

S U S A N P E R K I N S
University of Illinois - Chicago
College of Business Administration
University Hall, 601 S Morgan St, Chicago, IL 60607
(917) 304-6536
E-mail: susanp@uic.edu

ACADEMIC POSITIONS

	University of Illinois – Chicago College of Business	Chicago, IL
2020-Present	Faculty Fellow, Institute for Research on Race and Public Policy	
2016-Present	Associate Professor of Strategic Management	
2017-Present	Affiliated Faculty, UIC Great Cities Institute	
	Northwestern University Kellogg School of Management	Evanston, IL
2006-2016	Assistant Professor of Management and Organizations	
	Massachusetts Institute of Technology Sloan School of Management	Cambridge, MA
2011-2013	Visiting Professor, Organization Studies	
2015-2016	Visiting Professor, Global Economics and Management	

EDUCATION

2006	New York University Stern School of Business Ph.D. in Business Administration, <i>Strategy and International Business</i>	New York, NY
2003	New York University Stern School of Business M.Phil., <i>Management</i>	New York, NY
1995	New York University Stern School of Business M.B.A., <i>International Business/Management</i>	New York, NY
1995	Fundação Getulio Vargas International Management Program (joint MBA)	Sao Paulo, SP, Brazil
1991	Howard University School of Business B.B.A., <i>Marketing</i> , Beta Gamma Sigma (Honors)	Washington, D.C.

PUBLICATIONS

1. Toosi, N., Perkins, S., Cho, J., and Phillips, K.W. (2020). Are Women Better Suited than Men to Lead in Diverse Settings: A Look at Nations, Organizations, and Teams, in *Pushing Our Understanding of Diversity in Organizations*, Eden King, Quinetta Roberson and Mikki Hebl (Eds.), pp. 21–37.

2. Perkins, S. and Phillips, K. W. (2019) Are Women Better at Leading Diverse Countries Than Men? *Harvard Business Review*.
3. Perkins, S. (2019). The Dominance of Pyramidal Business Groups in Latin America Persist, *AIB Insights*, Volume, 19(2).
4. Perkins, S. and Minefee, I. (2015) Jeitinho Brasileiro: Adopting Nonmarket Strategies in Brazil, *Routledge Companion to Nonmarket Strategy*, Lawton, T.C. and Rajwani, T. (Eds.), Oxford, UK and New York, NY.
5. Perkins, S. (2014). When Does Prior Experience Pay? Institutional Experience and the Case of the Multinational Corporation, *Administrative Science Quarterly*, 59(1):145-181.
6. Perkins, S., Morck, R. and Yeung, B. (2014). Innocents Abroad: The Hazards of International Joint Ventures with Pyramidal Group Firms, *Global Strategy Journal*, 4: 310–330.
7. Perkins, S. (2014). Cross-national Variations in Industry Regulation: A Factor Analytic Approach with an Application to Telecommunications, *Regulation & Governance*, 8: 149–163.
8. Perkins, S., Phillips, K.W. and Pearce, N. (2013). Ethnic Diversity, Gender, and National Leaders, *Journal of International Affairs*, 67(1): 85-104.
9. Perkins, S. (2005). Institutional Environment Relatedness and Foreign Investment Failures in the Brazilian Telecommunications Industry, *Academy of Management, Best Paper Proceedings*, M. Weaver (Ed.).

UNDER REVIEW AND WORKING PAPERS

10. Perkins, S. and Zajac, E. On the Polyethnic Nature of Family-Owned Businesses: Heterogeneous Responses to – and from -- Brazilian Financial Market Reform, revise & resubmit at *Strategic Management Journal*. **Experiencing delays due to COVID-19 pandemic.** ssrn.com/abstract=3625167
11. Perkins, S., Cho, J., Phillips, K.W., and Toosi, N. Can Female Leaders Mitigate the Negative Effects of Racial Diversity? National Leaders and Structural Shifts, under review at *Leadership Quarterly*. **Experiencing delays due to COVID-19 pandemic.** ssrn.com/abstract=2596978
12. Perkins, S. Is shareholder democracy a myth? Shareholder agreements and contracting corporate control, in preparation for submission to *Strategic Management Journal*.
13. Perkins, S., Zajac, E. Fit to Be Tied: Using Contracts Strategically to Ensure Partner Performance.
14. Cho, J., Toosi, N., & Perkins, S. Female Leaders in Racially Diverse Settings: Conflict Mitigation and Interpersonal Skills

15. Perkins, S. Can Diversity be Regulated? Institutional Reforms and Corporate Board Ethnic Inclusion
- *Research supported by the generosity of the UIC Institute for Research on Race and Public Policy*

16. Alcacer, J. and Perkins, S. Non-Market Strategy as a Unique Source of Competitive Advantage: The Global Wireless Telecom Race.

WORK IN PROGRESS

17. Perkins, S. Corporate board diversity and mandates on newly listed IPOs
- *Research supported by the generosity of the UIC Institute for Research on Race and Public Policy*

18. Revisiting International Joint Venture Failure: Is Contract Specificity a Causal Mechanism of Success?

19. Do Male versus Female Leaders Govern Differently: Diversity in Top Leadership Teams. Data collected.

20. Corporate Governance and Shareholder Agreements: A Cross-country Comparison of Latin American Capital Markets.

CASES

21. Perkins, S. (2007) Citigroup's Shareholder Tango in Brazil (A). Case 5-307-502(A) (KEL328), (with teaching notes; available in English, Spanish - KEL481-HCB-SPA and Portuguese).

22. Perkins, S. (2007) Citigroup's Shareholder Tango in Brazil (B). Case 5-307-502(B) (KEL329).

23. Perkins, S. (2009) Corporate Citizenship in South Asia: General Electric Expands its Developing Health Globally Program.

INVITED SEMINARS

2020 University of Southern California, Marshall School of Business; Columbia Business School, Management Division; Florida International University, International Business and Global Leadership and Management; Harvard Business School, Strategy Unit

2019 Kelley School of Business at Indiana University – Perdue University Indianapolis (IUPUI); University of Michigan - Ross School of Business, Symposium on Comparative Corporate Governance and Globalization

2016 United Nations, Commission on the Status of Women, NY, NY.

2015 University of Illinois (UIUC), International Business Seminar; Northwestern University, Buffett Institute for Global Affairs; UCLA Anderson School of Management, Management and Organizations Seminar; University of Wisconsin-Madison; University of Illinois at Chicago (UIC);

Federal Reserve Bank of San Francisco; Federal Reserve Bank of Dallas

- 2014 Georgetown University, McDonough School of Business; Kellogg School of Management, Dispute Resolution Research Center (DRRC); University of Illinois (UIUC) ; INSEAD Strategy Seminar
- 2013 MIT, MLK Visiting Scholar Seminar; Purdue University, Krannert School of Management; Northeastern University, Emerging Markets Seminar Series; Cornell University; HEC-Paris, Strategy Seminar Series
- 2012 MIT-Sloan Technology, Innovation, Entrepreneurship and Strategy Seminar (TIES); Harvard Business School International Business Seminar; MIT-Harvard Workshop on the Political Economy of Development in Brazil; University of South Carolina, International Business Seminar; MIT-Sloan Organization Studies Seminar; Northwestern University, Gender and Leadership Seminar
- 2011 University of California - Berkeley, Haas Business School; Federal Reserve Bank of Chicago; Northwestern University, Kellogg Executive Women's Center
- 2010 University of Wisconsin – Madison, School of Business; Baruch College, City College of New York
- 2009 University of Illinois, Urbana-Champaign
- 2008 Florida International University, College of Business
- 2007 University of Chicago, Booth School of Business; Northwestern University, Center for International and Comparative Studies; Northwestern University, Law School; Vanderbilt Law School
- 2006 University of Pennsylvania, Wharton School; Northwestern University, Kellogg School of Management; Columbia University, Business School; University of Michigan, Ross School of Business; Duke University, Fuqua School of Business; The Ohio State University, Fisher College of Business; University of Minnesota, Carlson School of Management; University of Maryland, Smith School of Business; Georgetown University, McDonough School of Business; University of Southern California, Marshall School of Business; INSEAD; Rutgers Business School
- 2005 Texas A&M University, Mays Business School; University of Illinois, College of Business

CONFERENCE PRESENTATIONS

- 2019 An Interdisciplinary Path for Intersectional Research, symposium panelist, Academy of Management Annual Meeting, Boston, MA.
- 2018 “Can Female Leaders Mitigate the Negative Effects of Racial Diversity? National Leaders and Structural Shifts,” Academy of International Business *Annual Meeting*, Minneapolis, MN.
- 2017 “Can Female Leaders Mitigate the Negative Effects of Racial Diversity? National Leaders and Structural Shifts,” Midwest Academy of Management Meeting, Chicago, IL.
- 2016 “Fit to be Tied: Using Contracts Strategically to Ensure Partner Performance.” (with Edward Zajac

- and Mary McDonnell) *American Law & Economics Conference*, Harvard Law School.
- 2015 “Building Nonmarket Strategic Capability,” symposium panelist, *Strategic Management Society*, Denver, Colorado.
- “Can Female Leaders Mitigate the Negative Effects of Racial Diversity? National Leaders and Structural Shifts,” presenter and session chair for “Gender, Leadership, and Governance,” College for Organization Science, *INFORMS Annual Meeting*, Philadelphia, PA.
- 2014 “Non-Market Strategy as a Unique Source of Competitive Advantage: The Global Wireless Telecom Race” PDW organizer and panelist for “The Next Big Questions: Globalization and Nonmarket Strategy” *Academy of Management Annual Meeting*, Philadelphia, PA.
- “Fit to Lead: The Role of Female National Leaders in Modern Times” in the symposium on the Role of Powerful Women for Reshaping Organizations and Professional Labor Markets and Practices, *Academy of Management Annual Meeting*, Philadelphia, PA.
- “Non-Market Strategy as a Unique Source of Competitive Advantage: The Global Wireless Telecom Race” symposium panelist for “Nonmarket Strategy and Competitive Advantage” *Strategic Management Society*, Madrid, Spain.
- 2013 “Fit to be Tied: Using Contracts Strategically to Ensure Partner Performance.” (with Edward Zajac and Mary McDonnell) *Law & Society Annual Conference*, Boston, MA.
- “Fit to be Tied: Using Contracts Strategically to Ensure Partner Performance.” (with Edward Zajac and Mary McDonnell) *Academy of International Business - Latin America*, Puebla, Mexico.
- 2012 “Signal or Symbol? Interpreting Firms’ Strategic Response to Institutional Change in the Brazilian Stock Market.” (with Edward Zajac) *Stanford Graduate School of Business - Strategy and the Business Environment Conference*, Palo Alto, CA.
- “Defining Institutional Similarity: The Multidimensions of Global Industry Regulation.” *Law & Society Annual Conference*, Honolulu, Hawaii.
- “Defining Institutional Similarity: The Multidimensions of Global Industry Regulation.” *Society for the Advancement of Socio-economics*, MIT, Boston, MA.
- “Signal or Symbol? Interpreting Firms’ Strategic Response to Institutional Change in the Brazilian Stock Market.” (with Edward Zajac) *Academy of International Business annual meeting*, Washington, D.C. (Doing Business in Latin America panel)
- 2011 “Innocence Abroad: Failure of the International Joint Venture with Pyramidal Groups.” (with Randall Morck and Bernard Yeung) *3rd Annual Midwest Strategy Meeting*, Purdue University Krannert School of Management, Lafayette, IN.
- 2010 “Fit to be Tied: Using Contracts Strategically to Ensure Partner Performance.” (with Edward Zajac

- and Mary McDonnell) *Academy of International Business annual meeting*, Rio de Janeiro, Brazil.
- “Measuring Distance: Firm Level Experience Across Host Countries.” *Academy of International Business annual meeting*, Rio de Janeiro, Brazil. (Institutional Distance Symposium)
- 2009 “Signal or Symbol? Interpreting Firms’ Strategic Response to Institutional Change in the Brazilian Stock Market.” (with Edward Zajac) *2nd Annual Midwest Strategy Meeting, Kellogg School of Management*, Evanston, IL.
- “Fit to be Tied: Using Contracts Strategically to Ensure Partner Performance.” (with Edward Zajac and Mary McDonnell) *Strategic Management Society Conference*, Washington, D.C.
- “Innocence Abroad: Failure of the International Joint Venture with Pyramidal Groups.” (with Randall Morck and Bernard Yeung) *3rd Annual Midwest Strategy Meeting, Purdue University Krannert School of Management*, Lafayette, IN.
- 2008 “Innocence Abroad: Failure of the International Joint Venture with Pyramidal Groups.” (with Randall Morck and Bernard Yeung) *Duke Strategy Conference, Fuqua School of Business*, Durham, NC.
- “Innocence Abroad: Failure of the International Joint Venture with Pyramidal Groups.” (with Randall Morck and Bernard Yeung) *Inaugural Corporate Governance Conference, National University of Singapore*, Singapore.
- “Dismantling (or Maintaining) the Status Quo: The Role of Symbolic Management in Institutional Change.” (with Edward Zajac) *Academy of International Business annual meeting*, Milan, Italy.
- 2007 “Does Prior Experience Really Pay? Foreign Direct Investment, Institutional Environments and Firm Performance.” *Academy of International Business annual meeting*, Indianapolis, IN. (Finalist for the Richard N. Farmer Dissertation Award)
- “Defining Institutional Similarity: The Multidimensions of Global Industry Regulation.” *Academy of International Business annual meeting*, Indianapolis, IN.
- “Innocence Abroad: Failure of the International Joint Venture with Pyramidal Groups.” (with Randall Morck and Bernard Yeung) *Academy of International Business annual meeting*, Indianapolis, IN.
- 2006 “Does Prior Experience Really Pay? Institutional Experience and Failure in the Brazilian Telecommunications Industry.” *INFORMS Winter Conference*, Steamboat Springs, CO. (Winner of the INFORMS/Organization Science Dissertation Proposal)
- “Foreign Direct Investment, Institutional Experience and Failure: Evidence from the Brazilian Telecommunications Industry.” *Academy of International Business annual meeting*, Beijing, China.
- “Innocence Abroad: Failure of the International Joint Venture with Pyramidal Groups.” (with Randall Morck and Bernard Yeung) *Academy of International Business annual meeting*, Beijing,

China.

2005 “Does Prior Experience Really Pay? Institutional Experience and Failure in the Brazilian Telecommunications Industry.” (nominated) *CCC Doctoral Colloquium, Haas School of Business, Berkeley, CA.*

“Does Prior Experience Really Pay? Institutional Experience and Failure in the Brazilian Telecommunications Industry.” *5th Annual Trans-Atlantic PhD Conference, London Business School, London, England.*

“Institutional Environment Relatedness and Foreign Investment Failures in the Brazilian Telecommunications Industry.” *Academy of Management annual meeting, Honolulu, Hawaii. (Best Paper Proceedings)*

“Institutional Environment Relatedness and Foreign Investment Failures in the Brazilian Telecommunications Industry.” *National Black MBA Association Conference, San Diego, CA. (Winner, H. Naylor Fitzhugh PhD Fellowship Award)*

INDUSTRY EXPERIENCE

1995-2000	A.T. Kearney Management Consulting Manager and Senior Associate Strategy consulting for Fortune 100 firms in the US and Brazil	New York, NY and Sao Paulo, Brazil
1995	EDS (Electronic Data Systems) do Brasil Business Planning & Strategy Analyst, Strategic Planning Unit Developed annual business plan and market strategy for the Brazilian subsidiary	Sao Paulo, SP, Brazil
1994	Frito Lay Brand Management, Convenience Foods and Snacks Division	Dallas, TX
1991-93	Procter & Gamble Brand Management, Leading brands in the Soap Sector Division	Cincinnati, OH
1989-91	General Motors Marketing Management, Service Parts Operations Division	Detroit, MI

TEACHING EXPERIENCE

University of Illinois - Chicago, Liautaud Graduate Business School

Corporate, Full-time and Part-time MBAs

Strategic Management, *Instructor*, 2016 – Present (**Dean’s Award for Teaching Excellence, 2016-2018**)

Global Strategy, *Instructor*, 2016 - Present **(2020 rating 5.0/5.0; Voted “Best MBA Professor” by Corporate MBAs, 2018-2019)**

Northwestern University, Kellogg School of Management

Full-time and Part-time MBAs

International Business Strategy in Non-Market Environments, *Instructor*, 2007-2016 **(Representative rating 8.7/10)**

International Business Strategy Lab (New experiential learning course), *Instructor*, 2014 - 2016

Global Initiatives in Management (GIM) – South America, *Guest Lecturer*, 2007

Executive MBA and Executive Education Programs

Governing Strategic Alliances (in Kellogg partnership programs with Fundação Dom Cabral, Seminarium Latin America CEO Program, Melbourne Business School, Universidade Católica Angola Executive Program, and Universidade Católica Africa Executive Program, *Instructor*, 2008-Present **(Representative rating 9.4/10)**)

Northwestern University, Law School

International Securities Law, *Guest Lecturer*, 2009

HEC-Paris Business School

Strategy Specialization, MBA Program

Strategy Beyond Markets, 2013 – 2018

Global Strategy, 2019

Initiative for a Competitive Inner City

Executive Education Programs

Strategy: Creating and Sustaining Competitive Advantage

Strategy: Market Disruptions and Strategic Pivots

(Representative rating from approximately 1500 entrepreneurs 4.7/5)

New York University, Stern School of Business

Undergraduates

International Business Management, *Instructor*, 2004 **(“Excellence in Teaching” Award)**

Full-time and Part-time MBAs

Patterns of Entrepreneurship, *Guest Lecturer* (on International Entrepreneurship), 2005

HONORS & AWARDS

2020-2021	Awarded, UIC Institute for Research on Race and Public Policy Faculty Fellowship
2019	Awarded, ICIC Hall of Fame Professor for Excellence in Entrepreneurial Education
2018-2019	Voted “Best MBA Professor” Corporate MBA Class of 2018-19
2016-2018	Dean’s Commendation for Excellence in MBA Teaching
2014-2015	Northwestern University Public Voices Fellowship

2011-2013 Massachusetts Institute of Technology Dr. Martin Luther King, Jr. Fellowship
 2007 Richard N. Farmer Dissertation Award Finalist
 2006 NYU Stern School of Business Herman E. Krooss Best Dissertation Award
 Winner, INFORMS/Organization Science Dissertation Proposal Competition
 2005 Academy of Management IM Division Best Paper Award
 Nominated, CCC Colloquium for Doctoral Student Research
 Stern School of Business Doctoral Student “Excellence in Teaching” Award
 NBMBA H. Naylor Fitzhugh PhD Fellowship Award
 2004-2005 NYU Stern School of Business Competitive Dissertation Research Grant
 2001-2006 New York University Stern School of Business Doctoral Fellowship
 1993-95 Consortium For Graduate Study in Management Fellowship
 1990-91 Beta Gamma Sigma Honors Society for Business
 1989-91 General Motors Executive Fellowship
 Howard University Board of Trustees Scholarship
 National Golden Key Honors Society

PROFESSIONAL SERVICE

Ad hoc reviewer for Organization Science, Strategic Management Journal, Journal of International Business Studies, Management Science, Journal of Economics and Management Strategy, Corporate Governance: An International Review

Editorial Board, AIB Insights, 2020 - Present

Co-organizer (with Edward Zajac and Ithai Stern) of 2nd Annual Midwest Strategy Meeting, Kellogg School of Management, 2009

International Business Management Instructor in the LEAD Summer Business Institute for underrepresented minority high school seniors, 2007-2010

Faculty Recruitment Committee, Management and Organizations, 2007-2008; Managerial Studies, 2018-19

PhD Admissions Committee, Management and Organizations, 2008-2009

PROFESSIONAL MEMBERSHIPS & AFFILIATIONS

Academy of Management

Member, 2002- Present

BPS Division Executive Committee (Elected Position), 2013- 2015

Strategic Management Society

Member, 2004 – Present

Global Strategy Representative-at-Large (Elected Position), 2013 – 2015

Academy of International Business
Member, 2006 – Present

INFORMS Applied Probability Society
Member, 2013 – Present

National Black MBA Association
Lifetime member

PhD Project
MDSA member, MFCA member, mentorship and minority PhD student recruiting

STUDENT ADVISING

PhD Student Committee Member
Simona Giorgi, Kellogg Management & Organizations, completed 2010
Diego Finchelstein, Political Science, completed 2010
Tae-Hyun Kim, Management & Organizations, completed 2011

Managed over 45 research assistants at NYU, Northwestern University, MIT, Harvard, Princeton, and Wellesley

PhD Project mentorship and recruitment for current and prospective under-represented minority PhD students

Faculty mentor in the Northwestern University Summer Research Opportunity Program

BOARD EXPERIENCE AND OUTSIDE ACTIVITIES

2009- 2014	Angola University, Board of Trustees
2008- 2013	Privately-held biomedical start-up, Board Member and Strategy Advisory
2013- 2018	Guest lecturer at HEC-Paris in the Strategy in Dynamic Environments Seminar

PUBLIC POLICY OP-EDS AND MEDIA COVERAGE OF RESEARCH

Barack Obama: ‘If every nation on earth was run by women’ for 2 years, things would be better. Dec 16, 2019. CNBC

Women in Charge: A New Record? Merkel, May, Clinton: A Hillary presidency would add to a worldwide shift in what power looks like. July 30, 2016. Politico

The world is still sexist, and Jennifer Lawrence is proof. October 18, 2015. Fortune

Women make better leaders – so why aren't there more of us?, July 10, 2015. Quartz

The São Paulo Stock Exchange Expansion Would Be a Good Move. January 6, 2015. The Huffington Post

Wal-Mart's Everyday Low Prices Fail to Stir Brazilians. April 23, 2014. Bloomberg News

The Power of Female Leaders in Ethnically Diverse Countries. Apr 11, 2014. Pacific Standard

Hey, Hillary, Here's Some Data Showing How You Could Make a Difference. April 9, 2014. Slate

Women Presidents Outperform Their Male Counterparts in Complex Economies. January 31, 2014. The Huffington Post

For the Central African Republic, Hope Takes Female Form. January 23, 2014. The Washington Post.

In Countries with Ethnic Strife, A Link Between Female Leaders and GDP Growth. December 31, 2013. The Washington Post.

Leaders Do Matter—But When Does Their Gender Matter, Too? December 5, 2013. Kellogg Insights.

The Risks and Rewards of Experience Abroad. August 5, 2013. Kellogg Insights.
http://insight.kellogg.northwestern.edu/article/the_risks_and_rewards_of_experience_abroad/.

When Does Prior Experience Pay? September 5, 2013. MIT Sloan Experts.

When Does Experience 'Pay' For Multinationals? October 2013. Financial Executives International

Executive Briefing: Pyramidal Blind Spots. November 4, 2009. The Economist Intelligence Unit.

Something for the Weekend. October 9, 2009. Financial Times.

Pyramidal Blind Spots. October 1, 2009. Kellogg Insights.

Creating 'Win-Win-Win' Solutions. August 21, 2009. Kellogg in the News.

The Power of the Pyramid. September 24, 2007. The Mint and the Wall Street Journal.

LANGUAGES

English, proficient in Portuguese