

Colleen Mary Cunningham

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ACADEMIC EMPLOYMENT

2017-present **Assistant Professor of Strategy & Entrepreneurship**
London Business School, University of London, UK

EDUCATION

2017 **Ph.D.** Business Administration (Strategy), *Duke University, USA*
2008 **M.A.** Economics, *Simon Fraser University, Canada*
2007 **B.A.** Economics (Political Science minor), *University of British Columbia, Canada*

PUBLICATIONS

Cunningham C., F. Ederer, & S. Ma. (2020) **Killer acquisitions.** *Journal of Political Economy*, Accepted.
Chatterji, A., 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 AND WORKING PAPERS

Arora, A, W. Cohen, & C. Cunningham **Firm capabilities and the division of innovative labor** *NBER WP; Re&R at SMJ*
Kim, C., C. Cunningham, & J. Joseph **Corporate proximity and business unit learning: Product market re-entry following adverse events in the US medical device industry** *Re&R at AMJ*
Cunningham, C. **Where novelty pays: the role of geography in the financing of US medical device startups**
Dutt, N. & C. Cunningham **Better you than me: External R&D in the U.S. Electricity Industry**
Kapačinskaitė, A. & C. Cunningham **Experimenting Strategically**

SEMINARS & CONFERENCE PRESENTATIONS

INVITED SEMINARS

2020: MIT Sloan (TIES); MINES ParisTech (CERNA); *COVID-delayed: Sussex (SPRU), U of Bern (Economics), ESSEC Finance*
2019: Erasmus (Rotterdam SoM)
2018: University of East Anglia (Norwich); UK Competition Markets Authority; NIHR London InVitro Diagnostics Co-op
2017: 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

Killer acquisitions

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

Experimenting Strategically

- 2019: Strategy, Entrepreneurship, and Innovation (SEI) Faculty Workshop

Where novelty pays: the role of geography in the financing of US medical device startups

- 2018: Technical University of Munich Heilbronn Workshop on Technology Acquisitions
- 2017: AOM Annual Conference, Atlanta
- 2016: Informs Conference, Organization Science Track, Nashville; Consortium on Competitiveness and Cooperation (CCC) Conference, Milan

Firm capabilities and the division of innovative labor

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

Better you than me: External R&D in the U.S. Electricity Industry

- 2015: AOM Annual Conference, Vancouver; SMS Annual Conference, Denver

Firm-level pricing strategy: When irrelevant products are relevant

- 2014: AOM Annual Conference, Philadelphia (*BPS Symposium (organizer)*)

Managing multiple, conflicting organizational Goals: How should firms explore and exploit?

- 2014: AOM Annual Conference, Philadelphia (*MOC/BPS Symposium*)

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

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

INVITED PANELS AND SPEAKING ENGAGEMENTS

Invited Panelist:

- “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 Econ 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

Moderator:

- “Digital Health” Multiple: X 2019 LBS Private Equity & Venture Capital Club Conference
- “E-Health in the Mainstream” 2019 LBS MBA Healthcare Club Conference
- “From Idea to Investment” 2018 LBS MBA Healthcare Club Conference

TEACHING

Autumn 2017-present	MBA Core Strategy <i>London Business School</i>
Spring 2018	PhD Innovation & Entrepreneurship Seminar (Innovation) <i>London Business School</i>
July 2013, 2014	Business Math Review - MBA (2013, 2014) & MMS (2014) <i>Fuqua School of Business, Duke University</i>

TEACHING MATERIALS

Facebook and the \$1 Billion Instagram Acquisition. 2016 (with Victor Bennet) *Case Centre Ref: 316-0065-1 (TN: Case Centre Ref: 316-0065-8)*

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. (with Keyvan Vakili and Francisco Brahm)

HONORS, FELLOWSHIPS, AND AWARDS

2020	LBS Junior Faculty Research Award IIOC Robert F. Lanzillotti Prize (Best Paper in Antitrust Economics)
2018	AOM STR Division Best Dissertation Finalist AOM STR Division Sumantra Ghoshal Research and Practice Best Paper Award Western Finance Association Charles River Associates Corporate Finance Best Paper Award Mark A. Satterthwaite Health Care Markets Best Paper Prize
2017	Kauffman Dissertation Fellowship
2011-17	Fuqua Doctoral Fellowship
2011-12	Fulbright Canada Student Award
2007-08	SFU Graduate Fellowship Award

SERVICE & PROFESSIONAL AFFILIATIONS

LONDON BUSINESS SCHOOL

2018, 2020	Track Chair, Sumantra Ghoshal Conference
2018, 2020	Faculty Recruitment Committee, Strategy & Entrepreneurship Area

DOCTORAL STUDENT ADVISING

Current Aldona Kapačinskaitė LBS Strategy & Entrepreneurship (committee member)
Michael Blomfield LBS Strategy & Entrepreneurship (committee member)

EXTERNAL SERVICE

Summer 2020 Co-organizer, Strategy, Innovation, & Entrepreneurship (SIE) Virtual seminar series
2019-present Editorial Board, Strategic Management Journal (invited)
2018 Corporate & International Strategy Track Chair, STR Division, AoM Annual Conference

PEER REVIEW

Strategic Management Journal; Organization Science; Management Science; Industrial and Corporate Change; Research Policy; Journal of Organization Design; Industry and Innovation; AOM Annual Conferences; SMS Annual Conferences

AFFILIATIONS

2019-present *Invited member* Strategy Research Forum
2012-present Academy of Management; Strategic Management Society

HEALTH SERVICES & POLICY PUBLICATIONS

- Puyat, J., J. Daw, **C. Cunningham**, M. Law, S. Wong, D. Greyson and 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.
- Greyson, D., **C. Cunningham** and S. Morgan. (2012) 'Information behaviour of Canadian pharmaceutical policy makers.' *Health Information and Libraries Journal*. 29: 16-27.
- Puyat, J., G. Hanley, **C. Cunningham**, M. Law, S. Wong, J. Sutherland and 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.
- Morgan, S., and **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.
- Morgan, S., G. Hanley, **C. Cunningham** and 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.
- Cunningham, C.**, G. Hanley and 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.
- Morgan, S., P. Grootendorst, J. Lexchin, **C. Cunningham** and D. Greyson. (2011) 'The cost of drug development: a systematic review.' *Health Policy*. 100.1. 4-17.
- Morgan, S., **C. Cunningham** and 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.
- Morgan, S. and **C. Cunningham**. (2010) 'Listening for Prescriptions: A National Consultation on Pharmaceutical Policy Issues.' *Healthcare Policy*. 6.2. 48-66.
- Cunningham, C.**, G. Hanley and 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.
- Morgan, S. and **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.

WORKING PAPERS

Cunningham, C., M. Law, B. Mintzes, K. Bassett, and S. Morgan. (2012) 'Effects of Oral Bisphosphonate Initiation on Fractures and Gastrointestinal Outcomes: An Instrumental Variable Analysis'

WORK EXPERIENCE

2007, 2008 – 2011 **Research Coordinator**; Centre for Health Services and Policy Research; UBC
2005 – 2006 **Policy Analyst**; B.C. Progress Board; Ministry of Econ Development; Government of BC
Summer 2005 **Policy Analyst**; Ministry of Sustainable Resource Management; Government of BC