

# VIJAYA L. NARAPAREDDY

Associate Professor, Department of Management, Daniels College of Business  
University of Denver, 2101 S. University Blvd., DCB 467, Denver, CO 80208, U.S.A.  
Tel: 303 871-2198; E-mail: vnarapar@du.edu

## EDUCATION

|             |  |
|-------------|--|
| Ph.D. 1987  | University of Illinois at Urbana-Champaign<br>Major: International Business<br>Minor: Business Strategy and Policy |
| MBA 1974    | Andhra University, India   |
| B.Com. 1972 | Mysore University, India<br>Major: Cost Accounting, Industrial Organization  |

## HONORS, AWARDS, AND GRANTS

|               |  |
|---------------|--|
| Winter 2003   | "Toward a Seamless Integration of Learner-Centered Approaches in Undergraduate Electrical Engineering Courses," grant funded by The Center for Teaching and Learning, University of Denver |
| December 2001 | CTL Travel grant, Center for Teaching & Learning, University of Denver   |
| Spring 2002   | Interdisciplinary Proposal Preparation Fund grant, University of Denver  |
| Summer 2001   | Scholarship grant, Daniels College of Business, University of Denver   |
| April 2000    | Nominee, Daniels Award for Excellence  |
| April 1999    | Outstanding Reviewer Award, 1999 Midwest Academy of Management   |
| 1997          | The McMaster Best Case Award in Innovation and New Technology presented at the 1997 NACRA meetings.  |
| 1996 & 1997   | Case grants from the Case Center, Daniels College of Business, University of Denver  |
| Spring 1995   | 1995 Mortar Board Senior Honorary "Top Prof" recognition, University of Denver   |
| Summer 1994   | Summer Research Grant, Dean's Office, CBA, University of Denver  |
| Summer 1993   | Summer Research Grant, Dean's Office, CBA, University of Denver  |
| 1993          | Mitsubishi Bank Foundation Grant, Tokyo, Japan   |
| 1992          | Mitsubishi Bank Foundation Grant, Tokyo, Japan   |
| Summer 1992   | Summer Research Grant, Affirmative Action Office, Cal Poly State University, San Luis Obispo, California   |
| 1991          | Mitsubishi Bank Foundation Grant, Tokyo, Japan   |
| 1989-90       | Affirmative Action Faculty Development Program (Travel) Award, Cal Poly State University, San Luis Obispo, California  |
| 1989-90       | Affirmative Action Faculty Development Program Grant, Cal Poly State University, San Luis Obispo, California   |
| Summer 1989   | State Faculty Support Grant, Cal Poly State University, San Luis Obispo, California  |
| 1988-89       | Affirmative Action Faculty Development Program Grant, Cal Poly State University, San Luis Obispo, California   |
| 1986          | Graduate College Dissertation Research Grant, University of Illinois   |
| 1985          | Graduate College Thesis Project Support, University of Illinois  |
| 1983-84       | Edmund J. James Scholar, University of Illinois  |
| 1974          | University Second Rank, MBA Program, Andhra University, India  |
| 1972-74       | Merit Scholarship of the University Grants Commission, India   |
| 1971-72       | <b>Sri K.C.C. Rao Gold Medal</b> for Humanities and Commerce awarded for outstanding cumulative performance among the undergraduate students in the Humanities and Commerce programs       |

## ACADEMIC EXPERIENCE

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|-----------------------|--|
| Sept. 1999- present   | Associate Professor, Department of Management, Daniels College of Business, University of Denver, Denver, Colorado                   |
| Sept. 1993- Aug. 1999 | Assistant Professor, Department of Management, Daniels College of Business, University of Denver, Denver, Colorado                   |
| Sept. 1992- Aug. 1993 | Visiting Associate Professor, Department of Management, College of Business Administration, University of Denver, Denver, Colorado   |
| Jan. 1988- Aug. 1992  | Associate Professor, Management Department, School of Business, California Polytechnic State University, San Luis Obispo, California |
| June 1987- Dec. 1987  | Lecturer, Management Department, School of Business, CalPoly, San Luis Obispo, California  |
| August 1981- May 1987 | Graduate teaching and research assistant, Department of Business Administration, University of Illinois, Urbana-Champaign.           |

## RESEARCH, PUBLICATIONS, & PRESENTATIONS

### INVITED PRESENTATIONS

- "Culture and Business in Japan: Some Unique Aspects to Consider in international Marketing and Management, Kuwait University, December 8, 2004
- "Developing Cases in International/Multinational Management", Kuwait University, Department of Marketing & Management, December 7, 2004
- "Competing Strategically Through Information Technologies in the Global Economy," National Conference on Enterprise-wide Information Systems, Institute of Public Enterprises, Hyderabad, India, November 26, 2004
- "Developing Cases in Strategic Management," ICAI University, College of Business, Banjara Hills, Hyderabad, India, November 25, 2004
- "How can Rural Industry Participate in the International Economy?" Rotary Club, Amalapuram, India, November 23, 2004
- "Understanding Competition and Strategy in Today's Global Economy," Kasturba College (for Women), Hyderabad, India, November 17, 2004
- "Emotional Intelligence in a Cross-Cultural World," Lucent Technologies, April 2000
- "Institutionalizing Change: Creating Stellar Performance through Diversity," Texaco, January 2001
- "Technology & Competitive Advantage in the Digital Millennium." Southern Denmark University, Denmark, Nov. 1999

### Work-in-Progress:

IDE at Crossroads

GlobalGirlfriend

Coors in Korea

EarthWatch (2000)

EarthWatch (1997)

Space Imaging (2000)

Space Imaging (1999)

"Creative Ideas for Teaching Engineering Education," with M. Matin.

"Team Dynamics and Performance"

"The Business of Satellite Remote Sensing Imagery," with S. Salvatori (under review).

"Solar Lanterns: Illuminating Kenyan Homes for Fifty Dollars," with Nancy Sampson (under review).

## Cases in Refereed Journals & Conference Proceedings

"Making of a Zebra: The Innovators' Dilemma," with M. Matin & R. Salters. Presented at the Fifth Annual Conference of the Association for Creative Teaching, held in Vienna January 2-5, 2002. **This paper is among the "best papers" selected and published in a book, entitled, "Creative Teaching" edited by Hans E. Klein, Omni Press, Madison, WI, 2002.**

"Inflow.com," with G. VonStroh and Nancy Sampson. (Proceedings). Case and teaching note presented at the 2000 Annual Meetings of the North American Case Research Association held October 12-14, 2000

"Samsung (1996)," with J.Y.Kuark, J. Koo, and D.R. Chang. (Proceedings). Case and teaching note presented at the 2000 Annual Meetings of the North American Case Research Association held October 12-14, 2000

"RMCC," with G. VonStroh and Nancy Sampson. (Proceedings). Case and teaching note presented at the 2000 Western Casewriters Association Meetings held April 7, 2000.

"Bicycles For India," with Nancy Sampson (Fall 1999). *Case Research Journal*.

- *This case received the **McMaster Best Case Award in Innovation and New Technology** presented at the 1997 NACRA meetings.*
- This case was used in the Stanford University's Social Entrepreneurship program
- This case is among the materials selected by the Curriculum Integration Committee, Wharton's Social Impact Management Initiative
- This case is among the "Featured Collections" of Aspen Institute's Business and Society Program

"The Business of Satellite Remote Sensing Imagery," with S. Salvatori. . (Proceedings). Case and teaching note presented at the 1999 Annual Meeting of the North American Case Research Association held October 28-30, 1999.

"The Super Tower Hearings," Case and teaching note presented at the 1999 Annual Meeting of the North American Case Research Association held October 28-30, 1999.

"QBS," with G. VonStroh and Nancy Sampson. (Proceedings). Case and teaching note presented at the 1999 Western Casewriters Association Meetings held March, 1999.

"Solar Lanterns: Illuminating Kenyan Homes for Fifty Dollars," with Nancy Sampson. (Proceedings). Case and teaching note presented at the 1998 Annual Meeting of the North American Case Research Association held November 12-14, 1998.

"Bolder Boulder - 1998," with Nancy Sampson. (Proceedings). Case and teaching note presented at the 1998 Annual Meeting of the North American Case Research Association held November 12-14, 1998

"Le Faux Monnayeur," with Reza Gharai. (Proceedings). Case and teaching note presented at the 1998 Annual Meeting of the North American Case Research Association held November 12-14, 1998

"McDonalds in India," with Nancy Sampson. Proceedings. Case and teaching note presented at the Western Casewriters' Association Meetings held April, 1998

"Bicycles For India," with Nancy Sampson. Proceedings. Case and teaching note presented at the 1997 Annual Meeting of the North American Case Research Association held in Cincinnati, Ohio, October 24-26, 1997

- *This case received the **McMaster Best Case Award in Innovation and New Technology** presented at the 1997 NACRA meetings*

"Celestial Seasonings: Pursuing Growth in Japan," with Nancy Sampson. Proceedings. Case and teaching note presented at the 1997 Annual Meeting of the North American Case Research Association held in Cincinnati, Ohio, October 24-26, 1997

"Celestial Seasonings," CaseNet Publication, DCB, 1996

- Also published in Hitt, Ireland, & Hoskisson, *Strategic Management: Competitiveness and Globalization*, 3/e
- Also selected as a Management case for CaseNet-Babson College partnership for the Arthur M. Blank Center for Entrepreneurship, Babson College (January 2005)

"Ben and Jerry's in Russia," Proceedings. Case and teaching note presented at the 1997 Western Casewriters' Association Meetings held April 4, 1997 in Lake Tahoe

"EuroDisney", Proceedings. Case and teaching note presented at the 1996 Annual Meeting of the North American Case Research Association held October 24-26, 1996 in Colorado Springs

"IDE in Hue, Vietnam," with Nancy Sampson. Proceedings. Case and teaching note presented at the 1996 Annual meeting of the North American Case Research Association held October 24-26, 1996 in Colorado Springs

## ARTICLES

"Team Dynamics and Learning in Multidisciplinary Teams." Paper submitted to the Management Education and Development track, 2005 Academy of Management Meetings to be held August 2005.

"Managerial Challenges to Coordination: Lessons from the 2004 Tsunami," with A. Malik and K. Gajjar, Paper submitted to the Organization and Natural Environments track, 2005 Academy of Management Meetings to be held August 2005.

"Integrating Technology and Interdisciplinary Cooperative Learning in Undergraduate Education," with M. Matin, Ninth Annual Teaching with Technology Conference, Aug.10-12, 2004, University of Colorado, Boulder, Colorado.

"A First Step Toward Introducing Emotional Intelligence Into The Law School Curriculum: The "Emotional Intelligence and the Clinic Student" Class," with P. Cain. Presented at the Fifth Annual Conference of the Association for Creative Teaching, held in Vienna January 2-5, 2002. **This paper is among the "best papers" selected and published in a book, entitled, "Creative Teaching" edited by Hans E. Klein, Omni Press, Madison, WI, 2002.**

"Technology & First-mover Advantage in the New Economy: The Case of the Satellite Remote Sensing Imagery Industry," submitted to the 20<sup>th</sup> Annual International Conference of the Strategic Management Society held October 15-18, 2000 in Vancouver, British Columbia

"Flirting with Companies to Overcome Gaps in Business Education," with Nancy Sampson. Proceedings. Paper presented at the Mountain Plains Management Conference held in Grand Junction, CO, October 2-4, 1997

"Enhance Rigour and Relevance: Mini Cases Internationalize the Strategy Curriculum," with Nancy Sampson, Proceedings, 1996 Annual Meeting of the North American Case Research Association held October 24-26, 1996 in Colorado Springs

"Valuing The Vision: Acquisitions with Strategic Value," with John Brown and Ron Rizzuto. The Association of Management Proceedings, 14th Annual International Conference of the Association of Management and The International Association of Management, held August 2-6, 1996 in Toronto, Canada

"Competitive Intelligence as a Surprise Detection Tool in Hypercompetitive Environments, with J.Roberto Evaristo, The Association of Management Proceedings, 14th Annual International Conference of the Association of Management and The International Association of Management, held August 2-6, 1996 in Toronto, Canada

"Creating Win-Win Strategies in International Business: The Role of Information Technologies," (abstract) The Journal. Paper presented at the Annual meetings of the Colorado-Wyoming Academy of Sciences, held in Laramie, Wyoming, April 26-28, 1996

"Japanese Strategy and Competition in the Twenty-first Century: An Assessment From Foreign Direct Investment Patterns," with S. Narapareddy, Proceedings, Second Annual World Conference on Multinational Enterprise, cosponsored by the Academy of International Business-Japan Region, and the Mitsubishi Bank Foundation, November 7-9, 1991, Tokyo, Japan

"Coding the Causal Association of Concepts," with Anne S. Huff and K. Fletcher in Anne S.Huff (ed.), Mapping Strategic Thought," John Wiley and Sons, England, 1990

"Niche Changes and Population Strategies: Foreign Competition Revisited," with Kjell Gronhaug, The Scandinavian Journal of Management Studies, Vol. 5, No. 1, 1989

"Foreign Competition and Domestic Bankruptcies: The Impact of Industry Structure," (Dissertation Abstracts), Journal of International Business Studies, Summer 1989

"Countertrade: Assessment and Implications for American Managers," with Rolf Rogers, Proceedings, the EAM Third Biennial International Conference, "Managing in a Global Economy," held in Hong Kong, June 11-15, 1989

"Problems and Prospects for the Female Corporate Executive: A Cross-Cultural Perspective," with Nori Suzuki, Management Japan, Vol. 21, No. 1, Spring 1988

"Environmental Regulations in the International Business Environment: Implications for the Multinational Corporation," with Robert H. Lucacher, Proceedings, "Business Regulation and its Impact on the World Economy," conference held at the University of Illinois at Urbana-Champaign, Champaign, Illinois on April 25-26, 1988

### **CONFERENCE PRESENTATIONS** (Refereed, not included in Proceedings)

"Collaboration in Multi-disciplinary Teams: Results from an Experiment in Collaborative Learning with Undergraduate Engineering and Business Teams, Cooperative Learning Conference, University of Denver, March 5, 2004.

"Central City Opera: Revitalizing Tradition," with Nancy Sampson and Gordon Von Stroh. Case presented at the Western Casewriters Association Conference held in Banff, Canada, March 28, 1996.

"Strategic Bets: The World of High Stakes Corporate Gambling Via Strategic Investments," with John R. Brown and Ronald Rizzuto, presented at the Strategic Management Society 13th Annual International Conference held in Chicago, September 12-15, 1993

"Strategic Bets: Investment Decision Making Amidst Global Competition," with John R. Brown and Ronald Rizzuto, presented at the Fourth World Conference on Multinational Enterprises, Academy of International Business - Japan Region, held in Singapore, September 2-5, 1993

"China's Defense Technology and the Role of Japanese Transnational Corporations in China's Enterprise Development," with S. Narapareddy, presented at the International Symposium for Young Scholars, Third Annual World Conference on Multinational Enterprises, co-hosted by the Academy of International Business - Japan region and Fudan University, Shanghai, The People's Republic of China, August 2-4, 1992

"Foreign Competition, Real Value of Domestic Currency, and Domestic Industry Profitability: The U.S. Experience Since Free Floating," with Bob Johnson and Luc Soenen, presented at the Annual Meetings of the Academy of International Business, October 12-15, 1990, Toronto, Canada

"Gender, Management Capabilities and U.S. Competitiveness in the 1990's," with Rob M. Grant, presented at the World Conference of the Academy of International Business-Tokyo Meetings, July 2-6, 1990

"Foreign Competition, Organizational Responses, and Quality of Life," with R. Krishnan, presented at the Quality of Life/Marketing Conference held at Virginia Polytechnic Institute, November 8-10, 1989

"Niche Changes and Population Strategies: Foreign Competition Revisited," with K. Gronhaug, Annual Strategic Management Society Conference, 1987

"Problems and Prospects for the Female Corporate Executive: A Cross-Cultural Perspective," with Nori Suzuki, presented at the Annual Meetings of the Academy of International Business, October 1984, Cleveland, Ohio

"Internationalization of State-owned Enterprises," presentation at the Doctoral Consortium, Academy of Management Meetings, Dallas, Texas, August 1983

## PROFESSIONAL EXPERIENCE

|              |  |
|--------------|--|
| 2004         | Advisory Board member, <i>Lutz Lutz</i> , a Franco-Chilean company   |
| 2001         | Consultant, e-MDS, LLC   |
| 1999-Present | Consultant, Altamirano Consulting Group, Inc.  |
| 1992-Present | President, ITBC Inc.   |
| 1974-81      | Marketing Officer, Gokaldas Harbhagwandas, India; Management Trainee, Hegde and Golay, Ltd., India; Management Trainee, Finance, Sandoz (India), Ltd., India |

## PROFESSIONAL SERVICE

Member, Standards Committee, World Association for Case Research and Application (WACRA), 2001- present  
Editorial Review Board member, *Journal of SMET Education: Innovations and Research*, 1999 – present.  
Participant, "Engineer of 2020 National Education Summit, National Academy of Engineering, July 2004.  
Reviewer, *Case Research Journal*, 1996- present.  
Member, Engineering Case Study Interest Group, the National Academy of Engineering, 2003 - 2004  
Member, Digital Case Studies Library Proposal Planning Committee, the National Academy of Engineering, 2002  
International Track Chair, 1998-2000 NACRA Annual Meetings.  
Reviewer, Business Policy Division, Academy of Management Annual Meetings, 2000 – 2004.  
Reviewer, Ethics Track, NACRA Annual Meetings, 2000-2004.  
Reviewer, Case Critique Colloquium, Academy of Management Annual Meetings, 2000.  
Reviewer, 2000 Midwest Academy of Management Meetings.  
Reviewer, *Policy Studies Review*, 1999.  
Reviewer, Case Critique Colloquium, 1999 Academy of Management Annual Meetings.  
Reviewer, 1999 Midwest Academy of Management Meetings  
Task Force on Case Teaching, NACRA, 1996  
Reviewer, Strategy track, 1998 NACRA Annual Meetings.

Reviewer, International track, 1998 NACRA Annual Meetings.  
Reviewer, Marketing track, 1998 NACRA Annual Meetings.  
Reviewer, Accounting/POM/MIS track, 1998 NACRA Annual Meetings.  
Reviewer, Non-Profit track, 1998 NACRA Annual Meetings.  
Reviewer, Case Development track, 1998 NACRA Annual Meetings.  
Reviewer, Case Critique Colloquium, 1998 Academy of Management Meetings.  
Reviewer, 1997 Western Casewriters Association Meetings.  
Discussant, Technology, POM, and Quality track, 1997 NACRA Annual Meetings.  
Discussant, International track, 1997 NACRA Annual Meetings.  
Discussant, International Round-table, 1997 Western Casewriters Association Meetings.  
Reviewer, Case Critique Colloquium, 1997 Academy of Management Meetings.  
Reviewer, International Track, 1996 NACRA Annual Meetings.  
Discussant, International track, 1996 NACRA Annual Meetings.  
Reviewer, Non-profit track, 1996 NACRA Annual Meetings.  
Discussant, Non-profit track, 1996 NACRA Annual Meetings.  
Reviewer, 1996 Western Casewriters Association Meetings.  
Reviewer, Organizational Science special issue on Hypercompetition.  
Reviewer, Whittemore Conference on Hypercompetition, held at Amos Tuck School of Business Administration, Dartmouth College, Hanover, New Hampshire, 1994.  
Reviewer, North American Case Research Association, Business Policy and Strategy track, 1994.  
Reviewer, Fifth Annual Meetings of the Association of Japanese Business Studies, 1992.

## REFERENCES

Available upon request