

## ALEJANDRA MARIN

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Solbridge International School of Business  
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### EDUCATION

- 2008- 2013            PhD in Management, specialty areas: Organizational Theory and Entrepreneurship. Texas Tech University, Lubbock, US.  
  
Dissertation title: The effects of commensurability and expertise on the creation of economic value: The case of platform organizations.  
  
Committee: Kimberly Boal (chair), Ronald Mitchell, Mayukh Dass, Timothy Huerta, Christine Quinn-Trank (Vanderbilt University).
- 2006 – 2008            Mphil in Business Research. Universiteit Maastricht, The Netherlands.  
  
Masters' thesis title: Strategy making and learning processes in entrepreneurship: How entrepreneurs cope with uncertainty.  
  
Chair: Martin Carree, Anita van Gils.
- 1997 – 2002            BA in Management Universidad de los Andes. Bogotá, Colombia.  
  
Minor: Industrial Production Management  
  
One semester abroad, Luigi Bocconi University, Milan, Italy.

### PROFESSIONAL EXPERIENCE

- 2013- Present            Assistant Professor, Solbridge International School of Business
- 2008-2013            Graduate Assistant, part time Instructor, Rawls College of Business, Texas Tech University
- 2005-2006            Instructor, School of Management, Universidad de los Andes
- 2002-2005            Research Assistant, School of Management, Universidad de los Andes

### RESEARCH INTERESTS

I locate my research interests at the intersection of Organizational and Management Theory, Entrepreneurship, and Strategy. I therefore specialize in building and testing theory about organizations and organizing collective processes in the early stages of their creation. Specifically, my research applies institutional, network, and cognitive approaches to explain the impact of collective processes on market creation, entrepreneurship, and strategic action.

### TEACHING INTERESTS

Strategic management, introduction to business and entrepreneurship, management of electronic markets, international management, and change and innovation processes.

**PUBLICATIONS AND WORK UNDER REVIEW**

- Marin, A., Cordier, J., Hameed, T. 2016. Reconciling ambiguity with interaction: Implementing formal knowledge strategies in a knowledge intensive organization. *Journal of Knowledge Management*, 20(5), 959-979.
- Hansen, H., Randolph, A., Chen, S., Robinson, R.E., Marin, A., Lee, J.H. 2015. Institutional judo: How entrepreneurs use institutional forces to create change. *Journal of Organizational Change Management*, 28(6), 1076-1093.
- Randolph-Seng, B., Mitchell, R. K., Marin, A., Lee, J.H. 2015. Job security and entrepreneurship: Enemies and allies. *Journal of Applied Management and Entrepreneurship*, 20(1), 24-49.
- Marin, A., Mitchell, R. K., Lee, J.H. 2015. The vulnerability and strength duality in ethnic businesses: A model of stakeholder salience and social capital. *Journal of Business Ethics*, 130(2), 271-289.
- Schultz, P. L., Marin, A. & Boal, K. B. 2014. The Impact of media on the legitimacy of new market categories: the case of broadband internet. *Journal of Business Venturing*, 29(1): 34-54.
- Gardner, W. L., Schneider, A., Hinojosa, A. S., Marin, A., 2014. Emotional responses of leaders to passive versus active members. *Leadership Journal*, 10(4): 412-436.
- Mitchell, R. K., Robinson, R. E., Marin, A., Lee, J. H., & Randolph, A. 2013. Spiritual identity, stakeholder attributes, and family business workplace spirituality stakeholder salience. *Journal of Management, Spirituality, and Religion*, January, 1-38.
- Forero-Pineda, C., Laureiro-Martinez, D., Marin, A. 2011. Innovation Patterns and Intellectual Property in SMEs of a Developing Country, *Innovar*, 21(42): 113-128.

**CONFERENCE PRESENTATIONS (2011-2016)**

- Marin, A. 2016. Power structures through field configuring events in the digital era: A study based on YouTube online video sharing community. EGOS, Collective Power for Renewal in Creative Industries, Naples. Italy.
- Marin, A., Dass, M., Boal, K. B. 2015. Platforms in contested markets: The fluid role of critics and their implicit social networks. AOM, Vancouver. Canada.
- Cordier, J., Marin, A., Hameed, T. 2015. Into action: The role of identity and structure when navigating standardization in a knowledge intensive organization. EGOS, Institutions and Identity Track. Athens. Greece.
- Cordier, J., Hameed, T., Marin, A., Stablein, R. 2014. Practitioners' identity and praxis: Variations in strategy implementation. Australian and New Zealand Academy of Management Conference.
- Hameed, T., Marin, A., Cordier, J. 2014. A preliminary study of IT systems deployment in an organization adopting process standards: An institutional approach. The 25th Australasian Conference on Information Systems.
- Marin, A., Dass, M., Boal, K. B. 2014. Analysis of critics' knowledge networks in platform organizations. EGOS, Social Networks Track. Rotterdam. The Netherlands.
- Marin, A., 2013. Social-category network salience and social capital. WAM in Santa Fe. US. Nominated for Best Student Paper.

Marin, A., Boal, K. B., 2012 Exploring platform organizations in an international supply chain: The case of specialty coffee. AOM, Boston. US.

Hansen, H., Robinson, R.E., Marin, A., Randolph, A., Chen, S., Lee, J.H., Wi, D., 2012. "Institutional Judo": Institutional creation and effectuation. SMA in Fort Lauderdale. US.

Marin, A., Marino, L.D., Chen, S., Noble, D., 2012. Entrepreneurs' tie formation: A multiple-case inductive analysis. Round table session, Babson conference, Fort Worth. US.

Marin, A., Robinson, R. E., French, A., Hinojosa, A. S., Randolph-Seng, B. 2011. Team mental model accuracy: What it is and why it matters. Poster, Southern Management Association –SMA in Savannah.

## WORKING PAPERS

Marin, A., Dass, M., Boal, K. B. An investigation of the critic-buyer effects on valuation processes: A case of economic platforms.

Marin, A. 2016. Power structures through field configuring events in the digital era: A study based on YouTube online video sharing community. EGOS, Collective Power for Renewal in Creative Industries, Naples. Italy.

## TEACHING EXPERIENCE

Solbridge 2013 – Present	Strategic Management, People and Organizations, Industry and Competitive Analysis, Management of electronic markets all undergraduate level. People and Organizations, Managerial Skills both at MBA level.
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Rawls College of Business 2009-2013	Change and Innovation Processes, Strategic Management, International Management, Organizational Behavior. All undergraduate level.
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School of Management los Andes 2003-2006	Market Information Systems, undergraduate level. Strategic Universidad Marketing capstone MBA level (Teaching assistant).
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Workshops with entrepreneurs and managers from diverse sectors in the subjects of export potential prediction, market research and market intelligence. School of Management, Universidad de los Andes.

## RELATED WORK EXPERIENCE

2011	Internship Small Business Development Center, Texas Tech University and Small Business Administration (SBA), participating in consulting meetings with entrepreneurs and small business owners. Lubbock, TX. US.
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2002-2006	Research assistant and consultant in projects related to SME, international business, social entrepreneurship, and innovation. School of Management, Universidad de los Andes.
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2002-2005	Administrative assistant, Executive MBA. School of Management, Universidad de los Andes.
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**SERVICE AND PROFESSIONAL DEVELOPMENT**

- 2016 Ad Hoc Reviewer, Journal of Business Ethics.
- 2016 Ad Hoc Reviewer, Journal of Organizational Change Management.
- 2010-2015 Ad Hoc Reviewer, Entrepreneurship and OMT divisions, AOM and SMA conferences.
- 2011-2012 Session chair and discussant in different conferences: SMA, and Babson conference.

**GRANTS AND AWARDS / SPECIAL RECOGNITION**

- 2016 National Research Foundation, South Korea. Competitive grant awarded to do research on entrepreneurship in Korea.
- 2013 Jerry S. Rawls College of Business Annual Doctoral Student Research Award, Texas Tech University.
- 2013 Nominated for Best Student Paper. WAM, Western Academy of Management, Santa Fe, NM.
- 2008-2013 Jerry S. Rawls College of Business Scholarship, Texas Tech University.