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EDUCATION

- 1992-1999 INSEAD, Ph.D. Strategy & Entrepreneurship
Dissertation: Opportunity Development as a Socio-Cognitive Process: The Case of Serial Entrepreneurs, completed June 1999
Committee: Daniel F. Muzyka, Associate Professor of Entrepreneurship, Philippe Haspeslagh, Professor of Strategy, Roderick E. White, Professor of Business Policy, The Ivey School of Business, The University of Western Ontario.
- 1989-1991 The University of Western Ontario, Canada;
Master of Business Administration, with Distinction
- Fall 1990 Stockholm School of Economics, Sweden, International Business Program
- 1978-1983 University of Toronto, Honours B.A. in History, Christianity and Culture

EMPLOYMENT

- 2001-present Georgia State University, J. Mack Robinson College of Business, Management Department, Assistant Professor
Responsibilities: Teaching and research in the area of strategy and entrepreneurship, at undergraduate, MBA and PhD levels
- 2000-2001 Centre for Entrepreneurship and Business Creation, Stockholm School of Economics, Assistant Professor
Responsibilities: Teaching and research in the area of entrepreneurship, supervising masters theses
- 1999-2001 Stockholm School of Entrepreneurship, Faculty Member and Acting Director of Research
Responsibilities: As part of the start-up team, developed entrepreneurship joint venture between top business, engineering and medical schools in Stockholm; taught several courses; helped design overall research program; prepared grant applications; initiated research seminar series; launched case writing program
- 1999-2001 Jönköping International Business School, Sweden
Affiliate researcher, PEG Program

1998-1999 Centre for Advanced Studies in Leadership, Stockholm, Sweden
Senior Research Associate

REFEREED PUBLICATIONS

- Fey, Carl F., Alice J. De Koning & Andrew Delios. How Similar is the World in the Internet Era: A Comparison of eBusiness in China, Russia, and Sweden. *Thunderbird International Business Review*, 2006.
- Yu, JiFeng, Alice de Koning & Ben Oviatt. Institutional and Economic Influences on Internet Adoption and Accelerated Firm Internationalization. *Advances in Entrepreneurship, Firm Emergence and Growth*, vol. 7 ed. J. Katz & D. Shepherd, 2005.
- De Koning, Alice J. & Edward Maravanyika. Proceedo: Finding the Right CEO for Future Growth. *Entrepreneurship Theory and Practice*, Spring 2004 .
- De Koning, Alice J. Opportunity Development: A Socio-cognitive Perspective. *Advances in Entrepreneurship, Firm Emergence and Growth*, vol. 6 ed. J. Katz & D. Shepherd, 2003.
- De Koning, Alice J. & Terrence E. Brown. The Impact of Entrepreneurial Orientation, Market Perceptions and Industry Munificence on Opportunity Alertness: A Longitudinal Study, *Frontiers of Entrepreneurship Research*, 2001, Babson College, Babson Park, Mass.
- De Koning, Alice J., Paul Verdin & Peter Williamson. So You Want To Integrate Europe: How Do You Manage The Process?, *European Management Journal*, 15:3, June 1997.
- Churchill, Neil C., Alice J. de Koning & Daniel F. Muzyka. Entrepreneurial Organizations: What They are, Why They are Important and How to Become One, *Journal of Enterprising Culture*, 5:2, June 1997.
- De Koning, Alice J. Top Management Decision Making: A Framework Based on the Story Model. *Academy of Management Proceedings*, 1996.
- Muzyka, Daniel F., Alice J. de Koning & Neil C. Churchill. Entrepreneurial Transformation: A Descriptive Theory, *Frontiers of Entrepreneurship Research*, 1995, Babson College, Babson Park, Mass.
- Muzyka, Daniel F., Alice J. de Koning & Neil C. Churchill. On Transformation and Adaptation: Building the Entrepreneurial Corporation, *European Management Journal* 13:4, December 1995.

OTHER ACADEMIC PUBLICATIONS

- De Koning, Alice, Carl Fey and Rachel Doern. A Cross-Cultural Assessment of eBusiness Opportunities in Russia and Sweden. *Cultural Framework and Challenges - Web Adoption and Practice* ed by Priya Raju, 2006, ICFAI University Press.

De Koning, Alice, Venkat Subramanian, Eline van Poeck & Paul Verdin. Regional Organisations: Beware of the Pitfalls, *The Future of the Multinational Company*, ed. J. Birkenshaw, G. Yip, C. Markides & S. Ghoshal, 2004.

De Koning, Alice J. Opportunity Formation from a Socio-Cognitive Perspective. *Research at the Marketing/Entrepreneurship Interface*, Eds. G.E. Hills & R. P. Singh, Institute for Entrepreneurial Studies, University of Illinois at Chicago, 2000.

Bartlett, Chris, Alice J. de Koning & Paul Verdin. First and Fast in Europe: the Launch of Compact Detergent (P&G Europe), INSEAD Case Publications. Published in *Managing the Global Corporation: Case Studies in Strategy and Management*, José de la Torre, Yves Doz and Timothy Devinnery, 2000, and *Transnational Management: Text, Cases, and Readings in Cross-Border Management*, Christopher A. Bartlett and Sumantra Ghoshal, 2000.

SUBMITTED RESEARCH PAPERS

De Koning, Alice J. & David L. Deeds. The Influence of Context on Recognition of Commercialization Opportunities by Scientists. Resubmitted for second review to *Journal of Production Innovation Management*, special issue on technology commercialization, 2006.

De Koning, Alice J. & Terrence Brown. Corporate Entrepreneurial Alertness: A Four Factor Prediction Model. To be revised and resubmitted to *Journal of Small Business Management*, 2006.

De Koning, Alice J., Carl Fey & Rachel Doern. An Qualitative Assessment of Culture and Opportunity Recognition in Sweden and Russia. Submitted to *Entrepreneurship and Regional Development*, Nov. 2006.

WORK IN PROGRESS

De Koning, Alice J., David L. Deeds & William B. Schultz. Empirical Investigation of Opportunity Recognition of Researchers Working in the 'Republic of Science.' Completed first pilot study; ongoing work to refine survey instrument. The first survey will be conducted on a university campus.

De Koning, Alice J. & Sarah Drakapoulou Dodd. Raising Babies, Fighting Battles, Winning Races: Entrepreneurial Metaphors in The Media of 6 English Speaking Nations. Concluding methodological extensions and preparation for submission of articles to journals.

PROFESSIONAL PUBLICATIONS

De Koning, Alice J. The Entrepreneur's Big Ears, *BrainHeart Magazine*, Nov. 2000.

De Koning, Alice J. A Business Plan to Entice Backers. In S. Birley & D.F. Muzyka, *Mastering Enterprise*, London: Financial Times/Pitman Publishing, 2000. Originally published in the *Financial Times*. Also published in French in *Les Echos*.

De Koning, Alice J. Meeting People to Shape Opportunities – the Entrepreneurs’ Way. In S. Birley & D.F. Muzyka, *Mastering Enterprise*, London: Financial Times/Pitman Publishing, 2000.

De Koning, Alice J. Meeting with People – the Entrepreneur’s Way, *Ledmotiv*, 1:2, November 1999.

PEDAGOGICAL CASES

Kaye, Nick & Alice J. de Koning. BlueTech: Creating a Growth and Finance Strategy in Uncertain Markets. Unpublished, 2000.

Maravanyika, Edward & Alice J. de Koning. Proceedo: Finding the Right CEO for Future Growth. SSES Publications, and *Entrepreneurship Theory and Practice* 2004. (See “Refereed Publications” above for details.)

Bartlett, Chris, Alice J. de Koning & Paul Verdin. First and Fast in Europe: the Launch of Compact Detergent (P&G Europe), INSEAD Case Publications (See “Other Academic Publications” for publication details), 1998.

De Koning, Alice J. with Bala Chakravarthy. Compagnie Générale Horlogère (CGH): Restructuring for the Future, (Seiko subsidiaries in France) INSEAD Case Publications, 1993.

De Koning, Alice J. with Heather Barclay and Margot Northey. Western Business School. Sandvik Saws and Tools, 1992; Noranda: Environmental Communication (A) (B), 1991; Wellington Insurance: The Automobile Insurance Act, 1990; Wellington Insurance: Employee Communications, 1990; Royal Trust: Partners for Success, 1990.

CONFERENCE PRESENTATIONS

De Koning, Alice & David L. Deeds. The Influence of Context on Recognition of Commercialization Opportunities by Scientists. 2006 Kauffman Foundation and IEI Research Conference, Kansas City, MO, Nov. 2006.

De Koning, Alice & David L. Deeds. The Influence of Context on Recognition of Commercialization Opportunities by Scientists. Annual Conference, Technology Transfer Society, Atlanta, GA, Sept. 2006.

De Koning, Alice & David L. Deeds. The Context and Cognition of Opportunity Recognition: A Perspective on Science Researchers. AICHE (American Institute of Chemical Engineers) Annual Meeting, Cincinnati, Ohio, Nov. 2005.

- Robinson, Anthony & Alice de Koning. Founder Overconfidence: The Effects of a Cognitive Bias on Resource Acquisitions and Strategic Planning. Strategic Management Society Meetings, Orlando, Florida, Oct. 2005.
- Drakapoulou Dodd, Sarah & Alice de Koning. Methodological Issues in Studying Entrepreneurial Metaphors. Babson College/Kauffman Foundation Entrepreneurship Research Conference, Glasgow, Scotland, June 2004.
- De Koning, Alice J. & David L. Deeds. A Theory of the Emergence of New Ventures from the 'Republic of Science.' Academy of Management Meeting, Seattle, Washington, 2003. Babson Kauffman Entrepreneurship Research Conference, Glasgow, Scotland. 2004.
- De Koning, Alice J. & David L. Deeds. A Theory of the Emergence of New Ventures from the 'Republic of Science.' Academy of Management Meeting, Seattle, Washington, August 2003.
- De Koning, Alice J. & Sarah Drakapoulou Dodd. Raising Babies, Fighting Battles, Winning Races: Entrepreneurial Metaphors in The Media of 6 English Speaking Nations. Babson College/Kauffman Foundation Entrepreneurship Research Conference, Boulder, Colorado, June 2002.
- De Koning, Alice J. & Carl Fey. A Qualitative Cross-Cultural Assessment of Perceived E-Business Opportunities in Sweden and Russia, pre-conference panel discussion at Academy of Management Meetings, Washington D.C. August, 2001.
- De Koning, Alice J. & Terrence Brown. The Impact of Entrepreneurial Orientation, Market Perceptions and Industry Munificence on Opportunity Alertness. A Longitudinal Study. Global Entrepreneurship Research Conference, Imperial College, London, U.K., April 2001 and Babson College/Kauffman Foundation Entrepreneurship Research Conference, Jönköping, Sweden, June 2001.
- De Koning, Alice J., Venkata Subramanian & Paul Verdin. Regional Cross-Border Organizations in Globally Networked MNEs. Euram conference, Barcelona, April 2001.
- De Koning, Alice J. & Ingalill Holmberg. Media Images of Entrepreneurs In *Fast Company*: A Pilot Study. Babson College/Kauffman Foundation Entrepreneurship Research Conference, Wellesley, Mass., June 2000.
- Hamrefors, Sven & Alice de Koning. Organisational Influence on Spontaneous Environmental Scanning, Global Entrepreneurship Research Conference, Imperial College, London, U.K., March 2000.
- De Koning, Alice J., Venkata Subramanian & Paul Verdin. Regional Organisations & the Global Network MNC. Academy of International Business, Charleston, SC, November 1999.

- De Koning, Alice J. Opportunity Formation from a Socio-Cognitive Perspective. AMA Marketing/Entrepreneurship Interface, Nice, France, June 1999.
- De Koning, Alice J. Opportunity Formation from a Socio-Cognitive Perspective. Babson College/Kauffman Foundation Entrepreneurship Research Conference, Columbia SC, May 1999.
- De Koning, Alice J. & Daniel F. Muzyka. Opportunity Recognition as a Socio-Cognitive Process: The case of serial entrepreneurs. The Academy of Management Meetings, San Diego, August 1998.
- De Koning, Alice J. & Daniel F. Muzyka. Conceptualizing Opportunity Recognition as a Socio-Cognitive Process. Global Entrepreneurship Research Conference, Fontainebleau, July 1998.
- De Koning, Alice J., Venkata Subramanian & Paul Verdin. The real options approach for managing organisational transformation. EGOS 14th Colloquium, Maastricht, July 1998.
- De Koning, Alice J., Venkata Subramanian & Paul Verdin. The role of cross-border regional integration in the globalization process. EGOS 14th Colloquium, Maastricht, July 1998.
- De Koning, Alice J. & Daniel F. Muzyka. Sustainable Enterprises: Creating Growth in Mid-Sized Companies. Babson Entrepreneurship Research Conference, Vlerick School of Management, Gent, May 1998.
- De Koning, Alice J., Yrjö Koskinen & Daniel F. Muzyka. Value Creation Through Entrepreneurial Behaviour in Large Organizations: An Incentives Approach. Strategic Management Society Meetings, Barcelona, October 1997.
- De Koning, Alice J., Yrjö Koskinen & Daniel F. Muzyka. The Logic of Incentives in Entrepreneurial Organisations. Babson Entrepreneurship Research Conference, Babson College, April 1997.
- Verdin, Paul, Alice J. de Koning & Peter Williamson. Managing Regional Integration: Lessons from Europe. Strategic Management Society Meetings, Phoenix, November 1996.
- De Koning, Alice J. Top Management Decision Making: A Framework Based on the Story Model. Academy of Management Meetings, Managerial and Organizational Cognition Track, Cincinnati, August 1996.
- De Koning, Alice J., & Daniel F. Muzyka. Towards a Theoretical Model for Adaptive Entrepreneurial Organisations Using Genetic Algorithms, Global Entrepreneurship Research Conference, London, July 1996.
- De Koning, Alice J. & Daniel F. Muzyka. The Convergence of Good Ideas: How do Serial Entrepreneurs Recognize Innovative Business Ideas? Babson Entrepreneurship Research

Conference, Seattle, April 1996.

Muzyka, Daniel F., Alice J. de Koning & Neil C. Churchill. Entrepreneurial Transformation: A Descriptive Theory. Babson Entrepreneurship Research Conference, London, April 1995.

De Koning, Alice J., Daniel F. Muzyka & Neil C. Churchill. On Transformation and Adaptation: Building the Entrepreneurial Corporation. Global Entrepreneurship Research Conference, Salzburg, March 1995.

De Koning, Alice J. Impact of Goal and Resource Congruence on Industry Profitability. As part of panel led by Karel Cool on "The Competitive Dynamics of French Industrial Industry." Strategic Management Society Meeting, Versailles, September 1994.

GRANTS AND AWARDS

2003-2006 Received four course releases to create a seminar for GSU faculty to introduce science commercialization from the perspective of academics.

2002 Received \$10,000 faculty mentoring grant from Georgia State University Research Office, to fund the development of a larger research proposal to the National Science Foundation.

1997 Received an Arthur D. Little award while at INSEAD to fund the empirical research of PhD dissertation.

ENTREPRENEURSHIP PROGRAM DEVELOPMENT

2004-2006 GSU – Biz4Research Lunch Seminars
With the support of a Kauffman Foundation grant, I designed and implemented a series of lunch seminars designed to introduce commercialization topics to science (and other) faculty at GSU. Topics include practical issues of legal strategies, career development, business oriented sessions on identifying markets, and case profiles featuring science based companies on the GSU campus. The seminars have been running for 3 years, with a total of 70 faculty participating in one or more seminars.

2001-2004 GSU – Entrepreneurship Curriculum Development
GSU's entrepreneurship courses were taught by enthusiastic parttime instructors, with the result that the courses had overlapping content and lacked clear and distinct foci. As a full-time faculty member, I led an ongoing effort to coordinate the syllabi and improve the overall quality of the program. Continued enthusiasm for the courses and strong enrollment suggests the efforts were successful.

2005-2006 GSU Alumni Entrepreneurs Club
Working with recent alumni, we created an alumni club to help entrepreneurs

to build their businesses. The club is restricted to people who are currently managing businesses they have founded. The club meets monthly to discuss specific themes, listen to guest speakers and share a catered meal (provided by a member business).

- 2001-2006 GSU – Society for Entrepreneurs
Over the past years, I have participated as a faculty member in the Society for Entrepreneurs, a GSU sponsored roundtable for successful entrepreneurs. Monthly breakfast meetings feature high quality guest speakers discussing pertinent topics for the 20 participating entrepreneurs. These entrepreneurs are also partners in GSU's educational programs, providing financial and mentoring support for our students.
- 1999-2001 SSES – Institution Building and Program Development
SSES was established in 1999; in a team with two other faculty members and student assistant, I was involved in a wide range of institution building activities. We developed a joint curriculum for students at Stockholm's top medical, management and engineering school. This was a challenging institutional process, as well as curriculum design. The program was successful in attracting student participation across the schools, and we hoped would lead to strong cross-functional founding teams over time. In addition to the curriculum, we developed a number of research initiatives and community outreach programs.

TEACHING EXPERIENCE

- 2004-2006 Entrepreneurship Field Study Course
Georgia State University, elective for seniors and graduate students
Spring & Fall 2004, Spring 2005, *Excellence in Teaching Award*
15-25 students experience entrepreneurship working on site at Atlanta area entrepreneurial companies for 8-10 hours a week on a broad range of projects including Managerial Sciences, Marketing, Finance, and Business Analysis. Responsibilities include marketing the course to companies and students, admitting appropriate companies and qualified students to the course, coaching, managing and supporting the field study process and hosting our end-of-term celebration reception with company mentors and students.
- 2003, 2005 PhD Reading Seminar in Entrepreneurship
Georgia State University, *Excellence in Teaching Award*
Seminar course in entrepreneurship, covering a full range of theoretical and empirical literature. The goal of the course is to provide a strong overview of the field of entrepreneurship, its relationship to other disciplines (especially strategic management), and opportunities to develop new research streams.
- 2001 - 2003 Entrepreneurship & New Venture Management;
Georgia State University, elective for seniors

A blend of structured lectures, learning exercises, case discussions, and guest lectures by practitioners, designed to introduce students to a broad range of entrepreneurial businesses, styles and strategies, as well as prepare students to complete a business plan. Strong emphasis on developing realistic market-based strategies and using financial analysis to ensure venture success.

- 2001-2006 Entrepreneurship & Enterprise
Introductory entrepreneurship elective for MBAs
A blend of intensive group exercises, case discussions, lectures and guest lectures by local entrepreneurs, designed to introduce students to a broad range of entrepreneurial businesses and styles, as well as prepare students to complete a feasibility study. The course covers the full entrepreneurial process from opportunity recognition, through start-up and growth, to harvest.
- 2000, 2001 Theory for Entrepreneurs
Stockholm School of Entrepreneurship, masters level
A research-oriented, multi-disciplinary lecture series (including guest academics) designed to challenge preconceptions about entrepreneurship.
- 1999, 2000 Growing Young Firms
Stockholm School of Economics, masters level
A case discussion course, designed to introduce students to the problems facing young firms, especially the challenges of rapid growth.
- 1998 Introduction to Entrepreneurship
Instituto de Empresa, Madrid, international MBA
Introductory course covering many aspects of entrepreneurship using case method and requiring a business plan.
- 1994-1997 Teaching Assistant in New Ventures course
INSEAD, MBA programme
Graded case analyses, participated in classes, and coached business plan teams, especially financial statements and analysis.

PROFESSIONAL ACTIVITIES

- Ad hoc reviewer for *Journal of Business Venturing*, 2000-2004.
- Participated in Writing Workshop for entrepreneurship research targeted at A journals, sponsored by Ohio State University, spring 2004; Lally Darden Retreat for Young EntrepreneursHip Faculty, Oct. 2002; and the Lenox Retreat for Young Entrepreneurship Faculty, October 1999.
- Panel member discussing career challenges facing young faculty in Europe, Babson Conference Doctoral Consortium, June 2000.
- Member of Academy of Management since 1997; acted as reviewer and participated in many activities over the years

- Reviewer for the Academy of Management Meeting, Entrepreneurship Division, 1998, 1999 & 2000.
- Participant of PEG research program, Jönköping International Business School, 1998, 1999. Specific contributions include survey and field study on business initiatives in existing organizations, database analysis, and coaching PhD students.

OTHER

- citizenship: Canadian, Dutch
- U.S. permanent resident
- languages: English, proficient conversational French and Dutch, basic Swedish