

Colleen Mary Cunningham

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ACADEMIC POSITIONS

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

EDUCATION

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

RESEARCH AND TEACHING INTERESTS

Strategic management; Innovation strategy; Entrepreneurial strategy; Healthcare management

WORKING PAPERS AND ADVANCED WORK IN PROGRESS

Chatterji, A., C. Cunningham and J. Joseph. "Redrawing the boundaries of the firm: Sales strategy and the contingent effects of relationships" 2nd round R&R at *SMJ*

Cunningham, C. "When novelty pays" *Preparing for submission*

Arora, A., Cohen, W. and C. Cunningham "Sewing seeds or picking fruit: Firm Capabilities and the dual effects of clusters on innovation" *Preparing for submission*

Cunningham, C. and D. Ridley "Firm-level pricing strategy: When irrelevant products are relevant" *Analysis stage*

Dutt, N. and C. Cunningham "Regulatory uncertainty & firm response in the US electric utilities industry" *Analysis stage*

SEMINARS & CONFERENCE PRESENTATIONS

Invited Seminars:

2017: Wharton; Bocconi University; Tilburg University; London Business School; Georgia Tech (Scheller)

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

2017 AOM Annual Conference, Atlanta

"When novelty pays"

2016 Informs Conference, Organization Science Track, Nashville

"Is newer better? Innovation strategies of startup firms in the U.S. medical device industry (*dissertation research*)"

2016 Consortium on Competitiveness and Cooperation (CCC) Conference, Milan

"A fitting end for a novel start? Input market thickness and startup innovation (*dissertation research*)"

2015 SMS Annual Conference, Denver

"Firm capabilities and the sourcing of invention"

"Regulatory uncertainty & firm response in the US electric utilities industry"

2015 AOM Annual Conference, Vancouver

"Firm capabilities and the sourcing of invention" (in *Advances in Patent Research* PDW)

"Regulatory uncertainty & firm response in the US electric utilities industry"

2014 AOM Annual Conference, Philadelphia

"Firm-level pricing strategy: When irrelevant products are relevant" *BPS Symposium (organizer)*

"Managing multiple, conflicting organizational Goals: How should firms explore and exploit?" *MOC/BPS Symposium*

2013 SMS Annual Conference, Atlanta

"Redrawing the boundaries of the firm: Sales strategy and the contingent effects of relationships"

2013 AOM Annual Conference, Orlando

"Redrawing the boundaries of the firm: Sales strategy and the contingent effects of relationships" *BPS Showcase Symposium*

TEACHING EXPERIENCE

July 2013, 2014	Instructor; Business Math Review, Duke University's Fuqua School of Business MMS 2014 (Evaluation: 6.8/7); MBA 2014 (Evaluation: 6.4/7), MBA 2013 (Evaluation: 5.8/7)
Sept 2011 - Ongoing	Teaching Assistant; Duke University's Fuqua School of Business Lead TA, Core Daytime MBA Strategy 2015; Daytime & Executive MBA: Strategy Foundations (2011-15); Intellectual Capital & Competitive Strategy (2012); Entrepreneurial Strategy (2012, 2013)
Sept 2012 - Dec 2012	Teaching Assistant; Sanford School of Public Policy, Duke University Policy Evaluation with Data (MPP/PhD)
Sept 2007 - Nov 2008	Instructional Teaching Assistant; Department of Economics, Simon Fraser University Environmental Economics (UG) (2007, 2008); International Trade (UG) (2008)

TEACHING CASES

Bennett, V. and C. Cunningham. (2016) "Facebook and The \$1 Billion Instagram Acquisition." *Case Centre Ref: 316-0065-1* (teaching note: Facebook and The \$1 Billion Instagram Acquisition. *Case Centre Ref: 316-0065-8*)

COMPETITIVE AWARDS

2017	Kauffman Dissertation Fellowship
2011-12	Fulbright Canada Student Award
2007	SFU Graduate Fellowship Award

INVITED DOCTORAL CONSORTIA

2015: AOM TIM Doctoral Student Consortium (Vancouver); Strategy Research Initiative PhD Bootcamp (IESE New York); Smith Doctoral Consortium in Entrepreneurship Research (U Maryland)

2014: Trans-Atlantic Doctoral Conference. Strategy Track (London Business School)

2013: West Coast Research Symposium on Technology Entrepreneurship, Doctoral Consortium (U Washington); Mack Institute Emerging Scholars Workshop: Evolutionary Perspectives on Strategic Management (Wharton); Smith Doctoral Consortium in Entrepreneurship Research (U Maryland)

SERVICE

PEER REVIEW

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

MEMBERSHIP

Strategic Management Society; Academy of Management

PREVIOUS EMPLOYMENT

2008 - 2011	Research Coordinator; Centre for Health Services and Policy Research; UBC
Summer 2007	Policy Intern; Centre for Health Services and Policy Research; UBC
2005 - 2006	Policy Analyst & Researcher; B.C. Progress Board; Government of BC
Summer 2005	Policy Analyst; Ministry of Sustainable Resource Management; Government of BC

OTHER PUBLICATIONS: HEALTH SERVICES & POLICY RESEARCH

PEER-REVIEWED 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'

REFERENCES

Ashish Arora

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Duke University (Fuqua)
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Aaron (Ronnie) Chatterji

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Wesley Cohen

Frederick C. Joerg Professor, Professor of Economics
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