

**PREETA M. BANERJEE**  
International Business School  
Brandeis University  
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## **EDUCATION**

The Wharton School, University of Pennsylvania, Philadelphia, PA  
Ph.D. Management, May 2006  
Topic: Leveraging Technological Capabilities in Entrepreneurial Biotechnology Firms  
Committee: D. Levinthal (Advisor), H. Sing (Chair), L. Rosenkopf, D. Hsu, K. Ulrich  
**Honors:** The Shannon Schieber Memorial Doctoral Scholarship 2001

Carnegie Mellon University, Pittsburgh, PA  
B.S. Computational Biology & Business (Management Information Systems)  
Honors Thesis: Integrated Billing Systems: Competitive Advantage in the  
Telecommunications Industry through Information Technology  
Advisor: Sandra Slaughter  
**Honors:** Honors at the College & the University Level, 1999  
Carnegie Mellon Presidential Scholarship, 1995 - 1999

## **ACADEMIC POSITIONS**

8/2007– Present Assistant Professor of Strategy, Brandeis University  
**Awards:** IBM Innovation Award (\$10, 000), 2010-2011  
Brandeis Asia-Pacific Center Faculty Fellowship (\$2,000), 2010-2011  
NIST/Advanced Technology Program Award (\$20, 000), 2008-2009  
NIST/Advanced Technology Program Initial Participant Award (\$5,800), 2007-2008  
Fordham University Research Grant (\$1,968), 2008-2009 \*submitted by co-author

8/2006 – 5/2007 Assistant Professor of Strategy, University of Illinois Urbana-Champaign  
**Awards:** Summer Research Grant, University of Illinois at Urbana-Champaign (\$2,500), 2006  
Scholar's Travel Grant, University of Illinois at Urbana-Champaign (\$1,500), 2006

8/2001–8/2005 Research and Teaching Assistant, The Wharton School  
**Awards:** Mack Center for Technological Innovation Research Grant, Wharton (\$10,000), 2002  
Finalist – Booz Allen Hamilton/SMS PhD Fellowship, 2005

## **PROFESSIONAL EXPERIENCE**

3/2001-7/2001 Senior Analyst, Broadband Market Intelligence, at Aquila (ILA) new spin-off  
from Utilicorp (UCU)  
Evaluated the role of technologies in broadband trading markets; opportunity assessments for  
executives; and risk management solutions for suppliers and end users of broadband

7/2000-3/2001 Consultant, e-CRM, at Kana Communications (KANA) new software IPO Implemented Customer Relationship Management software as project manager, detailed designer, and trainer with 9 different clients in a variety of business and technical environments

5/1999-7/2000 Systems Analyst, SAP/ERP, Deloitte Consulting Implemented Human Resources SAP R/3 Enterprise Resource Planning application at *Pioneer Electronics* and *California Department of Water Resources*; Major role in turning around client's view of and satisfaction with Deloitte resources

## **RESEARCH AND PUBLICATIONS**

### **Refereed Journal Articles and Publications:**

Banerjee, P.M. and Cole, B.M (2010) "The Social Construction of Innovative Impact: Globally Radical Technologies and Locally Radical Technologies" IEEE TEM, forthcoming

Cole, B. and Banerjee, P.M. (2010) "Unitary regulatory supervision or multi-entity supervision? A computational approach to a numbers problem in financial regulation" Regulation & Governance, 4 (4): 435-464.

Banerjee, P.M. and Cole, B.M. (2010) "The Breadth-of-Impact Frontier: How Entrepreneurial Firms Can Manage the Impact of their Technology," Technovation, 30 (7-8): 411-419.

Banerjee, P.M. and B. Campbell (2009) "Inventor Bricolage and Firm Technology and Development," R&D Management, 39 (5): 473 - 487.

Banerjee, P.M. (2009) "Financing as Mother's Milk for International Biotechnology Start-ups," International Journal of Technoentrepreneurship, 2(1):45 - 63.

Banerjee, P.M. (2008) "Leveraging Existing Technology: The Role of Alliances in Cross-application," Strategic Management Review, 2(1): 1-22.

Banerjee, P.M. & Chiu, C.Y. (2008) "Professional Biculturalism Enculturation Training: A new Perspective on Managing the R&D and Marketing Interface" Current Topics in Management, 13: 145-160.

### **Books:**

Banerjee, P. M. and Shastri, V. eds. (2010) Social Responsibility and Environmental Sustainability in Business: How Organizations Handle Profits and Social Duties. New Delhi: Sage.

### **Book Chapters:**

Banerjee, P.M. (2010) "Is your firm established? The role of recognition in entrepreneurial firm transition" in ed. A. Malach-Pines & Mustafa F. Özbilgin. Handbook of Research on High-Technology Entrepreneurs, Edward Elgar Publishing: 101-118.

Banerjee, P.M. (2009) "Investment Banks and Credit Assignment: Managing Selection of International Biotechnology Start-ups" in ed. S. Majumdar Entrepreneurship in Emerging economies: A compendium of Research Papers and Case Study, Manipal: TAPMI Press, 49-60.

Klafehn, J., Banerjee, P. M. and Chiu, C.Y. (2008) "Navigating Cultures: A Psychological Model of Cultural Intelligence", in Ang, S. & Van Dyne, L. (eds.) Handbook on Cultural Intelligence, New York: M. E. Sharpe: 318-331.

**Refereed Papers in Review:**

Cole, B.M. and Banerjee, P.M "Signals of Maturity and the Linkage to Leadership Change: A Study of Biotechnology Start-ups Undergoing Professionalization"

Lehrer, M and Banerjee, P. M. "From Complex Processes to Real-Time General Purpose Technologies: Patterns of Development in ERP Software and PCR DNA Analysis"

Banerjee, P.M. and B. Campbell "Human Capital Bricolage and team composition in technology-based ventures"

Banerjee, P.M. "From Information Technology to Bioinformatics: Evolution of Technological Capabilities in India"

Banerjee, P.M. and M. Preskill "The Role of Government in Shifting Firm Innovation Focus in the Automobile Industry."

Banerjee, P.M. "Sustainably Locating Human Capital: A Time-and-Motion Study for Constrained Optimization of Knowledge Assets"

**Other Work in Progress:**

Saxton, B., Banerjee, P. & Campbell, B. "Man-to-Man or Zone?: Bricolage of Characteristic-based and Experience-based Human Capital in the NBA"

Campbell, B. and Banerjee, P. "Knowledge Complementarities: Human Capital Strategies and R&D Investment"

Banerjee, P.M., B. Campbell, & T. Stretton "Attaining Sustainability through Inventor Bricolage: De Novo and De Alio Photovoltaic Invention"

Banerjee, P.M & Cole, B. "Cognitive Adaptability and Deference: The "We" in New High-Tech Venture Performance"

Banerjee, P. M. and Lehrer, M. "BRIC Biotechnology: A Comparative and Longitudinal Perspective"

Banerjee, P.M. and D.J. Miller. "An Evolutionary Approach to Leveraging Knowledge into New Technologies and Applications"

Banerjee, P.M. and D.J. Miller. “Cross-Application: Exploiting Technology in New Markets”

Corredoira, R. A. and P.M. Banerjee “Performance Effects of Tying Unrelated Areas for Semiconductor Patents”

**Refereed Publications prior to academic career (under maiden name, Roy):**

Roy, P. & Roy, P. (2004) “The Hewlett Packard – Compaq Computers Merger: Insight from the Resource-Based View and the Dynamic Capabilities Perspective” The Journal of American Academy of Business, 5(1-2): 7-15.

Roy, P. & Roy, P. (2002) “Tacit Knowledge Management in Organizations: A Move Towards Strategic Internal Communications Systems” The Journal of American Academy of Business, 2(1): 32-29.

**Non-Refereed Articles, Cases and Book Reviews:**

Banerjee, P.M. and Hanny, M. (2009) “Academia, industry must build better alliances for the future.” Mass High Tech Journal  
<http://www.masshightech.com/stories/2009/05/11/editorial3-Academia-industry-must-build-better-alliances-for-the-future.html>

Banerjee, P.M. and Hanny, M. (2009) “Adapting Skills For The Green Tech Revolution” Environmental Leader  
<http://www.environmentalleader.com/2009/04/20/adapting-skills-for-the-green-tech-revolution/>

Banerjee, P.M. (2008) “Video Games Aren't a Waste of Time” Business Week  
[http://www.businessweek.com/bschools/content/feb2008/bs20080219\\_935082.htm?chan=top+news\\_top+news+index\\_business+schools](http://www.businessweek.com/bschools/content/feb2008/bs20080219_935082.htm?chan=top+news_top+news+index_business+schools)

Banerjee, P.M. and J. T. Mahoney (2007). Review of Organizations at the Limit: Lessons from the Columbia Disaster, edited by William Starbuck and Moshe Farjoun. Academy of Management Perspectives, 21(4): 87-90.

**PRESENTATIONS**

**Conference Presentations:**

The works above have been presented at the following conferences (in chronological order):

Academy of Management Conference, Montreal, 2010

Academy of Management Conference, Chicago, 2009

Society for Entrepreneurship Scholars (SES) conference, Utah, 2009

Academy of Management Conference, Anaheim, 2008

ICAM, Boston, 2008

International Research Meet on Entrepreneurship in India and China, Manipal, 2007

Strategic Management Society, San Diego, 2007

Academy of Management Conference, Philadelphia, 2007

Strategic Management Society, Vienna, 2006

Academy of Management Conference, Atlanta, 2006

Strategic Management Society, Orlando, 2005  
Academy of Management Conference, Honolulu, 2005  
Trans-Atlantic Doctoral Conference, London, 2005  
Innovation Research Network Conference, Boston, 2005  
Academy of Management Conference, Seattle, 2003  
Strategic Management Society Mergers and Acquisitions Conference, Calgary, 2002

**Invited Presentations or Panel Discussions:**

Brown International Advanced Research Institute (BIARI) Technology Entrepreneurship and Management 6/14/10-6/25/10  
“Copenhagen Climate Change Conference: What's the Deal?” 12/2/09 Moderator  
“Building Green Skills: The New Economic Stimulus Package,” 9/25/09  
“IBM event on Innov8 2.0,” 9/18/09  
“Cultivating a Generation - Engaging Young Entrepreneurs” TiE ForSE, 10/10/08  
“From Corporate Social Responsibility to Global Social Entrepreneurship”, 9/18/08  
Strategy seminar, EPFL, 3/17/2008  
Science & Technology in the Pacific Century, University of Illinois Urbana-Champaign, 1/31/08  
BioBEL seminar, University of Illinois Urbana-Champaign, 2/1/08  
Multimedia in Teaching & Learning” Brandeis Library & Technology Services, 3/26/08  
“Addressing the Skills Shortage” Announcement of IBS-IBM Partnership, 11/6/07

**MEDIA**

**Print:**

Mary Pratt “5 recession survival skills” Computerworld  
[http://www.computerworld.com/s/article/333754/Five\\_Recession\\_Survival\\_Skills?taxonomyId=10&pageNumber=1](http://www.computerworld.com/s/article/333754/Five_Recession_Survival_Skills?taxonomyId=10&pageNumber=1)

Mary Pratt “How to keep innovation and morale up in a down economy” IT Business  
<http://www.itbusiness.ca/it/client/en/home/News.asp?id=52241&PageMem=1>

Jesse Noyes “Area Business Schools Looking to rake in the ‘green’” Boston Business Journal,  
Sept 19-25, 2008 <http://boston.bizjournals.com/boston/stories/2008/09/22/story13.html>

John Cox “IBM’s answer to IT skills crunch: Woo students” Network World, June 13, 2008  
<http://www.networkworld.com/news/2008/061308-ibm-skills.html?hpg1=bn>

Mark Connors “Moody St. in Waltham: the New ‘Little India’” India New England  
<http://www.ethnicnewz.org/en/moody-st-waltham-new-little-india>

Cara Hogan “Brandeis MBA degrees going green” The Jewish Advocate, 2008

Anya Bergman “IBS introduces "global green" MBA track” The Justice, 2008

Dean & Provost “Experiential game builds skills, corporate relationships”, 2008

Julie Moran Alterio “IBM video game teaches business and computer skills” The Journal News,  
2007

Lital Shair “IBS, IBM begin academic partnership” The Justice, 2007

**Video:**

IBM Provides Free Online Training in Hot Technologies

<http://youtube.com/watch?v=e6-SsFnJjSs>

**TEACHING**

<b>Level</b>	<b>Course No.</b>	<b>Course Title</b>	<b>Institution</b>
Graduate	BUS261a	Managing Tech Businesses	Brandeis
Graduate	BUS264f	Business and the Environment	Brandeis
Graduate	BUS263f	Technology Transfer and Global Innovation	Brandeis
Graduate	BUS260a	Competition and Strategy	Brandeis
Undergraduate	BUS10a	Fundamentals of Capitalist Enterprise	Brandeis
Undergraduate	BADM449	Business Policy and Strategy	UIUC
Undergraduate	BADM367	Management of Technology	UIUC
Undergraduate	MGMT101	Introduction to Management	Wharton
ExecED	INTS531	Innovation and Technology Management	Wharton

**ADVISING**

Dan Wengrovitz, Brandeis Undergraduate Schiff Fellow 2008 “The Influence of Investors in Clean Technology” Selected to present at the EL2 Symposium

<http://www.brandeis.edu/experientiallearning/EL2/EL2Program.pdf>

**SERVICE****Reviewer:**

Academy of Management Annual Meetings, Journal of Management Studies, International Journal of Technoentrepreneurship, IEEE Transactions on Engineering Management, Organizational Science, Strategic Management Journal, The Handbook of Technology Management, Strategic Management Society Annual Meetings

**Brandeis University:**

Curriculum meetings for MA in CS Entrepreneurship and MA in Biotechnology

Committee for the Support of Teaching (CST), 2008

Connections between Research and Commercialization, 2007 \*Presented to Brandeis University

Sciences Advisory Council Meeting (BUSAC) on May 8, 2008

South Asia Regional Initiative, 2007

**International Business School:**

IBM Partnership

BUS MBA & Undergraduate Minor/Major Committees

**PROFESSIONAL ASSOCIATIONS**

Academy of Management \*Executive TIM Committee Member 08-10

Strategic Management Society

The Indus Entrepreneur (TiE) – Boston

The Conscious Entrepreneurs Collaborative