

**Mark Hiram Hansen, Ph.D.**

January 2026

Management Department  
Marriott School  
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Brigham Young University  
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**ACADEMIC POSITION**

Assistant Professor. Brigham Young University, Marriott School of Management, 1996-present.  
Teach strategic management at the undergraduate, graduate, and executive MBA level.

**ACADEMIC BACKGROUND**

**Education**

**Ph.D.** Business Administration, Major: Strategic Management, Minor: Agriculture Economics, Texas A&M University, College Station, Texas, 1996  
Dissertation: Managing Competitive Cooperation: Opportunism Minimization Versus Opportunity Maximization

**M.B.A.** Area of Concentration: Finance

**MAcc.** Area of Concentration: Managerial Accounting

**B.S.** Accounting, Marriott School of Management  
Brigham Young University, Provo, Utah, 1990\*

\*all degrees awarded at end of professional accounting program

**Research Interests**

Resource-Based View – Logic and Appropriate Methodologies

Bayesian Statistical Methods

Managerial Decision-Making Effectiveness

Trust & Cooperative Relationships

Food Industry: Processing and Distribution

**Teaching Interests**

Strategic Management

Strategic Leadership

Agribusiness Management

Managerial Economics

## RESEARCH

### Refereed Academic Journals

- Barney, J.B. & Hansen, M.H. (1994). Trustworthiness as a Source of Competitive Advantage. *Strategic Management Journal*, 15, 175-190.
- Hansen, M.H., Morrow, J.L., & Batista, J.C. (2002). The Impact of Trust on Cooperative Membership Retention, Performance, and Satisfaction: An Exploratory Study. *International Food and Agribusiness Management Review*, 5, 41-59.
- Hansen, M.H. & Morrow, J.L. (2003). Trust and The Decision to Outsource: Affective Responses and Cognitive Processes. *International Food and Agribusiness Management Review*, 6 (3).
- Morrow, J.L., Hansen, M.H., & Pearson, A.W. (2004). The Cognitive and Affective Antecedents of General Trust within Cooperative Organizations. *Journal of Managerial Issues*, 16 (1): 48-64.
- Hansen, M.H., Perry, L.T., and Reese, C.S. (2004). A Bayesian Operationalization of the Resource-based View. *Strategic Management Journal*, 25: 1279-1295.
- Perry, L.T., Hansen, M.H., Reese, C.S., and Pesci, G. (2005). Diversification and Focus: A Bayesian Application of the Resource-Based View. *Schmalenbach Business Review*, 57: 304-319.
- Hansen, M.H., Hoskisson, R.E., & Barney, J.B. (2008). Competitive Advantage in Alliance Governance: Resolving the Opportunism Minimization-Gain Maximization Paradox. *Managerial and Decision Economics*, 29: 191-208.
- Caldwell, C., & Hansen, M.H. (2010). Trustworthiness, Governance, and Wealth Creation. *Journal of Business Ethics*, 97(2): 173-188.

### Book Chapters

- Hansen, M. Perry, L. and Reese, S. (2005). A Bayesian Application of the Resource Based View: Narrowing the Gap Between Theory and Practice. In K. Cool, J. Henderson and R. Abate (Eds.) *Strategic Management Series: Restructuring Strategy*, Blackwell Publishing: Oxford, UK, pages 207 – 235.
- Hoskisson, R.E., Wan, W. and Hansen, M.H. (1998). Strategic Alliance Formation and Market Evaluation: Effects of Parent Firm's Governance Structure. In M.E. Hitt, J.E. Ricart, and R. Nixon, (Eds.), *Managing Strategically in an Interconnected World*. New York: Wiley & Sons.

Hansen, M.H., Hoskisson, R.E., Lorenzoni, G., & Ring, P.S. (2000). Strategic Capabilities of the Transactionally Intense Firm: Leveraging Inter-firm Relationships and Trust. In Jacques Lallament (Ed.), *Competences Relationnelles et Metamorphose des Organisations*. Eska Editor, Nancy, France.

### Refereed Proceedings

Hansen, M.H., Silcox, R. and Genoh, K.L. 2003. The BYU Dairy Case. The proceedings of the **13<sup>th</sup> Annual World Food and Agribusiness Forum and Symposium**, Cancun, Mexico. June, 2003.

Pearson, A. W., Morrow, J. L., Jr., Carr, J. C., & Hansen, M. H. (2000). The Collective Mind of the Organization: An Examination of the Shared Mental Model of the Trust Process. The proceedings of the **Annual Meeting of the Southern Management Association**, Orlando, Florida.

Hansen, M.H. and Morrow, J.L. Governance in Managing Farmer Cooperatives: Maximizing Opportunities While Minimizing Opportunism. The proceedings of the **World Food and Agribusiness Congress**, Florence, Italy, June, 1999.

Morrow, J.L. and Hansen, M.H. Trust and Its Impact on Members of a Farmer Marketing Cooperative. The proceedings of the **World Food and Agribusiness Congress**, Florence, Italy, June, 1999.

Morrow, J.L. and Hansen, M.H. Measurement Issues in Trust Research: Are We Measuring What We Think We're Measuring? The proceedings of the **World Food and Agribusiness Congress**, Florence, Italy, June, 1999.

### Books

Hansen, M.H. 2005. Instructor's Manual for **Strategic Management and Competitive Advantage** by J.B. Barney and William S. Hesterly. Pearson Prentice Hall, Upper Saddle River, New Jersey.

## Research Awards

### **McKinsey & Company – Strategic Management Society Best Conference Paper Prize**

Hansen, M.H., Perry, L.T., Reese, C.S., and Fellingham, G.W. 2002. A Bayesian Application of the Resource-based View: Narrowing the Gap Between Theory and Practice. Presented at the **International Conference of the Strategic Management Society**, Paris, France. September, 2002.

## PRESENTATIONS

### Refereed Conference Presentations

Schwab, A., Krackhardt, D., Dotson, J.P., & Hansen, M.H. Bayesian Statistics: How to Conduct and Publish High-Quality Bayesian Studies. Professional Development Workshop presented at the **Academy of Management Conference**, Copenhagen, Denmark. July, 2025.

Hansen, M.H., Dotson, J., Berrett, B., & Hansen, P.H. 2024. The Effect of Company Sponsored Health Care on Innovation and Performance. **International Conference of the Strategic Management Society**, Istanbul, Türkiye. October, 2024.

Schwab, A., Krackhardt, D., Nandialath, A., & Hansen, M.H. Bayesian Statistics: How to Conduct and Publish High-Quality Bayesian Studies. Professional Development Workshop presented at the **Academy of Management Conference**, Chicago, Illinois, USA. August, 2024.

Schwab, A., Starbuck, W.H., Krackhardt, D., Nandialath, A., Hansen, M.H. & Dotson, J.P. Bayesian Statistics: How to Conduct and Publish High-Quality Bayesian Studies. Professional Development Workshop presented at the **Academy of Management Conference**, Boston, Massachusetts, USA. August, 2023.

Schwab, A., Starbuck, W.H., Denrell, J.C., Hansen, M.H. & Dotson, J.P. Bayesian Statistics: How to Conduct and Publish High-Quality Bayesian Studies. Professional Development Workshop presented at the **Academy of Management Conference**, Seattle, Washington, USA. August, 2022.

Hansen, M.H., Dotson, J., & West, J. 2019. Can a Leopard Successfully Change Its Spots? A Bayesian Analysis of Firms' Strategic Change. **International Conference of the Strategic Management Society**, Minneapolis, Minnesota, USA. October, 2019.

Hansen, M.H. & Howland, C. 2013. CEO Background Characteristics as Determinants of Firm Performance. **International Conference of the Strategic Management Society**, Atlanta, Georgia, USA. September, 2013.

- Hansen, M.H. & Perry, L.T. 2012. Steadying the Ship vs. Charting a New Course: A Bayesian Analysis of a Change in CEO. **International Conference of the Strategic Management Society**, Prague, Czech Republic. October, 2012.
- Hansen, M.H. & Perry, L.T. 2011. Linking the CEO to Strategic Action: A Bayesian Analysis of the CEO Effect. **International Conference of the Strategic Management Society**, Miami, Florida. November, 2011.
- Hansen, M.H. 2011. Research Methods for the Study of Competitive Advantage. **Strategic Management Society Special Conference**, Rio de Janeiro, Brazil, March, 2011.
- Hansen, M.H. & Perry, L.T. 2010. A Bayesian Analysis of the CEO Effect: Are They Worth It? **International Conference of the Strategic Management Society**, Rome, Italy. September, 2010.
- Perry, L.T. & Hansen, M.H. 2010. A Bayesian Methodology for Counteracting Success Bias in Red Queen Competition. **International Conference of the Strategic Management Society**, Rome, Italy. September, 2010.
- Hansen, M.H. & Christensen, A.L. 2009. Risk Minimizing and Gain Satisficing: Choosing Partners in Exploration and Exploitation. **International Conference of the Strategic Management Society**, Washington, D.C. October, 2009.
- Hansen, M.H. & Christensen, A.L. 2009. Trust-Dependent Knowledge Flow: The Competitive Advantage Implications of Intraorganizational Trust. **International Conference of the Strategic Management Society**, Washington, D.C. October, 2009.
- Hansen, M.H. & Christensen, A.L. 2008. Trust at the Margin: The Influence of Trust on the Flow of Knowledge. Presented at the **International Conference of the Strategic Management Society**, Cologne, Germany. October, 2008.
- Hansen, M.H., Reese, C.S., & Perry, L.T. 2007. A Bayesian Examination of the CEO Effect on Firm Performance. Presented at the **International Conference of the Strategic Management Society**, San Diego, California. October, 2007.
- Hansen, M.H. & Plocher, T.E. 2007. Transcending Cultural Barriers between Nations in Order to Improve Trust in Agribusiness. Presented at the **17th Annual World Food and Agribusiness Forum and Symposium**. Parma, Italy. June, 2007.
- Graziano, T. & Hansen, M.H. 2007. A Measurement of Risk Bearing as a Result of Consolidation. Presented at the **17th Annual World Food and Agribusiness Forum and Symposium**. Parma, Italy. June, 2007.

- Hansen, M.H. & Felin, A. 2006. A Comparison Study of Forming Strategic Alliances as an Alternative to Venture Capital Funding in Biofood and Bioagriculture Industry in Finland and USA. Presented at the **15<sup>th</sup> Annual World Food and Agribusiness Forum and Symposium**. Buenos Aires, Argentina. June, 2006.
- Hansen, M.H. 2005. Competitive Advantage and a Resource-Optimal Theory of the Firm. Accepted for presentation at the **International Conference of the Strategic Management Society**, Orlando, Florida, October, 2005.
- Caldwell, C. and Hansen, M.H. 2005. Trustworthiness, Governance, and Wealth Creation. Presented at the **Academy of Management Conference**, Honolulu, Hawaii. August, 2005.
- Hansen, M.H., Perry, L.T., Reese, C.S., and Springer, S. 2005. Firm Performance: CEO Effect vs. Firm Effect vs. Industry Effect. Presented at the **14<sup>th</sup> Annual World Food and Agribusiness Forum and Symposium**. Chicago, Illinois. June, 2005.
- Hansen, M.H., Reese, C.S., and Perry, L.T. 2004. A Bayesian Model of Firm Performance: CEO Effect v. Firm Effect v. Industry Effect. Presented at the **International Conference of the Strategic Management Society**, San Juan, Puerto Rico. November, 2004.
- Hansen, M.H. and Karren, B. 2004. The Emerging Natural Beef Market: Transaction Cost Economics, Value Creation, and Value Capture. Presented at the **13<sup>th</sup> Annual World Food and Agribusiness Forum and Symposium**, Montreux, Switzerland. June, 2004.
- Hansen, M.H. and Van Tassell, T. 2004. The Crop Rotation Decision: Are Producers Good Agronomists, Good Economists, or Slaves to Tradition? Presented at the **13<sup>th</sup> Annual World Food and Agribusiness Forum and Symposium**, Montreux, Switzerland. June, 2004.
- Hansen, M.H., Reese, C.S., and Perry, L.T. 2003. Statistical Methods and Practical Decisions: The Utility of a Bayesian Approach. Presented at the **International Conference of the Strategic Management Society**, Baltimore, Md. November, 2003.
- Hansen, M.H., Perry, L.T., Reese, C.S. 2003. The Theoretical and Practical Utility of the RBV: Narrowing the Gap with a Bayesian Approach. Presented at the **Academy of Management Conference**, Seattle, Washington. August, 2003.
- Hansen, M.H., Silcox, R. and Genoh, K.L. 2003. The BYU Dairy Case. Presented at the **13<sup>th</sup> Annual World Food and Agribusiness Forum and Symposium**, Cancun, Mexico. June, 2003.
- Hansen, M.H. and Hanny, K. 2003. Potato Industry Dynamics: If the Consumer Only Knew. Presented at the **13<sup>th</sup> Annual World Food and Agribusiness Forum and Symposium**, Cancun, Mexico. June, 2003.

- Hansen, M.H., Perry, L.T., Reese, C.S., and Fellingham, G.W. 2002. A Bayesian Application of the Resource-based View: Narrowing the Gap Between Theory and Practice. Presented at the **International Conference of the Strategic Management Society**, Paris, France. September, 2002.
- Hansen, M.H. and Morrow, J.L. 2002. The Outsourcing Decision: Trust and Its Cognitive and Affective Antecedents. Presented at the **International Conference of the Strategic Management Society**, Paris, France. September, 2002.
- Hansen, M.H. and Perry, L.T. 2001. Opening the Resource-Based View's Black Box: Catalytic Resources, Services, and Value. Presented at the **International Conference of the Strategic Management Society**, San Francisco, California, October, 2001.
- Hoskisson, R.E., Busenitz, L.W., and Hansen, M.H. 2001. Corporate Entrepreneurial Entry Mode Choice: The Effects of Market Uncertainty and Learning Distance. Presented at the **Academy of Management Conference**, Washington, D.C., August, 2001.
- Hansen, M.H. and Morrow, J.L. 2001. The Role of Trust in the Decision to Outsource: Affective Responses and Cognitive Processes. Presented at the **Academy of Management Conference**, Washington, D.C., August, 2001.
- Hansen, M.H. and Oldroyd, J. 2001. Alliance Management: Offensive or Defensive Strategy? Presented at the **Academy of Management Conference**, Washington, D.C., August, 2001.
- Hansen, M.H. and Kenley, M., 2001. The Risk Effects of Consolidation: Risk Transfer, Risk Bearing, and Risk Compensation. Presented at **World Food and Agribusiness Congress**, Sydney, Australia, June, 2001.
- Morrow, J.L., Hansen, M.H., and Pearson, A.W. The Cognitive and Affective Antecedents of General Trust in a Strategic Alliance. Presented at the **Academy of Management Conference**, Toronto, Canada, August, 2000.
- Hansen, M.H. Who's Left Holding the Bag?: The Changing Risk Profile of the Idaho Potato Industry. Presented at the **World Food and Agribusiness Congress**, Chicago, Illinois, June, 2000.
- Linn, S.C., Hoskisson, R.E., Wan, B., and Hansen, M.H. Corporate Governance, CEO Duality, and the Shareholder Wealth Effects from the Formation of Strategic Alliances. Presented at the **Financial Management Association Meetings**, Orlando, Florida, October, 1999.
- Morrow, J.L. and Hansen, M.H. Exploring the Role of Cognitive and Affective Trust Among Members of a Strategic Alliance. Presented at the **International Conference of the Strategic Management Society**, Berlin, Germany, October, 1999.

- Hansen, M.H. and Jackson, W.B. World Class Manufacturing in a Deconstructing World: The Nexus of Technology, People, and Geography. Presented at the **International Conference of the Strategic Management Society**, Berlin, Germany, October, 1999.
- Hansen, M.H., Hoskisson, R.E. and Barney, J.B. Resolving the Opportunism Minimization-Opportunity Maximization Paradox. Presented at the **Academy of Management Conference**, Chicago, IL, August, 1999.
- Hansen, M.H. and Morrow, J.L. Governance in Managing Farmer Cooperatives: Maximizing Opportunities While Minimizing Opportunism. Presented at the **World Food and Agribusiness Congress**, Florence, Italy, June, 1999.
- Morrow, J.L. and Hansen, M.H. Trust and Its Impact on Members of a Farmer Marketing Cooperative. Presented at the **World Food and Agribusiness Congress**, Florence, Italy, June, 1999.
- Morrow, J.L. and Hansen, M.H. Measurement Issues in Trust Research: Are We Measuring What We Think We're Measuring? Presented at the **World Food and Agribusiness Congress**, Florence, Italy, June, 1999.
- Hansen, M.H. and Hoskisson, R.E. Resource and Capability Differences Between Networks and Dyads. Presented at the **International Conference of the Strategic Management Society**, Orlando, Florida, November, 1998.
- Hansen, M.H. Static and Dynamic Transactions: Another Rethinking of Markets and Hierarchies. Accepted for presentation at the **Fourth International Conference on Competence-Based Management**, Oslo, Norway, June, 1998. (Not presented due to scheduling conflict)
- Hoskisson, R.E., Wan, W. and Hansen, M.H. Strategic Alliance Formation and Market Evaluation: Effects of Parent Firm's Governance Structure. Presented at the **International Conference of the Strategic Management Society**, Barcelona, Spain, October, 1997.
- Hansen, M.H. Trustworthiness: A Cooperative Resource. Presented at the **Academy of Management Conference**, Boston, MA, August, 1997.
- Hansen, M.H., Hoskisson, R.E., Lorenzoni, G., & Ring, P.S. Strategic Capabilities of the Transactionally Intense Firm: Leveraging Inter-firm Relationships and Trust. Presented at the **Academy of Management Conference**, Boston, MA, August, 1997.
- Hansen, M.H. & Hoskisson, R.E. Managing Strategic Alliances: Opportunism Minimization Versus Opportunity Maximization. Presented at the **Academy of Management Conference**, Cincinnati, OH, August, 1996.

Hansen, M.H., Best, A. & Hoskisson, R.E. Executive Compensation, Risk and Diversification. Presented at the **International Conference of the Strategic Management Society**, Jouy-en-Josas, France, November, 1994.

Hansen, M.H. Cognitive Effects of Participative Goal Setting: A Skills Enhancement Perspective. Presented at the **Southern Management Association Conference**, Atlanta, GA, September, 1993.

### **Invited Presentations**

Schwab, A., Starbuck, W.H., Denrell, J.C., Hansen, M.H. & Dotson, J.P. Bayesian Statistics: How to Conduct and Publish High-Quality Bayesian Studies. Professional Development Workshop presented at the **Academy of Management Conference**, Virtual Conference, August, 2020.

Schwab, A., Starbuck, W.H., Denrell, J.C., Hansen, M.H. & Dotson, J.P. Bayesian Statistics: How to Conduct and Publish High-Quality Bayesian Studies. Professional Development Workshop presented at the **Academy of Management Conference**, Boston, MA, August, 2019.

Schwab, A., Starbuck, W.H., Denrell, J.C., Hansen, M.H. & Dotson, J.P. Bayesian Statistics: How to Conduct and Publish High-Quality Bayesian Studies. Professional Development Workshop presented at the **Academy of Management Conference**, Chicago, IL, August, 2018.

Hansen, M.H. Strategic Planning and Marketing & Sales Management. **Green Industry Conference**, Professional Landcare Network. Louisville, Kentucky. October, 2008.

Hansen, M.H. Greater Profitability through Strategic Thinking. **Utah Green Industry Conference**, Salt Lake City, Utah, January, 2005.

Morrow, J.L. & Hansen, M.H. Enhancing the Economic Performance of Agriculture Marketing Cooperatives Through Trustworthiness. **Mississippi Association of Agriculture Cooperatives**, Columbia, MS, February, 1999.

Hansen, M.H. Building and Managing Trust in Organizations. **Idaho Quality Leadership Institute**. Boise, Idaho, April, 1999.

Hansen, M.H. The Dynamics of Trust in Organizational Decision Making. **Fremont County School District Budget Task Force**. St. Anthony, Idaho, April, 1999.

## **RESEARCH IN PROGRESS**

Starbuck, W.H., Schwab, A., Dotson, J.P., & Hansen, M.H. Good Practices for Determining Bayesian Priors in Management Research. Target Journal: Academy of Management Journal.

Hansen, M.H. Extra-rational Insight and Patient Expectations: Foundations of Competitive Advantage. Target Journal: Academy of Management Review

Hansen, M.H., Dotson, J.P., Berrett, B., & Hansen, P.H. The Effect of Company Sponsored Health Care on Innovation and Performance. Target Journal: Strategic Management Journal.

Hansen, M.H. A Bayesian Assessment of the Value of the CEO. Target Journal: Strategic Management Journal.

Hansen, M.H. & Dotson, J.P. Firm-level Acquisition Capabilities: Do They Exist and How Much are They Worth? Target Journal: Strategic Management Journal

## **FUNDED RESEARCH**

CEO Effect, Firm Effect, and Industry Effect on Economic Performance. Project funded by the Marriott School at Brigham Young University, \$3,000 to 5,000 annual budget, 2004-2011.

Food Industry Consolidation and Risk Bearing. Project funded jointly by the Marriott School and the College of Biology and Agriculture at Brigham Young University, \$10,000. September, 2000 – December, 2001.

Marketing Relationships and Performance in the Idaho Potato Industry. Project funded by the Marriott School at Brigham Young University, \$3,115. December, 1998 – December, 1999.

Trust, Governance, and Performance in Agricultural Marketing Cooperatives. Project funded jointly by USDA, \$10,000, Mississippi State University, \$10,000, and Brigham Young University, \$10,000. January-December, 1998

Young Scholar. Brigham Young University, \$5,000 per year. September 1, 1996 – August, 1997.

Managing Competitive Cooperation. Conn Foundation Grant, \$7,300. October, 1995 - November, 1996.

Managing Competitive Cooperation. Marion Kaufmann Foundation Research Contract, \$14,000. May, 1995 - January, 1997.

## PROFESSIONAL DEVELOPMENT

Professional Development Workshop. The Case Against Null Hypothesis Significance Testing: Flaws, Alternatives, and Action Plans. **Academy of Management Meetings**. Philadelphia, PA. August, 2007.

Case Teaching Workshop. Presented by Mary Shellman, Harvard University. **17th Annual World Food and Agribusiness Forum and Symposium**. Parma, Italy. June, 2007.

Case Teaching Workshop. Presented by Terry Hill, University of Oxford. **Brigham Young University**, Provo, UT. September, 2006.

New Faculty Consortium. **Academy of Management Meetings**, Chicago, IL. August, 1999.

Case Teaching Workshop--The Art and Craft of Discussion Leadership. **Harvard Business School**, Boston, MA. February, 1999.

## PROFESSIONAL-UNIVERSITY-PUBLIC SERVICE

### Professional Affiliations

Academy of Management  
Strategic Management Society

### Associate Editor

*Journal of Trust Research*

### Manuscript Reviewer - Journals

*Academy of Management Journal*, Ad Hoc Reviewer, 1995-2006

*Academy of Management Review*, Ad Hoc Reviewer, 1997-2012

*Organization Science*, Ad Hoc Reviewer, 1994-2002

*Journal of International Business Studies*, Ad Hoc Reviewer, 1995

*Journal of International Management*, Ad Hoc Reviewer, 1995

*International Food and Agribusiness Management Review*, Ad Hoc Reviewer, 1999-2017

*Strategic Management Journal*, Ad Hoc Reviewer, 2000, 2005, 2006

*Managerial and Decision Economics*, Ad Hoc Reviewer 2003-2009

## **Manuscript Reviewer - Conferences**

Academy of Management Conference, Business Policy & Strategy Division (1994-present)  
**Outstanding Reviewer Award 2003**

Academy of Management Conference, Organization & Management Theory Division (1996-1999)

## **Academic Conference Service**

### **Program Chair**

**18<sup>th</sup> Annual World Food and Agribusiness Symposium and Forum**, Monterey, California. June, 2008.

### **Discussant**

Session: Top Management Teams and Corporate Governance. **Academy of Management Conference**, Philadelphia, PA. August, 2007.

Session: Case: AGIFISH: International Trade Dispute and Market Opportunities for Catfish in the Mekong Delta **15<sup>th</sup> Annual World Food and Agribusiness Symposium and Forum**, Chicago, Illinois. June, 2005.

Session: Entrepreneurship, High Velocity Environments and Knowledge-based Assets **Academy of Management Conference**, Denver, CO, 2002.

Session: The Performance Consequences of Strategic Alliances **Academy of Management Conference**, Denver, CO, 2002.

### **Session Chair**

Session: Top Management Team and Human Capital. **International Conference of the Strategic Management Society**, Miami, Florida. November, 2011.

Session: Competition & Rivalry. **International Conference of the Strategic Management Society**, Rome, Italy. September, 2010.

Session: Resources, Knowledge, and Firm Performance I. **Academy of Management Conference**, Philadelphia, PA. August, 2007.

Session: Resources, Knowledge, and Firm Performance I. **Academy of Management Conference**, Philadelphia, PA. August, 2007.

Session: Managerial Reasoning, Cognition, and Confidence  
**Academy of Management Conference**, Honolulu, Hawaii. August, 2005.

Session: 1<sup>st</sup> – Strategy, 2<sup>nd</sup> – Innovation Strategies  
**15<sup>th</sup> Annual World Food and Agribusiness Symposium and Forum**, Chicago, Illinois. June, 2005.

Session: Strong Theories Applied  
**23<sup>rd</sup> Annual International Conference of the Strategic Management Society**, Baltimore, Maryland. November, 2003.

Session: Managing for Competitive Advantage in Networks and Alliances  
**18<sup>th</sup> Annual International Conference of the Strategic Management Society**, Orlando, Florida. November, 1998.

### **Panel Member**

Session: Research Methods for the Study of Competitive Advantage. **SMS Special Conference – Rio de Janeiro**, Rio de Janeiro, Brazil, March, 2011.

Session: RBV and Performance: The Measurement Challenge  
**23<sup>rd</sup> Annual International Conference of the Strategic Management Society**, Baltimore, Maryland. November, 2003.

Session: Doctoral Consortium of the Social Issues in Management Division  
**Academy of Management Conference**, Boston, MA, 1997.

### **Service at Brigham Young University**

Strategy Group Recruiting Committee Chair, 2022, 2024.

University Honors Program Department Coordinator, 2017 to present.

Faculty Advisor, MBA Strategy and Consulting Club, 2011 to present.

Faculty Advisor, Corporate Strategy Association, 2024 to present.

Study Abroad Program Co-Director, 2025 Business and Culture in Italy and Europe, 2024-2025.

Faculty Advisor, BYU Pickle Club, 2018 to 2023.

Associate Department Chair, Management Department, 2017 to 2022.

Department Teaching Evaluation Coordinator, 2017 to 2022.

Foreign Business Excursion Director, India and The Middle East, Executive MBA Program, 2018 & 2019.

Study Abroad Program Director, Europe Business Study Abroad, 2009, 2010, 2014, 2015, 2020, 2021, 2022.

Honors Thesis Committee Member, Madi Oldroyd, Marriott School of Management, 2014.

Undergraduate Strategy Program Associate Chair, Department of Organizational Leadership & Strategy, 2012 to 2019.

Retention & Status Review Committee, Department of Organizational Leadership & Strategy, 2012 to 2016.

Recruiting Committee Chair, Department of Organizational Leadership & Strategy, 2007 to 2012.

EMBA Operating Committee Member, 2007 to 2010.

MBA Curriculum Committee Member, 2006 to 2008.

MBA Strategy Minor Coordinator, 2005 to present.

Faculty Advisor, NetImpact Club, 2005 to 2007.

Master's Committee Member  
Ahmed Banya, College of Biology and Agriculture 2003-2004.

BYU Dairy/Farm  
Coordinating Council Member, 2000 to 2005

Service Learning Project Coordinator  
FMC, Natural Beef Project, 2004  
FMC, Vertical Integration – Beef Operations Project, 2004  
FMC, Source Identified Native Grass Seed Project, 2003  
FMC, Soy Milk Production Project, 2003  
BYU, Spanish Fork Farm Utilization Project, 2003  
FMC, Transitional Properties Project (6 projects), 2003  
BYU, Agribusiness Major Assessment Project, 2002  
FMC, Vine Ripened Tomatoes Project, 2002  
FMC, BYU Dairy Embryo Transfer Project (review), 2002

FMC, Deseret Cattle & Citrus, Freshwater Shrimping Project (review), 2002  
FMC, Berberian Nut Company Expansion Project, 2001  
FMC, BYU Dairy Compost Commercialization Project, 2001  
FMC, Native Grass Seed Project, 2001  
FMC, Denver Area Turf Project, 2001  
FMC, Hay Compressing Project, 2001  
FMC, International Forage Project, 2001  
BYU Animal Science Department, Alpaca Fiber Project, 2001  
FMC, BYU Dairy Embryo Transfer Project, 2000  
FMC, Deseret Cattle & Citrus, Freshwater Shrimping Project, 2000  
FMC, BYU Farm, Native Grass Seed Project, 2000

**Committee Chair**

MOB Internship Committee, 1997-1998

**Committee Member**

Agribusiness Scholarship Committee, 2001- 2010

**Committee Member**

MOB Internship Committees, 1996-1998

**Committee Member**

Marriott School Graduate Student Orientation Committee, 1997-1998

**Session Organizer**

Marriott School Graduate Student Orientation, 1997

## **PROFESSIONAL EXPERIENCE**

### **Board of Directors**

Action Target, Inc. Provo, Utah. Privately held manufacturer of target range equipment. 1999-2005.

PIC Development, Inc. Provo, Utah. New business development firm.  
Board of Sages, February, 2000 – February, 2002.

### **Organizational Consulting**

CEO development group – leadership training  
Beef industry trade group – strategy formulation  
Marketing company – corporate training & team building  
Farm management company – corporate training & strategy formulation  
Grain distribution company – strategy formulation & optimization

Diversified Fortune 100 Company – organizational change  
Time management/organizational leadership company – merger issues  
Medical clinic practices – organizational change  
Software development – new market expansion  
Electronics manufacturing – strategy formulation  
Apple marketing – consumer preference research and strategy formulation

**Employment/Ownership**

Ford Motor Company, Dearborn, Michigan. Financial Analyst 1990-1992.  
Arthur Andersen, Salt Lake City, Utah. Tax Accountant-Intern 1988.  
Business Data Management, Provo, Utah. Owner/Manager 1987-1990.  
Hansen Fencing & Construction, Blackfoot, Idaho. Owner/Manager 1982.