MICHAEL G. HENDRON

Marriott School of Management
Brigham Young University
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EDUCATION

University of Texas at Austin
McCombs School of Business
2008, Ph.D. in Strategic Management
Dissertation: "Structural and social integration: Help or hindrance to bottom-up change and innovation?"
Advisors: Alison Davis-Blake, Pamela Haunschild

University of Virginia
Darden Graduate School of Business
2000, Master of Business Administration (with honors)

Brigham Young University
1996, Bachelor of Arts in Political Science, Minors in Business Administration and Japanese

ACADEMIC APPOINTMENTS

Brigham Young University, Rollins Center for Entrepreneurship & Technology, Marriott School of Business

- *Director* (2023 - present)
- *Academic Director* (2021 - 2023)
- *Interim Director* (2020)
- *Associate Academic Director* (2017 - 2020)

Responsibility and oversight of programs supporting entrepreneurial efforts among graduate and undergraduate students across the university, including accelerator programs, grants, competitions, mentoring, scholarships, incubator space, cross-campus collaboration, tech-transfer engagement, and extracurricular training. Engage in donor recruiting and fundraising support, and develop and strengthen network ties with external institutions, alumni, founders, and the investment community to facilitate both professional placement and student venture creation/launch/funding. Oversee team directing external marketing and PR efforts, including rankings and engagement with media outlets. Oversight of internal resources and budget (including sources from endowments, donations, and university allocations). Support staffing and search activities. Act in liaison roles with deans and other university leadership, and coordinate with academic units (including professorships and research support). Collaborate in development and implementation of new strategic initiatives.

Brigham Young University, Department of Management, Marriott School of Business

- *Associate Teaching Professor*, Entrepreneurship (2016 - present)
- *Group Leader/Associate Chair*, Entrepreneurship (2019 - 2025)
- *Undergraduate Program Director*, Entrepreneurship (2016 - 2019)
- *Assistant Professor*, Strategy (2008 - 2016)

Historical responsibilities (beyond teaching): Oversight of seven full-time research track and professional track faculty, and over a dozen adjunct faculty. Facilitate all curriculum planning, course offerings, and staffing decisions for both MBA and undergraduate programs. Oversight of

new program development, including launch of undergraduate minor. Broad teaching and course development experience at undergraduate, MBA and EMBA levels in course areas including entrepreneurship, innovation, and strategic management. Support research activities and professional development of faculty, including ongoing performance evaluations and recruiting efforts as needed. Coordinate with other groups, departments, and deans to support collaborative initiatives, accreditation efforts, and long-term planning.

University of North Carolina, Keenan-Flagler School of Business, Online MBA Program

- *Adjunct Instructor*, Strategy Management (2014 - 2017)

Delivery of core strategic management course in top-ranked online MBA program.

University of Texas at Austin, Management Department, McCombs School of Business

- *Assistant Instructor*, Strategy (2005 - 2007)

Development and delivery of undergraduate courses in strategic management.

PUBLICATIONS

Dyer, J., Furr, N., Hendron, M. (2020) Overcoming the innovator's paradox. *MIT Sloan Management Review* 41: 62(1).

Dyer, J., Furr, N., Hendron, M. (2019) How We Rank America's 100 Most Innovative Leaders. *Forbes* online (Sep. 3): https://www.forbes.com/sites/nathanfurrjeffdyer/2019/09/03/how-we-rank-americas-100-most-innovative-leaders/

Evans, J. M., Hendron, M. G., Oldroyd, J. B. (2015) Withholding the ace: The individual and unit level performance effects of information self-reported and perceived knowledge hoarding. *Organization Science* 26(2):494-510.

Burris, E. R., Rodgers, M. S., Mannix, E. A., Hendron, M. G., & Oldroyd, J. B. (2009) Playing favorites: The influence of leaders' inner circle on group processes and performance. *Personality and Social Psychology Bulletin* 35(9):1244-57.

PEER-REVIEWED CONFERENCE PROCEEDINGS

Lee, J. H., Bednar, M. K., & Hendron, M. G. (2015) Fair and balanced? How resource dependence shapes media coverage. *Academy of Management Annual Meeting Proceedings*.

Oldroyd, J. & Hendron M. G. (2014) Taking one for the team: The performance effects of mediating negative-affect ties in imbalanced triads. *Academy of Management Annual Meeting Proceedings*.

Hendron, M. G. & Fredrickson, J. F. (2006) The effect of strategic decision process and information source on strategy content. *Academy of Management Best Paper Proceedings*.

Hendron, M. G., Bednar, M. K., & Henderson, A. D. (2005) How aspiration levels affect response to a punctuating technological change: An empirical test. *Academy of Management Best Paper Proceedings*.

WORKING PAPERS/RESEARCH IN PROGRESS

Innovation reputation and firm value (with J. Dyer, N. Furr, and E. Volmar)

CEO innovation reputation and other determinants of firm-level innovation reputation (with J. Dyer and N. Furr)

Management matters: The complementary effects of human and social capital on the blood chemistry of diabetes patients (with A. Mackey, J. Barney)

Taking one for the team: The performance effects of mediating negative-affect ties in imbalanced triads. (with J. Oldroyd)

Strategic response to technological discontinuity: A performance feedback approach. (with M. Bednar & A. Henderson)

CONFERENCE PRESENTATIONS

Park, H. M., Hendron, M., Oldroyd, J., Bingham, J., Keogh, A. (2023, June) Gendered Benefits of Networks on Commitment: The Construal Perspective on Brokerage and Centrality. *International Association for Conflict Management*, Thessaloniki, Greece.

Lee, J. H., Hendron, M., Chandler, D. (2020, August) Teaching CSR, Ethics, Sustainability: Case Teaching, Computer-based Simulation, Consulting Projects. *Annual Meeting of the Academy of Management*, Online.

Chandler, D., Hendron, M., Foster, B. (2019, July) A present past and future shaped: The fallacy of institutional maintenance. *35th EGOS Colloquium*, Edinburgh, United Kingdom.

Chandler, D., Hendron, M., Foster, B., (2018, August) A present past: Institutional change seen through a diachronic lens. *Annual Meeting of the Academy of Management*, Chicago, IL.

Burns, B., Hendron, M., Barney J., & Katzenbach, M. (2015, October) Three types of human capital: Complements in explaining organizational performance differences in a healthcare setting. *Strategic Management Society Conference*, Denver, CO.

Lee, J. H., Bednar, M. K., & Hendron, M. G. (2015, August) Fair and balanced? How resource dependence shapes media coverage. *Annual Meeting of the Academy of Management*, Vancouver, BC.

Park, H. M., Oldroyd, J. O., Bingham, J. B., & Hendron, M. G. (2015, August) Skip the company party: Instrumental and expressive networks' effects on commitment. *Annual Meeting of the Academy of Management*, Vancouver, BC.

Park, H. M., Oldroyd, J. O., & Hendron, M. G. (2014, November) The effect of instrumental and affective ties on organizational and team commitment. *2014 Conference on Commitment*, Columbus, OH.

Oldroyd, J. O. & Hendron, M. G. (2014, August) Taking one for the team: The individual consequences of brokering negative affect ties. *Annual Meeting of the Academy of Management*, Anaheim, CA.

Lee, J. H., Bednar, M. K., & Hendron, M. G. (2014, March) Fair and balanced? Social embeddedness and the media: How board interlocks shape media coverage. *Mid-Atlantic Strategy Colloquium*, Knoxville, TN.

Hendron, M. G. & Chandler, D.C. (2013, September) Online simulations as an immersive ethics and compliance training tool. *ECOA Annual Ethics & Compliance Conference*, Chicago, IL.

Oldroyd, J. O., Hendron, M. G., & Evans, J. M. (2012, October) The individual and unit level performance effects of knowledge hoarding and perceived knowledge hoarding. *Strategic Management Society Conference*, Prague, Czech Republic.

Oldroyd, J. O., Evans, J. M., & Hendron, M. G. (2010, August) Withholding the ace: The individual and group performance effects of information hoarding. *Annual Meeting of the Academy of Management*, Montréal, Canada.

Godfrey, P. C., Hendron, M. G., Bishop, M. B. (2010, March) To hell in a handbasket: Is American business becoming more unethical. *International Association for Business & Society (IABS) Annual Meeting*, Banff, Alberta, Canada.

Hendron, M. G., Bednar, M. K., & Boivie, S. (2009, October) The ratchet effect of director pay: Social exchange and status in director compensation. *Strategic Management Society Conference*, Washington, DC.

Kilduff, M. J., Hendron, M. G., Bednar, M. K. (2009, August) Are chameleons more changeable? Self-monitoring, five-factor model, and network and strategic change. *Annual Meeting of the Academy of Management*, Chicago, IL.

Oldroyd, J. O., Hendron, M. G., Labianca, J. (2008, September) Taking one for the team: Social holes and the brokering of negative affect ties (updated). *Intra-Organizational Networks (ION) Conference*, Lexington, KY.

Oldroyd, J. O. & Hendron, M. G. (2008, August) Taking one for the team: The individual consequences of brokering negative affect ties. *Annual Meeting of the Academy of Management*, Anaheim, CA.

Hendron, M. G., Burris, E. R., & Oldroyd, J. O. (2007, August) Fostering bottom-up change: The role of network characteristics and leader-member relationships. *Annual Meeting of the Academy of Management*, Philadelphia, PA.

Burris, E. R. & Hendron, M. G. (2007, August) Going the extra mile: Antecedents and psychological processes in prosocial behavior and initiative. (Symposium organizers; Debra Shapiro, discussant) *Annual Meeting of the Academy of Management*, Philadelphia, PA.

Oldroyd, J. O. & Hendron, M. G. (2007, March) Taking one for the team: Social holes and the brokering of negative affect ties. *Intra-Organizational Networks (ION) Conference*, Lexington, KY.

Hendron, M. G. & Fredrickson, J. W. (2006, August) The effect of strategic decision process and information source on strategy content. *Annual Meeting of the Academy of Management*, Atlanta, GA.

Hendron, M. G., Bednar, M. K., & Henderson, A. D. (2005, August) How aspiration levels affect response to a punctuating technological change: An empirical test. *Annual Meeting of the Academy of Management*, Honolulu, HI.

Lange, D., Boivie, S., & Hendron, M. G. (2004, August) Thanks to you: Substance and symbolism in journal acknowledgments. *Annual Meeting of the Academy of Management*, New Orleans, LA.

Patterson, K. D., Abbe, O., Hendron, M. G., Hromiko, V. (1995, March) Parties, policy types, and presidential campaigns: 1952-1992. *Annual Meeting of the Western Political Science Association*, Portland, OR.

HONORS, AWARDS & GRANTS

Excellence in Leadership Award, BYU Marriott School of Business, *Brigham Young University*, 2025

Dissertation Research Grant, Herb Kelleher Center for Entrepreneurship, *University of Texas at Austin*, 2006

University Continuing Fellowship, *University of Texas at Austin*, 2006

University Continuing Tuition Fellowship, *University of Texas at Austin*, 2005

Preemptive Fellowship, Roberts Fellowship, & Huber Fellowship, *University of Texas at Austin*, 2002

ACADEMIC SERVICE

Entrepreneurship Task Force Member (revising K-12 standards and guidelines for entrepreneurship education), National Business Education Association (2020)

College Accreditation Learning Outcomes Assessment Advisory Role, Marriot School of Management (2010 to 2015)

Reviewer, Strategic Management Society Conference (2011 to 2018)

Reviewer, Academy of Management, Business Policy & Strategy Division (2006 to 2017; *Best Reviewer Award, 2006*)

Reviewer, Academy of Management, Organization & Management Theory Division (2004 to 2016; *Best Reviewer Award, 2007*)

Ad hoc reviewer, Journal of Management Studies (2010 to 2012)

Session chair, Academy of Management Annual Meeting (2008 to 2014)

Assistant to program chairs, Organization & Management Theory/Business Policy & Strategy Divisions (2004)

TEACHING EXPERIENCE & AWARDS

Entrepreneurial Innovation (Executive MBA), *Marriott School of Business, Brigham Young University*, 2021.

Entrepreneurship Capstone (undergraduate), *Marriott School of Business, Brigham Young University*, 2019 - present.

Experiential Entrepreneurship (undergraduate), *Marriott School of Business, Brigham Young University*, 2019 - present.

New Venture Launchpad (MBA startup mentorship), *Marriott School of Business, Brigham Young University*, 2017 - 2024.

Managing New Ventures (MBA), *Marriott School of Business, Brigham Young University*, 2016 - present. 2017 – 2019.

Financing New Ventures/Venture Capital for Startups (undergraduate), *Marriott School of Business, Brigham Young University*, 2016 - present.

Entrepreneurship and Innovation (undergraduate and MBA), *Marriott School of Management, Brigham Young University*, 2015 - 2016.

Strategy Implementation (MBA), *Marriott School of Management, Brigham Young University*, 2013 - 2024.

Strategic Management Simulation (MBA), *Marriott School of Management, Brigham Young University*, 2012 - 2024.

Strategy Implementation/Consulting Process (undergraduate), *Marriott School of Management, Brigham Young University*, 2014 - 2016.

Strategic Management (undergraduate and Masters of Accounting/Information Systems), *Marriott School of Management, Brigham Young University*, 2008 - 2016.

Strategic Management (online MBA), *Keenan-Flagler School of Business, University of North Carolina*, 2014 - 2017.

General Management & Strategy (undergraduate), *University of Texas at Austin, McCombs School of Business,* 2005, 2007.

Other: Additional part-time executive education and corporate training on topics of strategic management, strategic planning and strategic decision making; development and delivery of full custom programs including one-week strategy overview for leaders

Awards:

- Fred Moore Assistant Instructor Award for Teaching Excellence, *University of Texas at Austin*, 2006
- Honorary donation to Burnt Orange Apple Seed Teaching Development Fund, in recognition of teaching quality and efforts on behalf of students in and outside of the classroom, University of Texas at Austin, 2005

INDUSTRY EXPERIENCE

Strategic CSR Simulations, LLC, Mapleton, UT, *Co-founder* (2012-present)

Co-founder of online simulation business providing undergraduate, graduate, and executive experiential training in corporate social responsibility, organizational ethics, and stakeholder theory. Used by dozens of institutions globally. Developer and co-author of content (with D. Chandler)

Arcwise Consulting, Walnut Creek, CA, *Founder & Principal* (2001-2002)

Independent consulting practice providing strategic planning, market research, product launch, alliance management, and product development services in the computer software/hardware and service industries.

Alliance Consulting Group, San Jose/Walnut Creek, CA, *Senior Strategy Consultant* (2000-2001)

Supported and led corporate and business strategy consulting projects for established and startup companies. Directed research and analysis of new market opportunities in software and consumer products. Managed and contributed to business development efforts, intellectual property creation (white papers & methodologies), internal strategic planning, marketing, training and recruiting.

United Technologies Corporation, Hartford, CT, *Supply Management Associate* (1999)

Established systems and policies to streamline purchasing and contract implementation processes. Developed procedures, financial models, and database systems for evaluating and reporting savings realized through supplier consolidation and improved contract structures.

Kanematsu USA Inc., Sunnyvale, CA, *Business Development Coordinator* (1995-1998)

Performed due diligence and ongoing support for private-equity investments in U.S. startups. Supported joint-venture activities and import-export relationships as intermediary between Asia-Pacific resellers and U.S. technology companies, including negotiation of partnership and finance agreements. Directed logistics, accounting, and support activities, and developed custom process management applications.

United States Chamber of Commerce, Washington, D.C., *Special Projects Intern, International Department* (1995)

Provided marketing and technical support for the launch of a startup joint venture offering a global online business-to-business marketplace and transaction system.