

CRISTINA O. VLAS
University of Massachusetts – Amherst
Isenberg School of Management
121 Presidents Drive, N281, Amherst, MA 01003
Phone: (281) 881-9839
cvlas@isenberg.umass.edu

ACADEMIC APPOINTMENTS

Assistant Professor of Strategic Management 2018 - Present
University of Massachusetts – Amherst
Isenberg School of Management

EDUCATION

Doctor of Philosophy in International Management Studies 2018
University of Texas at Dallas
Major: Strategic Management
Minor: Organization Theory
Dissertation: *Antecedents, Moderators, and Outcomes of Internal Innovation*

Master in Business Administration 2006
University of Nebraska at Omaha

Bachelor of Science 2001
Academy of Economic Studies, Bucharest, Romania

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

TEACHING INTERESTS

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

TEACHING EXPERIENCE

Course	Semester Year	Delivery method	Rating (out of 5)	Enrollment	Response %
University of Massachusetts - Amherst					
Strategic Management Capstone	Spring 2022	Face to face	4.6	34	85%
Strategic Management Capstone	Spring 2022	Face to face	4.5	35	97%
Strategic Management Capstone	Fall 2021	Face to face	4.5	41	85%
Strategic Management Capstone	Fall 2021	Face to face	4.2	41	90%
Strategic Management Capstone	Spring 2021	Online	4.3	39	77%
Strategic Management Capstone	Fall 2020	Online	4.2	44	43%
Strategic Management Capstone	Fall 2020	Online	4.6	38	53%
Strategic Management Capstone	Spring 2020	Hybrid	Focus	40	100%
Strategic Management Capstone	Spring 2020	Hybrid	Focus	30	97%
Strategic Management Capstone	Spring 2020	Hybrid	Focus	12	100%
Strategic Management Capstone	Fall 2019	Face to face	4.1	39	92%
Strategic Management Capstone	Spring 2019	Face to face	4.1	32	91%
Strategic Management Capstone	Spring 2019	Face to face	4.1	39	79%
Strategic Management Capstone	Fall 2018	Face to face	2.7	33	58%
University of Texas at Dallas					
Strategic Management Capstone	Fall 2017	Face to face	4.69	44	40%
Strategic Management Capstone	Fall 2015	Face to face	4.83	46	70%
International Business Capstone	Summer 2014	Face to face	4.81	43	58%

Course	Semester Year	Delivery method	Rating (out of 5)	Enrollment	Response %
University of Nebraska at Omaha					
Principles of Marketing	Fall 2004 – Spring 2006	Face to face		Not available	
Academy of Economic Studies, Bucharest, Romania					
Statistical Analysis Techniques	Fall 2001 – Spring 2002	Face to face		Not available	

RESEARCH INTERESTS

Google Scholar: 285 *Web of Science: 11* *h-index: 7* *i10-index: 4*

Research Stream 1: Innovation strategy and performance (knowledge, competence, routines, patenting, ambidexterity, organizational learning, user innovation)

Research Stream 2: CEO biases and heuristics (personality, motivation, self-regulation, CEO-TMT relationship, CEO/board activism)

Research Stream 3: Diversity topics in organizations (race/ethnicity, gender, inclusion)

PUBLISHED RESEARCH

Vlas, CO, Vlas, RE, Robinson, WN, Masoud, Y (2023) “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*, 30(1), 110-121.

Vlas, CO, Richard, OC, Andrevski, 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, 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.

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

Masoud, YM, Garg, G, **Vlas, CO** “Diversification and interdependence of knowledge in organizations: A congruence model” *Research Policy*

Xu, M, Masoud, Y, **Vlas, CO** “The science behind innovation strategy and performance: How does CEO’s self-monitoring matter?” *Journal of Applied Social Psychology*

Vlas, RE, Robinson, W, **Vlas, CO** “Contemporary requirements practices: A routine-based perspective on open-source project popularity” *IEEE Transactions on Software Engineering*

Vlas, CO, Vlas, RE “Strategy under scrutiny: States and stages of knowledge and their impact on innovation performance” *Management Decision*

Vlas, CO “Competing in innovation-intensive environments: The role of soft power, learning, and CEO heuristics” *Management Learning*

Vlas, CO “The role of CEO biases and heuristics for large firms’ innovation” *International Journal of Applied Management & Technology*

RESEARCH IN PREPARATION

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*

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

GRANTS

FLEX Grant	2019 – 2021
MSP Research Grant	2019 – 2023

PRESENTATIONS AND INVITED TALKS

Conference Presentations

Academy of Management Conference	2016 – 2023
Strategic Management Society Conference	2016 – 2020
Eastern Academy of Management International Conference	2015 – 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
---	------

HONORS AND AWARDS

Academy of Management Annual Meeting

“Above and Beyond the Call of Duty” Reviewer Award	2016
“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	2013 – 2017
Outstanding Teaching Award – Strategic Management Course	2015

Outstanding Teaching Award – International Management Course 2014

University of Nebraska at Omaha

MBA Scholarship 2004 – 2006
Business Plan Competition Finalist – 2nd place 2006
Best Performing Team at the Simulation Workshop for Sustainable Decision Making 2005

Academy of Economic Studies, Bucharest, Romania

Merit-Based Scholarship 1997 – 2001
Special Award for “Commerce – The Foundation of Modern Economies” 2000
Special Award for “The Internet at the Edge between Ignorance and Omniscience” 1999
Special Award for “Foreign investments in Romania” 1998
Special Award of the Efficient Publishing House for winning the *Students With Exceptional Paper Writing Abilities Competition* 1998

PROFESSIONAL SERVICE

Dissertations and Comprehensive Examinations

- Dissertation Committee member for Youstina Masoud, UMass – Amherst 2023
 - “Organizational learning and firms’ innovation in the era of AI”
- Dissertation Committee member for Chin (Eugene) See, UMass – Amherst 2021
 - “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 PhD applicants Committee 2018-2019
- UMass – Amherst, Strategy Hiring 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, 2023

Academic memberships

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

Program ranking and development

Closely worked with the Innovation and Entrepreneurship Program Director at the University of Texas at Dallas 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 2018-2023

University of Texas at Dallas

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

University of Nebraska at Omaha

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

Bucharest, Romania

- Auditor 2001 – 2004