# JEFFREY G. YORK

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## ACADEMIC APPOINTMENTS

**University of Colorado Boulder**
Associate Dean for Strategic Initiatives, 2023-Present
Professor of Strategy and Entrepreneurship, 2022-Present
Fellow, Renewable and Sustainable Energy Institute, 2020-Present
Research Director, Deming Center for Entrepreneurship, 2017-Present
Division Chair, Organizational Leadership & Information Analytics, 2022-2023
Division Chair, Social Responsibility & Sustainability Division, 2020-2023
Associate Professor of Strategy and Entrepreneurship, 2017-2021
Assistant Professor of Management and Entrepreneurship, 2010-2016

## EDUCATION

**University of Virginia**
Doctor of Philosophy in Management, 2009
Dissertation: *The Entrepreneurial Creation of Public Goods: Evidence from the Green Building and Renewable Energy Industries*
Committee: Saras D. Sarasvathy (Chair), Michael J. Lenox, Dean A. Shepherd, Sankaran Venkataraman

**University of Tennessee**
Master of Business Administration, 1999

**University of Georgia**
Bachelor of Arts in Journalism, 1994

## JOURNAL PUBLICATIONS

*Busch, Timo, Michael L. Barnett, Roger Leonard Burritt, Benjamin W. Cashore, R. Edward Freeman, Irene Henriques, Bryan W. Husted, Rajat Panwar, Jonatan Pinske, Stefan Shaltegger, Jeffrey G. York. 2023. "Moving Beyond "the" Business Cases: How to Make Corporate Sustainability Work. ***Business Strategy and the Environment.*** ***https://doi.org/10.1002/bse.3514***

*Wry, Tyler, Jeffrey G. York, and Theodore Waldron. 2023. "The Purpose and Potential of Entrepreneurship Research." ***Strategic Organization.*** 21(2): 429-446.

*Vedula, Siddharth, Jeffrey G. York, Michael Conger, and Elizabeth Embry. 2022. "Green to Gone? How Institutional Logics Impact the Survival of Hybrid Ventures." ***Organization Science***. 33(6): 2274-2299.

Vedula, Siddharth, Claudia Doblinger, Desiree F. Pacheco, Jeffrey G. York, Sophie Bacq, Michael V. Russo, and Thomas J. Dean. 2022. "Entrepreneurship for the Public Good: Using Co-Citation Analysis to Examine the Co-Evolution of Social and Environmental Entrepreneurship Research." ***Academy of Management Annals***. 16(1): 391-425.

O'Neil, Isobel, Deniz Ucbasaran, and Jeffrey G. York. 2022. "The Evolution of Founder Identity as an Authenticity Work Process." ***Journal of Business Venturing***. 37(1): 106301.

Drake, David and Jeffrey G. York. 2021. "Kicking Ash: Drivers of Coal Divestiture." ***Production and Operations Management***. 30(7): 2162-2187.

York, Jeffrey G. 2020. "Book Review: The 360° Corporation: From Stakeholder Trade-offs to Transformation." ***Administrative Science Quarterly***. 65(4): 43-46.

Waldron, Theodore, Chad Navis, Olivia Aronson, Jeffrey G. York, and Desiree F. Pacheco. 2019. "Values-Based Rivalry: A Theoretical Framework of Rivalry Between Activists and Firms." ***Academy of Management Review***. 44(4): 800-818.

Jones, Jessica, Jeffrey G. York, Michael Conger, Michael J. Lenox, and Siddharth Vedula. 2019, "The Collective Construction of Green Building: Industry Transition towards Environmentally Beneficial Practices." ***Academy of Management Perspectives***. 33(4): 425-449.

Vedula, Siddharth, Jeffrey G. York and Andrew Corbett. 2019. "Through the Looking-Glass: The Impact of Regional Institutional Logics and Knowledge Base Characteristics on Opportunity Recognition and Market Entry." ***Journal of Management Studies.*** 56(7); 1414-1451.

York, Jeffrey G. "Book Review: The Green Bundle: Pairing the Market with the Planet." 2019. ***Administrative Science Quarterly***. 64(2); NP13-NP15.

*Wry, Tyler and Jeffrey G. York. 2019. "Blended Colors or Black and White? Avoiding Dichotomous Thinking in Entrepreneurship and Identity." ***Academy of Management Review***. 44(1): 215-219.

York, Jeffrey G., Siddharth Vedula, and Michael J. Lenox. 2018. "It's not Easy Building Green: The Impact of Public Policy, Private Actors, and Regional Logics on Voluntary Standards Adoption." ***Academy of Management Journal***. 61(4): 1492–1523.

* Denotes authors contributed equally

## JOURNAL PUBLICATIONS

Conger, Michael, Jeffery S. McMullen, Brian Bergman, and Jeffrey G. York. 2018. "Category Membership, Identity Control, and the Reevaluation of Prosocial Opportunities." ***Journal of Business Venturing***. 33(2): 179-206

York, Jeffrey G. 2018. It's Getting Better All the Time (Can't get No Worse): The Why, How, and When of Environmental Entrepreneurship. ***International Journal of Entrepreneurial Venturing***. 10(1), 17-31.

*Wry, Tyler and Jeffrey G. York. 2017. "An Identity-Based Approach to Social Enterprise." ***Academy of Management Review***. 42(3): 437-460.

York, Jeffrey G., Timothy J. Hargrave and Desiree F. Pacheco. 2016. "Converging Winds: Logic Hybridization in the Colorado Wind Energy Field." ***Academy of Management Journal.,*** 59(2): 579-610.

York, Jeffrey G., Isobel O'Neil and Saras Sarasvathy. 2016. "Exploring Environmental Entrepreneurship: Identity Coupling, Venture Goals, and Stakeholder Incentives." ***Journal of Management Studies***. 53(5): 695-737.

Pacheco, Desiree F., Jeffrey G. York, and Timothy J. Hargrave. 2014. "The Co-evolution of Industries, Social Movements and Institutions: Wind Power in the United States." ***Organization Science.*** 25(6): 1609-1632.

York, Jeffrey G. and Michael J. Lenox. 2014. "Socio-Cultural Determinants of De Novo Versus De Alio Entry in Emerging Industries." ***Strategic Management Journal***. 35(13): 1930-1951.

Sarasvathy, Saras D., Suresh Bhagavatula, Jeffrey G. York, and K. Kumar. 2014. "An Effectual Approach to International Entrepreneurship: Overlaps, Challenges and Proactive Possibilities." ***Entrepreneurship Theory and Practice.*** 38(1): 71-93.

York, Jeffrey G., Saras D. Sarasvathy, and Andrew C. Wicks. 2013. "An Entrepreneurial Perspective on Value Creation in Public-Private Ventures." ***Academy of Management Review.*** 38(2): 307-309.

York, Jeffrey G. and S. Venkataraman. 2010. "The Entrepreneurship-Environment Nexus: Uncertainty, Innovation and Allocation." ***Journal of Business Venturing***. 25(5): 449-463.

*Meek, William R., Desiree F. Pacheco, and Jeffrey G. York. 2010. "The Impact of Social Norms on Entrepreneurial Action: Evidence from the Environmental Entrepreneur Context." ***Journal of Business Venturing***. 25(5): 493-509. *Equal authorship.

Pacheco, Desiree F., Jeffrey G. York, Thomas J. Dean, and Saras D. Sarasvathy. 2010. "The Co-Evolution of Institutional Entrepreneurship: A Tale of Two Theories." ***Journal of Management***, 36(4): 974-1010.

York, Jeffrey G. 2009. "Pragmatic Sustainability: Translating Environmental Ethics into Competitive Advantage." ***Journal of Business Ethics***. 85(1): 97-109.

de Colle, Simone and Jeffrey G. York. 2009. "Why Wine is not Glue: The Unresolved Problem of Socially Responsible Investing." ***Journal of Business Ethics***. 85(1): 83-95.

## HONORS AND AWARDS

2023 Finalist, *Teaching Innovation Award*, Leeds School of Business, University of Colorado Boulder
2023 *Best Paper Award*, Center for Education on Social Responsibility, Leeds School of Business, University of Colorado Boulder
2022 *Kahle Family Research Excellence Award*, Leeds School of Business, University of Colorado Boulder
2021 *Most Impactful Publication Award*, Center for Education on Social Responsibility, University of Colorado Boulder
2021 Finalist, *Frascona Teaching Award*, Leeds School of Business, University of Colorado Boulder
2020 *Division Chair* (elected position), Academy of Management, Organizations and the Natural Environment (ONE) Division
2020 *Fellow* (elected position), Renewable and Sustainable Energy Institute (RASEI), University of Colorado Boulder/NREL
2019 *Program Chair* (elected position), Academy of Management, Organizations and the Natural Environment (ONE) Division
2019 *Representative-at-Large* (elected position), Strategic Management Society, Stakeholder Strategy Interest Group
2018 *PDW Chair*, Academy of Management (elected position), Organizations and the Natural Environment (ONE) Division
2018 Finalist, *Frascona Teaching Award*, Leeds School of Business, University of Colorado Boulder
2018 Finalist, *Kahle Family Research Excellence Award,* Leeds School of Business, University of Colorado Boulder
2018 *Outstanding Reviewer Award,* Strategic Entrepreneurship Journal
2017 *Innovation & Entrepreneurship Seed Grant,* Office of Innovation and Entrepreneurship, University of Colorado Boulder
2016 *Emerging Scholar Award,* Alliance for Research on Corporate Sustainability (ARCS)
2015 *Fetner Sustainable Enterprise Fellow*, Syracuse University and SUNY College of Environmental Science and Forestry
2015 *Shane Faculty Scholar*, Leeds School of Business, University of Colorado Boulder
2015 *Representative-at-Large* (elected position), Strategic Management Society, Entrepreneurship Interest Group
2014 *Emerging Scholar Award*, Academy of Management Organizations and the Natural Environment (ONE) Division
2014 *Best Paper Award*, GRONEN (Group of Research on Organizations and the Natural Environment) Research Conference
2013 *Best Paper Award*, 10th Annual NYU Stern Conference on Social Entrepreneurship
2013 *Best Entrepreneurship Paper*, Scientific Association of Economics and Business (ACEDE) Annual Conference

## HONORS AND AWARDS

2013 *Distinguished Reviewer Award*, Academy of Management Entrepreneurship (ENT) Division
2013 Finalist, *Best Paper Award*, Annual Sustainability, Ethics, and Entrepreneurship (SEE) Research Conference
2012 *Leeds School of Business Vogt Sustainability Research Grant Award*, University of Colorado Boulder
2011 *Distinguished Reviewer Award*, Academy of Management Organization and Management Theory (OMT) Division
2010 *Best Dissertation Award,* Academy of Management Organizations and the Natural Environment (ONE) Division
2009 *Best Conference PhD Paper*, Strategic Management Society Annual Meeting
2009 *Best Dissertation Award,* Society for Business Ethics
2009 *Research Fellow*, Property and Environment Research Cente

## REFEREED PROCEEDINGS

Embry, Elizabeth, Jeffrey G. York. 2018. "Green Beer: The Adoption of Sustainability Practices by New Ventures." ***Academy of Management Annual Meeting Best Paper Proceedings***.

York, Jeffrey G., Siddharth Vedula, Michael Conger, David Hekman. 2016. "Green to Gone? How Institutional Logics Impact the Survival of Social Entrepreneurs." ***Frontiers of Entrepreneurship Research (Best Paper Proceedings of Babson Entrepreneurship Research Conference).***

∗Wry, Tyler, Jeffrey G. York. 2014. "Money, Love, and Change: The Entrepreneurial Self and the Creation of New Ventures." ***New Directions in Management and Organization Theory: Best Papers from the 1st Management Theory Conference.***

Antolin-Lopez, Raquel, Jeffrey G. York, Javier Martinez-Del-Rio. 2013. "Entrepreneurial Cultural Work and Social Norms Driving Emerging Sectors: Renewable Energy in the EU." ***Academy of Management Annual Meeting Best Paper Proceedings.***

Antolin-Lopez, Raquel, Jeffrey G. York, Javier Martinez-Del-Rio. 2013. "Institutions and Environmental Entrepreneurship: Environmental Performance in the EU." ***Frontiers of Entrepreneurship Research (Best Paper Proceedings of Babson Entrepreneurship Research Conference).***

Pacheco, Desiree F., Jeffrey G. York, Timothy J. Hargrave. 2011. "The Co-evolution of Industries, Social Movements and Institutions: The Case of Wind Power." ***Academy of Management Annual Meeting Best Paper Proceedings.***

## BOOK CHAPTERS

Embry, Elizabeth, Jeffrey G. York, and Stacy Edgar. 2022. "Entrepreneurs as essential but missing actors in the Sustainable Development Goals". ***Handbook on Business of Sustainability.*** Edward Elgar: Northampton, MA.

Embry, Elizabeth, Jessica Jones and Jeffrey G. York. 2019. "Climate Change and Entrepreneurship" ***Handbook of Inclusive Innovation: The Role of Organizations, Markets and Communities in Social Innovation.*** Edward Elgar: Northampton, MA.

Jones, Jessica and Jeffrey G. York. 2019. "Fitting In and Standing Out: An Identity Approach for Sustainable Entrepreneurs" ***Sustainable Entrepreneurship: Analyzing, Designing, Implementing, and Monitoring for Socially and Environmentally Responsible Entrepreneurship***. Routledge: New York, NY.

Conger, Michael and Jeffrey G. York. 2013. "The Evolution of the Green Building Supply Industry: Entrepreneurial Entrants and Diversifying Incumbents." ***Constructing Green: The Social Structures of Sustainability.*** MIT Press: Cambridge, MA.

Lenox, Michael J. and Jeffrey G. York. 2012 "Environmental Entrepreneurship." ***Oxford Handbook of Business and the Environment.*** Oxford University Press: Oxford, UK.

∗Thompson, Neil, Kip Kiefer and Jeffrey G. York. 2011. "Distinctions not Dichotomies: Exploring Social, Sustainable, and Environmental Entrepreneurship." ***Advances in Entrepreneurship, Firm Emergence and Growth, Volume 13***, Emerald Publishing; Bradford, UK.

York, Jeffrey G., Saras D. Sarasvathy and Andrea Larson. 2010. "The Thread of Inchoate Demand in Social Entrepreneurship." ***Values and Opportunities in Social Entrepreneurship.*** Palgrave Macmillan: New York, NY

Archer, Geoff, Andrea Larson, Mark White and Jeffrey G. York. 2008. "Sustainable EVA: Green Chemistry Links to Financial Analysis and Business Strategy.**"** ***Innovative Approaches to Global Sustainability.*** Palgrave-Macmillan. New York, NY.

## PAPERS UNDER REVIEW

Antolin-Lopez, Raquel, Jeffrey G. York, Javier Martinez-Del-Rio, and Theodore Waldron. "Adoption of New Market Categories by Incumbent Firms: Renewable Energy in the European Union." Under review at ***Journal of Business Venturing.***

## WORKING PAPERS

Embry, Elizabeth, Jeffrey G. York. "The Boulder Energy Challenge: An Entrepreneurial Approach to Public-Private Partnerships." For submission to ***Administrative Science Quarterly.***

Jones, Jessica, and Jeffrey G. York. Looking Beneath the Surface: How the Interplay of Multiple Identity Claims Influences Strategic Decision-Making. Under review at ***Organization Studies***.

## WORKING PAPERS

Embry, Elizabeth, Jeffrey G. York. "Racial Justice and Sustainability: The Impact of Green Building." For submission to ***Academy of Management Journal.***

## REFEREED CONFERENCE PRESENTATIONS

Embry, Elizabeth, Jeffrey G. York. 2023. "Racial Justice and Sustainability: The Impact of Green Building." EGOS, Sardinia, Spain.

Embry, Elizabeth, Jeffrey G. York. 2023 "The Boulder Energy Challenge: An Entrepreneurial Approach to Public-Private Partnerships." Alliance for Research on Corporate Sustainability, University of Virginia, Alexandria, Virginia.

Vedula, Siddharth, Claudia Doblinger, Desiree F. Pacheco, Jeffrey G. York, Sophie Bacq. 2021. "Entrepreneurship for the Public Good: Using Co-Citation Analysis to Examine the Co-Evolution of Social and Environmental Entrepreneurship Research." Academy of Management Annual Meeting, Online.

Embry, Elizabeth, Jeffrey G. York. 2021. "The Boulder Energy Challenge: An Entrepreneurial Approach to Public-Private Partnerships." Academy of Management Annual Meeting, Online.

York, Jeffrey G., Michael Conger, Siddharth Vedula. 2021. "Green to Gone? The Regional Impact of Institutional Logics on Hybrid Venture Survival." European Group on Organizational Studies, Online.

York, Jeffrey G., Michael Conger, Siddharth Vedula. 2019. "Green to Gone? The Regional Impact of Institutional Logics on Hybrid Venture Survival." Alliance for Research on Corporate Sustainability Conference, University of North Carolina, Chapel Hill, North Carolina.

Vedula, Siddharth, York, Jeffrey G. and Andrew Corbett. 2018. "A Sociocognitive Model of Sector Emergence: Direct and Indirect Impacts of Proenvironmental Community Logics on Cleantech Entry." 6th Annual Sustainability, Ethics and Entrepreneurship Conference. Washington, D.C.

York, Jeffrey G., Michael Conger, Siddharth Vedula. 2018. "Green to Gone? The Regional Impact of Institutional Logics on Hybrid Venture Survival." Strategic Management Society Annual Meeting, Paris, France.

Embry, Elizabeth, Jeffrey G. York. 2018. "Green Beer: The Adoption of Sustainability Practices by New Ventures." Academy of Management Annual Meeting, Chicago, Illinois.

Smit, Willem, Rene Mauer, William Forster, Jessica Jones, and Jeffrey G. York. 2018. "Speed to Venture: The Temporal Dynamics of Non-Predictive Strategy in New Firm Formation." Academy of Management Annual Meeting, Chicago, Illinois.

Vedula, Siddarth, Jeffrey G. York, and Michael Conger. 2018. "Sustainable Hybrids? How Institutional Logics Impact the Survival of Hybrid Ventures." Imperial College Innovation and Entrepreneurship Conversation, Imperial College, London, England.

Vedula, Siddharth, York, Jeffrey G. and Andrew Corbett. 2018. "A Sociocognitive Model of Sector Emergence: Direct and Indirect Impacts of Proenvironmental Community Logics on Cleantech Entry." Alliance for Research on Corporate Sustainability Conference, MIT, Boston, Massachusetts.

Smit, Willem, Rene Mauer, William Forster, Jessica Jones, and Jeffrey G. York. 2018. "Speed to Venture: The Temporal Dynamics of Non-Predictive Strategy in New Firm Formation." Effectuation Conference, University of Virginia, Charlottesville, Virginia.

Vedula, Siddharth, York, Jeffrey G. and Andrew Corbett. 2018. "A Sociocognitive Model of Sector Emergence: Direct and Indirect Impacts of Proenvironmental Community Logics on Cleantech Entry." Babson College Entrepreneurship Research Conference, Waterford Institute of Technology, Waterford, Ireland.

Vedula, Siddharth, York, Jeffrey G. and Andrew Corbett. 2018. "A Sociocognitive Model of Sector Emergence: Direct and Indirect Impacts of Pro-environmental Community Logics on Cleantech Entry." 6th Annual Sustainability, Ethics and Entrepreneurship Conference. Washington, D.C.

Embry, Elizabeth, Jeffrey G. York. 2018. "The Boulder Energy Challenge: An Entrepreneurial Approach to Public-Private Partnerships." Harvard Kennedy School Social Innovation and Change Initiative Conference on Rethinking Cross-Sector Social Innovation, Harvard University, Boston, Massachusetts.

York, Jeffrey G., Siddharth Vedula, and Michael J. Lenox. 2017 "It's Not Easy Building Green." Academy of Management Annual Meeting, Atlanta, Georgia.

York, Jeffrey G., Siddharth Vedula, and Michael J. Lenox. 2017 "Red State, Blue State…Green State? The Role of Public Policy, Private Actors, and Regional Norms in Voluntary Standards Adoption." Alliance for Research on Corporate Sustainability Conference, Erasmus University, Rotterdam, Netherlands.

**REFEREED CONFERENCE PRESENTATIONS**

Conger, Michael, Jeffrey G. York, Jeffery S. McMullen, and Brian Bergman. 2017. "B the Change: Social Enterprise Alignment with an Emerging Category." Journal of Business Venturing Special Issue Developmental Symposium on "Enterprise Before and Beyond Benefit: A Transdisciplinary Research Agenda for Prosocial Organizing, Ivey Business School, London, Ontario.

York, Jeffrey G., Isobel O'Neil, Saras Sarasvathy. 2016. "Exploring Environmental Entrepreneurship." Academy of Management Annual Meeting, Anaheim, California.

York, Jeffrey G., Michael Conger, Siddharth Vedula, David Hekman. 2016. "Green to Gone? How Institutional Logics Impact the Survival of Social Entrepreneurs." Babson College Entrepreneurship Research Conference, Nord University Business School, Bodø, Norway.

Drake, David & Jeffrey G. York. 2016. "The Divestment of US Coal Capacity: Who (or What) Is Winning the 'War on Coal'?" 27th Annual Production and Operations Management Society Conference, Orlando, Florida.

York, Jeffrey G., Michael Conger, Siddharth Vedula, David Hekman. 2016. "Green to Gone? How Institutional Logics Impact the Survival of Social Entrepreneurs." 4th Annual Sustainability, Ethics and Entrepreneurship Conference. Denver, Colorado.

Vedula, Siddarth & Jeffrey G. York. 2015. "Knowledge Spillovers, Community Environmental Ideologies, and New Venture Creation in Clean Technology." Strategic Management Society Annual Meeting, Denver, Colorado.

Conger, Michael, Jeffrey G. York, Jeffery S. McMullen. 2015. "B the Change: Social Enterprise, Hybrid Social Enterprise and the Problem of Identity Correspondence." Academy of Management Annual Meeting, Vancouver, British Columbia.

York, Jeffrey G., Isobel O'Neil, Saras Sarasvathy. 2015. "Selective Incentives, Entrepreneurship, and Identity: Toward a Behavioral Theory of Collective Action." Academy of Management Annual Meeting, Vancouver, British Columbia.

Hargrave, Timothy J., Desiree F. Pacheco, Jeffrey G. York. 2015. "A Collaborative Governance Model for Addressing Complex Problems." Academy of Management Annual Meeting, Vancouver, British Columbia.

York, Jeffrey G., Michael Conger, Siddharth Vedula, David Hekman. 2015. "Sustainable Hybrids? How Institutional Logics Impact the Survival of Hybrid Ventures." Alliance for Research on Corporate Sustainability Conference, Northwestern University, Chicago, Illinois.

Conger, Michael, Jeffrey G. York, Jeffery S. McMullen. 2015. "Hybrid Social Enterprise and the Problem of Identity Correspondence." Annual Sustainability, Ethics and Entrepreneurship Conference. Denver, Colorado.

Conger, Michael, Jeffrey G. York, Jeffery S. McMullen. 2015. "B the Change: Social Enterprise, Hybrid Social Enterprise and the Problem of Identity Correspondence." Babson College Entrepreneurship Research Conference, Babson Park, Massachusetts.

Conger, Michael, Jeffrey G. York, Jeffery S. McMullen. 2014. "B the Change: Social Enterprise, Hybrid Social Enterprise and the Problem of Identity Correspondence." 11th Annual Conference on Social Entrepreneurship, Northeastern University, Boston, Massachusetts.

Conger, Michael, Jeffrey G. York, Jeffery S. McMullen. 2014. "The Evolution of Capitalism: The Establishment of the Benefit Corporation as a Hybrid Organizational Form." 11th Annual Conference on Social Entrepreneurship, Northeastern University, Boston, Massachusetts.

Vedula, Siddharth, Jeffrey G. York, Michael Conger. 2014. "Towards a Theory of Sociocultural Munificence: Firm Survival in the Green Building Supply Industry." Strategic Management Society Annual Meeting, Madrid, Spain.

York, Jeffrey G., Timothy Hargrave, Desiree Pacheco. 2014. "Hybrid Logic Emergence in the Wind Energy Field: Organizational Responses and Field-Level Change." Vedula, Siddharth, York, Jeffrey G. and Andrew Corbett. 2018. "A Sociocognitive Model of Sector Emergence: Direct and Indirect Impacts of Proenvironmental Community Logics on Cleantech Entry." 6th Annual Sustainability, Ethics and Entrepreneurship Conference. Washington, D.C.

Forster, William, and Jeffrey G. York. 2014. "Entrepreneurial Uncertainty as a 3-Legged Stool." Academy of Management Annual Meeting, Philadelphia, Pennsylvania.

York, Jeffrey G., Michael Conger, David Hekman, Siddarth Vedula. 2014. "Towards a Theory of Socio-Cultural Munificence: How Norms Impact the Survival of Hybrid Social Entrepreneurs." Academy of Management Annual Meeting, Philadelphia, Pennsylvania.

Vedula, S., Eva Yao, Jeffrey G. York. 2014. "Market Entry and Adoption Dynamics in the Emerging Cleantech Sector". Academy of Management Annual Meeting, Philadelphia, Pennsylvania.

## REFEREED CONFERENCE PRESENTATIONS

Antolin-Lobez, Raquel, Jeffrey G. York, Javier Martinez-Del-Rio. 2014. "The Interaction of Entrepreneurship, Values, and Policy: Renewable Energy in the EU." Alliance for Research on Corporate Sustainability Conference, Cornell University, Ithaca, New York.

York, Jeffrey G., Isobel O'Neil, Saras Sarasvathy. 2014. "Selective Incentives, Entrepreneurship, and Identity: Toward a Behavioral Theory of Collective Action." Alliance for Research on Corporate Sustainability Conference, Cornell University, Ithaca, New York.

York, Jeffrey G., Isobel O'Neil, Saras Sarasvathy. 2014. "Selective Incentives, Entrepreneurship, and Identity: Toward a Behavioral Theory of Collective Action." Davis Conference on Qualitative Research, University of California - Davis, California.

York, Jeffrey G., Isobel O'Neil and Saras Sarasvathy. 2013. "Collective Action without Selective Incentives: How Self-Selected Stakeholders in the Entrepreneurial Process Create a Surplus of the Commons." 10th Annual NYU Stern Conference on Social Entrepreneurs, New York City, New York.

York, Jeffrey G., Michael Conger, David Hekman, and Siddarth Vedula. 2013. "Towards a Theory of Socio-Cultural Munificence: How Family and Community Interdependence Influence the Survival of Social Entrepreneurs." 10th Annual NYU Stern Conference on Social Entrepreneurs, New York City, New York.

Vedula, Siddarth and Jeffrey G. York. 2013. "Venture Capital and Cleantech Entry: The Contingent Effect of Environmental Social Norms." Strategic Management Society Annual Meeting, Atlanta, Georgia.

York, Jeffrey G. and Tyler Wry. 2013. "For Love and Money: The Role of the Self in New Venture Creation." 1st Annual Management Theory Conference, San Francisco, California.

Hargrave, Timothy, Desiree Pacheo, Jeffrey G. York. 2013. "Managing Logic Multiplicity: A Collaborative Governance Model." Academy of Management Annual Meeting, Orlando, Florida.

Antolin-Lobez, Raquel, Jeffrey G. York, Javier Martinez-Del-Rio. 2013. "Entrepreneurial Cultural Work and Social Norms Driving Emerging Sectors: Renewable Energy in the EU." Academy of Management Annual Meeting, Orlando, Florida.

York, Jeffrey G., Jared D. Harris, Timothy J. Hargrave. 2013. "Reclaiming Sustainability:: A Pragmatic Perspective on the False Dichotomy between Business and the Natural Environment." Sustainability in a Scandinavian Context, Copenhagen, Denmark.

Antolin-Lobez, Raquel, Jeffrey G. York, Javier Martinez-Del-Rio. 2013. "Institutions and Environmental Entrepreneurship:

Environmental Performance in the European Union." Babson College Entrepreneurship Research Conference, EMLYON Business School, Ecully, France.

Vedula, Siddarth and Jeffrey G. York. 2013. "The Interplay between Environmental Norms and Venture Capital Supply on Driving Entrepreneurial Entry into the Clean Tech Sector." Babson College Entrepreneurship Research Conference, EMLYON Business School, Ecully, France.

Vedula, Siddarth and Jeffrey G. York. 2013. "Venture Capital Supply Social Norms and Entrepreneurial Entry into the Clean Tech Sector." 2nd Annual Sustainability, Ethics and Entrepreneurship Conference. Denver, Colorado.

Antolin-Lobez, Raquel, Jeffrey G. York, Javier Martinez-Del-Rio. 2013. "After Kyoto: Renewable Energy in the European Union." 2nd Annual Sustainability, Ethics and Entrepreneurship Conference. Denver, Colorado.

York, Jeffrey G. and Michael J. Lenox. 2012. "Building Green Industries: Exploring the Socio-Cultural Determinants of De Novo vs. De Alio Entry." Strategic Management Society Annual Meeting, Prague, Czech Republic.

Forster, William and Jeffrey G. York. 2012. "Entrepreneurial Action as a 3-Legged Stool: Uncertainty, Entrepreneurship and Intersubjective Knowledge." Strategic Management Society Annual Meeting, Prague, Czech Republic.

York, Jeffrey G. and Michael J. Lenox. 2012. "Building Green Industries: Socio-Cultural Determinants of Entrepreneurial Entry." Alliance for Research on Corporate Sustainability Annual Conference, Yale University, New Haven, Connecticut.

Conger, Michael and Jeffrey G. York. 2012. "We Do What We Are: The Role of Values and Identity in Entrepreneurship." Darden Entrepreneurship and Innovation Conference, University of Virginia, Charlottesville, Virginia.

York Jeffrey G. and Tyler Wry. 2012. "Love and Money: Why do Entrepreneurs Pursue Non-Economic Goals?." 1st Annual Sustainability, Ethics and Entrepreneurship Conference. Denver, Colorado.

Conger, Michael and Jeffrey G. York. 2011. "We Do What We Are: Values, Identity and Entrepreneurship." 8th Annual Satter Conference on Social Entrepreneurs, NYU, New York, New York.

**REFEREED CONFERENCE PRESENTATIONS**

York Jeffrey G. and Tyler Wry. 2011. "Love and Money: The Role of the Self in the Entrepreneurial Process." Academy of Management Annual Meeting, San Antonio, Texas.

York, Jeffrey G. and Rebecca Henn. 2011. "Collective Institutional Entrepreneurship: The Creation of the US Green Building Council." Academy of Management Annual Meeting, San Antonio, Texas.

York, Jeffrey G. and Michael J. Lenox. 2011. "Determinants of the Direction of Innovation: The Case of Renewable Energy." Academy of Management Annual Meeting, San Antonio, Texas

Pacheco, Desiree F., Jeffrey G. York, Timothy J. Hargrave. 2011. "The Co-evolution of Industries, Social Movements and Institutions: The Case of Wind Power." Academy of Management Annual Meeting, San Antonio, Texas.

Conger, Michael and Jeffrey G. York. 2011. "Entrepreneur Makes Good: Social Entrepreneurship and Opportunity Recognition." Babson College Entrepreneurship Research Conference, Syracuse University, Syracuse, New York.

Forster, William and Jeffrey G. York. 2011. "When the Second Person Enters the Scene: Intersubjective Knowledge and Perceived Environmental Uncertainty." Babson College Entrepreneurship Research Conference, Syracuse University, Syracuse, New York.

Pacheco, Desiree F., Jeffrey G. York, Timothy J. Hargrave. 2011. "The Co-evolution of Industries, Social Movements and Institutions." Alliance for Research on Corporate Sustainability Conference, Wharton Business School, Philadelphia, Pennsylvania.

York, Jeffrey G. and Tyler Wry. 2010. "The Spaces Between: Opportunity Recognition in Institutional Voids." Strategic Management Society Annual Meeting, Rome, Italy

York, Jeffrey G. and Michael J. Lenox. 2010. "Policy Drivers and the Direction of Innovative Activity: Renewable Energy and Innovation." Strategic Management Society Annual Meeting, Rome, Italy

York, Jeffrey G. and Michael J. Lenox. 2010. "The Role of Entrepreneurial Intermediaries in Environmental Innovations: Evidence from the Green Building Industry." Academy of Management Annual Meeting, Montreal, Quebec, Canada

York, Jeffrey G., Mary Margaret Frank and Michael J. Lenox**.** 2010. "Tax Incentives and Green Patents: Do State Level Incentives Foster Environmental Innovations?" Academy of Management Annual Meeting, Montreal, Quebec, Canada

York, Jeffrey G. and Rene Mauer, Willem Smit, William Forster. 2010. "Curry In a Hurry? A Longitudinal Study on the Acceleration of Performance through Effectuation." Babson College Entrepreneurship Research Conference, IMD, Lausanne, Switzerland

York, Jeffrey G. and Michael J. Lenox. 2010. "The Role of Entrepreneurial Intermediaries in Environmental Innovations: Evidence from the Green Building Industry." Constructing Green Conference, University of Michigan, Ann Arbor, Michigan

York, Jeffrey G., Mary Margaret Frank and Michael J. Lenox**.** 2010. "Tax Incentives and Green Patents." Alliance for Research on Corporate Sustainability Annual Conference, Harvard University, Cambridge, Massachusetts

York, Jeffrey G. 2009. "The Role of Entrepreneurial Intermediaries in Environmental Innovations: Evidence from the Green Building Industry." 6th Annual Satter Conference on Social Entrepreneurs, NYU, New York City, New York

York, Jeffrey G. 2009. "Institutions, Entrepreneurship and the Adoption of Voluntary Standards:
Evidence from the Green Building Industry." Strategic Management Society Annual Meeting, Washington, D.C.

York, Jeffrey G. and Michael J. Lenox. 2009. "The Role of Entrepreneurship in the Adoption of Voluntary Standards." Academy of Management Annual Meeting, Chicago, Illinois

York, Jeffrey G. and Saras D. Sarasvathy. 2009. "Collective Action without Selective Incentives: Renewable Energy Companies and the State." Academy of Management Annual Meeting, Chicago, Illinois

York, Jeffrey G., William Meek, and Desiree Pacheco F. 2009. "The Impact of Social Norms on Entrepreneurial Action: Evidence from the Solar Industry." Academy of Management Annual Meeting, Chicago, Illinois

York, Jeffrey G. 2009. "Collective Action without Selective Incentives: How Self-Selected Stakeholders in the Entrepreneurial Process Create a Surplus of the Commons." Babson College Entrepreneurship Research Conference, Babson College, Babson Park, Massachusetts

York, Jeffrey G. and Michael J. Lenox. 2009. "Public and Private Institutions and Adoption of Voluntary Certification Standards." Alliance for Research on Corporate Sustainability Annual Conference, University of Michigan, Ann Arbor, Michigan

## REFEREED CONFERENCE PRESENTATIONS

York, Jeffrey G. 2008. "The False Dichotomy between Business and the Natural Environment: Are We Asking Useful Questions?" Academy of Management Annual Meeting, Anaheim, California

York, Jeffrey G. and Saras Sarasvathy. 2008. "Entrepreneurship as Collective Action: Creating Public Goods and Selective Incentives." Academy of Management Annual Meeting, Anaheim, California

York, Jeffrey G. and Geoff Archer. 2008. "Financial Implications of Green Chemistry." Academy of Management Annual Meeting, Anaheim, California

Forster, William and Jeffrey G. York. 2008. "The Effects of Effectual Logic: Nascent Entrepreneur Performance and Effectuation." Babson College Entrepreneurship Research Conference, Chapel Hill, North Carolina

York, Jeffrey G. 2008. "The Unresolved Problem of Socially Responsible Investing." Society for Business Ethics Annual Meeting, Anaheim, California

York, Jeffrey G. 2008. "Ethical Stances and Renewable Energy: A Pragmatic Approach." Energy and Responsibility: A Conference on Ethics and the Environment, Knoxville, Tennessee

York, Jeffrey G. 2007. "The Entrepreneurship-Environment Nexus: Uncertainty, Innovation and Allocation." Academy of Management Annual Meeting, Philadelphia, Pennsylvania

York, Jeffrey G. 2007. "Effectual Action to Address Social Issues: A Micro-Theory of Social Entrepreneurship." Academy of Management Annual Meeting, Philadelphia, Pennsylvania

Forster, William and Jeffrey G. York. 2007. "The Effects of Effectual Logic: Nascent Entrepreneur Performance and Effectuation." PSED Research Consortium, Charleston, South Carolina

York, Jeffrey G. 2007. "Collapsing the Fact/Value Dichotomy in Environmental Business Ethics." European Business Ethics Network Research Conference, Bergamo, Italy

York, Jeffrey G. 2007. "The Thread of Inchoate Demand in Social Entrepreneurship." International Social Entrepreneurship Conference, Copenhagen, Denmark

York, Jeffrey G. 2007. "Environmental Entrepreneurship: Achieving Environmental Sustainability through Entrepreneurial Action." 13th Annual International Sustainable Development Research Conference, Vasteras, Sweden

York, Jeffrey G. and Simone DeColle. 2007. "Why Wine is Not Glue: The Intersection of SRI and CSR." Vincentian Conference on Business Ethics, Chicago, Illinois

York, Jeffrey G. 2007. "Stakeholder Green." Society for Business Ethics Annual Meeting, Philadelphia, Pennsylvania

York, Jeffrey G. 2007. "Cold Hard Facts: The False Dichotomy between Business and the Natural Environment." Business Ethics in a Global World Conference, Santa Clara, California

York, Jeffrey G. 2006. "Pragmatic Sustainability: Translating Environmental Ethics into Competitive Advantage." Society for Business Ethics Annual Meeting, Atlanta, Georgia

## TEACHING EXPERIENCE

**University of Colorado**, Boulder, CO
Climate Action for Business (Executive Education)
2022-Present

Entrepreneurship (Executive MBA)
2022-Present

The Business of Sustainable Energy (MBA, Masters of Engineering, Masters of Environment)
2018- 2022

Sustainable Venturing (MBA, Masters of Environment)
2010-2022

New Venture Launch (MBA, Masters – Multidisciplinary, Undergraduate - Multidisciplinary)
2020-2022

## TEACHING EXPERIENCE

Entrepreneurship Research Seminar (PhD)
2017, 2022, 2023

Entrepreneurship (Evening MBA)
2011-2017

Entrepreneurial Environments (Undergraduate, Business, Business Minor, and Non-Business)
2010-2015

**University of Virginia**, Charlottesville, VA
Entrepreneurship (Undergraduate Business and Engineering)
2006, 2008

**International Teaching**
Global Entrepreneurship: Aarhus University, Denmark (2011, 2012); Loughborough University, England (2013, 2014); Glasgow University, Scotland (2018)
Energy Innovation: Universiti Teknologi PETRONAS, Malaysia (2015, 2017)

## CASES AND TEACHING NOTES

Meir, Mark, Andrea Larson and Jeffrey G. York. 2011. Rating Environmental Performance in the Building Industry: Leadership in Energy and Environmental Design (LEED). Darden Business Publishing Case Collection.

Freeman, R. Edward, Jeffrey G. York and Lisa Stewart. 2009. "Nurture Your Money Plant Towards Sustainability." ***The Human Factor*** (India), June: 62-65.

Freeman, R. Edward, Jeffrey G. York and Lisa Stewart. 2008. "Shades of Green: Business, Ethics and the Environment." Darden Publishing: Charlottesville, VA.

York, Jeffrey G. 2007. "Natureworks: Biotech Innovation, Sustainability, and Corn-Based Plastic. " Darden Business Publishing Case Collection.

York, Jeffrey G. 2007. "Shaw Industries: Ecoworx and Cradle-To-Cradle Innovation in Carpet Tile." Darden Business Publishing Case Collection.

York, Jeffrey G. 2007. "Method - Sustainable Designs for the Home as a Corporate Strategy." Darden Business Publishing Case Collection.

York, Jeffrey G. 2007. "Rohner Textil AG: Cradle-to-Cradle Innovation and Sustainability," Darden Business Publishing Case Collection.

York, Jeffrey G. 2007. "East West Partners: Sustainable Business Strategy in Real Estate and Ski Resorts." Darden Business Publishing Case Collection.

York, Jeffrey G. 2007. "Natureworks: Biotech Innovation, Sustainability, and Corn-Based Plastic. " Darden Business Publishing Case Collection.

York, Jeffrey G. 2007. "Shaw Industries: Ecoworx and Cradle-To-Cradle Innovation in Carpet Tile." Darden Business Publishing Case Collection.

Archer, Geoff, Andrea Larson, Mark White and Jeffrey G. York. 2006. "Illustrating the Financial Benefits of Green Chemistry. " Darden Business Publishing Case Collection.

## INVITED SEMINARS AND ADDITIONAL ACTIVITIES

Invited Speaker, 2024:
- MBARK Food Sustainability Conference, University of Colorado Boulder
- Oregon State University

Invited Speaker 2023:
- Organizations and Sustainability Conference, Stanford Graduate School of Business, Stanford Doer School of Sustainability
- New Scholars Network PhD Seminar, Cranfield University (online)
- University of Arkansas
- University of Alberta
- Reversing the Arrow Conference, University of California Los Angles
- Seminar on Social Entrepreneurship, Harvard Kennedy School

## INVITED SEMINARS AND ADDITIONAL ACTIVITIES

Invited Speaker 2022:
- Entrepreneurship and Innovation Policy Research Seminar, University of Connecticut, University of North Carolina (online)
- PhD Student Writing Group Workshop, University of Tennessee, University of Central Florida, Indiana University (online)
- Reversing the Arrow Conference, Stanford University

Invited Speaker 2022:
- Global International Summer School for Entrepreneurship Research, University of Granada
- Kauffman Foundation Professional Development Workshop (online)

Invited Speaker 2021:
- University of Georgia
- University of Alberta (online)
- Temple University (online)
- University of Massachusetts (online)
- Texas Tech University (online)
- European Group for Organizational Studies (EGOS)
- Technical University Munich (TUM)
- Organizational & Management Theory Division Early Career Workshop, Academy of Management Annual Meeting, Online.
- Alliance for Research in Corporate Sustainability PhD Workshop, Online.

Invited Speaker, 2020:
- Bard College

Invited Speaker and Mentor, 2019:
- Ivey PhD Sustainability Academy, Ivey School of Business, Western University
- Seminar on Qualitative Research, Texas Tech University
- Social Evaluation and Sustainable Outcomes; Entrepreneurship Early Career Consortium; Organizations and Natural Environment Doctoral Consortium, Academy of Management Annual Meeting

Invited Speaker, 2019:
- Annual Social Entrepreneurship Conference, Indiana University
- Keynote, Sustainable Development Goals and Entrepreneurship, Academy of Management Annual Meeting
- Environmental Studies Program Colloquium, University of Colorado - Boulder
- Ivey Business School, University of Western Ontario
- Cross-Campus Entrepreneurship Research Seminar, University of Colorado - Boulder
- Center to Advance Research and Teaching in the Social Sciences, University of Colorado - Boulder
- Alliance for Research on Corporate Sustainability, University of North Carolina

Invited Speaker & Visiting Faculty 2018:
- University of Cambridge
- Nottingham University
- Erasmus University
- Universidad de Almeria
- Technical University Munich (TUM)

Invited Speaker, 2018:
- MBArk2Boulder, Food Leadership Conference, Boulder, Colorado
- Colorado School of Mines

Invited Mentor and Speaker, 2018, ETH Academy on Technology & Sustainability, ETH Zurich

Invited Speaker, 2017:
- University of Oregon
- Indiana University
- Cornell University
- Ross School of Business & Erb Institute, University of Michigan, Ann Arbor, Michigan
- University of North Carolina
- Symposium on Social Entrepreneurship, Academy of Management Annual Meeting, Atlanta, Georgia

Invited Mentor & Speaker, 2017, Journal of Business Venturing Symposium on Enterprise Before and Beyond Benefit: A Transdisciplinary Research Agenda for Prosocial Organizing, Ivey Business School, Western University

## INVITED SEMINARS AND ADDITIONAL ACTIVITIES

Invited Panelist, 2017, "Environmental Entrepreneurship: Challenges, Opportunities, and Future Paths." Sustainability, Ethics, and Entrepreneurship (SEE) Research Conference

Invited Speaker, 2016:
- Colloquium on Organizational Research Excellence (Darden & McIntire Schools), University of Virginia
- University of Alabama
- Johnson Graduate School of Business & School of ILR Colloquia Series, Cornell University

Invited Keynote Speaker, 2016:
- Technology University Munich (TUM)
- EUInnovate Sustainable Innovation and Entrepreneurship Academy, Politecnico di Milano, Department of Management, Economics, & Industrial Engineering, Milan, Italy
- Annual CSR Research Development Conference, Milgard School of Business, University of Washington Tacoma
- Leuphana Conference on Entrepreneurship: Sustainable Entrepreneurship, Leuphana University, Lüneburg, Germany

Invited Panelist, 2016
- "Knowledge and Innovation, Cooperative Strategy, and Entrepreneurship Paper Development and Future Research Directions Workshop." Strategic Management Society Annual Meeting
- "Effectuation: Ways Forward." 4th Effectuation Conference, Nord University Business School, Bodø, Norway.
- "Environmental Entrepreneurship: Is Extant Theory Fit for Purpose?" Academy of Management Annual Meeting

Invited Discussant, 2016:
- "Paradox and Sustainability." Academy of Management Annual Meeting, Anaheim, California
- "Social Movements, Stakeholders, and Non-market Strategy." Academy of Management Annual Meeting

Invited PhD Seminar, 2016, "On Writing (and Hopefully Publishing)." Technical University Munich (TUM), Munich, Germany

Invited Mentor, 2016, Knowledge and Innovation, Cooperative Strategy, and Entrepreneurship Paper Development and Future Research Directions Workshop, Strategic Management Society Annual Meeting

Invited Speaker, 2015:
- Whitman School of Management, Syracuse University, Syracuse, New York
- College of Engineering and Computer Science, Syracuse University, Syracuse, New York
- "Climate Change: How and Why Should Strategic Management Care?" Showcase Panel. Strategic Management Society Annual Meeting
- On Writing (and Hopefully Publishing)" University of Nottingham, Nottingham, United Kingdom
- "The Process of Publishing Process Research Workshop." Strategic Management Society Annual Meeting

Invited Keynote Speaker, 2015:
- Sustainable Practices in Central New York Conference, College of Environmental Science and Forestry, State University of New York (SUNY)
- College of Environmental Science and Forestry, State University of New York (SUNY)

Invited Discussant, 2015:
- "Theorizing on Sustainable Entrepreneurship." Academy of Management Annual Meeting, Vancouver, British Columbia.
- "Social Movements and Entrepreneurship." Academy of Management Annual Meeting
- Panel "Environmental Entrepreneurship." Strategic Management Society Annual Meeting

Invited Keynote Speaker, 2014, "The Emergence of Hybrid Fields: Evidence from Environmental Entrepreneurship." 11th Annual Conference on Social Entrepreneurship, Northeastern University

Invited Speaker, 2014:
- "Wind Energy in Colorado." Leeds School of Business Alumni Breakfast Series, University of Colorado – Boulder
- Loughborough University, Leicestershire, United Kingdom
- University of Nottingham, Nottingham, United Kingdom

Invited Speaker, 2013:
- Brigham Young University
- Journal of Management Studies Young Scholar Development Workshop, 2nd Annual Sustainability, Ethics and Entrepreneurship Conference. Denver, Colorado.

## INVITED SEMINARS AND ADDITIONAL ACTIVITIES

Invited Panelist, 2013:
- "Focusing Capitalism on the Forgotten Internal Stakeholder" (PDW), Academy of Management Annual Meeting
- Academy of Management Organizations and the Natural Environment (ONE) Division Doctoral Consortium, Academy of Management Annual Meeting

- Invited Discussant, 2013, Darden Entrepreneurship and Innovation Research Conference, University of Virginia

- Invited Keynote Speaker, 2012, "Environmental Entrepreneurship: Toward a Behavioral Theory of Collective Action." 9th Annual NYU-Stern Conference on Social Entrepreneurship, New York University, New York, New York

Invited Speaker, 2012:
- EPFL, Lausanne, Switzerland
- Annual Production and Operations Management Society (POMS) Conference, Chicago, Illinois
- Invited Discussant, 2012, "Cross Division Paper Session - Doing the Right Thing: Social and Ethical Responsibility." Academy of Management Annual Meeting

Invited Speaker, 2011:
- University of Colorado, Deming Center for Entrepreneurship Board Breakfast, University of Colorado - Boulder
- Faculty Summer Research Seminar Series, Leeds School of Business, University of Colorado- Boulder

Invited Panelist, 2011, "The Future of Social Entrepreneurship Research." Academy of Management Annual Meeting

Invited Discussant, 2011:
- "ONE Division - Focus on Preservation." Academy of Management Annual Meeting
- Darden Entrepreneurship and Innovation Research Conference, University of Virginia

Invited Speaker, 2009
- University of Maryland
- University of Oregon
- University of Colorado
- University of Mississippi
- University of Tennessee
- Innovation Imperative Conference, Knoxville Convention Center, Knoxville, Tennessee
- Global Challenges for Sustainability International Colloquium, Colorado State University

Invited Speaker, 2008:
- "Social Entrepreneurship: Why Should We Care? The Questions Academics Ask" (PDW), Academy of Management Annual Meeting
- "Leading and Managing for Global Sustainability: A Conversation for Possibility and Action," Academy of Management Annual Meeting

## TEACHING SEMINARS & TRAINING ATTENDED

Excellence in Leadership Program, 2023-24

Supporting Student Success Workshop, 2021

Institute Racial Equity Challenge, 2021

EnROADS Climate Action Simulation Workshop, 2021, Climate Interactive & MIT Sustainability Initiative, Washington, D.C.

Canvas Grading Workshop, 2021, Office of Information Technology, University of Colorado Boulder, Colorado.

Canvas Design Tools Workshop, 2021, Office of Information Technology, University of Colorado Boulder, Colorado.

Online Course Design Workshop, 2021, Office of Information Technology, University of Colorado Boulder, Colorado.

Online Student Engagement Workshop, 2020, Leeds School of Business, University of Colorado Boulder, Colorado.

## PROFESSIONAL SERVICE AND AFFILIATIONS

Editorial Board Member: ***Organization Science***, 2020-Present, ***Academy of Management Journal***, 2016-Present, ***Entrepreneurship Theory & Practice,*** 2015-2019***, Strategic Entrepreneurship Journal***, 2015-2019

Ad Hoc Reviewer (Journals): ***Administrative Science Quarterly***, ***Academy of Management Review, Journal of Business Ethics, Journal of Management Studies, Management Science, Strategic Organization, Strategic Management Journal***

## PROFESSIONAL SERVICE AND AFFILIATIONS

Reviewer (Conferences & Other): Academy of Management Annual Meeting, Strategic Management Society Annual Meeting, ARCS Conference, Global Entrepreneurship and Innovation Research Conference, ARCS PhD Sustainability Academy, INFORMS Dissertation Proposal Competition, Swiss National Science Foundation

Dissertation Committee Member, Waverly Eichhorst, Environmental Studies, University of Colorado Boulder, 2023-Present

Organizing Committee Member, Reversing the Arrow Conference, 2021-Present

Executive Committee, Alliance for Research on Corporate Sustainability (ARCS), 2016-Present

Board Member, Alliance for Research on Corporate Sustainability (ARCS), 2015-Present

Professional Development Workshop Chair, Sustainability, Ethics, and Entrepreneurship (SEE) Research Conference, 2014-Present

Dissertation Committee Member, Anand Bhuwania, Indian Institute of Management Bangalore, 2023

Dissertation Committee Member, Kylie Heales, University of Alberta, 2023

Kaufman Foundation Early Career Mentor, 2022

ONE Kaufman Best Early Career Paper Award Committee, 2022

Organizations and Natural Environment (ONE) Division Academy of Management Chair (Elected Position), 2017-2021

Field Editor, Sustainability and Organization Theory: ***Journal of Business Venturing****,* 2016-2021

PhD Committee Chair, Alliance for Research on Corporate Sustainability (ARCS), 2016-2021

Treasurer, Alliance for Research on Corporate Sustainability (ARCS), 2016-2019

Dissertation Committee Member, Kiven Pierre, Syracuse University, 2016-2018

Conference Chair, Alliance for Research on Corporate Sustainability (ARCS) Annual Conference, University of Colorado Boulder, 2016

Reviewer, Oxford Research Encyclopedia of Climate Change, 2016

Reviewer, Strategic Management Society Annual Meeting, Best PhD Student Paper Award, 2015

Extension Co-Chair, Sustainability, Strategy, and Entrepreneurship Extension, Strategic Management Society Annual Meeting, 2015

Committee Chair, ONE Emerging Scholar Award, Academy of Management Annual Meeting, 2015

Committee Member, ONE Best Dissertation Award, Academy of Management Annual Meeting, 2014

Committee Member, Alliance for Research on Corporate Sustainability Awards Committee, 2014-2015

Steering Committee Member, Sustainability, Ethics, and Entrepreneurship Research Conference, 2012-2018

Co-Chair, Carey-Darden-Leeds Entrepreneurship Retreat, 2012

Committee Member, ONE Best Dissertation Award, Academy of Management Annual Meeting, 2011

Associate Editor, ONE Division Program, Academy of Management Annual Meeting, 2011

## INSTITUTIONAL SERVICE

Associate Dean for Strategic Initiatives, 2023-Present

Faculty Affiliate, Center for Education in Social Responsibility, 2023-Present

Research Director, Deming Center for Entrepreneurship, 2017-Present

Leeds Executive Committee, 2019-Present

Mentor, Diverse Scholars Program, 2022-2023

Interim Chair of Organizational Leadership and Information Analytics Division, 2022-2023

**INSTITUTIONAL SERVICE**

Chair of Social Responsibility and Sustainability Division, 2021-2023

Primary Unit Evaluation Committee, Vijay Khatri, Xiaoshu Bei, 2023

Dissertation Committee Chair, Elizabeth Embry, 2023, University of Kansas

Dissertation Committee Member, 2023, Jing Deng, Georgetown University

Steering Committee Member, "Right Here, Right Now" UN Summit on Climate Change and Human Rights, 2021-2022

Judge, New Venture Challenge Semifinals, 2022

Primary Unit Evaluation Committee, Professional Effectiveness Division, 2020-2022

Primary Unit Evaluation Committee, Tony Kong, Kai Larson, 2022

Primary Unit Evaluation Committee, Kai Larson, 2022

Dissertation Committee Member, Nianchen Han, 2022, Nanyang Technological University Singapore,

Seminar Committee, Renewable and Sustainable Energy Institute, 2020-2021

Office of Research and Innovation Advisory Board, 2017-2021

Search Committee Chair, Entrepreneurship, 2021

Moderator, CU Boulder Advancing Capital for the Clean Energy Economy Forum, 2021

Summer Seminar Series Coordinator, Leeds School of Business, 2021

Dissertation Chair, Jessica Jones, 2020, University of Tennessee

Dissertation Committee Member, Brittany Lambert, 2020, Indiana University

Dissertation Committee Member, Victor Marsh, 2020, University of Toronto

Honors Thesis Committee Member, Molly MacEachen, Leeds School of Business/Sociology Department, 2021

New Venture Challenge Judge, Semifinals Round, 2020

Diversity Hire Search Committee, SEO Division, 2020

Speaker, CU COVID-19 Webinar Series, 2020

Panel Member, Early Career Faculty Program, 2020

Freshman Coffee Host, 2020

Entrepreneurship Hire Search Committee, 2020

Professional Effectiveness Primary Unit Committee, 2020

CU Boulder COVID-19 Webinar Speaker, 2020, University of Colorado Boulder

Leeds Faculty Insights Speaker, Leeds School of Business, 2020

Faculty Director, Graduate Certificate in Business Administration, 2019-2020

Primary Unit Evaluation Committee, Ashton Hawk, 2019

Judge, New Venture Challenge Semifinals, 2019

Center for Education on Social Responsibility (CESR) Advisory Board, 2018-2020

Strategy, Entrepreneurship, and Operations Division Executive Committee (Elected Position), 2017-2020

Faculty Conduct Committee, 2017-2019

## INSTITUTIONAL SERVICE

Strategy, Entrepreneurship, and Operations PhD Comprehensive Exam Grader, 2019

Technology Track Finals Judge, New Venture Challenge, University of Colorado Boulder, 2019

Guest Speaker, Leeds School of Business Residential Academic Program, 2019

Panelist, Conducting Research with Organizations, Leeds School of Business, 2019

Dissertation Committee Member, Jessica Kirk, 2019, University of Memphis

Search Committee Member, Strategy, Entrepreneurship, and Operations Division, 2017, 2018

Undergraduate Curriculum Program Committee, 2017-2018

CU Social Entrepreneurship Certificate Advisory Board, 2016-2018

Primary Unit Evaluation Committee Chair, Keith Stockton, David Payne, 2017

Primary Unit Evaluation Committee Member, David Payne, Liz Strapp, Don Oest, 2016

Doctoral Program Director, Strategy Organization, and Entrepreneurship Studies, 2016-2017

Management and Entrepreneurship Division Executive Committee Member (Elected Position), 2015-2017

Invited Discussant, UN Seminar on Good Practices and Challenges for Indigenous Peoples' Entrepreneurship, Colorado Law, 2017

Primary Unit Evaluation Committee Chair, Tracy Jennings, Don Oest, Birdie Reznick, 2016

Guest Speaker, Leeds School Residential Academic Program, 2016

Dissertation Committee Member, Yuchen Zhang, 2016, Tulane University

Workshop Leader, Galvanize CU Entrepreneurship Accelerator, 2015

Entrepreneurship Representative, Roundtable with Prospective Honor Student Applicants to University of Colorado, 2015

Judge, CU New Venture Challenge, 2015

Dissertation Committee Member, Carla Bustamante, 2015, Universidad Adolfo Ibanez

Dissertation Committee Member, Siddarth Vedula, 2015, Babson College.

Dissertation Chair, Michael Conger, 2014, Miami University

Primary Unit Evaluation Committee Chair, David Payne, 2014

Primary Unit Evaluation Committee Chair, Keith Stockton, 2014

Moderator, Net Impact International Case Competition, 2014

Faculty Advisor, HUB Boulder MBA Internship Fair, 2014

Consortium Representative, European Summer School for Advanced Management, 2013-2018

Primary Unit Evaluation Committee Member, Tracy Jennings, 2013

Final Round Judge, Net Impact International Case Competition, 2013

Search Committee Member, Management and Entrepreneurship Division, 2013

Journal Quality Assessment Committee Member, Management and Entrepreneurship Division, 2013

Comprehensive Exam Grader, Management and Entrepreneurship Division, 2012

Steering Committee Member, Cross Campus Entrepreneurship Program, 2012-2013

Steering Committee Member, Sustainability Ethics and Entrepreneurship Research Conference, 2011-Present

## INSTITUTIONAL SERVICE

Faculty Representative, Sustainability Council, Leeds School of Business, 2011-2013

Committee Member, Undergraduate Curriculum Program Committee, Leeds School of Business, 2011-2012

## COMMUNITY SERVICE

Steering Committee Member, Comprehensive Economic Development Strategy, Colorado Office of Economic Development, 2022-Present

Reviewer, West Gate Accelerator Program, National Renewable Energy Laboratory (NREL), 2022

Mentor, TechStars Nature Conservancy Sustainability Accelerator, 2021

Judge, Boulder Chamber New Venture Competition, 2020

Mentor, COVenture for COVID-19 impacted entrepreneurs, 2020

Judge, National Renewable Energy Lab (NREL) Industry Growth Forum, 2019

Steering Committee Member, City of Boulder Energy Efficiency Market Innovations Program, 2014-2017

## MEDIA COVERAGE & POPULAR PRESS

CGTN News. 4/22/22. "Sustainability Summit" https://www.youtube.com/watch?v=ySbgTwO8JHU

Working Nation: Work Green – Earn Green Podcast. 3/1/22. "Colorado provides the green-print to success"

KUNC – North Colorado Public Radio. 6/4/21. "'Put a Pillow Over your Head or Do Something': The Story Behind Colorado's Pandemic Entrepreneurs" By Rae Solomon.

The Conversation. 5/1/21. "What's really driving coal power's demise?" By David Drake and Jeffrey G. York.

Denver Post. 9/6/20. "Top Workplaces 2020: Small businesses pivot to survive in pandemic" By Sara B. Hansen.

The Attitude with Arnie Arnesen, WNHN 94.7 FM. 5/5/20. Interview on COVID-19 and climate change. Nationally syndicated through Pacifica Network.

The Conversation. 4/28/20. "COVID-19 is a dress rehearsal for entrepreneurial approaches to climate change" By Jeffrey G York.

Greenbiz.com. 11/27/18. "Three Ways Entrepreneurs can Influence the Adoption of Voluntary Standards" By Jeffrey G. York, Siddharth Vedula, and Michael Lenox.

Forbes.com. 11/14/18. "Our Best Bet to Avoid Climate Disaster may be Entrepreneurs" By Tim Sparapani.

Entreprener.com. 10/10/18. "The Surprising Advantages Environmental Entrepreneurs have over Established Companies" By Siddharth Vedula, Jeffrey G. York, and Michael J. Lenox.

National Public Radio. Academic Minute, 8/31/18. "It's not Easy Building Green" By David Hopper.

Denver Post. 4/6/18. "As outdoor industry embraces activism, Aspen Skiing Co. paves way by stepping into debates on immigration, LGBT rights and climate" By Jesse Paul.

Writers on the Range, High Country News. 3/12/18. "Entrepreneurs can Lead the Way in Combating Climate Change." (Also appeared in Aspen Times, Coachella Independent, Summit DailyNews) By Auden Schendler and Jeffrey G. York.

Huffington Post. 8/13/15. "Do Startups and Incumbents Differ on Reasons for Entering into Green Industries?" By Jeffrey G. York.

Urban Conversion. 6/28/15. "Green YoU" Rocky Mountain PBS.

WalletHub.com. 4/27/15. "2015's Best Cities to Start a Business" By John S. Kiernan.

Boulder Daily Camera. 5/25/14. "CU-Boulder business grad starts Longmont-based cold-brew coffee business" By Sarah Kuta.

Denver Post. 2/26/13. "Maybe Mayberry can help us solve climate change" By Auden Schendler and Jeffrey G. York.

## PROFESSIONAL EXPERIENCE

**Director, Marketing Operations, Capital One Services, Inc.**
1999-2005, Richmond, Virginia

- Managed team of 13 associates to integrate email marketing across account management, acquisition and operational activities

**Consultant, Technology 2020 Business Incubator**
1999, Oak Ridge, Tennessee

- Conducted market opportunity analysis for healthcare Internet software start-up

**River Manager**, **Pigeon River Whitewater Rafting Outpost**
1995-1998, Recreational Management Services, Hartford, TN

## REFERENCES

**Michael J. Lenox**
Tayloe Murphy Professor of Business Administration
Senior Associate Dean and Chief Strategy Officer
Darden School of Business
University of Virginia
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**Sharon Matusik**
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Ross School of Business
University of Michigan
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**Saras D. Sarasvathy**
Paul M. Hammaker Professor in Business Administration
Jamuna Raghavan Chair Professor in Entrepreneurship, Indian Institute of Management, Bangalore
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MasterCard Professor of Business Administration
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