

# Colleen Cunningham

ASSISTANT PROFESSOR · ENTREPRENEURSHIP & STRATEGY

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## Academic Appointments

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2023- **Assistant Professor of Entrepreneurship & Strategy**, Eccles School of Business, University of Utah  
2017-2022 **Assistant Professor of Strategy & Entrepreneurship**, London Business School

## Education

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<b>Duke University</b>	Durham, NC, USA
PHD BUSINESS ADMINISTRATION (STRATEGY)	2017
<b>Simon Fraser University</b>	Burnaby, BC, Canada
MA ECONOMICS	2008
<b>University of British Columbia</b>	Vancouver, BC, Canada
BA ECONOMICS (MINOR: POLITICAL SCIENCE)	2007

## Publications

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### PUBLISHED

**C Cunningham**, A Kapačinskaitė. (2025) Keeping invention confidential. *Management Science*, Forthcoming.

C Kim, **C Cunningham**, J Joseph. (2023) Corporate proximity and product market reentry: The role of corporate headquarters in business unit response to product failure. *Academy of Management Journal*, 66 (4) 1209-1232

**C Cunningham**, F Ederer, S Ma. (2021) Killer acquisitions. *Journal of Political Economy*, 129 (3) 649-702.

A Chatterji, **C Cunningham**, J Joseph. (2019) The limits of relational governance: Sales force strategies in the U.S. medical device industry. *Strategic Management Journal*, 40 (1) 55-78.

### UNDER REVIEW / WORKING PAPERS

N Dutt, **C Cunningham**. Energizing change: How policies and experience drive R&D. (*Cond. Accept at Strategy Science*)

A Arora, W Cohen, **C Cunningham**. Inventive capabilities in the division of innovative labor.

**C Cunningham**, R Cooper, D Hall. The limits of user innovation: MD inventors & potential substitute inventions.

**C Cunningham**. Where does novelty pay: the role of market thickness in the financing of US medical device startups.

A Kapačinskaitė, R Vrajesh, **C Cunningham**. Markets for trade secrets

**C Cunningham**, D Hall. Linking medical device technologies and product markets.

### SELECTED RESEARCH IN PROGRESS

**C Cunningham**, F Ederer, C Hodgson, Z Wang. Disclosure and the pace of drug development

**C Cunningham**, J Kao. Negative product disclosure and innovation

**C Cunningham** J Kwon. Is More Better? Product Market Breadth and Startup Invention Sales

## Presentations

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presenting author only; \*scheduled

### INVITED SEMINARS

2024. NYU; U of Washington (Foster); AOM STR Corporate Strategy Symposium (Virtual)

2023. BYU; Boston U (Questrom); Imperial (Business); IESE; IE

2022. Duke (Fuqua); Sussex (SPRU); U of Bern (Economics); Bath SoM; Utah (Eccles)

2021. Dartmouth (Tuck); Copenhagen Business School; UT Austin (McCombs); Berkeley (Haas); U of Maryland (Smith); U of Toronto (Rotman); U of Exeter Business School; LMU München (ISTO); INSEAD

2020. MIT Sloan (TIES); MINES ParisTech (CERNA); ESSEC Business School (Finance)

2019. Erasmus (Rotterdam SoM); UK Department for Business, Energy & Industrial Strategy

2018. University of East Anglia (Norwich); UK Competition Markets Authority

2017. U Penn (Wharton); Bocconi; Tilburg; London Business School; Georgia Tech (Scheller)

2016. Minnesota (Carlson); Colorado (Leeds); University College London (SoM); IESE; Imperial College London (Business); UNC (Kenan-Flagler); INSEAD

## CONFERENCE PRESENTATIONS

### Disclosure and the pace of drug development

- 2025: BYU Winter Strategy Conference
- 2024: AOM Annual Conference *Symposium session*, Chicago

### Negative product disclosure and innovation

- 2025: SMS Annual Conference, San Francisco<sup>+</sup>
- 2024: Wharton Corporate Strategy and Innovation Conference

### Post M&A follow-on innovation in the medical device industry

- 2024: SMS Annual Conference, Istanbul

### The limits of user innovation: MD inventors and potential substitute inventions

- 2024: SMS Special Conference, Washington DC; Crete Workshop on Innovation & Entrepreneurship
- 2022: AOM Annual Conference *Symposium session*, Seattle
- 2021: AOM Annual Conference, Virtual; SMS Annual Conference, Virtual

### Keeping invention confidential

- 2022: Strategy Science, NYU; Wharton Technology and Innovation Conference, Virtual
- 2020: AOM Annual Conference *Symposium session*, Virtual
- 2019: Strategy, Entrepreneurship, and Innovation (SEI) Faculty Workshop

### Killer Acquisitions

- 2019: Wharton Corporate Strategy & Innovation Conference; Crete Workshop on Innovation & Creativity
- 2018: NYU Strategy Workshop; Munich Summer Institute; Queen's Organizational Economics Conference, Kingston; Strategy Science Conference, Philadelphia; AOM Annual Conference, Chicago

### Where does novelty pay: the role of market thickness in the financing of US medical device startups

- 2018: TUM Heilbronn Workshop on Technology Acquisitions
- 2017: AOM Annual Conference, Atlanta
- 2016: Informs Conference, OrgSci Track, Nashville; CCC Conference, Milan

### Inventive Capabilities in the Division of Innovative Labor

- 2015: AOM Annual Conference, Vancouver (in Advances in Patent Research PDW); SMS Annual Conference, Denver

### The limits of relational governance: Sales force strategies in the U.S. medical device industry

- 2013: AOM Annual Conference (Showcase Symposium), Orlando; SMS Annual Conference, Atlanta

## Teaching

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2024– **UG Strategy**, Eccles School of Business, University of Utah

2017–2022 **MBA Core Strategy**, London Business School

Spring 2018 **PhD Innovation & Entrepreneurship (Innovation module)**, London Business School

July 2014 **MBA & MMS Business Math Review**, Fuqua School of Business, Duke University

July 2013 **MBA Business Math Review**, Fuqua School of Business, Duke University

## TEACHING CASES

Tesco and UK Food and Grocery Retail in 2015. *2018* (with Sendil Ethiraj, Keyvan Vakili and Tiona Zuzul)

Tesco in 2018. *2018* (with Keyvan Vakili and Francisco Brahm)

Ryanair vs. EasyJet in 2018. *2018* (with Keyvan Vakili and Francisco Brahm)

Facebook and the \$1 Billion Instagram Acquisition. *2016* (with Victor Bennet) Case Centre Ref: 316-0065-1

## Honours & Awards

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- 2023 **Emerging Scholar Award**, AoM Technology & Innovation Management Division
- 2022 **ACE Best Paper Award**, Asso. of Competition Economists  
**Jerry S. Cohen Award for Antitrust Scholarship**, American Antitrust Institute
- 2020 **Junior Faculty Research Award**, London Business School  
**AdC Competition Policy Award**, Portuguese Competition Authority  
**Robert F. Lanzillotti Prize (for Best Paper in Antitrust Economics)**, IIOC
- 2018 **Best Dissertation Finalist**, AoM Strategic Management Division  
**Ghoshal Research & Practice Best Paper Award**, AoM Strategic Management Division  
**Charles River Associates Corporate Finance Best Paper Award**, WFA  
**Mark A. Satterthwaite Award for Outstanding Research**, Health Care Markets Conference
- 2017 **Kauffman Dissertation Fellowship**, Ewing Marion Kauffman Foundation
- 2011-12 **Fulbright Canada Student Award**, Fulbright Canada
- 2007-08 **Graduate Fellowship Award**, Simon Fraser University

## Mentoring

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- 2023 **Bernardo Dionisi**, PhD committee, Duke University (Fuqua)
- 2021 **Aldona Kapačinskaitė**, PhD committee, London Business School

## Service

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### ECCLES SCHOOL (UTAH)

- 2023– **Entrepreneurship & Strategy Department Seminar Series**, Co-Organizer

### LONDON BUSINESS SCHOOL

- 2022 **Ghoshal Conference**, Co-Organizer
- 2018, 2020 **Faculty Recruitment**, Committee Member
- 2018 **Ghoshal Conference**, Track Chair

### EXTERNAL

- 2021-2023 **AoM Technology & Innovation Management Division**, ExComm Rep-at-Large (*Elected*)
- 2021-2022 **SMS Entrepreneurship & Strategy Interest Group**, ExComm Rep-at-Large (*Elected*)
- 2020-2024 **Strategy, Innovation, & Entrepreneurship (SIE) Virtual Seminars**, Founder; Organizer
- 2019-2021 **AoM Strategic Management Division**, Research Committee Member (*Invited*)
- 2018 **AoM Strategic Management Division**, Corporate & International Strategy Track Chair

### EDITORIAL BOARD

Strategic Management Journal (2019–); Organization Science (2021–); Strategy Science (2022–)

### PEER REVIEW

Strategic Management Journal; Organization Science; Management Science; Journal of Political Economy;  
Journal of Economics & Management Strategy; Strategy Science; Research Policy; Industrial and Corporate Change;  
Journal of Organization Design; AoM Annual Conference & SMS Annual Conference

## PROFESSIONAL AFFILIATIONS

Strategy Research Forum (*Invited*) (2019-present); SMS (2012-present); AoM (2012-present)

## Invited Panels & Speaking Engagements

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### Invited Presenter/Panelist

- The role of secrecy and disclosure in innovation. **2023 Cyprus Business School CIM Summit**
- Start-ups, killer acquisitions and merger control. **2020 OECD Competition Policy Roundtable**
- Nascent (or Killer?) Acquisitions. **2019 Cornerstone Research Mergerfest: Is UK Merger Control in the Right Place?**
- Killer Acquisitions: Can they be prevented? **2019 Concurrences Innovation Economics Conference for Antitrust Lawyers**
- Issues in Merger Control: Killer Acquisitions, Platform Mergers, Attention Markets and Bargaining in Media Deals. **2018 CRA Conference on Economic Developments in Competition Policy**

## Health Services & Policy Publications

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- J Puyat, J Daw, **C Cunningham**, M Law, S Wong, D Greyson, S Morgan. (2013) Racial and ethnic disparities in the use of antipsychotic medication: a systematic review and meta-analysis *Social Psychiatry and Psychiatric Epidemiology*, 48 (12) 1861-1872.
- D Greyson, **C Cunningham** and S Morgan. (2012) Information behaviour of Canadian pharmaceutical policy makers. *Health Information and Libraries Journal*. 29 16–27.
- J Puyat, G Hanley, **C Cunningham**, M Law, S Wong, J Sutherland, S Morgan. (2011) Ethnic disparities in antipsychotic drug use in British Columbia: a cross-sectional retrospective study of linked survey and administrative data. *Psychiatric Services*, 62 (9) 1026-1031.
- S Morgan, **C Cunningham**. (2011) Population aging and the determinants of health care expenditures: the case of hospital, medical, and pharmaceutical care in British Columbia, 1996 to 2006. *Healthcare Policy*, 7 (1) 68-79.
- S Morgan, G Hanley, **C Cunningham**, H Quan. (2011) Ethnic differences in the use of prescription drugs: a cross-sectional analysis of linked survey and administrative data. *Open Medicine*, 5 (2) 87-93.
- C Cunningham**, G Hanley, S Morgan. (2011) Income inequities in end-of-life health care spending in British Columbia, Canada: A cross-sectional analysis, 2004-2006. *International Journal for Equity in Health*, 10 (12) e1-9.
- S Morgan, P Grootendorst, J Lexchin, **C Cunningham**, D Greyson. (2011) The cost of drug development: a systematic review. *Health Policy*, 100 (1) 4-17.
- S Morgan, **C Cunningham**, G Hanley. (2010) Individual and contextual determinants of regional variation in prescription drug use: an analysis of administrative data from British Columbia. *PLoS ONE*, 5 (12) e15883.
- S Morgan, **C Cunningham**. (2010) Listening for Prescriptions: A National Consultation on Pharmaceutical Policy Issues. *Healthcare Policy*, 6 (2) 48-66.
- C Cunningham**, G Hanley, S Morgan. (2010) Patterns in the use of benzodiazepines in British Columbia: Examining the impact of increasing research and guideline cautions against long-term use. *Health Policy*, 97 (2-3) 122-129.
- S Morgan, **C Cunningham**. (2008) The Effect of Evidence-based Drug Coverage Policies on Pharmaceutical R&D: A Case Study from British Columbia. *Healthcare Policy*, 3 (3) 54-63.

## Work Experience

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- 2007-2011 **Researcher & Research Coordinator**, Centre for Health Services & Policy Research, University of British Columbia
- 2005-2006 **Policy Analyst**, Ministries of Economic Development & Sustainable Resource Mgmt, Govt of British Columbia