frontiers of Microfranchising- New Directions for Research (Two-day academic conference)

**PROFESSIONAL SERVICE- BUSINESS SCHOOL (UNC) contd.**

- 2011 Independent Study Advisor to Jenny Parker; Ashok Jayaram (Belaku Eye Hospitals)
- 2011 Honors Thesis Advisor to Ricky Hurtado
- 2010-2011 Moderator for Experience Weekend (2010, 2011), for Carolina Women in Business- Entrepreneurship Track (2010, 2011), and for CSE Energy Conference
- 2010 Independent Study Advisor to Ram Viswanathan & Vijay Pandiarajan (Swyambhu-Information Exchange Platform for BoP)
- 2010-2012 PhD Advisor: Kyung Jin Lim
- 2010 Honors Thesis Advisor to Lauren Peterson
- 2010-2011 Advisor to P&G Nigeria Entrepreneurship Project
- 2009-2014 Advisor and Sponsor of African Business Alliance
- 2009-2011 Advisor to the Dean on Africa Outreach and Strategy
- 2009-2010 PhD Advisor: Tina Jullierat
- 2007-2010 PhD Advisor: Peter Jack Gallo
- 2007 Honors Thesis Advisor to Stephanie Preston (UNC)
- 2007-2010 Board Member- Business Accelerator for Sustainable Enterprise (UNC)

**PROFESSIONAL SERVICE- UNIVERSITY (BYU unless otherwise specified)**

- 2023 Co-headliner speaker for *BYU Leadership Summit* 2-day program for alumni and student leaders and campus
- 2022 Honors Thesis Advisor for Kennedy Center students
- 2022 Featured Speaker at Aspen Grove (three sessions for adults and youth)
- 2021 Faculty Affiliate and Guest Lecturer, Global Women Studies Program (based in Kennedy Center).

**PROFESSIONAL SERVICE- UNIVERSITY contd. (BYU unless otherwise specified)**

- 2019- 2021 Co-founded and taught International Hub (new cross-disciplinary course).
- 2017- 2019 Co-founded and manage Global Innovation Group (GIG) a cross-department, university-wide collaboration to fund and share information about international research and teaching projects- in association with Ballard Center. Secured \$55,000 grant for research project in Tanzania.
- 2011 Invited speaker for WELL: Women Experiencing Leadership and Learning (UNC). Speaker at African Diaspora Business Association Conference (UNC).
- 2010-2011 Member: Chancellor's Committee on Social Innovation- by invitation from the Chancellor and Judith Cone, Special Advisor on Innovation at UNC
- 2010-2011 Principal advisor/investigator to Kenan Institute Asia on: Building CSR Curriculum in Vietnam (attained UNDP grant and designed curriculum)
- 2008-2014 Co-founder and faculty advisor to Carolina Microfinance Initiative (CMI) (UNC).
- 2007 Co-Principal Investigator, Manager, Carolina Global Water Partnership (UNC).

**PROFESSIONAL SERVICE- OUTSIDE UNIVERSITY**

- 2022 CEO, The Female Founder Project
- 2022 Speaker at WE Lift, Utah Valley University Summer Speaker Series
- 2022 Contributor and co-signer- Migration, Business, and Society Network
- 2016-2022 Ad-Hoc reviewer for AOM Conference (OB and ENT groups)
- 2016-2022 Ad-Hoc reviewer for *Strategic Entrepreneurship Journal*
- 2011-2022 Ad-Hoc reviewer for *Strategic Management Journal*
- 2020-2022 Ad-Hoc reviewer for *Journal of Business Venturing*
- 2020-2022 Organizer and Co-Host: Everyday Entrepreneur podcast
- 2020-2022 Ad-Hoc reviewer *Business and Society*

**PROFESSIONAL SERVICE- OUTSIDE UNIVERSITY contd.**

- 2020-2022 Community Council Member, Lakeridge Junior High
- 2020 Organizer and Co-Sponsor: Informal Economy Summit (Online, 40+ attendees, full speaker line-up, international academic audience).
- 2018 Community service organization weekly volunteer, Circles Utah
- 2017-2018 Assistant editor for special issue of *Journal of Public Policy and Marketing* focused on Subsistence Marketplaces
- 2016 Conference co-chair, Sixth Annual Subsistence Marketplaces Conference, University of Illinois at Urbana-Champaign.
- 2014 Ad-Hoc Reviewer for *Decision Sciences*
- 2013-2015 Advisory Board - *Sustainability, Ethics, and Entrepreneurship Conference*
- 2012-2016 Ad-Hoc Reviewer for *Strategic Entrepreneurship Journal*
- 2011-2014 Ad-Hoc Reviewer for *California Management Review*
- 2011-2015 Ad-Hoc Reviewer for *Journal of Business Ethics*
- 2008 Ad-Hoc Reviewer for *Organizational Behavior and Human Decision Processes*
- 2008-2009 Advising Board Member- SpeakShop
- 2006-2014 Board Member- HELP International (Board Chair 2013-2014)
- 2006-20 Reviewer for *Academy of Management*, SIM, ODC, and ENT
- 2004-2005 Reviewer for *British Journal of Management*

## **PROFESSIONAL AFFILIATIONS**

Academy of Management Society

Strategic Management Society

Migration, Business, and Society Network (<https://www.migrationbusinesssociety.net/overview>)

Society for International Development

Greening of Industry Network

## **CONSULTING CLIENTS**

Acumen Fund, Ashoka, ANZA Tanzania, Better Body Foods, BST Consulting, Center for Creative Leadership, Cherokee Gives Back, Cradle2Cradle, d.Light, Earthbound Farms, FINCA, HELP International, HoneyCare Africa, International Labor Organization (ILO), Jamii Bora, Johnson & Johnson, Papa Johns Pizza, Pioneer Hi-Bred (DuPont), Proctor & Gamble, PwC, RB, Sustainable Harvest, SJF Ventures, SpeakShop, UNC Hospitals, University of Arizona, Global, World Bank, Worldvision.

## **PROFESSIONAL EXPERIENCE & CERTIFICATIONS**

- 2023 Certified as an ICF Trauma-Informed Coach, Moving the Human Spirit
- 2022 Certified as Gallup Strengths Coach, Gallup and Clifton Strengths
- 2021 Certified as Master Coach, Life Coach School
- 2000 Business Development Manager, Hewlett Packard, Corvallis, OR
- 1999 Executive Director/Founder, H.E.L.P. International, Honduras & Utah
- 1998 Marketing Manager, UpShot.com, Mountain View, CA
- 1996 Business Development Manager, Duel Systems, San Jose, CA
- 1993 Manager, Applied Scanning Technology, Sunnyvale, CA
- 1991 Investment Research Analyst, Sutro & Company, San Francisco, CA

*Last updated: January 8, 2024*