

Dr. ROSANNA GARCIA, PhD
Walter Koch Endowed Chair of Entrepreneurship
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6831 W Eldorado Place
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University of Denver
Daniels College of Business
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2101 S. University Ave.
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Academic Positions:

- 2018 – University of Denver, CO, Koch Endowed Chair of Entrepreneurship,
current
- 2014 – 2017 North Carolina State University, Raleigh, NC, Associate Professor of
Marketing, Chancellor’s Faculty of Excellence in Innovation + Design
- Faculty Director of Business Sustainability Collaborative
 - Co-founder of B Corp Clinic
 - Co-director/Founder of Advancement of Women Entrepreneurs
- 2008 – 2014 Northeastern University, Boston, MA, Associate Professor of Marketing;
focus on Innovation & Sustainability
- Nov 2012, University of Münster, Germany, Visiting Professor of Marketing &
April 2017 Entrepreneurship
June 2018
- February – University of Groningen, Netherlands, Visiting Professor of
May 2009 Marketing
- 2002 – 2008 Northeastern University, Boston, MA, McCarthy Family Fellow Assistant
Professor of Marketing
- 1998 – 2002 Michigan State University, Lansing, MI, Graduate Research
Assistant/Lecturer

Education:

- 1998 – 2002 Ph.D. in Marketing, Minor in Complex Systems
Eli Broad Graduate School of Business, magna cum laude
Michigan State University, Lansing, MI
Additional educational studies for minor:
- Santa Fe Institute, Santa Fe, New Mexico, Complex Systems Summer School, 2001
 - University of Michigan, Ann Arbor, MI, Center for the Study of Complex Systems 2001, 2002
- 1986 – 1988 Master of Business Administration
Marketing and Finance
William E. Simon Graduate School of Business
University of Rochester, NY
- 1979 – 1984 Bachelor of Science, Chemical Engineering
Bachelor of Arts, Business Economics
University of California, Santa Barbara, CA

Academically-Refereed Journal Publications:

Overall Google Citations as of 08/30/19 – 6513; h-index – 21; i10-index – 23

1. Garcia, Rosanna, Wigger, Karen, & Hermann, Roberto R. (2019). "Challenges of creating and capturing value in open eco-innovation: Evidence from the maritime industry in Denmark." *Journal of Cleaner Production* 220: 642-654.
2. Claudy, Marius C., Rosanna Garcia, and Aidan O'Driscoll (2015). "Consumer resistance to innovation—a behavioral reasoning perspective." *Journal of the Academy of Marketing Science* 43.4: 528-544.
3. Toubia, Olivier, Jacob Goldenberg, and Rosanna Garcia. "Improving penetration forecasts using social interactions data." *Management Science*, 60.12 (2014): 3049-3066.
4. Garcia, Rosanna and Wander Jager (2011) "From the special issue editors: Agent-based modeling of innovation diffusion" *Journal of Product Innovation Management* Vol. 28: 146-140.
5. Zhang, Ting, Sonja Gensler and Rosanna Garcia (2011) "A study of the diffusion of alternative fuel vehicles: An agent-based modeling approach" *Journal of Product Innovation Management* Vol. 28: 150-166.
6. Garcia, Rosanna, Anand Nair and Paul Rummel (2011), "Specialization in exploration and exploitation: A systems approach," *International Journal of Business Systems Research*, Volume 5, Number 1: 1-21.

7. Choi, Pilsik, Rosanna Garcia and Collette Friedrich (2010), "The drivers for collective horizontal cooperation: A case study of screwcap initiatives in the international wine industry," *International Journal of Strategic Business Alliances*, Volume 1, Number 3: 271-290.
8. Toubia, Olivier, Jacob Goldenberg, and Rosanna Garcia, (2009) "Diffusion forecasts using social interactions data," *MSI Reports Working Paper Series*, [09-210].
9. Garcia, Rosanna (2009), "Wine, hybrids and nanotech: Exploring the undesirables," *Advances in International Marketing*, Vol. 19.
10. Toubia, Olivier, Jacob Goldenberg and Rosanna Garcia (2008), "A new approach to modeling the adoption of new products: Aggregated diffusion models," *MSI Reports Working Paper Series*, Issue One, No. 08-001: 65-81.
11. Toubia, Olivier, John Hauser and Rosanna Garcia (2007), "Probabilistic polyhedral methods for adaptive choice-based conjoint analysis: Theory and application," *Marketing Science*, 26 (5): 596–610.
12. Atkin, Thomas, Linda Nowak and Rosanna Garcia (2007), "Women wine consumers: Information search and retailing implications," *International Journal of Wine Business Research*, 19(4): 327-339.
13. Garcia, Rosanna, Fleura Bardhi and Colette Friedrich (2007), "Overcoming consumer resistance to innovation," *Sloan Management Review*, Summer, 48(4): 82-88.
14. Garcia, Rosanna, Paul Rummel and John Hauser (2007), "Validating agent-based marketing models through conjoint analysis," *Journal of Business Research*, 60(8): 848-857.
15. Atkin, Thomas, Rosanna Garcia and Larry Lockshin (2007), "A multinational study of the diffusion of a discontinuous innovation," *Australasian Marketing Journal*, 14(2): 17-33.
16. Garcia, Rosanna and Destan Kandemir (2006), "An illustration of modeling moderating variables in cross-national studies," *International Marketing Review*, 23(4): 371-389.
17. Kandemir, Destan, Roger Calantone, and Rosanna Garcia (2006), "An exploration of organizational factors in new product development success," *Journal of Business and Industrial Marketing*, 21(4/5): 300–310.
18. Mintu-Wimsatt, Alma, Rosanna Garcia and Roger Calantone (2005), "Risk, trust and the problem-solving approach: A cross-cultural negotiation study," *Journal of Marketing Theory and Practice*, Winter, 13(1): 52-60.
19. Garcia, Rosanna (2005), "Use of agent-based modeling in innovation/new product development research," *Journal of Product Innovation Management*, September, 22(5): 380-398.

20. Garcia, Rosanna, Roger Calantone, and Ralph Levine (2003), “The role of knowledge in resource allocation to exploration versus exploitation in technologically-oriented organizations,” *Decision Sciences*, March, 34(2): 323-349.
21. Calantone, Roger, Rosanna Garcia and Cornelia Dröge (2003), “The effects of environmental turbulence on new product development strategy planning,” *Journal of Product Innovation Management*, March, 20(2): 90-103. (
22. Garcia, Rosanna and Roger Calantone (2002), “A critical look at technological innovation typology and innovativeness terminology: A literature review,” *Journal of Product Innovation Management*, March, 19(2): 110-132.

Other Publications/Book/Book Chapters:

Book

1. Garcia, Rosanna, *Creating & Marketing New Products and Service*, a textbook, (2014), CRC Press, a subsidiary of Taylor and Francis.

Book Chapters

2. Garcia, Rosanna and Scott Dacko (2015) “Design thinking for sustainability,” in *PDMA Essentials: Design and Design Thinking*, Editors Abbie Griffin, Michael Luchs and Scott Swan, Wiley-Blackwell.
3. Garcia, Rosanna and Paul Rummel (2012), “Consumer-centric agent-based marketing models: A how to approach”, in *Agent-Based Models: Theory, Developments and Application*, Hauppauge NY: Nova Publishers.
4. Garcia, Rosanna and Lynda Aiman-Smith (2007), “The role of boundary spanners in facilitating the University-Industry relationship in the nanosciences" in *Triple Helix: The Spiral Model of Recent Trends in Innovation*. Eds. Pravasini Sahoo and Madhavi Garikaparthi. Icfai University Press: Hyderabad, India.
5. Garcia, Rosanna, “Types of innovation,” *Blackwell Encyclopedia of Management: Technology Innovation and Management*. Eds. Gina Colarelli O’Connor and VK Narayanan, Blackwell Publishing.

Cases Written

6. Garcia, Rosanna and M. Md. Rejaul Hasan, “MBI, Inc. at the Cross Roads of Becoming a Certified Benefit Corporation” (forthcoming in Sage Publications) – a case on a public company seeking benefit corporation certification.
7. Garcia, Rosanna and David Wesley, “Polar Challenge” (2009) – a case on the challenges faced by a European company in trying to enter the US marketplace with an unusual product – a race to the North Pole.

Working Papers

Research in Progress

1. Pollack, Jeffery, Rosanna Garcia, Tim Michaelis, Jon Carr, and Lewis Sheats “Entrepreneurial orientation in B-Corps, an empirical study,” under review at *Academy of Management Discoveries*
2. Garcia, Rosanna and Kwong Chan, “Trust: A 30-year review of research trends and implications for the sharing economy,” revising
3. Garcia, Rosanna, Dan Baack and Katherine Annett-Hitchcock, ““The language of entrepreneurship: An exploratory gender-coding study,” gathering new data
4. Garcia, Rosanna, Sonja Gensler-Wiesel and William Rand, “Environmentally sustainable strategies in regulated industries: The case of alternative fuel vehicles,” re-writing
5. Garcia, Rosanna and Emily Landry, “Marketing B Corps,” collecting data

Academic and Industry Presentations/Conference Proceedings:

1. Garcia, R., Landry E., “Hybrids of Hybrids: the role of cultural legitimacy on the pro-social organization”, Annual Meeting of the Academy of Management, Boston, MA (August 12, 2019). Nominated for Emerald Best International Symposium Award.
2. Garcia, R. “Language of Entrepreneurs: Marketing Entrepreneurship”, American Marketing Association Winter Conference, Austin, TX (February 22, 2019)
3. Babic Rosario, A., Garcia, R., "Trust in the (Sharing) Economy: A Review of Trends and Directions for Future Research," Invited Talk at the University of Muenster, University of Muenster, Muenster, Germany. (June 26, 2018).
4. Babic Rosario, A., Garcia, R., "Trust in the (Sharing) Economy: A Review of Trends and Directions for Future Research," Competitive Advantage in the Digital Economy (CADE) Forum, University of Warwick, Venice, Italy. (June 18, 2018 - June 20, 2018).
5. Babic Rosario, A., Garcia, R., "Trust in the (Sharing) Economy: A Review of Trends and Directions for Future Research," Thought Leaders Conference on Generalizations in Marketing: Systematic Reviews and Meta-Analyses, The Journal of Academy of Marketing Science and BI Norwegian Business School, Oslo, Norway. (June 3, 2018 - June 5, 2018).
6. Garcia, R., Babic Rosario, A., "Trust in the (Sharing) Economy: A Review of Trends and Directions for Future Research," Daniels College of Business Research Colloquium, University of Denver, Denver. (May 18, 2018).
7. Garcia, R., "The Language of Entrepreneurs," 2018 Sustainability, ethics and entrepreneurship Academic Conference, Washington DC. (March 2, 2018 - March 4, 2018).

8. Garcia, R., "Global Academic Community's Role in Scaling the B-Corp Movement," Sustainability, Ethics & Entrepreneurship Academic Conference, Washington, DC. (March 2, 2018 - March 4, 2018).
9. Garcia, R., Hermann, R. R., Clausen, T. H., "Green and Non-Green Entrepreneurial Opportunities– A linguistic analysis of their origins and differences," Sustainability, Ethics & Entrepreneurship Academic Conference, Washington, DC. (March 2, 2018 - March 4, 2018).
10. Garcia, R.: The Language of Entrepreneurs- A Gender-coding study," Sustainability, Ethics & Entrepreneurship Academic Conference, Washington, DC, March 2018
11. Garcia, R., Wigger, K. and Rivas Hermann, R., "Challenges in Eco-innovation Co-creation Processes: Lessons from a Maritime Innovation Network," Product Development Management Association, Chicago, IL November 2017.
12. Garcia, R., Pollack J.M. and Michaelis, T.L. "Pursuing B-Corp Certification: Implications on Firms' Entrepreneurial Orientation," Product Development Management Association, Chicago, IL November 2017.
13. Garcia, R., Dacko, S, Wilner, S., and Claudy, M. "Organizational Enablers and Barriers for Sustainability-Focused New Service Development," ISPIM Innovation Conference in Vienna, Austria, June 2017.
14. Garcia, R., Wigger, K, A. and Hermann, R, R. "Challenges of Value Co-Creation in Service Eco-Innovations: Lessons from the 'Green Ship' Network in Northern Denmark," European Marketing Academy Conference, University of Groningen, The Netherlands, May 2017.
15. Garcia, R. and Rummel, P. "Trust in the Sharing Economy," American Marketing Association Winter Conference, Las Vegas, Nevada February 2016.
16. Garcia, R. and Chan, K. "Dark Side of the Sharing Economy," European Marketing Academy Conference, Leuven, Belgium, May 2015.
17. Garcia, R., Wilner, S., Dacko, S. and Claudy, M. "A Business Model Innovation Approach to Sustainable Market Orientation," The XXV ISPIM Conference – Innovation for Sustainable Economy & Society, Dublin, Ireland, 8-11 June 2014.
18. Garcia, R., Wilner, S., Dacko, S. and Claudy, M. 2014, "Unearthing Sustainable Value Hidden within the Firm Sustainability," Ethics and Entrepreneurship Conference (2014), Denver, CO.
19. Pauwels, K, H. and Garcia, R. "Merging Vector-Autoregression (VAR) and Agent-Based Models (ABM) for Consumer Market Simulation of Innovation Adoption and Sales Growth," 2014 Marketing & Innovation Symposium, Rotterdam, Netherlands.

20. Garcia, R. "Environmentally Sustainable Strategies in Regulated Industries: The Case of Alternative Fuel Vehicles," 2014 Marketing & Innovation Symposium, Rotterdam, Netherlands.
21. Garcia, R. (special session organizer), "Modelling the Behavior of Decision Makers: Structural Models, Agent-Based Models, Bayesian Models and Beyond," Marketing Science Conference, Istanbul, July 2013.
22. Garcia, R., Claudy, M., Dacko, S. and Wilner, S. "Sustainability Orientation: Drivers and Innovation and Performance Outcomes," Marketing Science Conference, Istanbul, July 2013.
23. Dacko, S., Claudy, M., Garcia, R. & Wilner, S. "Sustainability Orientation as a Driver of Innovation within Firms," *XXIV ISPIM Conference*, Helsinki, Finland, June 2013
24. Garcia, R., Rand, W., Clark, B. and Gensler-Wiesel, S. "Consumer Response to Government Policies for Alternative Fuel Vehicles," 4th Annual Complexity in Business Conference, University of Maryland, Washington, DC, November 2012.
25. Garcia, R., Claudy, M. and Dacko, S. "Sustainable Service Innovation," Product Development Management Association, Orlando, Florida, October 2012
26. Garcia, R. and Pauwels, K. "Merging VARs and ABMs for consumer market experimentation," Marketing Dynamics, Tilburg, Netherlands, August 2012.
27. Curt, S., Garcia, R. and Pauwels, K. "Merging Vector-Autoregression & Agent-based models for Consumer Market Simulation of Sales," Marketing Science Conference, Boston, June 2012.
28. Garcia, R., Ladron de Guevara, A. and Fenech, J.P. "The International Rate of Discontinuance," Marketing Science, Boston, June 2012.
29. Dacko, S., Mohsen, M, G., Simões, C. and Garcia, R. "Can Service Firms Increase Productivity and Customer Satisfaction by Considering "morningness-eveningness" and Time-of-day in Customer Service Scheduling?" European Marketing Academy Conference, Lisbon, Portugal, May 2012
30. Garcia, R., Wiesel, T. and Gensler, S. "Needs Generation by Unmasking Customer's Desires: An Exploratory Study," Product Development Management Association International Conference, Phoenix, AZ, October 2011.
31. Claudy, M. and Garcia, R. "Measuring Consumer Resistance," European Marketing Academy Conference, Ljubljana, Slovenia, May 2011.
32. Claudy, M. and Garcia, R. "Categorization of Consumer Resistance to Innovative Technology," 8th Product/Service Innovation Conference, Park City, Utah, February 2011.

33. Garcia, R. "A Study in Promotion Optimization Using an Agent-based Model," Complexity in Business Conference, Washington, DC, November 2010.
34. Garcia, R. "A Study of the Diffusion of Alternative Fuel vehicles," Carlson on Sustainability, Minneapolis, MN, October 2010.
35. Garcia, R. "Policy Implications on the Diffusion of Alternative Fuel Vehicles: An Agent-Based Modeling Approach," Sawtooth Software Conference, Newport Beach, CA, October 2010.
36. Claudy, M., O'Driscoll, A., Garcia, R. and Mullen, M, R. "Consumer Resistance to Green Innovations: Developing a New Scale and an Underlying Framework," 35th Annual Macromarketing Conference, Laramie, WY, June 2010.
37. Zhang, T. and Garcia, R. "A Simulation Model of Consumer Preferences for Alternative Fuel Vehicles," Product Development Management Association, Los Angeles, CA, October 2009, *Best Paper Award*.
38. Garcia, R., Zhang, T. and Gensler, S. "Role of Networks in the Diffusion of Alternative Fuel Vehicles" Marketing Dynamics Conference, New York, New York, August 2009.
39. Garcia, R. and Zhang, T. "Agent-based Modeling of the Diffusion of Innovations," Marketing Science Conference, Ann Arbor, MI, June 2009.
40. Garcia, R. and Zhang, T. "Modeling Policy Implications of the Diffusion of Alternative Fuel Vehicles," 22nd European Marketing Academy Conference, Nantes, France, June 2009.
41. Pilsik, C., Garcia, R. and Friedrich, C. "Under What Conditions Can Coopetition Develop?: An Investigation in Coopetition Formation," AMA Winter Conference, Tampa, FL, February 2009
42. Toubia, O., Goldenberg, J. and Garcia, R. "Aggregated Models for Forecasting the Diffusion of an Innovation." Fifth Annual Product and Service Innovation Conference, Homestead, UT, February 2008.
43. Garcia, R. and Aiman-Smith, L. "The Role of Boundary Spanners in Facilitating the University-industry Relationship in the Nanosciences," Product Development Management Association Research Forum, Orlando, FL October 2007.
44. Garcia, R. "Agent-based Market Model Validation using Empirical Data," International Conference on Complex Systems 2007, New England Complex Systems Institute, October 2007.
45. Garcia, R. "Modeling Vehicle Choice Behavior Using an Agent-based Modeling Approach," Marketing Dynamics Conference, Groningen, Netherlands, August 2007.

46. Garcia, R., Morrow, W.R. and Skerlos, S. "Consumer Choice Behavior using an Agent-based Approach," Agent-based Models of Market Dynamics and Consumer Behavior Workshop, Groningen, Netherlands, August 2007.
47. Garcia, R. "Co-opetition for the Diffusion of Resistant Innovations: A Case Study in the Global Wine Industry Using an Agent-based Model," 25th International Conference of the System Dynamics Society, Boston, MA, July 2007.
48. Samer, B. and Garcia, R. "Modeling Vehicle Choice Behavior," North American Association for Computational and Organizational Science (NAACSOS) National Conference, Atlanta, GA, June 2007. (extended abstract)
49. Tom, A., Nowak, L. and Garcia, R. "Women Wine Consumers: Information Search and Retailing Implications," 37th Annual Meeting of the Decision Sciences Institute, San Antonio, TX, November 2006. (abstract)
50. Garcia, R., co-presenter with IGIM, "Competing Through Innovation in the Global Marketplace," Academy of Management Conference, Atlanta, GA, August 2006. (extended abstract)
51. Garcia, R. and Hauser, J. "Agent-based Modeling Instantiation using Empirical Data," Advanced Research Techniques (A\|R\|T) Forum American Marketing Association, Monterey, CA, June 2006.

Non-refereed Invited Workshops/Presentations:

1. Florida for Good, July 2019, "Marketing the 'business for good'."
2. B Local North Carolina, July 2019, "Growing the 'business for good' movement."
3. Bethesda Green, July 2019, "Marketing the 'Best for Delaware/Maryland/Virginia (DMV)' campaign."
4. Denver StartUp Week, September 2018, "Design thinking in sustainability."
5. Nord University, June 2018, "Design thinking in sustainability."
6. Nord University, June 2018, "An introduction to agent-based modelling."
7. Entrepreneurship Initiative College of Engineering NC State, September 2015, "Design thinking in sustainability."
8. University of Muenster, Muenster, Germany, November 2012. "An introduction to agent-based modelling."
9. 4th Annual Complexity in Business Conference, University of Maryland, Washington, DC, "The future of agent-based modelling", November 2012, with Terry Sullivan, ThinkVine
10. D'Amore-McKim School of Business, Northeastern University, "Sustainable service innovation: creating more with less," Institute for Global Innovation Management, November 2012, with Marius Claudy, and Scott Dacko

11. Universitat Pompeu Fabra, Barcelona, Spain – “Modelling diffusion using agent-based modeling,” October 2011.
12. Dublin City College, Dublin, Ireland - “Developing an interesting and productive research stream,” September 2011.
13. Northeastern University, Business Development, Henan Province, China Delegates – “Diffusion of innovations”, April 2011.
14. Freie University, Berlin, Germany, Path Dependency Research Center – “Agent-based modeling of the diffusion of innovations,” with Sonja Gensler and Ting Zhang, June 2010.
15. Tuck School of Business at Dartmouth University – “Will we drive electric vehicles in 2025? An agent-based simulation of car market dynamics,” with Ting Zhang and Sonja Gensler, December 2009.
16. University of Groningen – “Agent-based modeling of the diffusion of innovations,” with Ting Zhang, May 2009.
17. ISBM PhD Camp, “Open innovation – A dynamic capability in the NPD process,” Washington, DC, August 2007.
18. A/R/T Forum – Advanced Research Techniques ½ day workshop with Paul Rummel, “An introduction to agent-based modeling,” Monterey, CA, June 2006.
19. NU Innovations Series with IGIM, "Global innovation management: Lessons learned from companies introducing new products to international markets," Boston, MA, February 2006.
20. International Partnership of Business Schools (IPBS) with Nick Athanassiou, Jim Nebus and Harry Lane, “Use of networks and competitive cooperation to diffuse resistant innovations,” Boston, MA, July 2005.
21. MIT Marketing Research Seminar, “An introduction to agent-based modeling in innovation/new product development research,” Cambridge, MA, March 2005.
22. Institute for Global Innovation Management, Northeastern University, “An introduction to agent-based modeling for management,” Boston, MA, November 2003
23. MIT System Dynamics Research Seminar, “An introduction to complexity theory and agent-based modeling techniques,” Cambridge, MA, May 2003.

Awards/Honors:

Research Grants

1. Garcia, Rosanna, American Marketing Association, EBSCO Grant, January 2018, \$6,000.
2. Garcia, Rosanna and Jeff Pollack, Business Sustainability Grant, July 2016, \$25,000.

3. Garcia, Rosanna (co-PI), Advancement of Women Entrepreneurs, Extension, Engagement, & Economic Development Seed Grant, NCSU, July 2015, \$10,000.
4. Garcia, Rosanna, Dark Side of the Sharing Economy, Poole College of Management, January 2015, \$10,000.
5. Sustainability Curriculum Development, Sustainability Initiative NC State University, September 2014, \$5000.
6. Kleijnen, Mirella, Corine Noordhoff, Koen Pauwels, and Rosanna Garcia, "The Customer Innovation Journey: Incorporating Customers Effectively in the Innovation Process via Social Media", "Marketing Science Institute Ideas Challenge," MSI. June 2012 - July 2013, \$10,000.
7. Garcia, Rosanna (Principal), "Advancing Micro-modeling Simulation in Marketing by Creating a Collaborative Online Community of Academics and Practitioners" "Marketing Science Institute Ideas Challenge", MSI. June 2012 - June 2013, \$10,000.
8. Garcia, Rosanna, Claudy, Marius, "Creating More with Less - Service Innovation as Sustainable Strategy," Product Development Management Association, January 2012 - December 2012 with distinction of being the David L. Wilemon Research Award for 2011, \$7,250.
9. Garcia, Rosanna McDonald, Ann (Art, Media + Design), Sivak, Mark (Computer Engineering), "NOx No More," Provost Grant, Funded. September 2011 - August 2012, Northeastern University, \$50,000.
10. HASTAC/MacArthur Foundation Digital Media Learning Competition with Ann McDonald, Art + Design, 2010, \$155,000.
11. National Science Foundation Grant, "ADVANCES: Advancing Women in Interdisciplinary and International Networks," 2008, \$10,000.
12. Center for Innovation Management Studies (CIMS) in conjunction with HiTEC Initiative at North Carolina State University Grant, "Diffusion of nanotechnology in a network of academic and industry scientists," 2007, \$10,000.
13. National Science Foundation Grant, "Implications of automotive greenhouse gas policies on materials flows: A life cycle approach integrating engineering, public policy, and market decisions," Co-PI with RIT, University of Michigan and University of California Berkeley. 5-year grant: (http://www.sitemaker.umich.edu/autopolicydesign/education_and_outreach) 2006, \$149,000.

Teaching Awards

Nominated Faculty Champion Award (2019)

Nominated Daniels Teaching Excellence Award (2019)

Center for Innovative Course Design (2004)

Educational Technology Center for Innovation in the Classroom (2005)

Doctoral Dissertations

- Joseph R. Kopacz, University of Denver, College of Engineering, Mechanical Engineering
- Farzaneh Eftekhary, North Carolina State University, College of Design
- Prithwiraj Mukerjee, ESSEC University, Cergy, France
- Peter Van Eck, University of Groningen, The Netherlands
- Michael Thompson, University of Western Sydney, Australia
- Marius Claudy, Dublin Institute of Technology, Ireland
- Javier Palacios Fenech, Universitat Pompeu Fabra, Barcelona, Spain
- David Langley, University of Groningen, The Netherlands

Patents

- Method and apparatus to automatically address a voice mail reply to a voice mail message, (2001). Inventors: David P Peek, Paul F Finnigan, Rosanna Garcia, US Patent 6,292,799.
- Method and apparatus for identifying and replying to a caller, (2002) David P Peek, Paul F Finnigan, Rosanna Garcia, US Patent 09,789,050
- Dual signal triggered message waiting notification system for indicating storage of different types of messages awaiting retrieval, (1998) Inventors: Rosanna Garcia, Paul Rummel, US Patent 5,802,166.

Consulting/Advising

- Board Member: Vijilent, Inc. (NC), current
- Advisor: Jola Ventures (Cameroon), current
- Consulting: General Mills (MN)
- Consulting: TNO (Netherlands)

Research Interests:

- Benefit Corporations
- Sustainable Innovations
- Diffusion of Resistant Innovations
- Sharing Economy
- Marketing of Future Technologies
- Agent-based Modeling Methodology

Instruction:**University of Denver:**

- Integrating Marketing Capstone
- Brand Messaging for Entrepreneurs : 1-unit course
- Digital Marketing

North Carolina Graduate Courses:

- Product and Brand Management
- Principles of Marketing

Northeastern University Graduate Courses:

- Entrepreneurial Marketing in High-Tech Industries
- New Product Development (in classroom & online)
- New Product Development, Executive MBA
- Sustainability in Innovation: 1-unit course
- Complex Systems Thinking in Business: 1-unit course
- Market Analysis for Technology-based Products and Services
- Marketing Management (online)
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Northeastern University Undergraduate Courses:

- New Product Development
- Introduction to Marketing

Michigan State University Undergraduate Course:

- Marketing Strategy Capstone

Teaching Interests:

- Sustainability in Innovation

- Entrepreneurial Marketing
- New Product Development
- Management of Technology
- High-Tech Marketing
- Complex Systems

Service (Representative)

Professional/Academy Service

1. Prospanica Annual Conference, Speaker, Hartford, CT, 2019
2. B Academic Conference 2018, 2017, 2016, co-chair; 2019 planning committee
3. B Academics, Treasurer, 2019
4. Product Development Management Association Conference 2015, co-chair.
5. Editorial Board, *Journal of Product Innovation Management*, 2011-current.
6. Editorial Board, *International Journal of Business Systems Research*, 2007-2013.
7. Body of Knowledge, Product Development Management Association, Academic Consultant, 2011-2013.
8. Editorial Board, *Innovative Marketing*, 2009 – 2013.
9. Special Editor, *Journal of Product Innovation Management*, special issue on Agent-based Modeling for the Diffusion of Innovations, 2011
10. Faculty Advisor, 22nd European Marketing Academy Doctoral Colloquium, May 2009, Nantes, France.
11. Scientific Community Sponsor (Conference Committee), Agent-based Models of Market Dynamics and Consumer Behavior, Groningen, Netherlands, 2007.
12. Invited Speaker and Session Chair, Institute for the Study of Business Markets Doctoral Camp, Washington DC, 2007.
13. Journal Reviewer

Representative Journals:

- *Journal of Academy of Marketing Science*, ad hoc reviewer since 2019
- *Journal of Business Research*, ad hoc reviewer since 2018

- *International Journal of Business Systems Research*, since 2008.
- *Journal of Marketing*, ad hoc reviewer, since 2006.
- *Industrial Marketing Management*, ad hoc reviewer, since 2007.
- *R& D Management*, ad hoc reviewer, since 2005.
- *Journal of Marketing*, ad hoc reviewer
- *International Journal of Research in Marketing*, ad hoc reviewer
- *Journal of Environmental Psychology*, ad hoc reviewer

University/College

1. Intellectual Property Council, University of Denver, committee member
2. Pay Equity Vendor, University of Denver, committee member
3. Distinguished University Professor Selection, committee member
4. Entrepreneurship@Daniels, chair
5. Global Solutions Forum, Vail, CO, co-chair

Entrepreneurship Community Outreach:

1. Denver Startup Week
2. TiE Advisor, Denver
3. The Zone Advisor, Denver
4. TechStars' Denver Women's Start-up Weekend Mentor
5. Incubator X, University of Denver
6. Elon University Entrepreneurship Panel
7. Innovate Raleigh
8. HQ Raleigh Incubator Advisor
9. Leadership Exchange for Women Mentor, North Carolina
10. North Carolina State University College of Engineering Garage Entrepreneurship, Advisor
11. NC State University Global Entrepreneurship Week Programming Committee
12. NC State University B-Corp Clinic Coordinator and co-founder
13. B-Lab Champion Retreat
14. St. Mary's School Career Day Coordinator
15. Advancement of Women Entrepreneurs co-PI at NC State
16. Groundworks Lab Advisor, Durham, NC
17. Triangle Start-up Weekend Mentor, Raleigh NC

Non-academic Employment Experience:

2015-current, Vijilent, Lakewood, CO, CEO and co-founder

1997 – 1998, Unifi Communications, Lowell, MA, Senior New Product Manager

1996 – 1997, Boston Technology, Wakefield, MA, Senior Business Development
Manager

1995 – 1996, SNI Innovations Inc., Waltham, MA, Vice President, New Business
Development

1989 – 1995, Rummel Engineering, Lynn, MA, President/Founder, sold company

1988 – 1989, Rochester Telephone, Rochester, NY, Product Manager, Consumer
Services

1984 – 1986, Pacific Gas & Electric, San Rafael, CA, Engineer