

Professor Charlotte Ren, Ph.D.

Dr. Charlotte Ren is a Professor of Practice in Strategy and Innovation at the School of Arts and Sciences, University of Pennsylvania. Previously she was on the faculty at Purdue University (Assistant Professor of Strategic Management, 2005-2012), University of Pennsylvania (Visiting Assistant Professor of Strategic Management, 2013-2016), and Temple University (Associate Professor of Strategic Management, 2016-2021). Charlotte holds a Ph.D. in Management and an M.A. in Economics from UCLA, a Bachelor's degree in International Politics and a minor degree in Law from Peking University (China).

Charlotte's research interests focus on innovation and entrepreneurship, and competitive strategy. She examines how organizations adjust innovation strategy and manage corporate entrepreneurial processes to improve their technological competence and overall performance. She also investigates how firms compete along non-price dimensions including product variety, geographic location, and service. For example, her research shows that when retail stores offer "price match guarantees" that prevent them from turning to price reductions to attract consumers, they choose to compete or coordinate in product variety depending on whether their rivals are co-located or not. Charlotte conducts research on a number of industries including general retail, consumer electronics retail, aircraft manufacturing, hard disk drives, computer workstations, machine tools, movies, and charter schools.

Charlotte's work has been published in the top academic journals in the field of management such as *Management Science*, *Journal of Management*, *Journal of Business Ethics*, and *Strategic Management Journal*. Her paper "The Rise and Fall of Entrepreneurial Opportunities inside Organizations: A Process Model for Corporate Entrepreneurship" received the Inaugural IDEA Award (Research Promise) from the Entrepreneurship Division of the Academy of Management (AOM) in 2008. She is currently serving as a Representative-at-Large for two leading academic communities of management scholars, the AOM (Entrepreneurship Division) and the Strategic Management Society (Competitive Strategy Interest Group).

Charlotte has taught courses at the undergraduate, MBA, and Ph.D. levels on strategy, innovation management, entrepreneurship, and cross-sector collaboration. She received numerous teaching awards including the 2017 Innovation in Entrepreneurship Pedagogy Award from the AOM's Entrepreneurship Division and the 2019 Faculty of the Year Award (full-time MBA program) from Temple's Fox School of Business.

A social entrepreneur herself, Charlotte designed, launched and served as the faculty director (2013-2016) of *Penn Restorative Entrepreneurship Program*, an innovative initiative geared towards helping formerly incarcerated individuals to become socially responsible entrepreneurs. More information about Charlotte's research, teaching and service can be found on her professional website www.charlotteren.net.

Research Areas

Competitive Strategy, Innovation Management, Corporate Entrepreneurship, Organizational Learning