

PREETA BANERJEE

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PROFESSIONAL ACADEMIC EXPERIENCE

College of Business Administration, University of Illinois, Urbana-Champaign, IL 7/2006- present

Assistant Professor of Strategy

- Developing and publishing research on the interface between Marketing and Research & Development, specifically application diversification, professional biculturalism, as well as impact on Firm and Industry co-evolution.
- Teaching capstone course on Strategy for Finance, Accounting and Marketing majors, and introductory honors course on Innovation and Technology Management.
- Assisting in development of the Technology & Management Honors Program's international leadership program, supplementing experiences through business meetings in India.

The Wharton School, University of Pennsylvania, Philadelphia, PA

7/2001-5/2006

Ph.D. Strategy, Department of Management

- Instructed at multiple levels, undergraduates to masters to executive education, in multiple subjects, including Strategy, Entrepreneurship, and Innovation and Technology Management.
- Revised course syllabus, developed content, created exams and assignments, graded exams and assignments, held one-on-one consultations.
- Provided outside classroom instruction and graded for Introduction to Management; Geopolitics; Management of Technology; and Entrepreneurship and Venture Initiation courses.

EDUCATION

The Wharton School, University of Pennsylvania, Philadelphia, PA

7/2001-5/2006

Ph.D. Strategy, Department of Management

- Doctoral Thesis Dissertation: Learning From the Banyan Tree: Branching Through Cross-Application as a Strategy for High-Tech Entrepreneurial Innovation
- Dissertation introduces the concept of cross-application, the entrepreneurial effort of applying an existing firm technology to a new application domain, and identifies innovation opportunities into diversified areas by leveraging existing resources. Chapters include:
 - Introduction to Cross-Application: Theory and Practice
 - Barriers to Cross-Application: Technological Myopia and Technological Dependence
 - The Critical Role of Marketing (vs. R&D) Alliances in Stimulating Cross-Application
 - Innovative Impact of Cumulative Innovation (Breadth vs. Depth of Innovation)
 - Importance of Cross-Application in Strategic Renewal of Entrepreneurial Firms
- Thesis Committee: Dr. Dan Levinthal, Dr. Harbir Singh, Dr. Lori Rosenkopf, Dr. David Hsu, and Dr. Karl Ulrich

Carnegie Mellon University, Pittsburgh, PA

8/1995 – 5/1999

B.S., Computational Biology, Mellon School of Sciences and Business/MIS, School of Industrial Admin. College and University Honors

- Thesis Title: Integrated Billing Systems: Competitive Advantage in the Telecommunications Industry through Information Technology; Advisor: Dr. Sandra Slaughter

RESEARCH INTERESTS

- Innovation and Technology Management, Entrepreneurship, and Evolutionary Theory

WORKING PAPERS

- Cross-Application Of Technology: Knowledge-Based Diversification In Entrepreneurial Firms (With D. Miller)
- Professionalization Of Startups And Technological Myopia And Technological Dependence (With B. Cole)
- Professional Biculturalism: A New Perspective On The R&D And Marketing Interface (With C.Y. Chui)
- Developing Technological Trajectories Through Strategic Alliances (With G. Hoetker)
- Breadth Versus Depth: The Tradeoff In Value Of Exploring Bodies Of Practice
- The Role Of Alliances In Cross-Application Across Technology Domains In Entrepreneurial Firms
- Strategic Redirection Through Leveraging Technology Into New Applications: Impact On Entrepreneurial Firm Longevity
- Is Your Firm Established? The Role Of Recognition In Firm Establishment. (With L. Ramarajan)
- The Importance Of Boundaries Of The Firm: Organizational Properties, Group-Level Selection And Credit Assignment (With D. Levinthal)
- How Does An Acquirer's Organizational Structure Impact Acquisition Integration And Performance? (With P. Puranam)
- Constrained Optimization Of Intellectual Assets: Strategies For Location Of Knowledge Assets

CONFERENCE PRESENTATIONS

- Managing Resources For Flexibility And Renewal – SMS 2006, Vienna
- Appropriating The Economic Returns To Innovation – SMS 2006, Vienna
- Explaining Technological Change – AOM 2006, Atlanta
- Antecedents To Firm Growth & Impact On Performance – AOM 2006, Atlanta
- Patents And Impact – AOM 2006, Atlanta
- Technology Entrepreneurship: Strategic Considerations – SMS 2005, Orlando
- Entrepreneurship And Evolution – SMS 2005, Orlando
- Entrepreneurial Processes And New Ventures – AOM 2005, Honolulu
- Understanding High Technology - AOM 2005, Honolulu
- Cross-Application And Alliances – Trans-Atlantic Doctoral Conference 2005, London
- Marketing Alliances In Innovation – Innovation Research Network Conference 2005, Boston
- Organizing For Innovation - AOM 2003, Seattle
- Value Creation And Knowledge Transfer – SMS Mergers And Acquisitions 2002, Calgary

HONORS AND AWARDS

- Finalist – Booz Allen Hamilton/SMS PhD Fellowship 2005
- Invited participant – Business Policy and Strategy (BPS) Doctoral Consortium, AOM 2005, Honolulu
- Invited participant – CCC Doctoral Consortium at UC Berkeley
- Invited participant – Technology and Innovation Management (TIM) Doctoral Consortium, AOM 2004, New Orleans
- The Shannon Schieber Memorial Doctoral Scholarship 2001, honoring an outstanding first-year woman doctoral student in the Wharton School based on scholarly achievement and dedication to research and a teaching career.
- Undergraduate Honors Medal at the College & University Level from President Cohen & Dean Murphy, Carnegie Mellon University 1999
- Carnegie Mellon Presidential Scholarship, 1995 - 1999

SERVICE

- Served as a PhD representative – Management Department Quintennial Review (2004) & Doctoral Executive Committee (2003-2004). Led the first doctoral student participation in the Management Department review performed every five years.
- Reviewer of AOM Annual Meetings.
- Reviewer of Organizational Science.

PROFESSIONAL AFFILIATIONS

- Academy of Management (AOM)
- Strategic Management Society (SMS)

OTHER PROFESSIONAL EXPERIENCE

Aquila

3/2001-7/2001

Senior Analyst, Broadband Market Intelligence

- Evaluated the role of Internet Protocol technologies in broadband trading markets; analyzed reports and prepared opportunity assessments for management including business development case studies and risk management solutions for suppliers and end users of broadband capacity.

Kana Communications

7/2000-3/2001

Consultant, e-CRM

- Improved Consulting Practice by developing and delivering training of enhanced methodology.
- Implemented Internet-based Customer Relationship Management software for managing direct marketing campaigns. Performed roles including project manager, business analyst, detailed designer, practice developer and instructor, working simultaneously on multiple projects.
- Worked with 9 different clients on-site to design, configure, and deploy appropriate solutions, in a variety of business and technical environments; managed 4 projects to completion focusing on communication of project status and risks of scope and project profitability to management.

Deloitte Consulting

5/1999-7/2000

Systems Analyst, ERP

- Implemented the Human Resources module of the SAP R/3 Enterprise Resource Planning application at Pioneer Electronics and California Department of Water Resources.
- Managed a third of the HR system development to rapidly meet overdue deadlines; completing configuration, documentation, and testing two weeks ahead of schedule; played a role in System Support resolving 3 critical processing issues in 10 days.
- Major role in turning around client's view of and satisfaction with Deloitte resources

ACTIVITIES AND INTERESTS

Black Belt in Tae Kwon Do; Community Involvement: Tutoring in English, Math and Sciences, Mentoring/Academic Counseling; Western/Eastern Classical Vocal and Violin; Indian Cultural Dance

REFERENCES

Dr. Dan Levinthal

2000 SHDH

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Dr. Harbir Singh

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Dr. Lori Rosenkopf

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