

## PEDRO DAVID PEREZ

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### 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
Adjunct Professor	School of Business, Ithaca College	1995-1997
Instructor	School of Management, Rensselaer Polytechnic Institute	1990-1992
Adjunct Professor	Escuela de Ciencias, Universidad Central de Venezuela	1986-1988
Teaching Assistant	Universidad Simon Bolivar	1980-1982

### 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
Studies in Philosophy (Universidad Simon Bolivar) and classical piano (Prof. Roberto Ruscitti, 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

### PAPERS

*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

*Care of the Organizational Self: "Practitioner" literature as a body of personal wellbeing in the organization* (with Simi Katragadda) in Tamara Journal, Vol. 5, No. 5 (special issue), 2005.

*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

*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

*People, Information Systems Impact on* in Encyclopedia of Information Systems, Academic Press, 2002

*Managing understandings: a cognitive map of managerial attitudes towards technology and innovation* in Change Management and the New Industrial Revolution, IEMC '01 Proceedings, October 2001

*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

*Institutional Barriers to Technological Transfer and Diffusion: Managerial Perceptions* in Contractor, Farok (ed); Economic Transformation in Emerging Economies: The Role of Investment, Trade and Finance (Elsevier, 1998)

*Technological Development: A Self-Fulfilling Prophecy?* in Meric, G; Nichols, S; The Global Economy at the Turn of the Century, Vol. III, Laredo, TX, International Finance and Trade Association, May 1998

*Institutional Barriers to Technology Transfer and Diffusion* in Dimon, D; Gutiérrez Tomlinson, I; Nichols, S; Competitiveness in International Business and Trade, Vol. IV, Texas A&M International University, Laredo TX, May 1996

*Managerial Attitudes Towards Technology and Innovation: Mapping MNC Manager Minds in Developing Countries* in Proceedings of the 5th International Conference in San José, Costa Rica, International Trade and Finance Association, Laredo, Texas, May 1995

*Book Review of Debt Disaster? Banks, Governments and Multinationals Confront the Crisis, ed. John F. Weeks*; in Journal of Comparative Economics, March 1991, 15, 192-5

*Impacto de la Calidad de los Gasóleos de Vacío en el Rendimiento de una Refinería* ("Impact of Vacuum Gasoil Quality on Refinery Yields") (with R. Galiasso, W. García and D. Huskey) Revista Técnica INTEVEP 8(1):3-11. Enero-Julio 1988

#### 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, S17, S18, and in AEM2200 F16 and F17.

*The Finger Lakes Reuse Center.* (with Diane Cohen, Executive Director, Finger Lakes Reuse), in progress.

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

#### UNPUBLISHED CONFERENCE AND SEMINAR PAPERS

*Think before you Leap: Domestic Mindsets and Multinationality in Global and Multinational Industries* (with Pol Herrmann and Sucheta Nadkarni), Academy of Management Annual Meeting, Hawaii, August 2005

*Visions of Diversity and Uniqueness: the Promise of Aesthetics Research in Management* (with David Cowan, Hans Hansen, Mary Jo Hatch, Stephen Linstead and Matt Statler), symposium presented at the Academy of Management Annual Meeting, Hawaii, August 2005

*Mindsets and Internationalization Success: A Comparative Study of British Food Retailers* (with Ben Morganstein and Sucheta Nadkarni), Eastern Academy of Management Meeting, Cape Town, South Africa, June 2005

*Care of the (organizational) self: "practitioner" literature as a body of personal wellbeing in the organization.* (w/ Simi Katragadda). Standing Conference on Managerial and Organizational Inquiry (sc'MOI), Philadelphia, 2005

*The Aesthetics of Organizational Existence: Foucault's "Technologies of the Self" as the Locus of Aesthetics in Organizations*, Academy of Management Annual Meeting, New Orleans, August 2004

*Domestic Mindsets and Multinationality: The Moderating Role of Global/Multidomestic Industries* (with Sucheta Nadkarni and Pol Hermann), Academy of International Business Annual Meeting, Stockholm, July 2004

*Learning from Failure in Internationalization in the World Food Retail Industry*, Association for Global Business Annual Meeting, Atlanta, November 2003

*Nature and Nurture: Exploring the Cognitive Dynamics of the Global Mindset* (with Sucheta Nadkarni and Schon Beechler), Strategic Management Society Annual Meeting, Baltimore, November 2003

*The Dynamics of Strategy Frames in Internationalization Processes* (with Sucheta Nadkarni), Strategic Management Society Annual Meeting, Baltimore, November 2003

*Through the Looking Glass: Using Art and Aesthetics to Reinterpret Organizations and Management* (with Mary Jo Hatch, Mary Finney, David Barry, David Boje, Michael Elmes and Steven Taylor), symposium presented at the Academy of Management Annual Meeting, Seattle, August 2003

*Prior Conditions and Degree of Initial Internationalization: The Mediating Role of Strategy Frames* (with Sucheta Nadkarni), Academy of Management Annual Meeting, Seattle, August 2003

*Complexity of Strategy Frames and Success in Internationalization: An Empirical Investigation* (with Sucheta Nadkarni), Strategic Management Society Annual Meeting, Paris, September 2002

*Cognitive Determinants of the Innovative Performance of Organizations*, Academy of Management Annual Meeting, Denver, August 2002

*American Venture Capital is Riding the Internet Wave South of the Border: How will the American entrepreneurial model fare in Latin America* (with John Darryl Wolos), Academy of International Business Northeast U.S. Annual Meeting, Ithaca, NY, June 2000

*Multinational Venture Capital Firms: Obstacles to Performance*, Academy of International Business Northeast U.S. Annual Meeting, Ithaca, NY, June 2000

*Institutional Influences on Differences in Managerial Attitudes toward Technology and Innovation across Countries* (with L. Peters), Academy of International Business Annual Meeting, Charleston, November 1999

*Managerial Attitudes towards Technology and Innovation in Subsidiaries of Multinational Corporations*, Academy of International Business Annual Meeting, Charleston, November 1999

*Managerial Attitudes towards Technology and Innovation in Developed and Developing Countries* (with L. Peters), Academy of Management 59th Annual Meeting, Chicago, August 1999

*Where Institutions Collide: An International Congregate Identity Map of Middle Manager's Attitudes towards Technology and Innovation*, Academy of Management 59th Annual Meeting, Chicago, August 1999

*MNC Cultures and the Diffusion of Innovation: Measuring Homophily in Multinational Corporations*, International Trade and Finance Association Seventh International Conference, Oporto, Portugal, May 1997

*Managerial Attitudes towards Technology and Innovation: Mapping MNC Manager Minds in Developing Countries*, Second Organisational Studies Doctoral Student Conference, Seattle, Washington, October 1994

*Managerial Attitudes towards Technological Change and Innovation in Developing Countries: a Comparative Study*, High-level Experts Meeting on Technology Management, UNIDO, Vienna, Austria, September 1993

## 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.

"Evaluación del Proceso CANMET: Estado Actual de la Tecnología" (CANMET: State of the Art) (with C. Alvarez and E. Valery) Informe INT-RPTP-00008,87; INTEVEP S.A., May 1987

"Producción de Surfactantes Oxialquilados en Venezuela: Evaluación Técnico-Económica" (Production of Ethoxylated Surfactants in Venezuela: Technical and Economic Evaluation) (with I. Layrisse, G. Gonzalez and M. Vilera) Informe INT-01708,86; INTEVEP S.A., October 1986

"Estado Actual de las Tecnologías de Producción de Hidrógeno" (State of the Art of Hydrogen Production Technology) (with G. Gonzalez and E. Harraka) Informe INT-01470,85; INTEVEP S.A., December 1985

"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

## FELLOWSHIPS AND GRANTS

- Cornell University "Foundation Course-Online Innovation Module" grant for the purpose of transferring a significant amount of course activity online, 2015-2016
- Grant for the Study of Managerial Attitudes Towards Technology and Innovation in Developing Countries, United Nations Industrial Development Organization, 1992-1993
- Tuition exemption, Rensselaer Polytechnic Institute, 1988-1990
- Full Scholarship for Master's Studies, INTEVEP S.A., Programa "Reto con Futuro", 1983-1984

## TEACHING EXPERIENCE

### • General Business

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

**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 - 8. This was an introductory marketing course, with emphasis on case studies and an integrative project.

**Introduction to Business Management**. Spring 2002-2018, Summer 2004-14. 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 "Certificate of Business Management" (see below)

**Business Case Analysis**. Spring 2004 - 9. Ancillary course to "Introduction to Business Management." Emphasis on skill development and on developing our own case studies.

**Business Management and Organizations**, Fall 2009 – 2017. 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: taught also the Transfer students section since Fall 2016.

**Ethical Issues in Business and Management**, Spring 2014, Spring 2017 - 2018. Trial offering with emphasis on discussion, case solving, and student analysis of business ethics dilemmas.

ITHACA COLLEGE, School of Business, Ithaca, NY

**Quantitative Methods for Business**, Fall 1996-Spring 1997. Undergraduate required course. I designed it to make emphasis on the need for “numeracy”, cognitive traps and how to avoid them, and understanding statistical techniques through linear regression and deterministic techniques through linear programming. There was also a required component of managerial economics. The course was all integrated in EXCEL.

**Introduction to Business**, Spring 1996. Undergraduate elective course for non-business students, it was a general survey of the field of business. I emphasized the skills required to build a credible business plan.

RENSELAER POLYTECHNIC INSTITUTE, School of Management, Troy, NY

**Introduction to Management**, Fall 1991-Spring 1992. Required course for undergraduate business students, emphasizing the main terminology and techniques of business practice and the case study.

- **International Business; Strategy Implications**

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

**International Entrepreneurship**, Spring 2000, Spring 2001. This half-semester course for second year MBA students focused on the progressive internationalization of the venture capital industry and on the strategic issues in managing fast growth in another country.

**International Transfer of Technology**, Spring 2000, Spring 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 (eg. 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.

RENSELAER POLYTECHNIC INSTITUTE, School of Management, Troy, NY

**International Business Operations**, Fall 1990. This was a capstone course on international business and management for undergraduate students. The course was taken jointly with the Strategy capstone course, and had strong prerequisites, particularly a course on Global Business Environments.

- **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.

- **Operations Management**

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

**Production and Operations Management**, Fall 1999, Spring 2000. This is a core course for the MBA, emphasizing reengineering, inventory and process management.

ITHACA COLLEGE, School of Business, Ithaca, NY

**Production and Operations Management**, Fall 1995-Spring 1997. Required course, prerequisite to the Strategy ‘finale’, this course for undergraduates emphasized the close correlation between business strategy and conditions and operational strategy. I emphasized the design of appropriate operations and Total Quality Management.

UNIVERSIDAD CENTRAL DE VENEZUELA, School of Sciences, Caracas, Venezuela

**Engineering Economics and Management**, Fall 1986-Spring 1988. Elective course for undergraduates in the sciences, I emphasized the ability to understand and put together a project. At the end of the semester I usually asked for a “Business Plan”, and at least one of them was implemented.

- **Special Programs**

CORNELL UNIVERSITY. Department of Applied Economics and Management, Ithaca, NY.

**AEM Certificate in Business Management**. Summer 2004 – Summer 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 your career prospects, exploring a second major, and/or preparing for business school, then this program is for you. [http://www.sce.cornell.edu/sp/aem\\_cert.php](http://www.sce.cornell.edu/sp/aem_cert.php)

ACADEMIC AND PROFESSIONAL INVOLVEMENT

- Academic and professional advisor and mentor for more than two hundred undergraduate Dyson/AEM students, 2004 – current
- Professional society “Future Business Leaders of America – Phi Beta Lambda”, Campus Wide, Advisor, 2016 - current
- Professional society “Phi Gamma Nu”, Dyson School, Cornell University, Advisor – 2007 – current
- Entrepreneurship and Personal Enterprise Program / entrepreneurship@Cornell , Cornell University – member – 1999 – current
- AEM Ambassadors – Umbrella student organization for the undergraduate business degree, Cornell University – Faculty Advisor (2004 - 2008)
- Food Industry Management Program – Department of Applied Economics and Management, Cornell University – member (2002 - 2004)
- Small Business Clinic – Law School, Cornell University – participating faculty (1999-2001)

SERVICE PROFESSIONAL ACTIVITIES

Organizer of the “Fringe Café” at the Academy of Management Annual Meeting, Hawaii, August 2005  
CCMR JumpStart Program – Member of the Grant Review Panel (2009 – 2013)

MEMBERSHIPS IN PROFESSIONAL ASSOCIATIONS

Academy of Management, AACORN – Art, Aesthetics and Creativity in Organizations Research Network

PROFESSIONAL AND CONSULTING EXPERIENCE

**Boards**

Finger Lakes Reuse Center (<http://www.fingerlakesreuse.org/>.) Consultant, member of the Board of Directors and of the Finance Committee. NOTE: the Reuse Center was founded in 2008 and has grown to achieve revenue of \$1,000,000 in 2017. I have been involved with the initiative since 2006.

**Consulting**

Tacombi at Fonda Nolita, NYC, <http://www.tacombi.com/> (Give professional support for start-up and new venture strategy.)

Datapoint Testing Services, Ithaca, NY (Give professional support for start-up and new venture strategy.)

Pine Barrens Water, Long Island, NY (Feasibility evaluation, review of business plan.)

Siemens U.S.A (Evaluation of technology transfer success in India, the U.S. and Venezuela.)

**Professional Involvement**

BANCO PLAZA, Caracas, Venezuela. Alternate member of the Board of Directors (1988-1998)

INTEVEP S.A., affiliate of PETROLEOS DE VENEZUELA S.A., Caracas, Venezuela.

Associate professional, Department of Techno-Economic Process Evaluation (1985-1988).

### PROFESSIONAL DEVELOPMENT ACTIVITIES

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

Flip the Switch: Entrepreneurship Edition: May 21, 2013

HBS Case Method Teaching Seminar Part I – March 2014

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

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

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

### PROFESSIONAL DEVELOPMENT CERTIFICATES

Cornell Center for Teaching Innovation Teaching Scholar Certificate – November 17<sup>th</sup>, 2017

Cornell Center for Teaching Innovation Teaching with Technology Certificate – November 17<sup>th</sup>, 2017

### INTERNATIONAL TRAVEL AND EXPERIENCE

Significant professional and personal experience in Venezuela, the U.S., Canada, Mexico, Great Britain, Portugal, Spain, Germany, Austria and India. Other countries that I have visited include various places in the Caribbean, Belgium, the Netherlands, France, Italy, Poland, Hong Kong, Macau and China.