

PEDRO DAVID PEREZ

Senior Lecturer
Dyson School of Applied Economics and Management
Johnson College of Business / College of Agriculture and Life Sciences
Cornell University
468 Warren Hall, Ithaca, NY 14853-6201
Phone: (607) 255-4697, Fax: (607) 254-9984
pdp5@cornell.edu

311 Roat Street
Ithaca, NY 14850
607-592-8861

PERMANENT ACADEMIC POSITIONS HELD

Senior Lecturer	Dyson School of Applied Economics and Management, Johnson College of Business, Cornell University	2009-
Lecturer	Applied Economics and Management, Cornell University	2006-2009
Assistant Professor	Applied Economics and Management, Cornell University	2001-2006
Visiting Assistant Professor	Johnson Graduate School of Management, Cornell University	1999-2001

ACADEMIC QUALIFICATIONS

Ph.D.	School of Management, Rensselaer Polytechnic Institute
MBA	University of Wisconsin, Madison
M.S. (Industrial Engineering)	University of Wisconsin, Madison
Chemical Engineer	Universidad Simon Bolivar, Caracas, Venezuela

TEACHING AND RESEARCH INTERESTS

- Business and Management Ethics
- General Management
- International Business and Management
- Scholarship of Teaching and Learning
- Entrepreneurship
- Technology and Innovation Management

LIST OF TEACHING AWARDS

2022	CALS-Cornell Foote Mid-Career Teaching Award
2022	“Poets and Quants” <u>featured</u> Favorite Undergraduate Business Professor of the U.S. Class of 2022
2025	Teaching Excellence Award – Dyson School Class of 2025
2025	Cornell Merrill Scholars Outstanding Educator
2025	“Poets and Quants” Favorite Undergraduate Business Professor of the U.S. Class of 2025

SELECTED PEER-REVIEWED PUBLICATIONS

(NOTE: a complete list of papers and conference presentations is available on request)

Domestic Mindsets and Early International Performance: The Moderating Effect of Global Industry Conditions. With Sucheta Nadkarni and Pol Herrmann, Strategic Management Journal, 32(5), pp. 510-531, May 2011

Prior conditions and early international commitment: the mediating role of domestic mindset. With Sucheta Nadkarni, Journal of International Business Studies (2007) 38, 160–176

Mindsets and Internationalization Success: An Exploratory Study of the British Retail Grocery Industry, with Sucheta Nadkarni and Benjamin Morganstein, Organization Management Journal, 3(2), 2006, pp.139-154

Managerial Perceptions of Technology and Innovation in Subsidiaries of Multinational Corporations in Journal of International Business and Entrepreneurship Development, Vol. 1 No. 2 (Special Issue), pp. 58-68, December 2003
Who is the adopter? Organizational acceptance of customer loyalty programs in supermarket chains and the potential role of a community of practice in Managing Technologically Driven Organizations: The Human Side of Innovation and Change, IEMC '03 Proceedings, November 2003

What Hurts? What Helps? What is Needed? Managerial Cognitions About Technology and Innovation in Emerging Economies in Peters, Lois S. (editor); Pioneering New Technologies: Management Issues and Challenges in the Third Millennium, Institute of Electrical and Electronic Engineers, Piscataway, NJ, October 1998

UNPUBLISHED TEACHING MATERIALS – CASE STUDIES

A New Hairstyle for L’Oreal in America? (with Laya Malella, ’17 and Aaron Mallenbaum, ’17), April 2016
Case has been used in AEM1200 S16-S20 and in AEM2200 F16-F25.

The Quiz that Went Wrong, Parts A, B, C (used in the CALS Teaching Experience 2017), June 2017.

OTHER PUBLICATIONS

"Differences and Similarities in Middle Management Attitudes Towards Technology and Innovation Across Levels of Economic Development" -- Dissertation chair: Prof. Lois S. Peters, Rensselaer Polytechnic Institute, 1999

Could differences in managerial attitudes towards technology and innovation account for the technology gap between developed and developing countries? The dissertation offers a repertoire of concepts, elicited from 187 structured interviews in Germany, India, Venezuela and the U.S., and congregate cause maps that help understand the cognitive frameworks used by middle managers in understanding technological innovation.

"Interactive Simulation of Oil Refineries Using Linear Programming Methods" (with A. Calabuig and T. Colmenares)
Degree Project required for the degree in Chemical Engineering (Universidad Simón Bolívar, Caracas), July 1982

TEACHING EXPERIENCE AT CORNELL UNIVERSITY

• General Business

CORNELL UNIVERSITY. Dyson School of Applied Economics and Management, Ithaca, NY.

Introduction to Business Management. Spring 2002-2020, Summer 2004-2014. Flagship course of the Dyson School of Applied Economics and Management. Required of majors (2002–2009), transferring students (2002–2012) and of a variety of minors in business. Summer offering attached to the *AEM Certificate of Business Management* (below).

Business Case Analysis. Spring 2004-2009. Ancillary course to *Introduction to Business Management*. Aimed at Dyson majors, with emphasis on professional skill development and case study methodology.

Business Management and Organizations. Fall 2009–2025. Incoming freshman version of *Introduction to Business Administration*. Emphasis on case studies and on introducing students to both the study of business and management and to the Dyson School. NOTE: Also taught a transfer-students section since Fall 2016.

Business Management Essentials eCornell Certificate Program (online collaboration with eCornell). (Launched Fall 2020). Co-taught with David Taylor (Kyoto University of Foreign Studies). This is a six-course online adaptation of *Introduction to Business Management*, meant for remote professional training outside of degree-conferring programs, but also adaptable for online course credit offerings within a residential college environment.

Organizational Design and Development eCornell Certificate Program (online collaboration with eCornell). (Launched Summer 2022). Co-taught with Diane Burton (School of Industrial and Labor Relations, Cornell University). This is a four-course online offering on organizational theory and development, meant for remote professional training outside of degree-conferring programs. Prof. Burton will develop it further to become part of a remote degree-conferring Masters Program of the ILR School

Ethical Issues in Business and Management. Spring 2014, Spring 2017-2019. Trial offering with emphasis on discussion, case solving, and student analysis of business ethics dilemmas.

Foundations of Entrepreneurship and Business. Fall 2004–Fall 2015. An exploration of the many venues of entrepreneurship: startup ventures, non-profit, practice management, corporate “intrapreneurship,” with emphasis on the relationship between technology and innovation and entrepreneurial activity.

Entrepreneurship and Personal Enterprise Speaker Series. Fall 2004–Fall 2013. This was a guest speaker series including entrepreneurship faculty members and real-world entrepreneurs, with emphasis on real-world dimensions of entrepreneurship and personal enterprise.

Introduction to Marketing. Summer 2004-2008. An introductory marketing course, with emphasis on case studies and an integrative project.

• International Business; Strategy Implications

CORNELL UNIVERSITY, Johnson Graduate School of Management, Ithaca, NY

International Entrepreneurship. Spring 2000-2001. Half-semester course for 2nd year MBA students focused on the progressive internationalization of the venture capital industry and strategic issues in managing fast growth abroad.

International Transfer of Technology. Spring 2000-2001. This half-semester course for graduate students examined technology diffusion and transfer within the multinational corporation. Students considered the new strategic options

(strategic alliances, intra- and inter-organizational R&D networks, common institutions, and consortia) that have come to supplement the traditional toolkit of the MNC (licensing, joint venturing, etc.)

International Operations. Fall 1999, Spring 2001. This course for graduate students described how MNCs build and manage strategic global value chains to establish sustainable competitive advantage.

CORNELL UNIVERSITY. Dyson School of Applied Economics and Management, Ithaca, NY.

Global Leadership. Spring 2021-2026. This course for the CEMS-Masters of International Management graduate program explores cross-cultural management and leadership, and the organizational and management challenges associated with international business.

CEMS Project. Spring 2021-2026. Capstone offering for the CEMS-Masters of International Management graduate program, offering CEMS student teams a consulting experience with affiliated large MNC global enterprises.

- **Management of Technology and Innovation, Strategy Implications**

CORNELL UNIVERSITY, Applied Economics and Management, Ithaca, NY

e-management. Fall 2000, Spring 2003. This course was an overview of the antecedents and consequences of Information Technology and the Internet, with emphasis on linkages with “traditional” organizational theory and strategic management and on the “dot.com” phenomenon.

CORNELL UNIVERSITY, Johnson Graduate School of Management, Ithaca, NY

Management of Technology and Innovation. Spring 2001. This graduate level course described the organizational arrangements for the execution of technological innovation in business and the effects of incremental, radical and disruptive innovation on business survival and performance.

- **Special Programs**

CORNELL UNIVERSITY. Dyson School of Applied Economics and Management, Ithaca, NY.

AEM Certificate in Business Management. Summer 2004-2013. An intensive seven-week, 9-credit program combining classroom-based study with real-world experiences. Aimed at students interested in developing business management skills, improving career prospects, exploring a second major, and/or preparing for business school.

CORNELL UNIVERSITY. Center for Teaching Innovation, Ithaca, NY

Teaching and Learning in the Diverse Classroom (online course). Summer/Fall 2018. Participated as expert in this online offering, which has become a MOOC available to all interested inside and outside Cornell.

CURRENT ACADEMIC AND PROFESSIONAL INVOLVEMENT

- Academic and professional advisor and mentor for more than two hundred undergraduate Dyson/AEM students, 2004 – current.
- Entrepreneurship and Personal Enterprise Program / entrepreneurship@Cornell , Cornell University – member – 1999 – current.

PROFESSIONAL DEVELOPMENT ACTIVITIES

Cornell Center for Teaching Excellence Faculty Course Design Institute – Summer 2011

HBS Case Method Teaching Seminar Part I – March 2014

Cornell Center for Teaching Excellence Flipping the Classroom Workshop – January 2015

Cornell University “Foundation Course-Online Innovation Module” grant for the purpose of transferring a significant amount of course activity online, 2015-2016

Presentation on Large Lecture Teaching to the CALS Learning Community group – Spring 2017

Presentation on Active Learning to the CALS Learning Experience – Summer 2017

Cultural Intelligence (CQ) Certification – Summer 2018

Ivey Case Study Writing Seminar – January 2021.

PROFESSIONAL DEVELOPMENT CERTIFICATES

Cornell Center for Teaching Innovation Teaching Scholar Certificate – November 17th, 2017

Cornell Center for Teaching Innovation Teaching with Technology Certificate – November 17th, 2017

RELEVANT PROFESSIONAL AND CONSULTING EXPERIENCE

Finger Lakes Reuse Center (<http://www.fingerlakesreuse.org/>.) Consultant, member of the Board of Directors and of the Finance Committee. NOTE: Finger Lakes Reuse Center was founded in 2008 and has grown to achieve sales of \$2,500,000 in 2024. I have been involved with the initiative since 2006.