

CHARLOTTE R. RENE-mail: charlotterren@gmail.com or rren@wharton.upenn.eduPersonal website: www.charlotterren.net**EDUCATION**

- Ph.D. Management
UCLA Anderson School of Management, 2005
Dissertation: Learning by Firms and Technological Innovation
Committee: Olav Sorenson (Chair), Michael Darby, Marvin Lieberman & Kenneth Sokoloff
- M.A. Economics
UCLA Dept. of Economics, 2003
- B.A. International Politics
Minor Degree in Law
PEKING UNIVERSITY, P. R. China, 1997

ACADEMIC POSITIONS

- July 2016 - present Associate Professor of Strategic Management
Fox School of Business, Temple University
- August 2013- June 2016 Visiting Assistant Professor of Strategic Management
School of Social Policy and Practice (SP2), University of Pennsylvania
- May 2013- present Senior Fellow, Mack Institute for Innovation Management
The Wharton School, University of Pennsylvania
- August 2005 - May 2012 Assistant Professor of Strategic Management
Krannert School of Management, Purdue University¹
- June-July 2009 Visiting Professor
Nanyang Technological University, Singapore

AWARDS AND RECOGNITION

- 2015 Best Reviewer Award, TIM Division, Academy of Management Conference (AOM)
- 2014 Mack Institute Research Fellowship
- 2014 Semi-finalist, the Fast Forward Award for the *PREP* program²
- 2008 The Inaugural IDEA Award ("Research Promise"), AOM ENT division
- 2007 Finalist, North American Case Research Association Case Research Grant Competition
- 2006 CIBER Summer Research Award
- 2005 CIBER Faculty International Travel Award
- 2004 UCLA Dissertation Year Fellowship
- 2000-2004 UCLA University Fellowship, also Summer Fellowship for Doctoral Research (00-03)
- 1997-1999 UCLA University Fellowship

¹ 2007-2008: one-year deviation from the tenure policy due to personal reasons.

² *PREP*, which refers to the *Penn Restorative Entrepreneurship Program*, is a social entrepreneurship initiative I designed and launched at Penn in 2015 to help formerly incarcerated individuals become legitimate entrepreneurs. See more details of *PREP* on page 6 of my curriculum vitae.

Teaching Recognition	Krannert “Distinguished Teacher” Award	
	- Spring 2012;	
	- Spring 2011;	- Fall 2011;
	- Spring 2010;	- Fall 2010;
	- Spring 2009;	- Fall 2005.

RESEARCH INTERESTS

- Competitive Strategy
- Entrepreneurship
- Industries: consumer electronics retail, hard disk drives, global retail, machine tools, aircraft, integrated steelmaking, computer workstations, and charter schools
- Innovation Management
- Organizational Learning

TEACHING INTERESTS

Teaching Expertise:

- Strategic Management
- Entrepreneurship (ENT)
(Including General, Tech & Social Entrepreneurship)
- Innovation Management
- Collaboration across Sectors
(i.e., NPOs, Businesses, and Governments)

Courses taught at Penn:

- Wharton: Innovation Management (MBA elective)
- Wharton: Technological Innovation and Entrepreneurship (Undergraduate elective)
- SP2: Collaboration across Sectors (Graduate elective)
- SP2: Social Entrepreneurship for Community Reintegration (Graduate elective, Phase I of PREP)

Courses taught at Purdue:

- Strategic Management: undergraduate core
- Entrepreneurship: both undergraduate and MBA electives
- Technology Strategy: undergraduate elective
- Doing Business in Asia: EMBA elective
- Competition, Innovation, and Learning: Doctoral seminar

PUBLICATIONS: REFEREED JOURNALS

[5] Jay Anand, Louis Mulotte and **Charlotte Ren**. Does experience imply learning? *Strategic Management Journal*, 2016, 37(7): 1395-1412.

- ✓ Mack Talk based on this paper: “Why Firms should be wary of sticking to what they know: Avoiding the competency trap” ([Link to the Talk](#))

[4] Valerie Moatti, **Charlotte Ren**, Jay Anand and Pierre Dussauge. Disentangling the performance effects of efficiency and bargaining power in horizontal growth strategies: An empirical investigation in the global retail industry. *Strategic Management Journal*, 2015, 36(5): 745-757.

[3] **Charlotte Ren** & Chao Guo. Middle managers’ strategic role in the corporate entrepreneurial process: attention-based effects. *Journal of Management*, 2011, November, 37(6): 1586-1610.

- ✓ An earlier version of this manuscript received the Inaugural IDEA Award (“Research Promise” category) from the Entrepreneurship Division of the 2008 Academy of Management Meeting.
- ✓ An earlier version of this manuscript, titled “The rise and fall of entrepreneurial opportunities: A process model for corporate entrepreneurship”, was included in the 2008 *Academy of Management Best Paper Proceedings*.

- [2] **Charlotte Ren**, Ye Hu, Yu (Jeffrey) Hu and Jerry Hausman. Managing product variety and collocation in a competitive environment: An empirical investigation of consumer electronics retailing. *Management Science*, 2011, 57(6): 1009-1024.
- [1] Olav Sorenson, Susan McEvily, **Charlotte Ren** and Raja Roy. Niche width revisited: Organizational scope, behavior and performance. *Strategic Management Journal*, 2006, 27(10): 915-936.

WORKING PAPERS

- Responses to rival exit: Product variety, new store opening and preexisting market structure, with Ye Hu and Tony Cui.
- Do surviving firms compete more aggressively after rivals exit?, with Wm Gerry Sanders and Ye Hu.
- The social entrepreneur's dilemma: Entrepreneurial strategy and charter school performance, with Chao Guo.
 - ✓ Accepted for presentation at the 2016 Academy of Management Annual Meeting in Anaheim, CA.
 - ✓ Selected to the 2016 *Academy of Management Best Paper Proceedings*.
- When experience hurts: Product innovation experience and technological performance within and across submarkets, with Jay Anand and Louis Mulotte.
 - ✓ Accepted for presentation at the 2016 Academy of Management Annual Meeting in Anaheim, CA.
 - ✓ Selected to be a 2016 AOM *Showcase Symposium* of the TIM division.
- How independent directors promote principal-principal conflict: The case of anti-takeover defense, with Hugo Wang, Thomas Brush and Jeff Reuer.
- Unintended effects of a strategic choice? Competitive strategy and charter school performance, with Ken Meier, Chao Guo and Lawrence O'Toole.
- Agency conflicts among shareholders: How controlling blockholders pursue private benefits of control, with Hugo Wang and Thomas Brush.

BOOK CHAPTERS

- Folta, Timothy B. and Ren, Charlotte (2013). "Biography on Arnold C. Cooper." In D. Teece and M. Augier (Eds.) Palgrave Encyclopedia of Strategic Management. Palgrave MacMillan: London.

PRESENTATIONS AND CONFERENCE PAPERS

- October, 2015. "Responses to rival exit: Product variety, new store opening and preexisting market structure" Presented at the 2015 Strategic Management Society Conference, Denver, CO.
- October, 2015. "The social entrepreneur's dilemma: Entrepreneurial strategy and charter school performance" Presented at the 2015 Strategic Management Society Conference, Denver, CO.
- August, 2015. "Do surviving firms compete more aggressively after rivals exit?" Presented at the Academy of Management Annual Meeting in Vancouver, Canada.
- April, 2015. "Does experience imply learning?" Presented at the Wharton Technology & Innovation Conference, Philadelphia, PA.

- May, 2014. "The social entrepreneur's dilemma: Entrepreneurial strategy-making and charter school performance." Presented at the Research Colloquium on Social Entrepreneurship, Kansas City, Missouri.
- August, 2013. "Does experience imply learning?" Presented in *Showcase Symposium* at the Academy of Management Annual Meeting in Orlando, FL.
- August, 2013. "How independent directors promote principal-principal conflict: The case of antitakeover defense." Presented at the Academy of Management Annual Meeting in Orlando, FL.
- June, 2013. "Scope, differentiation, and competition: a study of Texas charter schools." Presented at the 4th Midwest Strategy Meeting, University of Illinois at Urbana-Champaign.
- August, 2012. "Competition, scope, and organizational performance: Evidence from the charter school industry." Presented at the Academy of Management Annual Meeting in Boston, MA.
- May, 2012. "Product variety strategy after rivals exit: The effects of preexisting market structure and new market entry." Presented at the 3rd Midwest Strategy Meeting, Ohio State University.
- August, 2011. "Switching enemies: Strategic similarity, exit of rivals and product variety competition." Presented at the Academy of Management Annual Meeting in San Antonio, TX.
 - Also presented at the 2nd Midwest Strategy Meeting, Purdue University (May 2011).
- August, 2010. "Managing product variety in a competitive environment: An empirical investigation of consumer electronics retailing." Presented at the Academy of Management Annual Meeting in Montreal, Quebec CA.
 - Also presented at the 2010 Sloan Industry Studies Meeting (May 2010);
 - Presented at the 7th Annual Atlanta Competitive Advantage Conference (May 2010);
 - Presented at the 1st Midwest Strategy Meeting, Northwestern University (May 2010).
- October, 2009. "Information, complementarity, and resource complexity in strategic factor markets." Presented at the Strategic Management Society Conference in Washington, D.C.
- August, 2009. "Competition and coordination: the strategic use of product variety in consumer electronics retailing." Presented at the Academy of Management Annual Meeting in Chicago, IL.
- August, 2008. "Product innovation experience and technological performance: a study of the hard disk drive industry." Presented at the Academy of Management Annual Meeting in Anaheim, CA.
- August, 2008. "The rise and fall of entrepreneurial opportunities: A process model for corporate entrepreneurship." Presented at the Academy of Management Annual Meeting in Anaheim, CA.
 - An earlier version was presented at the Academy of Management Annual Meeting in Philadelphia, PA, August 2007.
- April, 2008. "Learning in product innovation: evidence from the hard disk drive industry." Presented at the Sloan Industry Studies Conference in Boston, MA.
 - Earlier versions were presented at the Academy of Management Annual Meeting in Atlanta, GA, August 2006, and the Academy of Management Annual Meeting in New Orleans, LA, August 2004.
- August, 2007. "An evolutionary perspective on product portfolio: product entry, exit, and firm performance." Presented at the Academy of Management Annual Meeting in Philadelphia, PA.

- August, 2006. "Learning in product innovation: in search of the balance between exploitation and exploration." Presented at the Academy of Management Annual Meeting in Atlanta, GA.
- August, 2006. "Attention structures, policy windows and stakeholder salience: Toward a process model." Presented at the Academy of Management Annual Meeting in Atlanta, GA.
 - An earlier version was presented at the 2003 Academy of Management Annual Meeting in Seattle, WA.
- August, 2005. "Design product portfolios to master multi-generation technologies: product entry, exit and firm performance." Presented at the Academy of Management Annual Meeting in Honolulu, Hawaii.
- April, 2004. "Product variety and firm capabilities: the determinants of new product introduction and product culling in the hard disk drive industry." Presented at the 11th CCC Annual Colloquium for Doctoral Student Research, Emory University.

INVITED TALKS

- University of Hong Kong
- Temple University
- Drexel University
- University of Pennsylvania (Wharton)
- Indiana University
- University of Illinois at Urbana-Champaign
- Arizona State University
- Purdue University
- Michigan State University
- Hong Kong University of Science and Technology
- National University of Singapore

PROFESSIONAL SERVICES AND ENTREPRENEURSHIP

Service Activity in University Community:

- Advisor, MBA project "Pinta",
Third Place Winner, 2010 Purdue Business Plan Competition ([Link to the Report](#))
- Member, Assurance of Learning Committee, Undergraduate management programs, Spring 2009
- Course coordinator, MGMT451, Fall 2008
- Organizer, Strategy Speaker Series, Fall 2007
- Member, Faculty Recruiting Committee, Krannert Strategy area, 2010
- Member, Ph.D. Admission Committee, Krannert Strategy area, 2007, 2008, & 2011
- Member, STAR committee, Krannert School, Fall 2007
- Member, Ph.D. Course Sequencing Committee, Krannert Strategy area, 2006
- Member, School Grievance Committee, 2006
- Judge, Krannert Undergraduate Case Competition, 2007

Service Activity in Broader Academic Community:

- Track Chair, Competitive Heterogeneity, BPS Division
2015 AOM conference in Vancouver, Canada
- Session Chair, paper session 11554 "Collaboration and Complexity", paper session 1589 "Teams in New Venture and Entrepreneurship"
2015 AOM conference in Vancouver, Canada

- Session Chair, paper session 816 “Geography, Agglomeration, and Spillovers”
2014 AOM conference in Philadelphia, Pennsylvania
- Discussant, “When Disruptive Technologies Meet Integrated Systems: Who Captures the Value?”
Wharton Mack Institute Fall Conference, November 2013
- Press coverage, Xinhua News Agency, 2011-12-30.
Analyst Insights: “US retailer Sears to close more than 100 stores” ([Link to the Article](#))
- Co-organizer
2011 Midwest Strategy Meeting (MSM) in West Lafayette, IN
- Discussion Leader, Chinese Alumni Reunion
2011 AOM conference in San Antonio, TX
- Session Chair, paper session 714 “Management and Organizational Theories in Historical Contexts”,
paper session 913 “Entrepreneurship & Commercialization of Innovation”
2010 AOM conference in Montreal, Quebec CA
- Best Paper Awards Review Committee, TIM division
2008 AOM conference in Anaheim, CA
- Discussant, paper session 1547 “Management of Innovation”
2008 AOM conference in Anaheim, CA
- Session Chair, paper session 775 “Management of the New Product Development Process”,
2005 AOM conference in Honolulu, Hawaii

Reviewer:

- *Strategic Management Journal*
- *Management Science*
- *Academy of Management Journal*
- *Organization Science*
- *Strategic Entrepreneurship Journal*
- *Journal of Business Research*
- The AOM conference BPS, ENT, and TIM divisions
- 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2014, 2015, 2016
- The Strategic Management Society Conference
- 2009, 2011, 2012, 2015

Dissertation Committees:

- Hugo Wang, Strategic Management, Purdue University.
Placement: University of North Carolina at Greensboro. 2013 Graduate.
- Barton Sharp, Strategic Management, Purdue University.
Placement: Northern Illinois University. 2009 Graduate.
- George Shinkle, Strategic Management, Purdue University.
Placement: Australian Graduate School of Management (AGSM). 2010 Graduate.

Social Entrepreneurship Initiative

- Faculty Director, ***Penn Restorative Entrepreneurship Program (PREP)***, 2013 Fall-Present
 - I designed this program and formally launched it in February 2015. The program is geared towards helping formerly incarcerated individuals become entrepreneurs.
 - Partners include the Goldring Reentry Initiative of the School of Social Policy and Practice, Wharton Social Impact Initiative, and Rescue Mission of Trenton (New Jersey)
 - Press coverage (*some with links*): [Penn Current](#), [WHYY \(NPR local station\)](#), [the Daily Pennsylvanian](#), [Trenton Times](#), [Penn Gazette Magazine](#), *Proudly Penn*, Comcast Newsmaker, Aspen Institute Report.