

CRISTINA O. VLAS

University of Massachusetts – Amherst
Isenberg School of Management
121 Presidents Drive, N281, Amherst, MA 01003
Phone: (413) 545-5524
cvlas@isenberg.umass.edu

ACADEMIC APPOINTMENTS

Assistant Professor of Strategy University of Massachusetts - Amherst	2018 - Present
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EDUCATION

Doctor of Philosophy in International Management Studies University of Texas at Dallas Major: Strategic Management Minor: Organization Theory Dissertation: <i>Antecedents, Moderators, and Outcomes of Internal Innovation</i>	2018
Master in Business Administration University of Nebraska at Omaha	2006
Bachelor of Science Academy of Economic Studies, Bucharest, Romania	2001

RESEARCH INTERESTS

Google Scholar: 218 *Web of Science: 11* *h-index: 7*

Research Stream 1: Innovation strategy and performance (KBV, organizational learning, learning curve, learning experience, ambidexterity, patenting, knowledge-intensive industries, open-source, user innovation, routines)

Research Stream 2: CEO biases and heuristics (upper echelons, CEO personality, CEO motivation, CEO behavior, CEO-TMT relationship, CEO/board activism)

Research Stream 3: Racial diversity in organizations

PUBLISHED RESEARCH (*New)

*Vlas, CO, Richard, OC, Andreovski, G, Konrad, A, Yang, Y (2022) "Dynamic capabilities for managing racially diverse workforces: Effects on competitive action variety and firm performance" *Journal of Business Research*, 141(3), 600-618.

*Vlas, CO, Vlas, RE, Robinson, WN, Masoud, Y (2022) "How do external disruptions affect technological knowledge repository diversification? The role of repositories' historical and

social aspiration levels and knowledge footprint” *Knowledge and Process Management*. First published: 27 April 2022. <https://doi.org/10.1002/kpm.1712>

*Vlas, RE, Nguyen, H, **Vlas, CO** (2021) “A theoretical exploration of out-group vs in-group perspectives on the dynamics of team effectiveness” *Team Performance Management*, 28(1/2), 45-60. <https://doi.org/10.1108/TPM-09-2021-0070>

Peng, MW, Lebedev, S, **Vlas, CO**, Wang, J, Shay, J (2018) “The growth of the firm in (and out of) emerging economies,” *Asia-Pacific Journal of Management*, 35(4), 829-857.

Peng, MW, Sun, W, **Vlas, CO**, Minichilli, A, Corbetta, G (2018) “An institution-based view of large family firms: A recap and overview” *Entrepreneurship Theory and Practice*, 42(2), 187-205.

Peng, MW, **Vlas, CO** (2017) “Diffusion of a twentieth-century innovation” *Academy of Strategic Management Journal*, 16(1), 172-174.

Yuan, C, Li, Y, **Vlas, CO**, Peng, MW (2016) “Dynamic capabilities, subnational environment, and university technology transfer” *Strategic Organization*, 16(1), 35-60.

Vlas, RE, **Vlas, CO** (2016) “The role of internal and network constraints on alliance ambidexterity decisions in technology-intensive industries” *Asia-Pacific Journal of Information Systems*, 26(2), 299-321.

RESEARCH UNDER REVIEW

Vlas, RE, Robinson, W, **Vlas, CO** “Contemporary requirements practices: A routine-based perspective on open-source project popularity” *Journal of Management Information Systems (Round 1)*

RESEARCH IN PREPARATION

Vlas, CO, Masoud, YM, Garg, G, Genin, AL “Under scrutiny: Knowledge differentiation and integration in organizations” *Strategic Management Journal* (final review stage)

Vlas, CO, Choi, EW, Peng, MW “Patenting velocity and market signaling” *Management Science* (final review stage)

Vlas, CO, Peng, MW, Choi, EW “Active slack, balanced capability portfolios, and firm performance” *Journal of Management Studies* (final review stage)

Vlas, CO, Xu, M, Masoud, Y, Chaudhuri, U “CEO self-monitoring: An old construct in new shoes” *Organization Science* (final review stage)

Vlas, CO, See, EC “A power-learning perspective of innovation-intensive firms’ performance” *Academy of Management Journal* (data analysis stage)

Vlas, CO, Garg, G, Vlas RE, Mangaliso, M “CEO personality, managerial discretion, and strategic change” *Strategic Management Journal* (data analysis stage)

Vlas, CO, Vlas RE, Masoud, Y, Genin, AL “To the captain: Risk it or rest it? CEO characteristics and large firms’ innovation” *Journal of Management Studies* (data analysis stage)

- Vlas, CO, Richard, OC** “Who’s your ally? An upper management’s perspective of alliance decisions” *Strategic Management Journal* (data analysis stage)
- Vlas, CO, Su, W, Richard, OC** “Racial and gender diversity: Independent and joint effects on organizational innovation and firm performance” *Strategic Management Journal* (data analysis stage)
- Vlas, CO, See, EC** “Corporate activism and firms’ innovation strategy and performance” *Academy of Management Journal* (data collection stage)
- Vlas, CO, Vlas, RE, Mangaliso, M** “Institutional relatedness, knowledge ambiguity, and alliance innovation” *Journal of Management* (data collection stage)
- Vlas, CO** “Perspectives: Learning and innovation in high-velocity environments” (theoretical framing stage)
- Kemp, A, **Vlas CO**, and Vlas, RE “The effects of CEO shame-proneness and guilt-proneness on financial misrepresentation” (theoretical framing stage)

PRESENTATIONS AND INVITED TALKS

Conference Presentations

Academy of Management Conference	2016 – 2022
Strategic Management Society Conference	2016 – 2020
Eastern Academy of Management International Conference	2015, 2019, 2022
Southwest Academy of Management Conference	2016
Theories of Family Enterprise Conference	2016
ASE/IEEE Conference on Privacy, Security, Risk, and Trust	2013
Innovation Conference on Automation and Robotics	2012
Americas Conference on Information Systems	2011
Midwest Association for Information Systems Conference	2011

Invited talks

World Congress on Business and Financial Management	2019
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GRANTS

FLEX Grant	2019 – 2021
MSP Research Grant	2019 – 2021

HONORS AND AWARDS

Academy of Management Annual Meeting

“Above and Beyond the Call of Duty” Reviewer Award	2016
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“Patenting velocity and patterns in market signaling” BEST PAPER FINALIST TIM DIVISION	2016
Strategic Management Society Conference “Risky decision making: The role of top management team’s diversity, self-monitoring, and interdependence” BEST CONFERENCE PAPER NOMINEE	2016
Southwest Academy of Management Conference “Soft power and entrepreneurial growth” BEST CONFERENCE PAPER FINALIST	2016
University of Texas at Dallas PhD Scholarship – Jindal School of Management Outstanding Teaching Award – Strategic Management Course Outstanding Teaching Award – International Management Course	2013 – 2017 2015 2014
University of Nebraska at Omaha MBA Scholarship Business Plan Competition Finalist – 2 nd place Best Performing Team at the Simulation Workshop for Sustainable Decision Making	2004 – 2006 2006 2005
Academy of Economic Studies, Bucharest, Romania Merit-Based Scholarship Special Award for “Commerce – The Foundation of Modern Economies” Special Award for “The Internet at the Edge between Ignorance and Omniscience” Special Award for “Foreign investments in Romania” Special Award of the Efficient Publishing House for winning the <i>Students With Exceptional Paper Writing Abilities Competition</i>	1997 – 2001 2000 1999 1998 1998

TEACHING INTERESTS

- Strategic Management
- Technology and Innovation Management
- Diversity Issues in Management
- Global (International) Business

TEACHING EXPERIENCE

University of Massachusetts - Amherst MGT494BI – Strategic Management Capstone Evaluation ratings 4.6; 34 students enrolled MGT494BI – Strategic Management Capstone Evaluation ratings 4.5; 35 students enrolled MGT494BI – Strategic Management Capstone Evaluation ratings 4.5; 41 students enrolled MGT494BI – Strategic Management Capstone Evaluation ratings 4.2; 41 students enrolled MGT494BI – Strategic Management Capstone	Spring 2022 Spring 2022 Fall 2021 Fall 2021 Spring 2021
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Evaluation ratings 4.3; 39 students enrolled MGT494BI – Strategic Management Capstone	Fall 2020
Evaluation ratings 4.2; 44 students enrolled MGT494BI – Strategic Management Capstone	Fall 2020
Evaluation ratings 4.6; 38 students enrolled MGT494BI – Strategic Management Capstone	Spring 2020
Forward FOCUS evaluation; 40 students enrolled MGT494BI – Strategic Management Capstone	Spring 2020
Forward FOCUS evaluation; 30 students enrolled MGT494BI – Strategic Management Capstone	Spring 2020
Forward FOCUS evaluation; 12 students enrolled MGT494BI – Strategic Management Capstone	Fall 2019
Evaluation ratings 4.1 out of 5; 39 students enrolled MGT494BI – Strategic Management Capstone	Spring 2019
Evaluation ratings 4.1 out of 5; 32 students enrolled MGT494BI – Strategic Management Capstone	Spring 2019
Evaluation ratings 4.1 out of 5; 39 students enrolled MGT494BI – Strategic Management Capstone	Fall 2018
Evaluation ratings 2.7 out of 5; 33 students enrolled	

University of Texas at Dallas

BPS 4305 – Strategic Management Capstone	Fall 2017
Evaluation ratings 4.85 out of 5; 44 students enrolled BPS 4305 – Strategic Management Capstone	Fall 2015
Evaluation ratings 4.83 out of 5; 46 students enrolled IMS 3310 – International Business Capstone	Summer 2014
Evaluation ratings 4.81 out of 5; 43 students enrolled	

University of Nebraska at Omaha

MKT 3310 – Principles of Marketing	Fall 2004 – Spring 2006
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Academy of Economic Studies, Bucharest, Romania

MKT 101 – Statistical Analysis Techniques	Fall 2001 – Spring 2002
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PROFESSIONAL SERVICE

Dissertations and Comprehensive Examinations

- Dissertation Committee member for Chin (Eugene) See, UMass – Amherst 2020
 - “The impact of activist appointed directors on firm strategic change”
- Comprehensive examination member for Youstina Masoud, UMass – Amherst 2020
 - Specialty exam

Committees and recruitment

- UMass – Amherst, School Curriculum Committee, 2020
- UMass – Amherst, Isenberg Representative for Research Library Council, 2020
- UMass – Amherst, Strategy Hiring Committee, 2018-2019
- UMass – Amherst, Strategy PhD applicants Committee, 2018-2019

Reviewing activities

- Journal Reviewer: *Strategic Organization*, *Journal of Management Studies*,
- Conference Reviewer: Academy of Management Conference (AOM), Strategic Management Society Conference (SMS), Eastern Academy of Management International Conference (EAM-I), Southwest Academy of Management Conference (SWAM), International Conference on Information Systems (ICIS), European Conference on Information Systems (ECIS), Americas Conference on Information Systems (AMCIS), Southern Association for Information Systems Conference (SAIS), Hawai'i International Conference on System Sciences (HICSS)

Conference chairing

Session Chair at The Academy of Management Conference 2016, 2021

Academic memberships

Academy of Management	2014 – present
Strategic Management Society	2015 – present
INFORMS	2014 – present

Program ranking and development

Closely worked with the Innovation and Entrepreneurship Program Director on the following tasks related to the Program's growth, retention, and ranking:

- Reviewed course descriptions
- Assessed opportunities for course cross-listings
- Assessed competing programs' performance on the Princeton Review's ranking metrics
- Developed a comprehensive database of UT Dallas' startups and business founders
- Outcomes:
 - 2016 – UT Dallas was ranked 22nd among Top 25 US Entrepreneurial Schools in U.S.
 - 2017 – UT Dallas was ranked 19th among Top 25 US Entrepreneurial Schools in U.S.

VOLUNTEERING ACTIVITIES

University of Massachusetts - Amherst

- Organizer Brown Bag Seminar 2018-2022

University of Texas at Dallas

- Organizer UT Dallas' Business Plan Competition 2015, 2016
- UT Dallas's Entrepreneurship Program's webpage 2015

University of Nebraska at Omaha

- Organizer for Orion-PFM 2015, 2016
- Student member and tutor for VITA Program 2005, 2006
- Student analyst for the MBA Program 2005

Bucharest, Romania

▫ Auditor

2001 – 2004

INDUSTRY EXPERIENCE

Omnis Prime, LLC.

2008 – 2020

Owner, President

C&D Marketing, Inc.

2006 – 2008

Marketing Manager

New Vision, Inc.

2002 – 2004

Director of Marketing and IT