

# ABOUT THE AUTHORS

## ROBERT D. HISRICH

**Robert D. Hisrich** is the Garvin Professor of Global Entrepreneurship and Director for the Walker Center for Global Entrepreneurship at Thunderbird School of Global Management. He holds an MBA and a doctorate from the University of Cincinnati.

Professor Hisrich's research pursuits are focused on entrepreneurship and venture creation: entrepreneurial ethics, intrapreneurship, women and minority entrepreneurs, venture financing, and global venture creation. He teaches courses and seminars in these areas, as well as in marketing management and product planning and development. His interest in global management and entrepreneurship resulted in two Fulbright Fellowships in Budapest, Hungary; honorary degrees from Chuvash State University (Russia) and University of Miskolc (Hungary); and being a visiting faculty member in universities in Austria, Australia, Ireland, and Slovenia. Professor Hisrich serves on the editorial boards of several prominent journals in entrepreneurial scholarship, is on several boards of directors, and is author or coauthor of over 300 research articles appearing in such journals as *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Business Venturing*, *Journal of Small Business Finance*, *Small Business Economics*, *Journal of Developmental Entrepreneurship*, and *Entrepreneurship Theory and Practice*. Professor Hisrich has authored or coauthored 25 books or editions, including: *Marketing: A Practical Management Approach*, *How to Fix and Prevent the 13 Biggest Problems That Derail Business*, and two recently published books, *International Entrepreneurship: Starting, Developing, and Managing a Global Venture*, and *Technology Entrepreneurship: Value Creation, Protection, and Capture*.

## MATHEW J MANIMALA

Mathew J Manimala is a Professor of Organization Behavior and Chairperson-OBHRM Area at the Indian Institute of Management Bangalore (IIMB). Prior to joining IIMB, he has served as Senior Member of Faculty and Chairman, Human Resources Area, at the Administrative Staff College of India (ASCI), Hyderabad. At IIMB he has worked closely with the N.S.Raghavan Centre for Entrepreneurial Learning (NSRCEL) primarily to build the research competencies of the Centre during its early years, when he served as the Jamuna Raghavan Chair Professor of Entrepreneurship for two terms and as the Chairperson of NSRCEL for one term. Currently he is also a Senior Enterprise Fellow of the School of Entrepreneurship and Business (SEB), University of Essex, UK, and is involved in setting up the International Consortium for Innovation and Entrepreneurship Research (ICIER) in collaboration with European and BRIC countries institutions.

Professor Manimala obtained his MBA degree from the University of Cochin, MBSc degree from the University of Manchester and the Fellow in Management (doctoral) degree from Indian Institute of Management, Ahmedabad (IIMA). He has received several academic honours including a Certificate of Distinction for Outstanding Research in the Field of New Enterprise Development (Heizer Award) from the Academy of Management. He has been awarded research fellowships by prestigious international agencies such as the European Foundation for Management Development (for a research fellowship at Manchester Business School, Manchester, UK: 1990-91) and the Shastri Indo-Canadian Institute (for a research fellowship at the University of Calgary, Canada: 1998-99). In July 2011 he was honoured by CMO-Asia with the "Best Professor of Human Resource Management" Award at the 2<sup>nd</sup> Asia's Best B-School Award function held at Singapore, and in 2013 a similar award conferred on him by ET Now in association with B-School Affaire and World Education Congress.

The teaching, training and consultancy interests of Professor Manimala cover a wide range of topics in Organization Behavior and Entrepreneurship. Professor Manimala has done extensive research in the area of Entrepreneurship. His work on Entrepreneurial Heuristics is acclaimed by the community of researchers (including the Academy of Management) as a pioneering work in the field, wherein he has also perfected and

used a novel methodology called the 'Case-survey method'. He has published more than 50 research papers and articles in refereed international journals and presented papers mostly in international conferences. Among the research projects initiated/carried out by him recently is the Global Entrepreneurship Monitor (GEM) project, a multi-country research project involving more than 30 countries, of which he was the leader of the India team for two years. He has published four books: *Entrepreneurial Policies and Strategies: the Innovator's Choice* (Sage Publications, New Delhi, 1999); *Entrepreneurship Theory at the Cross Roads: Paradigms and Praxis*, First Edition (Wheeler Publishing, New Delhi, 1999) and enhanced Second Edition (Wiley-Dreamtech, New Delhi, 2005, 2006 and 2009); *Enterprise Support Systems: An International Perspective* edited by him along with Jay Mitra and Varsha Singh (Response Books/Sage Publications, New Delhi, 2009); and *Organizational Behaviour: A Psychological Perspective for the Asia-Pacific* (co-author with four others), (McGraw-Hill Asia-Pacific, Sydney, Australia, 2009). He is a member of the Editorial Board of several journals including *Creativity and Innovation Management*, published by Blackwell Publishers, Oxford, UK, and is the Editor of *South Asian Journal of Management*, published by the Association of Management Development Institutions in South Asia (AMDISA).

### **MICHAEL P. PETERS**

**Michael P. Peters** is Professor Emeritus of the Marketing Department at the Carroll School of Management, Boston College. He has his PhD from the University of Massachusetts, Amherst, and his MBA and BS from Northeastern University. Recently retired from full-time teaching, Professor Peters has been a visiting professor at the American College of Greece in Athens, Greece, where he has been developing an entrepreneurship and business planning component in its new MBA program. In addition, he continues to write, lecture, serve on numerous boards, and assist in the management of a family business. Besides his passion for assisting entrepreneurs in new ventures, he has consulted and conducted seminars and workshops worldwide related to entrepreneurship, international and domestic decision making for new product development, market planning, and marketing strategy. He has published over 30 articles in such journals as the *Journal of Business Research*, *Journal of Marketing*, *Journal of Marketing Research*, *Journal of International Business Studies*, *Columbia Journal of World Business*, *Journal of Business Venturing*, and the *Sloan Management Review*. Professor Peters has coauthored three texts: *Marketing a New Product: Its Planning, Development, and Control*; *Marketing Decisions for New and Mature Products*; and *Entrepreneurship*, now in its eighth edition. He was Department Chair and Director of the Small Business Institute at Boston College for more than 16 years. He loves photography, tennis, golf, and kayaking on Cape Cod Bay.

### **DEAN A. SHEPHERD**

**Dean A. Shepherd** is the Randall L. Tobias Chair in Entrepreneurial Leadership and Professor of Entrepreneurship at the Kelley School of Business, Indiana University. Dean received his doctorate and MBA from Bond University (Australia) and a Bachelor of Applied Science from the Royal Melbourne Institute of Technology. His research on entrepreneurial leadership includes the decision making of entrepreneurs, new venture strategy, learning from failure, and pursuit of opportunity. Dean is also an Associate Editor for the *Journal of Business Venturing* and on the review board for numerous entrepreneurship and management journals.