

**Jennifer L. Woolley**  
*Curriculum Vitae*

**Santa Clara University**  
The Leavey School of Business  
Management & Entrepreneurship Department  
500 El Camino Real  
Santa Clara, CA 95050

**jwoolley (a) scu . edu**  
408- 554- 4685 (office)

[www.jenniferlwoolley.com](http://www.jenniferlwoolley.com)

**Academic  
Experience**

**Santa Clara University**

The Leavey School of Business

<i>Associate Professor: Management &amp; Entrepreneurship</i>	2013-present
<i>Chair of the Management &amp; Entrepreneurship Department</i>	2015-2018
<i>Faculty Director of the Center for Innovation &amp; Entrepreneurship</i>	2016-2019
<i>Assistant Professor: Management &amp; Entrepreneurship</i>	2007-2013
<i>Academic Dean of Entrepreneurship Programs</i>	2010

**University of California, Irvine**

The Paul Merage School of Business

<i>Lecturer, Research Assistant and Teaching Assistant</i>	2002-2007
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**Education**

**University of California, Irvine**

**Ph.D.**

**University of San Diego**

**M.B.A.**

**Wellesley College**

**B.A.**

**Teaching  
Interests**

Entrepreneurship, Organization Theory, Strategy, Innovation, and International Business.

**Teaching**

**Courses Taught**

- Entrepreneurial Opportunities and Innovation
- Building New Ventures
- New Venture Internship Course
- Spirituality and Business Leadership
- Creativity for Innovative Businesses
- Global and Cultural Environment of Business
- International Business: Course & Immersion Trips
- Management of Contemporary Organizations

**Executive Education, Short Courses and Guest Lectures**

- Entrepreneurship: Opportunity Analysis & Business Planning
- Innovation Techniques & Innovators' DNA
- Creativity
- Presentation Skills & Pitching
- Crowdfunding

**Research  
Interests**

The emergence of firms, industries, and technologies.  
Entrepreneurship ecosystems and infrastructure development.

- Publications**
- Woolley, J.L. Forthcoming. "Processes of Emergence and Change in Industry and Ecosystem Infrastructure." in Marshall Scott Poole and Andrew H. Van de Ven (Editors), *Oxford Handbook of Organizational Change*.
  - Woolley, J.L. Forthcoming. "Spirituality and Business Leadership Education." *Bannan Explore*.
  - Alvarez, S.A., Young, S.L., & Woolley, J.L. 2020. "Creating the World's Deadliest Catch: The Process of Enrolling Stakeholders in an Uncertain Endeavor." *Business and Society*, 59 (2): 287-321.
  - Woolley, J.L. 2019. "Gender, Education, and Occupation: How Founder Experiences Influence Firm Outcomes." *Academy of Management Discoveries*, 5 (3), 266-290.
  - Woolley, J.L. 2019. "Women Founders of STEM Firms in the US: Challenges and Opportunities to Attain Business Sustainability and Wellbeing." *Exploring Wellbeing of Women in Entrepreneurship. A Global Perspective*. Edited by: Lepeley, M., Kuschell, K., Eijdenberg, E., & Pouw, N. Routledge.
  - Woolley, J.L., McGregor, N. 2019. "Technology Start-Up Success at Private and University Business Incubators and Accelerators." *Academy of Management Proceedings* 2019 (1), 19070
  - Woolley, J.L. 2017. "Origins and Outcomes: The roles of spinoff founders and intellectual property in high technology venture outcomes." *Academy of Management Discoveries*, 3 (1): 64-90.
  - Woolley, J.L. 2017. "Infrastructure for Entrepreneurship" *Oxford Research Encyclopedia: Business and Management*, DOI: 10.1093/acrefore/9780190224851.013.33
  - Woolley, J.L. 2017. "The Backgrounds of Women Founders of STEM Firms: Success Factors." *Academy of Management Proceedings*.
  - Alvarez, S.A., Young, S.L., & Woolley, J.L. 2015. "Opportunities and institutions: A co-creation story of the king crab industry." *Journal of Business Venturing*, 30: 95-112.
  - Sarangee, K., Woolley, J.L., Schmidt, J., Long, E. 2014. "Stop Throwing Good Money After Bad! Techniques to De-escalate Commitment to Losing New Product Innovation Projects." *PDMA Visions*. 2: 13-16.
  - Woolley, J.L. 2014. "The Creation and Configuration of Infrastructure for Entrepreneurship in Emerging Domains of Activity." *Entrepreneurship Theory and Practice*, 38 (4): 721-747.
  - Sarangee, K., Woolley, J.L., Schmidt, J., Long, E. 2014. "De-escalation Mechanisms in High Technology Product Innovation." *Journal of Product Innovation Management*, 31(5): 1023–1038.
  - Woolley, J.L. 2014. "Opportunities for Social Value Creation across Supply Chain Interactions." *Emerging Research Directions in Social Entrepreneurship* edited by Larry Pate and Charles Wankel. New York: Springer. pp 51-66.

- Publications** - Woolley, J.L. 2014. "Nascent Technology Entrepreneurship Supply Chain Emergence."
- **continued** - Handbook of Research on Techno-Entrepreneurship edited by François Thérin. Northampton, MA: Edward Elgar Publishing. pp. 304-324.
- Bruno, A.V., Woolley, J.L., & Carlson, E. 2014. "An Empirical Analysis of the Missions, Funding Sources, and Survival of Social Ventures." In JHU Research Series on Entrepreneurship and Innovation: Theory and Empirical Research in Social Entrepreneurship edited by P. Phan, J. Kickul, M. Nordqvist. Northampton, MA: Edward Elgar Publishing. pp. 174-190.
- Madsen, T.L., Woolley, J.L., & Sarangee, K. 2014. "Using Internet-based Collaboration Technologies for Innovation: Crowdsourcing vs. Expertsourcing." In *New Directions in Management and Organization Theory* edited by J. Miles. Newcastle upon Tyne: Cambridge Scholars Publishing. pp.283-314.
- Woolley, J.L., Bruno, A.V., & Carlson, E. 2013. "Social Venture Business Model Archetypes." *Journal of Management for Global Sustainability* 1(2): 7-30.
- Granqvist, N., Grodal, S., & Woolley, J.L. 2013. "Hedging Your Bets: Explaining Executives' Labeling Strategies in Nanotechnology." *Organization Science* 24(2) 395-413.
- Woolley, J.L. 2011. "Studying the Emergence of New Organizations: Entrepreneurship Research Design." *Entrepreneurship Research Journal*, 1 (1) Article 5.
- Alvarez, S.A., Young, S.L., & Woolley, J.L. 2011. "The Creation of the World's Deadliest Catch." *Frontiers of Entrepreneurship Research*, 31 (25): 3.
- Woolley, J.L. 2010. "Technology Emergence through Entrepreneurship across Multiple Industries." *Strategic Entrepreneurship Journal*, 4 (1) 1-21.
- Delbecq, A.L., Griffith, T.L., Madsen, T., & Woolley, J.L. 2010. "A Decision Process Model to Support Timely Organizational Innovation." In P.C. Nutt & D. Wilson (Eds.) *The Blackwell Handbook of Decision Making* (pp. 197-230). Oxford: Wiley-Blackwell.
- Woolley, J.L. 2009 "Innovation Policy in Emerging Domains of Activity: First-Mover Advantage or Curse?" In S.E. Cozzens & P. Catalán (Eds.) *Proceedings of the 2009 Atlanta Conference on Science and Innovation Policy*, (pp. 1-4). Georgia Institute of Technology. [IEEE.http://ieeexplore.ieee.org/xpl/RecentCon.jsp?punumber=5353037](http://ieeexplore.ieee.org/xpl/RecentCon.jsp?punumber=5353037).
- Granqvist, N., Grodal, S., & Woolley, J.L. 2009. "Executives' Use of Labels in Emerging Domains of Activity." *Best Paper Proceedings of the Academy of Management*.
- Woolley, J.L. 2009. Six encyclopedia articles in *Encyclopedia of Business in Today's World*, Charles Wankel (Ed.) Thousand Oaks, CA: Sage Publications.
- Woolley, J.L. & Rottner, R.M. 2008. "Innovation Policy and Nanotechnology Entrepreneurship." *Entrepreneurship Theory and Practice* 32(5): 791-811.

- Schoonhoven, C.B. & Woolley, J.L. 2005. "Top Management Teams In An International Context." In D.L. Shapiro, M.A. Von Glinow, & J.L.C. Cheng (Eds.) *Managing Multinational Teams: Global Perspectives. Advances in International Management Research Series (Vol. 18, pp 251-280)*. Oxford: Elsevier/JAI.
- Foster, L., Woolley, J.L., & Kawada, N. 2006. "Nanotechnology in the United States." Greenberg Traurig.
- Galbraith, C.S., DeNoble, A.F., & Woolley, J.L. 2005. "Chemical Sensing Technologies Market and Commercialization." DARPA San Diego.
- Under Review**
- Woolley, J.L., Pozner, J., DeSoucey, M. "Who Is the Fairest (Trade) of Them All? The Rejection of Third-Party Certification Schemes in Bean-To-Bar Chocolate."
- Woolley, J.L., McGregor, N. "The Relationship between Science, Technology, and Innovation Policy Timing and Entrepreneurship."
- Pozner, J., Woolley, J.L. "Copreneurship and New Venture Survival in Bean-to-Bar Chocolate: Two Great Tastes That Taste Great Together."
- Woolley, J.L., McGregor, N. "Technology Start-Up Success at Private and University Business Incubators and Accelerators."
- Woolley, J.L. "Enhancing Innovation in Multi-party Coopetition through Federated Machine Learning"
- Working Papers**
- Pozner, J., Woolley, J.L. "Juggling Hats: How Female Entrepreneurs Navigate Role Incongruity in Nascent Craft Ventures."
- Woolley, J.L. "The Name Game in the Nanotechnology Market."
- Presentations & Symposia**
- "Copreneurship and New Venture Survival in Bean-to-Bar Chocolate: Two Great Tastes That Taste Great Together." 2020 Strategic Management Society.
- "Enhancing Innovation in Multi-party Coopetition through Federated Machine Learning" 2020 Industry Studies Conference.
- "The Process of Process Research." 2019 Academy of Management Annual Conference, 2019 SoCal Commercial Spaceflight Initiative.
- "Juggling Hats: How Female Entrepreneurs Navigate Role Incongruity in Nascent Craft Ventures." with Pozner, J. 2020 Diana Conference, 2019 EGOS Annual Conference, 2019 Academy of Management Annual Conference; 2019 Social Entrepreneurship
- "The Relationship between Science, Technology, and Innovation Policy Timing and Entrepreneurship." with MacGregor, N. 2019 Atlanta Science and Innovation Policy Conference.
- "Technology Start-Up Success at Private and University Business Incubators and Accelerators." with McGregor, N. 2019 Academy of Management Annual Conference, 2019 Atlanta Science and Innovation Policy Conference.

**Present-  
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Symposia**  
continued

- "Who Is the Fairest (Trade) of Them All? The Rejection of Third-Party Certification Schemes in Bean-To-Bar Chocolate." with Pozner, J. & DeSoucey, M. 2019 Davis Conference on Qualitative Research, 2018 Strategic Management Society's Annual Conference, 2017 EGOS Annual Conference.
- "Founding Team Composition of STEM Firms: Gender and Success Dynamics." 2017 Academy of Management Annual Conference, 2017 DRUID Conference, 2017 Kauffman Diana Conference, 2017 ISA Conference, 2016 Strategic Management Society's Annual Conference.
- "Origins and Outcomes: Success of Spin-Offs from Universities, Firms, and Government Research Centers and Laboratories." 2015 Strategic Management Society's Annual Conference; 2015 Atlanta Science and Innovation Policy Conference; 2015 DRUID Conference; 2014 Copenhagen Conference on Innovation and Entrepreneurship.
- "Entrepreneurship in the Bean-to-bar Chocolate Niche and the Rejection of Labels Congruent With Venture Missions." 2016 Strategic Management Society's Annual Conference.
- "Using Internet-based Collaboration Technologies for Innovation." with Madsen, T.L. & Sarangee, K. 2015 West Coast Research Seminar; 2014 DRUID Conference; 2014 World Open Innovation Conference; 2013 First Management Theory Conference; 2012 Academy of Management Annual Conference.
- "Women and STEM entrepreneurship." 2015 Atlanta Science and Innovation Policy Conference.
- "The Name Game in the Nanotechnology Market." 2014 Strategic Management Society's Conference on Entrepreneurship and Innovation; 2013 Academy of Management Annual Conference.
- "SBIR and STTR Funding Influences on Nascent Technology Venture Survival." 2014 Strategic Management Society's Conference on Entrepreneurship and Innovation; 2013 Atlanta Conference on Science & Innovation Policy.
- "Timing of Science, Technology, and Innovation Policy in Nascent Domains." with MacGregor, N. 2013 First Management Theory Conference.
- "Dimensions of Social Value Creation across Supply Chain Interactions." 2012 Corporate Social Responsibility - Americas Conference. (invited).
- "Business Model Alternatives for Social Ventures." With Bruno, A.V., & Carlson, E. 2012 Western Academy of Management; 2010 NYU Satter Conference on Social Entrepreneurship.
- "The Ivory Tower Means Business: Academic Spin-offs and Dissolution or Acquisition." 2012 Western Academy of Management; 2011 Strategic Management Society's Annual Meeting.
- "The Space Between: Building the Infrastructure for Entrepreneurship in Nascent Markets." 2011 Small Business and Entrepreneurship during an Economic Recovery Conference, Federal Reserve Board and Kauffman Foundation.

**Present-  
ations &  
Symposia  
continued**

- "Dimensions of Social Entrepreneurship: How Does a New Venture Become 'Social'?" 2011 NYU Satter Conference on Social Entrepreneurship.
- "What is Social Value and Social Wealth?" 2011 NYU Eighth Annual Satter Conference on Social Entrepreneurship.
- "Professional User Innovation: A Process Model." With Madsen, T.L. 2010 Academy of Management; 2009 Strategic Management Society.
- "Systems of Governing Emerging Technologies: Nanotechnology in Context." 2010 Academy of Management Annual Conference; 2010 EGOS Annual Conference; 2008 Gordon Research Conference on Science & Technology Policy.
- "From the Napkin to the Market – Technology Commercialization." 2010 Rice University.
- "Innovation Policy in Emerging Domains of Activity: First-Mover Advantage or Curse?" 2009 Atlanta Conference on Science & Innovation Policy; 2009 5th International Nanotechnology Conference on Communication and Cooperation; 2009 NSTI Nanotech Conference.
- "Executives' Use of Labels in Emerging Domains of Activity." With Granqvist, N., & Grodal, S. 2009 Academy of Management Annual Conference; 2008 SCANCOR Annual Conference; 2008 EGOS Annual Conference.
- "Nanotechnology Policy Level of Analysis." 2009 - 5th International Nanotechnology Conference on Communication and Cooperation.
- "Policy Innovation and Nanotechnology Entrepreneurship." With Rottner, R.M. 2008 Academy of Management.
- "A Model of Organizational Community Creation: Nanotechnology in Context." 2008 Academy of Management.
- "Incumbent Firms as User-Innovators: Nanotechnology Spin-Outs and Intrapreneurship." With Madsen, T.L. 2008 Harvard / MIT Open and User Innovation Conference.
- "Partnering in Nanotechnology Ventures: Critical Decision Factors." NSTI Nano2008.
- "Entrepreneurship in an Emerging Community: The Role of Enabling Industries." 2008 Duke Strategy Conference; 2008 Western Academy of Management; 2008 Nano
- "The Relationship between public innovation policy and nanotechnology entrepreneurship." With Rottner, R.M. 2008 SBE/ISR Conference.
- "Systems of Innovation: The Impact of Public R&D Investment on Nanotechnology Entrepreneurship." With Rottner, R. 2007 Strategic Management Society.
- "Understanding the Emergence of Organizational Communities: Nanotechnology in the United States." 2006 Strategic Management Society.

- "New Firm Mortality Rates in China: Do We Understand New Venture Survival in China Context?" With Schoonhoven, C.B. 2006 Merage Conference on Strategic Initiatives in China.
- "Cross Industry Analysis of the Nanotechnology Community." 2006 Academy of Management.
- "Nanotechnology Field Emergence And Evolution: Institutions, Networks, Actors, and Infrastructure." Symposium organizer and chair - 2006 Academy of Management.
- "Public Policy and Nanotechnology." 2006 Atlanta Conference on Science and Technology Policy.
- "Measuring Innovation: Liability of Newness?" 2006 Western Academy of Management.
- "Driving Nanotechnology: Mapping the Emergence and Development of Nanosciences." 2006 PRIME (Policies for Research and Innovation in Moving towards the European Research Area) NanoDistrict Workshop.
- "Regional Perspectives on Entrepreneurship & Innovation: Identities, Networks, & Chinese Technology Development Zones." With Schoonhoven, C.B. 2005 Academy of Management.

## Service

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|---------------------|--|
| <b>Professional</b> | <ul style="list-style-type: none"> <li>- Editorial Board Member: Oxford Research Encyclopedia: Business and Management 2015-current</li> <li>- NSF Grant Reviewer 2014-current</li> <li>- Ad Hoc Reviewer: Academy of Management Journal, Strategic Entrepreneurship Journal, Journal of Business Venturing, Journal of Technology Transfer 2010-current</li> <li>- Session Chair &amp; Discussant: Academy of Management 2005-current</li> <li>- Reviewer: Academy of Management - OMT, TIM, ENT 2003-current</li> <li>- Reviewer: Strategic Management Society 2010-current</li> </ul>   |
| <b>Past</b>         | <ul style="list-style-type: none"> <li>- Elected Representative-at-Large Technology &amp; Innovation Management division of the Academy of Management 2013-2015</li> <li>- Academy of Management OMT Research Committee</li> <li>- Strategic Management Society – Best doctoral paper award committee</li> <li>- Session Chair: Strategic Management Society</li> <li>- Presenter and Discussant: SV USPTO Entrepreneur Forum</li> <li>- Session Chair: Strategic Management Society</li> <li>- Reviewer: International Journal of Innovation &amp; Regional Development</li> <li>- Reviewer Consultant Board - International Business text</li> <li>- Reviewer for the Western Academy of Management</li> <li>- Israel Science Foundation Grant Reviewer</li> </ul> |
| <b>University</b>   | <ul style="list-style-type: none"> <li>- Management Hiring Committee Chair: Entrepreneurship 2020-current</li> </ul>   |

- University Grievance Committee 2020-current
- Ciocca Center Faculty Advisory Board Member 2019-current
- Course Coordinator, Entrepreneurship courses 2015-current
- Ignatian Center Director of Mission Programming Interviewer 2019-2020
- Faculty Affairs Committee Chair 2018-2019
- Faculty Affairs Committee Representative 2015-2019
- Management Hiring Committee Chair: Entrepreneurship 2017-2019
- Entrepreneurship Leadership Team Member 2010-2019
- Management Hiring Committee Co-Chair: Strategy 2015-2017
- Leavey School of Business MSE-GI Program Team 2014-2015
- Faculty Senate Representative 2011-2015
- Course Coordinator, Management 80 – International Business 2007-2015
- Leavey School of Business Strategic Planning Team Chair (Goal 3) 2014
- Parents' Day Speaker 2012
- Seminar guest speakers coordinator 2012
- Steering committee member for the SCU Center for Nanostructures 2008-2014
- Management Hiring Committee Co-Chair: Entrepreneurship 2013-2014
- Guest Lecturer, SCU Law School 2008-2012
- Faculty Hiring Committee - Management 2007-2012
- Faculty Hiring Committee - Marketing 2008-2009
- Primary Advisor & Faculty Coordinator - Fulbright CTE Program 2008-2009
- Bay Area Management Seminar Series Coordinator 2007-2010
- SCU Curriculum Review 2007-2008
- Ignatian Faculty Forum Member 2007 & '09

**Awards & Honors**

- Ignatian Center for Jesuit Education Bannan Faculty Fellow, SCU 2019-2020
- Best Paper Award for the Sustainability, Ethics & Entrepreneurship (SEE) Conference. (Woolley, J.L., Pozner, J., DeSoucey, M. "Who Is the Fairest (Trade) of Them All? The Rejection of Third-Party Certification Schemes in Bean-To-Bar Chocolate.") 2018
- Annual Dean's Extraordinary Performance Awards for Teaching, Research & Service, SCU's Leavey School of Business 2017 & '16
- Annual Dean's Extraordinary Performance Award for Service, SCU's Leavey School of Business 2015, '14, & '08-'12
- First Management Theory Conference Best Paper Finalist (Madsen, T.L., Woolley, J.L., & Sarangee, K. "Using Internet-based Collaboration Technologies for Innovation.") 2013
- Annual Dean's Extraordinary Performance Award for Teaching, SCU's Leavey School of Business 2013
- European Group for Organizational Studies (EGOS) Best Paper Award 2009
- (Granqvist, N., Grodal, S., & Woolley, J.L. 2013. "Hedging Your Bets: Explaining Executives' Labeling Strategies in Nanotechnology.")
- Research Promise Award (AOM – IDEA Awards) 2009
- The Heizer Award for Outstanding Research 2008
- The Entrepreneurship Division of AOM and Heizer Inc.



	- Policies for Research and Innovation in Moving towards the European Research Area grant to attend NanoSchool Workshop	2008 & '06
	- Booz Allen Hamilton/Strategic Management Society PhD Fellowship	2006
	- Ray Watson Doctoral Fellowship (UCI)	2006
	- Policies for Research and Innovation in Moving towards the European Research Area grant to attend Atlanta Conference on Science and Technology Policy	2006
	- Regents Fellowship (UCI)	2003
<b><u>Grants</u></b>	- Pozner, J. & Woolley, J.L. (co-principals), Leavey School of Business Center for Food Innovation and Entrepreneurship Grant	2019-2021
	- Woolley, J.L. (Principal), NSF SciSIP Research Grant (\$263,248)	2016-2020
	- Pozner, J. & Woolley, J.L. (co-principals), SCU Sustainability Research Initiative Grant	2019-2020
	- Woolley, J.L. (Principal), Kauffman Research Grant (\$22,640)	2016-2018
	- Woolley, J.L. (Principal), SCU Leavey School of Business Research Grants	2008-2020
	- Woolley, J.L. (Principal), SCU Sustainability Research Initiative Grant	2014
	- Woolley, J.L. (Principal), SCU Faculty-Student Research Assistant Program	2008-2013
	- Woolley, J.L. (Principal), SCU Presidential Research Grant	2008, '10, '12, '13
	- Woolley, J.L. (Principal), Faculty Development Grant – Bay Area Management Seminar Series	2007-2009
<b><u>Professional Associations</u></b>	Academy of Management	2002-current
	Strategic Management Society	2002-current
	Western Academy of Management	2003-2010
<b><u>Selected Business Experience</u></b>	<i>Westhold Corporation</i>	
	<i>Ericsson Wireless Communications</i>	
	<i>Ashley Kumar &amp; Company</i>	
	<i>San Diego National Bank</i>	
	<i>First National Bank</i>	
	<i>Newton Wellesley Home Health Services</i>	
	<i>KeyCorp</i>	