

GREG FISHER

Management & Entrepreneurship
Kelley School of Business
Indiana University
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POSITIONS HELD

- 2018–present** **Associate Professor (with tenure)**
Department of Management & Entrepreneurship, Kelley School of Business, Indiana University
Larry and Barbara Sharpf Professorship in Entrepreneurship
Endowed faculty position in the Kelley School of Business awarded on the basis of distinguished contributions in research, teaching and service.
- 2019–present** **Editor: Business Horizons**
Business Horizons is the bimonthly journal of the Kelley School of Business, Indiana University. The editorial aim is to publish original articles of interest to business academicians and practitioners. Articles cover a wide range of topical areas within the general field of business, with emphasis on identifying important business issues or problems and recommending solutions that address these. Ideally, articles will prompt readers to think about business practice in new and innovative ways.
- 2012–2018** **Assistant Professor**
Department of Management & Entrepreneurship, Kelley School of Business, Indiana University
John and Donna Shoemaker Faculty Fellow in Entrepreneurship
Endowed faculty position in the Kelley School of Business awarded on the basis of distinguished contributions in research, teaching and service (2016 to 2018).

EDUCATION

- 2012** **University of Washington**, Michael G. Foster School of Business
Doctor of Philosophy (Ph.D.)
Technology Entrepreneurship Program, Management & Organization Department
Dissertation Title: Identity and resource acquisition in new ventures: A model of venture identification
- 2004** **University of Pretoria**, Gordon Institute of Business Science (South Africa)
Master of Business Administration (M.B.A)
Graduated Cum Laude
Awarded Top Graduate in the Class

- 2001** **University of Johannesburg** (South Africa)
Bachelor of Commerce Honors (BCom Hons) in Human Resource Development
- 2000** **South African Institute of Chartered Accountants**
Chartered Accountant (South Africa) (CASA)
- 1997** **University of KwaZulu Natal** (South Africa)
Bachelor of Accounting (BAcct)

RESEARCH

Refereed Academic Journal Publications

- [28] Kotha, S. Shin, S. # & **Fisher, G.** 2022 Time to Unicorn Status: An Exploratory Examination of New Ventures with Extreme Valuations. *Strategic Entrepreneurship Journal*, in press.
- [27] Wood, W. & **Fisher, G.** 2022. A Collective-Evolutionary Alternative for Appraising Entrepreneurship Theory. *Strategic Organization*, in press.
- [26] **Fisher, G.** & Neubert, E. # 2022. Evaluating Ventures Fast and Slow: Sensemaking, Intuition, and Deliberation in Entrepreneurial Resource Provision Decisions. *Entrepreneurship Theory and Practice*, in press.
- [25] Murray, A. & **Fisher, G.** 2022. When More is Less: Explaining the Curse of too much Capital for Early-stage Ventures. *Organization Science*, in press.
- [24] Wood, M., Bakker, R. & **Fisher, G.** 2022. Unreasoned, Non-Deliberative, or Temporally Uncertain? Elaborating Time-Calibrated Entrepreneurial Action. *Academy of Management Review*, in press (Dialogue).
- [23] Mathias, B. & **Fisher, G.** 2022. That's Our Beer! Contentious Category Blending to Create Collegiate Beer. *Journal of Management*, 48(3), 693-737.
- [22] **Fisher, G.**, Neubert, E. # & Burnell, D. # 2021. Resourcefulness Narratives: Transforming Actions into Stories to Mobilize Support. *Journal of Business Venturing*, 36(4), 106122.
- [21] Wood, M., Bakker, R. & **Fisher, G.** 2021. Back to the Future: Time Calibrated Narratives and the Path to Entrepreneurial Action. *Academy of Management Review*. 46: 147-171.
- [20] **Fisher, G.**, Stevenson, R., Burnell, D. #, Neubert, E.#. & Kuratko, D. 2020 Entrepreneurial Hustle: How Venture Leaders Overcome Challenges and Enlist Stakeholders. *Journal of Management Studies*. 57: 1002–1036.

- [19] **Fisher, G.** The Complexities of New Venture Legitimacy. 2020. *Organization Theory*. 1: 1–25.
- [18] Younger, S. # & **Fisher, G.*** 2020. The Exemplar Enigma: New Venture Image Formation in an Emergent Organizational Category. *Journal of Business Venturing*. 35: 1–18.
- [17] Murray, A. #, Kotha, S. & **Fisher, G.** 2020. Community-Based Resource Mobilization: How Entrepreneurs Acquire Resources from Distributed Non-Professionals via Crowdfunding. *Organization Science*. 31: 960–989.
- [16] Obstfeld, D., Ventresca, M. & **Fisher, G.** 2020. An Assembly Perspective of Entrepreneurial Action: Social Networks in Action. *Strategic Entrepreneurship Journal*. 14: 149-177.
- [15] **Fisher, G.**, Stevenson, R., & Burnell, D. # 2020. Permission to hustle: Igniting entrepreneurship in an organization. *Journal of Business Venturing Insights*. 14: e00173.
- [14] Marvel, M., Wolfe, M., Kuratko, D. & **Fisher, G.** 2020 Examining Entrepreneurial Experience in Relation to Pre-launch and Post-Launch Learning Activities Affecting Venture Performance. *Journal of Small Business Management*, 1-27.
- [13] Kuratko, D. F., **Fisher, G.**, & Audretsch, D. B. 2020. Unraveling the entrepreneurial mindset. *Small Business Economics*, 1–11.
- [12] **Fisher, G.** 2020. Online Communities and Firm Advantages. *Academy of Management Review*. 44: 279 – 298.
- [11] Liu, D., **Fisher, G.** & Chen, G. 2018. CEO Attributes and Firm Performance: A Sequential Mediation Process Model. *Academy of Management Annals*. 12: 789–816.
- [10] Kuratko, D., **Fisher, G.**, Bloodgood, J. & Hornsby, J. 2017. The Paradox of New Venture Legitimation within an Entrepreneurial Ecosystem. *Small Business Economics*, 49: 119–140.
- [9] **Fisher, G.** & Aguinis, H. 2017. Using Theory Elaboration to Make Theoretical Advancements. *Organizational Research Methods*, 20: 438-464.
- Nominated for the Best Paper of the Year Award for 2017 in Organizational Research Methods
- [8] Li, J. #, Chen, X., Kotha, S. & **Fisher, G.** 2017. Catch Fire and Spread It: A Glimpse into Entrepreneurial Passion in Crowdfunding Campaigns. *Journal of Applied Psychology*, 102: 1075–1090.
- [7] **Fisher, G.**, Kuratko, D., Bloodgood, J. & Hornsby, J. 2017. Legitimate to Whom? Audience Diversity and Venture Legitimacy. *Journal of Business Venturing*, 32: 52-71.

- Best Paper of the Year Award for 2017 in the Journal of Business Venturing

[6] Zhao, E. Y., **Fisher, G.**, Lounsbury, M., & Miller, D. 2017. Optimal distinctiveness: Broadening the Interface Between Institutional Theory and Strategic Management. *Strategic Management Journal*, 38: 93-113.

[5] **Fisher, G.**, Kotha, S. & Lahiri, A[#].* 2016. Changing with the Times: An Integrated View of Identity, Legitimacy and New Venture Life Cycles. *Academy of Management Review*, 41: 383-409.

[4] Waldron, T., **Fisher, G.**, & Pfarrar, M. 2016. How Social Entrepreneurs Facilitate the Adoption of New Industry Practices. *Journal of Management Studies*, 53: 821-845.

[3] Waldron, T., **Fisher, G.** & Navis, C. 2015. Institutional Entrepreneurs' Social Mobility in Organizational Fields. *Journal of Business Venturing*, 30: 131-149.

[2] Waldron, T., Navis, C. & **Fisher, G.** 2013. Explaining Differences in Firms' Responses to Activism. *Academy of Management Review*, 38: 397-415.

[1] **Fisher, G.** 2012. Effectuation, Causation and Entrepreneurial Bricolage: A Behavioral Comparison of Emerging Theories in Entrepreneurship Research. *Entrepreneurship Theory and Practice*, 36: 1019-1051.

[*Denotes all authors contributed equally to the research as acknowledged in the published article.]

[#Denotes that co-author was a doctoral student at the time that the project was initiated.]

Academic Editorials

Thatcher, S. M., & **Fisher, G.** 2022. The nuts and bolts of writing a theory paper: A practical guide to getting started. *Academy of Management Review* (Editorial)

Fisher, G., Mayer, K., & Morris, S. 2021. Phenomenon-Based Theorizing. *Academy of Management Review*, 46(4), 631-639 (Editorial)

Books

Fisher, G. Wisneski, J & Bakker, R. 2020. *Strategy in 3D: Essential Tools to Diagnose, Decide and Deliver*. Oxford University Press, New York.

Book Chapters

Fisher, G. 2021. New Venture Legitimacy. *Oxford Research Encyclopedia of Business and Management*, Ed. Hitt, M. Oxford University Press, New York.

Fisher, G. & Kotha, S. 2015. Entrepreneurial Identity and Resource Acquisition: The Role of Venture Identification. *Oxford Handbook on Creativity, Innovation, and*

Entrepreneurship. Eds Hitt, M., Zhou, J. & Shally, C. Oxford University Press, New York.

Practitioner and Pedagogical Publications

Fisher, G. 2022. Novel and Creative Ways to Use Case Studies to Teach Entrepreneurship. *Journal of Entrepreneurship*, in press (Essay)

Fisher, G. 2022. Types of Business Horizons articles. *Business Horizons*, in press (Editorial)

Fisher, G. 2022. Good article ideas and where they come from. *Business Horizons*, 65(2), 101-103. (Editorial)

Fisher, G. 2021. Understanding your audience. *Business Horizons*, 64(5), 573-574. (Editorial)

Fisher, G. 2021. Celebrating our reviewers. *Business Horizons*, 64(4), 387-389. (Editorial)

Fisher, G. 2020. Why do we exist?. *Business Horizons*, 63(6), 681-682. (Editorial)

Fisher, G. 2021. Prompting readers to think about business practice in new and innovative ways. *Business Horizons*, 64(2), 161-162. (Editorial)

Fisher, G. 2020. Why every business professor should write practitioner-focused articles. *Business Horizons*, 63(4), 417-419. (Editorial)

Fisher, G. 2020. High-quality submissions. *Business Horizons*, 63(3), 249-251. (Editorial)

Sutherland, M., Pearson, H., & **Fisher, G.** (2017). Due diligence: Plantation Shutters®, South Africa. *Emerald Emerging Markets Case Studies*. (Case Study)

Sutherland, M., Pearson, H., & **Fisher, G.** (2017). Due diligence: Plantation Shutters®, South Africa Teaching Note. *Emerald Emerging Markets Case Studies*. (Case Study)

Fisher, G. & Kotha, S. 2014. Homegrocer.com: Anatomy of a Failure. *Business Horizons*, 57: 289-300. (Case Study)

Fisher, G. & Kotha, S. 2014. Homegrocer.com: Anatomy of a Failure Teaching Note. *Business Horizons*, 57: 301-304. (Case Study)

Fisher, G. & Goldman, M. 2013. Beyond Epic: Building the Business Beyond a Single Event. *Ivey Publishing*. (Case Study)

Fisher, G. & Goldman, M. 2013. Beyond Epic: Building the Business Beyond a Single Event Teaching Note. *Ivey Publishing*. (Case Study)

Academic Papers Under Review

Fisher, G., Williams, T., Romme, G. & Dimov, D. [Design Theorizing]. Invited for to be revised and resubmitted at *Organization Theory*.

Stevenson, R., Burnell, D. # & **Fisher, G.** [Minimum Viable Products]. Under review at *Academy of Management Review*.

Navis, C., **Fisher, G.**, Raffaelli, R. and Glynn, M.A. [Category Non-Emergence]. Under review at *Administrative Science Quarterly*.

Burnell, D. #, Stevenson, R. & **Fisher, G.** [Business Models and Pivoting]. Under review at *Strategic Management Journal*.

McKenny, A., **Fisher, G.**, Short, J., Ketchen, D. & Allison, T. [Crisis Communication]. Under review at *Journal of Management*.

Working Papers

Lahiri, A., Biard, C., Sayham, A. & **Fisher, G.** When the going gets tough: Venture resources as buffers against funding termination after product development failure. *Working Paper*.

Burnell, D. #, Neubert, E., **Fisher, G.**, Stevenson, R., Kuratko, D. F., & Matthew, M. Development and Validation of a Scale to Measure Entrepreneurial Hustle. *Working Paper available at SSRN 3910832*.

Fisher, G. & Burnell, D#. Resourcefulness enactment: The cognitive and behavioral underpinnings of resourceful actions. *Working Paper*.

Burnell, D#. & **Fisher, G.** Deciding to be different: A cognitive analysis of founders positioning their ventures. *Working Paper*.

Burnell, D#. , **Fisher, G.**, Stevenson, R. & Kuratko, D. F. Entrepreneurial experimentation: conceptual integration and future research directions. *Working Paper*.

Refereed Conference Presentations with Proceedings

Burnell, D., Stevenson, R. & **Fisher, G.** 2020. Core Venture Identity And Strategic Assumption Testing In Early-stage Business Model Innovation. *Babson Entrepreneurship Research Conference*, University of Tennessee, Knoxville, TN.

- Included in the *Frontiers of Entrepreneurship Research BCERC Best Paper Proceedings (FER)*.

Josefy, M., **Fisher, G.**, Bakker, R. & Neubert, E. 2018. Venturing Into the Muck: Cooperative and Competitive Dynamics in the Emergent “Mud Run” Category. *Babson Entrepreneurship Research Conference*, Waterford Institute of Technology, Waterford, Ireland.

- Included in the *Frontiers of Entrepreneurship Research BCERC Best Paper Proceedings (FER)*.

Waldron, T., **Fisher, G.**, & Pfarrar, M. 2015. Social Entrepreneurs’ Rhetorical Strategies. In A. Fayolle (Ed.), *Academy of Management Best Paper Proceedings*, Vancouver, BC, Canada.

- Included in the *Academy of Management Best Paper Proceedings*.

Murray, A., Kotha, S. & **Fisher, G.** 2015. Persuasion Sequences: A Process Approach to Understanding Influence in Crowdfunding Campaigns. *Babson College Entrepreneurship Research Conference*, Boston, MA.

- Included in the *Frontiers of Entrepreneurship Research BCERC Best Paper Proceedings (FER)*.

Fisher, G. & Younger, S. 2014. Imitation and Differentiation in the Emergence of New Categories: The Case of Seed Accelerators. *Babson Entrepreneurship Research Conference*, Ivey School of Business, London, Ontario, Canada.

- Included in the *Frontiers of Entrepreneurship Research BCERC Best Paper Proceedings (FER)*.

Navis, C., **Fisher, G.**, Raffaelli, R., Glynn, M.A. and Watkiss, L. 2012. The Market That Wasn't: the Non-emergence of the Online Grocery Category. Dublin, Ireland.

- Included in the *Proceedings of the New Frontiers in Management and Organizational Cognition Conference*. ISSN 978-1-909561-01-4.

Fisher, G. 2009. Personality, Uncertainty and Logic: Impact on Entrepreneurial Outcomes. *Academy of Management Conference*, Chicago, IL.

- Entrepreneurship Theory and Practice Award for the Best Conceptual Paper for the 2009 Annual Meeting of the Entrepreneurship Division of the Academy of Management.
- Included in the *Academy of Management Best Paper Proceedings*.

Refereed Conference Presentations without Proceedings

Fisher, G., Neubert, E. [#] & Burnell, D. [#] 2020. Resourcefulness Narratives: Entrepreneurial Storytelling to Get More for Less. *Academy of Management Conference*. Virtual.

Fisher, G. 2019. Event-based social entrepreneurship: Creating ongoing social impact through an event. *16th Annual Social Entrepreneurship Conference*, Indiana University, Bloomington, IN.

Fisher, G. Community and Cultural Entrepreneurship. 2018. *Academy of Management Conference*. Chicago, IL.

- Included in Panel Symposium entitled *Cultural Entrepreneurship & Strategy*

Leitzinger, J., Navis, C., **Fisher, G.** & Waldron, T. 2017. Movements, Markets, and the Power of Living Stories. *Alliance for Research on Corporate Sustainability (ARCS) Conference*, Rotterdam, Netherlands.

- Outstanding Paper Award.

Obstfeld, D., Ventresca, M. & **Fisher, G.** 2017. Microsocial Assembly of Innovative Action: Brokerage, Knowledge Articulation and Creative Projects. *American Sociological Association (ASA) Meeting*, Chicago, IL.

Younger, S. & **Fisher, G.** 2016. Organizational Identity Formation in a Developing Market Category. *Academy of Management Conference*. Anaheim, CA.

Murray, A., Kotha, S. & **Fisher, G.** 2016. The Dynamic Process of Garnering Support for Early-Stage Entrepreneurial Endeavors. *Academy of Management Conference*. Anaheim, CA.

- Included in the Interactive Symposium entitled *Identity, Entrepreneurship, and Meaning Construction through Cultural Resources*

Waldron, T., **Fisher, G.**, & Pfarrar, M. 2016. How Social Entrepreneurs Facilitate the Adoption of New Industry Practices. *Academy of Management Conference*. Anaheim, CA.

- Included in the Interactive Symposium entitled *Sustainability, Ethics and Entrepreneurship* (AOM Emerald Best International Symposium Award Finalist).

Fisher, G. Community Based Advantage. 2016. *Sustainability, Ethics and Entrepreneurship Conference*. Denver, CO.

Murray, A., Kotha, S. & **Fisher, G.** 2015. Persuasion Sequences: A Process Approach to Understanding Influence in Crowdfunding Campaigns. *Academy of Management Conference*. Vancouver, BC, Canada.

Waldron, T., **Fisher, G.**, & Pfarrar, M. 2015. Social Entrepreneurs' Rhetorical Strategies. *Academy of Management Conference*. Vancouver, BC, Canada.

Li, J., Chen, X., Kotha, S. & **Fisher, G.** 2015. Catch Fire and Spread It: A Glimpse into Entrepreneurial Passion in Crowdfunding Campaigns. *Academy of Management Conference*. Vancouver, BC, Canada.

- Part of a symposium entitled: The Psychology of Crowdfunding: How Mood, Passion, and Emotion Make or Break a Pitch.

Murray, A., Kotha, S. & **Fisher, G.** 2015. Persuasion Sequences: A Process Approach to Understanding Influence in Crowdfunding Campaigns. *Babson Entrepreneurship Research Conference*. Wesley, MA.

Waldron, T., **Fisher, G.**, & Pfarrar, M. 2014. Explaining Differences in Institutional Entrepreneurs Rhetorical Strategies. *Southern Management Association Conference*. Savannah, GA.

Leitzinger, J., Navis, C., Waldron, T. & **Fisher, G.** 2014. Welcome to the Jungle: Activist and Firm Discourse and the Struggle over Market Change. *Academy of Management Conference*. Philadelphia, PA.

- Part of a symposium entitled: Social Movement and Economic Systems: From Market Change to Industry Creation.

Fisher, G. Younger, S. & Navis, C. 2014. Imitation and Differentiation in the Emergence of New Categories: The Case of Seed Accelerators 2005 – 2012. *Academy of Management Conference*. Philadelphia, PA.

- Part of a symposium entitled: Reconsidering the Categorical Imperative: Boundary Spanning as a Gateway to Organizational Success

Liu, D., **Fisher, G.** & Kwan, K. 2014. Founding CEOs' Core Self-Evaluations and New Venture Performance: A Longitudinal Multilevel Analysis. *Academy of Management Conference*. Philadelphia, PA.

Waldron, T., **Fisher, G.** & Navis, C. 2013. Outsiders as Institutional Entrepreneurs. *Academy of Management Conference*. Orlando, FL.

Fisher, G. Lahiri, A. & Kotha, S. 2013. Changing with the Times: An Integrated View of Legitimacy, Lifecycles and Logics. *Academy of Management Conference*. Orlando, FL.

Waldron, T., **Fisher, G.** & Navis, C. 2013. Outsiders as Institutional Entrepreneurs. *Sustainability, Ethics and Entrepreneurship Conference*. Denver, CO.

- Award for Best Paper at the Sustainability, Ethics and Entrepreneurship Conference.

Navis, C., **Fisher, G.**, Raffaelli, R., Glynn, M.A. and Watkiss, L. 2012. The Market That Wasn't: the Non-emergence of the Online Grocery Category. *Proceedings of the New Frontiers in Management and Organizational Cognition Conference*. ISSN 978-1-909561-01-4.

Navis, C., Waldron, T. & **Fisher, G.** 2012. When Activists Attack: Activism, Identity and Changes to Corporate Practice. *Academy of Management Conference*. Boston, MA.

Navis, C., **Fisher, G.**, Raffaelli, R., & Glynn, M. 2012. Failure to Deliver: Institutional Dynamics and the Non-Emergence of the Online Grocery Market. Institutions and Entrepreneurship Consortium. *Academy of Management Conference*. Boston, MA.

Waldron, T., Navis, C. & **Fisher, G.** 2012. Activism, Firm Identity, and the Extent of Changes to Contentious Industry Practices. *Academy of Management Conference*. Boston, MA.

Waldron, T., Navis, C., & **Fisher, G.** 2011. Activism, Firms, and Markets: Conceptualizing the Effectiveness of Localized Movements. *Southern Management Association Conference*. Savannah, GA.

- Award for Best Paper in the Ethics/Diversity track for 2011 Southern Management Association meeting.

Navis, C., **Fisher, G.**, Glynn, M. A., & Rafaelli, R. 2011. The Market that Wasn't: The Non-emergence of the Online Grocery Category. *West Coast Research Symposium on Technology Entrepreneurship*. Seattle, WA.

Fisher, G. 2011. Enhancing New Venture Attractiveness. Signals, Symbols, and Entrepreneurial Identity. *Academy of Management Conference*. San Antonio, TX.

Fisher, G. 2011. Emerging Lenses for Entrepreneurship Research: Effectuation, Bricolage, and User Entrepreneurship. *Academy of Management Conference*. San Antonio, TX.

Waldron, T., Navis, C., & **Fisher, G.** 2011. Activism and Markets: Explaining the Role of Identity in the Effectiveness of Localized Movements. *Academy of Management Conference*. San Antonio, TX.

Fisher, G. 2011. Effectuation, Bricolage and User Entrepreneurship: Emerging Lenses for Technology Entrepreneurship Research? *Western Academy of Management Conference*. Victoria, BC

- Award for Best Doctoral Student Paper at the 2011 Western Academy of Management meeting.

Fisher, G. 2010. Who has the right to be an Entrepreneur? The Theoretical Foundations of Entrepreneurial Legitimacy. *Babson College Entrepreneurship Research Conference*. Lausanne, Switzerland.

Fisher, G. 2010. The Emergence of Stakeholder Culture: Founder and Early Stakeholder Imprinting Effects. *Academy of Management Conference*. Montreal, Canada.

Liu, D., Kwan, K. and **Fisher, G.** 2009. Does An Entrepreneur's Personality Matter? A Multilevel, Multiphase Investigation of Core-self Evaluations in the Growth of Top Management Team Potency and New Venture Performance. *Southern Management Association Meeting*. Asheville, North Carolina.

- Award for Best Doctoral Student Paper at the 2009 Southern Management Association meeting (Entrepreneurship/Innovation Track).
- Kenneth E. Clark Student Research Award from International Leadership Association 2010.

Invited Presentations

Resourcefulness Enactment: The Cognitive and Behavioral Underpinnings of Resourceful Actions. March 2022. *University of Missouri Visiting Scholar Presentation.*

Resourcefulness Enactment: The Cognitive and Behavioral Underpinnings of Resourceful Actions. February 2022. *Syracuse University Visiting Scholar Presentation.*

Resourcefulness Enactment: The Cognitive and Behavioral Underpinnings of Resourceful Actions. February 2022. *University of Texas El Paso Visiting Scholar Presentation.*

Design Theorizing. April 2021. *California State Visiting Scholar Presentation.*

Design Theorizing. April 2021. Pamplin School of Business. *Virginia Tech Visiting Scholar Presentation.*

Entrepreneurial Hustle. January 2020. Beedie School of Business. *Simon Fraser University Visiting Scholar Presentation.*

When More is Less: Financing Early-stage Technology Ventures via Presale Campaigns. October, 2019. *Rutgers University Visiting Scholar Presentation.*

Entrepreneurial Hustle. November 2018. *University of Tennessee Visiting Scholar Presentation.*

A Community-Based View of Strategic Management. February 2017. *University of Missouri, Kanas City Visiting Scholar Presentation.*

Does Founder Core Self-Evaluation Impact New Venture Performance? Exploring the Roles of Venture Teams and Events. April 2015. *University of Illinois Visiting Scholar Presentation.*

PDW on Embracing Process in Entrepreneurship Research Continued. August 2015. *Academy of Management Conference.* Vancouver, BC, Canada.

Theory Elaboration in Organizational Research. July 2013. *Gordon Institute of Business Science, University of Pretoria, Faculty Colloquium.*

PDW on Trends in Sustainability, Ethics, and Entrepreneurship Research. May 2013. *Sustainability, Ethics, and Entrepreneurship Conference.* Denver, CO.

RESEARCH BASED AWARDS

- 2022 Helena Yli-Renko Research Impact Award from the Greif Center for Entrepreneurial Studies at the University of Southern California (recognizes an entrepreneurship paper that appeared in the top-tier management and entrepreneurship journals six years ago and received the highest citations in the five years following publication)
- 2018 Emerging Scholars Award from Academy of Management Entrepreneurship Division
- 2018 Larry and Barbara Sharpf Endowed Professor of Entrepreneurship (awarded for the years 2018 – 2023)
- 2017 Article of the Year from the Journal of Business Venturing for the article entitled “Legitimate to Whom? Audience Diversity and Venture Legitimacy”
- 2017 Developmental Reviewer of the Year Award for Academy of Management Review.
- 2017 Alliance for Research on Corporate Sustainability (ARCS) Conference Outstanding Paper Award.
- 2016 John and Donna Shoemaker Faculty Fellowship in Entrepreneurship.
- 2016 Outstanding Reviewer Award for Academy of Management Review.
- 2013 Best Paper Award at the Sustainability, Ethics and Entrepreneurship Conference, Denver, CO.
- 2011 Best Paper Award in the Ethics/Diversity track of the Southern Management Association Meeting.
- 2011 Best Doctoral Student Paper award at the Western Academy of Management meeting.
- 2010 Academy of Management Entrepreneurship Division IDEA Award in the Research Promise Category.
- 2010 Kenneth E. Clark Student Research Award from International Leadership Association.
- 2009 Entrepreneurship Theory and Practice Award for the Best Conceptual Paper for the Annual Meeting of the Entrepreneurship Division of the Academy of Management.
- 2009 Best Doctoral Student Paper award at the Southern Management Association meeting (Entrepreneurship/Innovation Track).
- 2007 – 2009 Dean’s Academic Achievement Award, University of Washington, Michael G. Foster School of Business Ph.D. Program.
- 2007 Top Scholar Recruiting Award, University of Washington, Michael G. Foster School of Business Ph.D. Program.

PROFESSIONAL SERVICE

Editorial and Reviewing Activities

- Editor-in-Chief: *Business Horizons* (2019-present)
- Associate Editor: *Academy of Management Review* (2020-present)

- Field Editor: *Journal of Business Venturing* (2016-2020)
- Editorial Board Member:
 - *Academy of Management Review* (2014-2020)
 - *Journal of Business Venturing* (2013-2016)
 - *Journal of Management* (2020-present)
- Ad-hoc Reviewer:
 - *Academy of Management Journal*
 - *Administrative Science Quarterly*
 - *Organization Science*
 - *Entrepreneurship Theory and Practice*
 - *Journal of Management Studies*
 - *Strategic Entrepreneurship Journal*

AFFILIATIONS

- Academy of Management (Entrepreneurship Division, Organization and Management Theory Division)
- Strategic Management Society (Entrepreneurship Group, Stakeholder Management Group)

TEACHING

Kelley School of Business, Indiana University

Graduate level courses taught

- J606 – Seminar in Strategic Management – Fall 2020 [1 Section] (Ave: 6.9/7)
- C524 – Strategic Entrepreneurship – Spring 2022 [2 Sections] (Ave: 6.75/7)
- W511 – Venture Strategy – Fall 2021 [1 Section] (Ave: 6.8/7), Fall 2020 [1 Section] (Ave: 6.9/7), Fall 2019 [1 Section] (Ave: 6.8/7)
- W574 – Corporate Entrepreneurship and Innovation – Fall 2021 [1 Section] (Ave: 6.7/7), Fall 2020 [1 Section] (Ave: 6.9/7), Fall 2019 [1 Section] (Ave: 6.7/7)
- X504 – Strategic Management (compulsory course) – Fall 2018 [3 Sections] (Ave: 6.5/7); Fall 2017 [3 Sections] (Ave: 6.4/7); Fall 2016 [3 Sections] (Ave: 6.6/7); Fall 2015 [3 Sections] (Ave: 6.4/7); Fall 2014 [3 Sections] (Ave: 6.3/7)
- W520 – Turnaround Management – Spring 2014 [2 sections] (Ave: 6.8/7); Spring 2013 [1 section] (Ave: 6.6/7)
- D504 – Management of International Business Operations – Fall 2012 [1 section] (Ave: 6.5/7).

Undergraduate courses taught

- W420 – Corporate Venturing – Spring 2014 [1 section] (Ave: 6.7/7); Fall 2013 [1 section] (Ave: 6.6/7); Spring 2013 [1 section] (Ave: 6.5/7); Fall 2012 [1 section] (Ave: 6.6/7)

Foster School of Business, University of Washington

Graduate level courses taught

- EMBA 553 – Corporate Entrepreneurship – Spring 2011 & Spring 2012 [4 Sections] (Ave: 4.7/5)
- Ph.D Teaching Effectiveness Seminar (for new Ph.D students) – Fall 2008 (No student evaluation)

Undergraduate courses taught

- MGMT 430 – Strategic Management – Winter 2010 [1 section] (Ave: 4.7/5)
- ENTRE 370 – Introduction to Entrepreneurship – Spring 2010 [1 section] (Ave: 4.6/5)

Executive education open program courses taught

- ADMIN 510 – Essentials of Business: Strategic Management – Spring 2010 & 2011 (No student evaluation)
- MMOT – Technology Value Enhancement: Commercializing Technology – Summer 2010 & 2011 (No student evaluation)

Teaching assistant

- ENTRE 370B – Introduction to Entrepreneurship – Winter 2009 (TA for Mina Yoo)
- EMBA 553A/B – Corporate Entrepreneurship - Spring 2009 & 2010 (TA for Suresh Kotha)

Gordon Institute of Business Science, University of Pretoria (South Africa)

Graduate level courses taught

- MBA Entrepreneurship Core Course: Winter 2006, 2007, 2009, 2010, 2011 (Ave: 4.7/5)
- MBA Advanced Entrepreneurship Elective Course: Spring 2006, 2007, 2008, 2009, 2010, 2011 (Ave: 4.7/5)
- MBA Strategic Renewal Course: Winter 2013, 2014 (Ave: 4.8/5)

Executive education open program courses taught

- Crafting Your Business Plan: Sept 2007, 2008, 2009 (Ave: 4.65/5)
- The Corporate Entrepreneur: Growth through new venture creation: Aug 2010 (Ave: 4.8/5); July 2013 (4.9/5)

Company specific programs courses taught

- Corporate Entrepreneurship
- Innovation and Entrepreneurship
- Entrepreneurial Strategy
- Leadership and Change

TEACHING MATERIALS DEVELOPED

Kelley Case Studies

Geoghegan, W. & **Fisher, G.** 2021. Post Consumer Brands. *Co-Developed specifically for May 2022 Kelley on Campus (video case study).*

Geoghegan, W., Stevenson, R. & **Fisher, G.** 2021. Marcus Theaters. *Co-Developed specifically for August 2021 Kelley on Campus (video case study).*

Geoghegan, W. & **Fisher, G.** 2020. People, Platforms and Placement: Sparking and Sustaining Shortlist's Growth in India. *Co-Authored specifically for March 2020 Kelley Connect Week.*

Geoghegan, W., Del Col, M. & **Fisher, G.** 2020. The Emergence of Two Goliaths in the Ski Resort Industry. *Co-Authored specifically for Kelley Management & Entrepreneurship Case Collection.*

Fisher, G. The *SME Movement*: Engaging Necessity-Driven Entrepreneurs and Helping Small Businesses in Developing Economies Thrive. *Co-Authored specifically for May 2019 Kelley Connect Week.*

Fisher, G. & Needham, M. 2018. Scaling Spark. *Co-Authored specifically for May 2018 Kelley Connect Week.*

Fisher, G. & Needham, M. 2018. Blake's Nut Free. *Co-Authored specifically for Fall 2018 Kelley Full Time MBA Core Strategic Management Class.*

Kesner, I & **Fisher, G.** Is the Restaurant Industry Ripe for Disruption? Opportunities and Threats for S&P. *Co-Authored specifically for March 2018 Kelley Connect Week.*

Fisher, G. Needham, M. Hebenstreit, H.K. & Franklin, S. 2016. ZipDial and Twitter: Microblogging Meets Missed Calls. *Co-Authored specifically for Fall 2016 Kelley Full Time MBA Core Strategic Management Class.*

Fisher, G. & Wisneski, J. 2015. Set the Moose Loose! An Expansion Strategy for The Chocolate Moose. *Co-Authored specifically for July 2015 Kelley Connect Week & for the 2015 Full MBA Orientation Case Competition.*

TEACHING AWARDS

- 2022 Named among the "Favorite Business School Professor Teaching MBAs" by Poets and Quants website.
- 2022 MBA Teaching Excellence Award at Kelley School of Business, Indiana University.

- 2021 MBA Teaching Excellence Award at Kelley School of Business, Indiana University.
- 2021 Kelley School of Business Doctoral Program Faculty Distinguished Teaching Award, Indiana University.
- 2021 Global Consortium of Entrepreneurship Centers: Excellence in Entrepreneurship Teaching and Pedagogical Innovation
- 2021 Indiana University Trustees Teaching Award.
- 2021, 2020, 2019 Nominated for the Kelley School of Business Doctoral Program Exceptional Inspiration and Guidance Award
- 2018 MBA Teaching Excellence Award at Kelley School of Business, Indiana University.
- 2018 Eyster Teaching Award at the Kelley School of Business
- 2017 Indiana University Trustees Teaching Award.
- 2016 Named among the “Favorite Business School Professor Teaching MBAs” by Poets and Quants website.
- 2015, 2014 & 2013 Nominated for the Indiana University Trustees Teaching Award
- 2014 Named among the “40 Most Outstanding B-School Profs under 40 in the World” by the Poets and Quants website.
- 2013 MBA Teaching Excellence Award at Kelley School of Business, Indiana University.
- 2011 MBA Teaching Award for best instructor in the full time MBA program at the Gordon Institute of Business Science, University of Pretoria, South Africa.
- 2011 Outstanding Instructor for the Business Fundamentals program at the University of Washington, Foster School of Business.
- 2010 MBA Teaching Award for best instructor in the full time MBA program at the Gordon Institute of Business Science, University of Pretoria, South Africa.

TEACHING INTERESTS

- Entrepreneurship
- Strategy
- Corporate Entrepreneurship and Innovation
- Turnaround Management

PROFESSIONAL EXPERIENCE

July 2018 Associate Professor
Larry and Barbara Sharp Professorship in Entrepreneurship
 Management & Entrepreneurship Department
 Kelley School of Business
Indiana University, Bloomington, IN

2012–2018 Assistant Professor
 Management & Entrepreneurship Department
 Kelley School of Business

Indiana University, Bloomington, IN

2006–2014 Contributor to Entrepreneur Magazine
Feature Author
Entrepreneur Magazine, South Africa

2005–2007: Lecturer in Entrepreneurship
Gordon Institute of Business Science
University of Pretoria, South Africa

2003–2005: Founder & CEO
Learninglab, South Africa

2000–2003: Manager and Senior Manger
Group Human Resources and Development
Deloitte, Southern Africa

1998–2000: Trainee Accountant
Corporate Audit
Deloitte, Southern Africa