

## Kimberly M. Green

### CONTACT INFORMATION

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### EDUCATION

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PhD	Indiana University Bloomington, IN	Major: Entrepreneurship Minor: Strategic Management
Thesis Title: “Learning and Knowledge Management in Corporate Entrepreneurship: Portfolio-Level and Product-Level Determinants of Launch in Continuous New Product Development”		
MBA	Georgia Institute of Technology Atlanta, GA	
BS	Auburn University Auburn, AL	Management

### PROFESSIONAL CERTIFICATION

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CFA	Chartered Financial Analyst designation CFA Institute
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### EMPLOYMENT

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2011 – present	<b>University of West Georgia, Carrollton, GA</b> Professor, 2021 - present Associate Professor, 2016 – 2021; Assistant Professor, 2011 – 2016
2007 – 2011	<b>Clemson University, Clemson, SC</b> Assistant Professor
2003 – 2007	<b>Indiana University, Bloomington, IN</b> Associate Instructor
1999 – 2003	<b>BellSouth Corporation, Atlanta, GA</b> Manager – Financial Planning & Analysis: Developed models for valuation of the Domestic Communications Group and forecasts of wireline retail and wholesale products and competitive impacts.
1993 – 1999	<b>Norfolk Southern Corporation, Norfolk, VA</b> Manager – Strategic Planning (1998 – 1999): Examined trends in capacity, volume, profitability, and asset utilization to address growth constraints.

Financial Analyst (1993 – 1998): Analyzed capital investments in equipment, infrastructure, and business ventures; financing alternatives.

1989 – 1991    **Wachovia Bank of Georgia, N.A., Atlanta, GA**  
Assistant District Loan Administration Officer

## **FIELDS OF INTEREST**

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### **Research**

Corporate entrepreneurship, corporate venturing, new product development, strategic management of innovation, competitiveness, knowledge management, management and entrepreneurship education

### **Teaching**

Strategic management, entrepreneurship, corporate entrepreneurship, management and fundamentals of business

## **RESEARCH**

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### **Published and Forthcoming Refereed Journal Articles**

Green, K.M. 2023. An experiential exercise for estimates and the scale of operations. *Business Education Innovation Journal*, 15(2): 80-86.

Upson, J.W., Ndemo, B., Lobo, R., Fadil, N., and Green, K.M. 2023. The effect of national culture on SME competitive dynamics. *Journal of Global Entrepreneurship Research*, 13(22).

Green, K.M. & Ferrell, L. 2022. Spreadsheet check figures and guided errors for problem-solving instruction. *Journal of Instructional Pedagogies*, 28.

Green, K.M. 2020. Exploring corporate strategy and performance reports. *Journal of Business Cases and Applications*, 26(April).

Upson, J. W., & Green, K. M. 2019. Boxing or golfing: a view of small business competition. *Journal of Small Business & Entrepreneurship*, 35(5): 477-500. (DOI: 10.1080/08276331.2019.1691324)

Green, K.M. & Smith, M.W. 2017. Analogies and students' understanding of similarity in business. *Journal of the Academy of Business Education*, 18(Spring): 91-109.

Upson, J. & Green, K.M. 2017. Dragons, Goliaths, and Cowboys: A view of small business competition. *Organizational Dynamics*, 46(3): 171-181.

Green, K.M., Upson, J.W., & Velez, S. 2017. Building students' international perspective using business startups. *Business Education Innovation Journal*, 9(1): 67-76.

Raman, R., & Green, K.M. 2016. Multilevel factors affecting timely electronic documentation of medication administration: a hierarchical linear modeling approach. *Health Systems*, 5, (DOI: 10.1057/hs.2016.3).

Green, K.M. 2015. Challenges of implementing innovation: An exercise framed in three stories. *Journal of the Academy of Business Education*, 16(Winter): 292-305.

Smith, M.W., & Green, K.M. 2015. A class exercise to explore crowdfunding. *Business Education Innovation Journal*, 7(1), 33-42.

Green, K.M., & Raman, R. 2014. Innovation hit rate, product advantage, innovativeness and firm performance. *International Journal of Innovation Management*, 18(5), 1-34.

Green, K.M. 2014. Perceptions and framing of risk, uncertainty, loss and failure in entrepreneurship. *International Journal of Risk and Contingency Management*, 3(2), 1-17.

Green, K.M. 2014. Creative-thinking exercises for entrepreneurship class. *Journal of Business Cases and Applications*, 12(Oct.).

Green, K.M. 2013. Project scope, market size prospects, and launch outcomes in cooperative new product development. *American Journal of Management*, 13(2).

Green, K.M., & Smith, M.W. 2013. Opportunity identification exercises as an introduction to entrepreneurship. *Journal of Business Cases and Applications*, 7(Feb.), 11 pp.

Green, K.M., & Smith, M.W. 2012. An introductory case in feasibility and exit strategy assessment for entrepreneurship. *Journal of Business Cases and Applications*, 6(Oct.).

Green, K.M., Covin, J.G., & Slevin, D.P. 2008. Exploring the relationship between strategic reactivity and entrepreneurial orientation: The role of structure-style fit. *Journal of Business Venturing*, 23(3), 356-383.

Covin, J.G., Green, K.M., & Slevin, D.P. 2006. Strategic process effects on the entrepreneurial orientation-sales growth rate relationship. *Entrepreneurship Theory & Practice*, 30(1), 57-81.

#### **Papers Currently Under Review or in Progress**

Green, K.M. & Bergiel, E. Building and licensing knowledge in new product development. *Final draft in process for submission to journal.*

Upson, J.W. & Green, K.M. Competitive dynamics of small business. *Manuscript being revised for submission.*

Green, K.M., & Smith, M. W. Accuracy and analogical thinking in business education. *Final manuscript in preparation for submission.*

Green, K.M., & Upson, J. Patterns and shifts in strategic momentum. *Data collection being expanded; manuscript being revised.*

Green, K.M. Development speed, discontinue speed, and knowledge utilization for new product initiatives. *Data analysis complete; preparation of manuscript for submission.*

### **Conferences with Proceedings**

Green, K.M. & George, B. 2011. Corporate entrepreneurship and value creation for stockholders. *Frontiers of Entrepreneurship Research –2011 (Proceedings of the Babson College Entrepreneurship Research Conference).*

George, B. & Green, K.M. 2009. Is IPO the Death of Innovation? *Frontiers of Entrepreneurship Research – 2009.*

Green, K.M. 2008. Achieving success in the sustained regeneration form of corporate entrepreneurship: Effects of portfolio technological advancement on a firm's new product launch rate. *Frontiers of Entrepreneurship Research – 2008.*

Green, K.M, Covin, J.G., & Slevin, D.P. 2006. Exploring the relationship between strategic adaptability and entrepreneurial orientation: The role of structure-style fit. *Frontiers of Entrepreneurship Research – 2006*, 646-660.

Covin, J.G., Green, K.M., & Slevin, D.P. 2005. Strategic process effects on the entrepreneurial orientation-sales growth rate relationship. In K.Mark Weaver (Ed.), Best Paper Proceedings of the Sixty-fifth Annual Meeting of the Academy of Management (CD), ISSN 1543-8643.

### **Conference Presentations**

Green, K. and L. Ferrell, L. 2025. Guided Role Plays for In-class Experience. *UWG Innovations in Pedagogy Conference 2025.*

Ferrell, L., McWilliams, D., and Green, K. 2025. Results of Course Redesign to Integrate Technical and Workplace Skills. *Society for Advancement of Management SAM 2025 Conference.*

Ferrell, L. and Green, K. 2024. Helping Students Succeed with Experiential Learning in Online Classes. *Distance Learning Administration (DLA) Conference.*

Green, K.M. 2023. Complex problem-solving examples to encourage interdisciplinary thinking. *2023 University System of Georgia Teaching & Learning Conference.*

Green, K.M. & Bergiel, E. 2023. Building and licensing knowledge in new product development. *Society for Advancement of Management SAM 2023 Conference.*

Ferrell, L., Thomas, T., and Green, K. 2023. Scavenger Hunt Designs to Facilitate Learning and Classroom Community. *UWG Innovations in Pedagogy Conference 2023.*

Sanchez, M. and Green, K.M. 2023. Experience through reflection. *UWG Innovations in Pedagogy Conference 2023*.

Green, K.M. & Ferrell, L. 2022. Using spreadsheet functions and errors to develop problem-solving skills. *University System of Georgia Teaching & Learning Conference*.

Green, K.M. 2021. Strategies for teaching problem-solving skills. *UWG Innovations in Pedagogy Conference, Carrollton, GA*.

Upson, J.W., Fadil, N., Ndemo, B., Lobo, R. & Green, K.M. 2020. Competitive dynamics and national culture. *Southern Management Association 2020 Annual Conference, virtual*.

Green, K.M. 2019. Lessons from the corporate 10-K for management classes. *Teaching & Learning Conference of the Academy of Management Annual Conference, Boston, MA*.

White, S.D., Green, K.M., & Ferrell, C.L. 2019. Finding frames of reference: fast ways to identify student perceptions. *UWG Innovations in Pedagogy Conference, Carrollton, GA*.

Green, K.M. & Upson, J.W. 2018. Patterns and shifts in strategic momentum. *Southern Management Association Annual Conference, Lexington, KY*.

Green, K.M. 2018. Students' understanding of managers' decision-making styles. *Academy of Business Education Annual Conference, San Antonio, TX*.

Green, K.M. 2018. Analogical thinking and changes in context. *Meaningful Living and Learning in a Digital World Conference, Savannah, GA*.

Upson, J.W., & Green, K.M. 2017. Competitive dynamics of small business. *Southern Management Association Annual Conference, St. Pete Beach, FL*.

Green, K.M., & Smith, M.W. 2016. Cultural references and analogical thinking for business students. *University of West Georgia 31<sup>st</sup> Annual Interdisciplinary Conference in the Humanities, Carrollton, GA*. Conference theme: Nature/Culture/Commerce.

Green, K.M. 2016. A collaborative case approach to teach information-seeking and information-sharing. *2016 Univ. System of Georgia Teaching & Learning Conference, Athens, GA*.

Green, K.M., & Smith, M.W. 2015. Students' use of analogies as a problem-solving tool. *2015 Innovations in Pedagogy Conference, University of West Georgia, Carrollton, GA*.

Green, K.M. Strategic thinking about patents, trade secrets, and a 600-year old illustration. *2015 University System of Georgia Teaching & Learning Conference, Athens, GA*.

Green, K.M. Knowledge utilization, development speed, and discontinue speed for new product initiatives. *Academy of Management 2014 Annual Conference, Philadelphia, PA.*

Smith, M.W., & Green, K.M. If three's a crowd, how about 300? *Case presented at Academy of Business Education 2014 Conference, Savannah, GA.*

Green, K.M. & Smith, M.W. Analogies and students' assessments of business similarity. *Southern Management Association 2013 Annual Conference, New Orleans, LA.*

Green, K.M. 2013. Psychology and the prospects of failure in the work of entrepreneurs. *University of West Georgia 28<sup>th</sup> Annual Interdisciplinary Conference in the Humanities, Carrollton, GA. 2013 Conference theme: Professions.*

Green, K.M. 2013. Project scope, market size prospects, and launch outcomes in cooperative new product development. *Society for the Advancement of Management (SAM) 2013 International Conference, Arlington, VA.*

Green, K.M. Innovation hit rate, product advantage, innovativeness and firm performance. *Southern Management Association 2012 Annual Conference, Fort Lauderdale, FL.*

Green, K.M. & George, B. 2011. Corporate entrepreneurship and value creation for stockholders. *2011 Babson College Entrepreneurship Research Conference, Syracuse, NY.*

Bradley, S.W., Green, K.M., Shepherd, D.A. & Artz, K. 2010. Comparing the performance of independent and subsidiary firms in uncertain, ambiguous, and high innovation environments. *Academy of Management 2010 Annual Conference, Montreal.*

Bradley, S.W., Green, K.M. & Holcomb, T. 2010. Related or unrelated? A behavioral and entrepreneurial action perspective of corporate venturing logic. *2010 Babson College Entrepreneurship Research Conference, Switzerland.*

Green, K.M. Experience and knowledge similarity as determinants of launch rate in new product development. *Academy of Management 2009 Annual Conference, Chicago, IL.*

Bradley, S.W., Artz, K. & Green, K.M. 2009. Innovating in Opaque Environments: The Performance Implications of Venture Origin under Conditions of Ambiguity, Dynamism and Innovative Intensity. *2009 Babson College Entrepreneurship Research Conference, Wellesley, MA.*

George, B. & Green, K.M. 2009. Is IPO the Death of Innovation? *2009 Babson College Entrepreneurship Research Conference, Wellesley, MA.*

**Winner:** Stevens Institute of Technology Wesley J. Howe Award for Excellence in Research on the Topic of Corporate Entrepreneurship

Green, K.M. & Slotegraaf, R.J. 2009. Cooperative development of new products in the pharmaceutical industry. *American Marketing Association Winter Educators' Conference, February 2009.*

Green, K.M. 2008. Knowledge depth, product scope, collaboration and launch in continuous new product development. *Academy of Management Annual Conference, Anaheim, CA.*

Green, K.M. 2008. Achieving success in the sustained regeneration form of corporate entrepreneurship: Effects of portfolio technological advancement on a firm's new product launch rate. *Babson College Entrepreneurship Research Conference, Chapel Hill, NC.*

Green, K.M., Covin, J.G., & Slevin, D.P. 2006. Exploring the relationship between strategic adaptability and entrepreneurial orientation: The role of structure-style fit. *Babson College Entrepreneurship Research Conference, Bloomington, IN.*

Bradley, S.W., & Green, K.M. 2005. The role of relatedness: A dynamic model for venturing. *Academy of Management 2005 Annual Conference, Honolulu, HI.*

Covin, J.G., Green, K.M., & Slevin, D.P. 2005. Strategic process effects on the entrepreneurial orientation-sales growth rate relationship. *Academy of Management 2005 Annual Conference, Honolulu, HI.*

### **Honors and Awards**

2023 – 2024 UWG RCOB Annual Faculty Award for contributions to teamwork

2015 – 2016 UWG RCOB Annual Faculty Award for excellence in service

2014 – 2015 UWG RCOB Annual Faculty Research Award for excellence in research

2011 Stone Grant for Entrepreneurship Research, Richards College of Business, University of West Georgia

2009 Clemson University Board of Trustees Award for Faculty Excellence (in recognition of 2009 BCERC Howe Award for Excellence in Research in Corporate Entrepreneurship)

Stevens Institute of Technology Wesley J. Howe Award for Excellence in Research on the Topic of Corporate Entrepreneurship for “Is IPO the Death of Innovation?” by George, B. & Green, K.M., presented at 2009 Babson College Entrepreneurship Research Conference, Wellesley, MA.

### **TEACHING**

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#### **University of West Georgia**

MGNT 4660: Strategic Management (undergraduate), Fall 2011 – present, 2 or 3 sections per semester, online and classroom, 30 – 35 students per section

MGNT 4616: Project Management Applications (undergraduate), Spring 2025 – present, one section per year, online, 35 – 40 students per section

CISM 2201: Introduction to Business and Spreadsheet Analysis (undergraduate), Fall 2020, Spring 2022, Spring 2024; 40 students per section  
MGNT 3618: Entrepreneurship (undergraduate), Fall 2011 – 2023; 15 – 35 students per section  
MGNT 3600: Principles of Management (undergraduate), Spring 2016  
WMBA 6070: Entrepreneurship (Web MBA), 2015 - 2025, one-two cohorts per year, online  
MGNT 6670: Organizational Behavior (MBA), Summer 2018  
MGNT 6681: Strategic Management (MBA), Spring 2012, Summer 2023 – present, 2 sections per year, online and hybrid

### **Clemson University**

MGT 415: Strategic Management (undergraduate)  
Fall 2007 – Spring 2011, 2 sections per semester, 30 – 45 students per section

### **Indiana University**

J370: Strategic Management Component of the Integrated Core (undergraduate)  
Spring and Summer 2006; Size: 250 – 300 students  
Course Coordinator with responsibilities for administering exams, overseeing case presentations, and managing a team of graders for final group projects  
W211: Contemporary Entrepreneurship (undergraduate), Summer and Fall 2004, 25 – 35 students  
Instructor of Record

## **SERVICE**

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### **University of West Georgia**

UWG Graduate Programs Committee, 2025 – present; Chair 2025 – present  
UWG Undergraduate Programs Committee, 2013 – 2017, 2022 – 2025; Chair 2022-2025  
Richards College of Business Undergraduate Programs Committee, 2014 – present; Chair 2022 - present  
UWG Faculty Senate, RCOB representative, 2022 – 2028 (two three-year terms)  
UWG Honors College student mentoring program, 2024 – present  
UWG General Education Redesign Committee, July 2020 – 2021  
Faculty Marshal for graduation, 2017 - 2022  
Faculty Co-Advisor for Enactus student entrepreneurship organization, 2012 – 2017

### **Reviewing and Conference Sessions**

Reviewer for the Academy of Management Conference, 2006, 2007, 2010, 2012 – 2024;  
(Entrepreneurship Division, Technology & Innovation (TIM) Division, Business Policy and Strategy (BPS) Division)  
Reviewer for the Southern Management Association Conference, 2012 – 2020, 2022, 2025  
Reviewer for the Eastern Academy of Management Conference, 2018  
Reviewer for the Babson College Entrepreneurship Research Conference, 2015 – 2025  
Reviewer, Ad hoc, *International Journal of Innovation Management*, *Journal of Business Venturing*, *Journal of Small Business Management*, *Journal of Business Research*

Outstanding Reviewer Award, Business Policy and Strategy Division, 2013 Academy of Management Conference



2009 Outstanding Reviewer Award, *Journal of Business Venturing*  
Best Reviewer Award, Entrepreneurship Division, 2007 Academy of Management Conference and  
2006 Academy of Management Conference

Conference sessions serving as chair or discussant:

UWG 2015 Innovations in Pedagogy Conference, Chair for session “Preparing Graduates for  
Work and Careers”

2014 Academy of Management conference, Chair for session “Knowledge, Routines, and New  
Product Development Teams” (TIM Division)

University of West Georgia Interdisciplinary Conference in the Humanities (2013), Chair for  
session “Risk, Failure, and Competition: Neoliberal Challenges in Business and  
Education”

Society for Advancement of Management (SAM) Conference (2013), Discussant for two papers

**Memberships (current)**

Academy of Management (Entrepreneurship Division; Technology & Innovation  
Management Division)

Atlanta Society of Financial Analysts