

John M. Mueller

CURRICULUM VITAE

Craig School of Business
California State University, Fresno
5245 N. Backer Ave, M/S PB7
Fresno, California 49008

Phone: 559-278-2217 | Mobile: 303-435-1859 | Email: jmueller@csufresno.edu

EDUCATION

University of Louisville Louisville, Kentucky
PhD in Entrepreneurship 2012

University of Illinois at Urbana-Champaign Urbana-Champaign, Illinois
Masters of Business Administration 1999
Finished course work at the **University of Texas at Austin**

Southern Methodist University Dallas, Texas
Bachelor of Business Administration, Major: MIS, Minor: Economics 1992

RESEARCH

Interests Entrepreneurial finance, technology entrepreneurship, sport entrepreneurship

Dissertation “**Resourceful Financing by New Firms: The Use of Multiple Credit Sources**”
David Dubofsky (chair), Melissa Baucus, J. Randy Kuhn, Simon Parker, Lyle Sussman

PUBLICATIONS

Referred Publications

Foster, Ben P., John M. Mueller, and Trimbak Shastri. “Impact of Assurance Level and Tax Status on the Tendency of Relatively Small Manufacturers to Manage Production and Earnings,” *Journal of Accounting, Ethics & Public Policy* (2016).

Ashrafi, Rafi and John M. Mueller. “Delineating IT Resources and Capabilities to Obtain a Competitive Advantage and Improve Firm Performance,” *Information Systems Management* (2015).

Meek, William, Diane Sullivan, and John M. Mueller. “Gender Differences in Entrepreneurship: Assessing Perceptions of Entrepreneurial Outcomes for Men and Women Franchises.” *Journal of Developmental Entrepreneurship* (2014).

Kuhn, J. Randy, Manju Ahuja, and John M. Mueller. “An Examination of the Relationship of IT Control Weakness to Company Financial Performance and Health,” *International Journal of Accounting and Information Management* (2013).

Book Chapters

Kushev, Travan and John M. Mueller. "Patents and Performance: The Case of Immigrant Entrepreneurs in the United States," in Contemporary Perspectives on Technological Innovation, Management and Policy. Vol. 3. Bing Ran, editor. Information Age (in press).

Mueller, John M. "Debt-Based Financing," in Encyclopedia of New Venture Management. Matt Marvel and J. Geoffrey Golson, editors. Thousand Oaks, California. Sage Publishing (2012).

Case Studies

Dibrell, Clay and John M. Mueller. "Wynkoop Brewing Company: Leveraging Counterculture in the US to Compete," in Global Entrepreneurship: Case Studies of Entrepreneurial Firms Operating around the World. James Hayton, Carlo Salvato, Mathew J. Manimala, editors. Taylor & Francis (2014).

Other

"Small Tales of a Relatively Young Practitioner-Scholar," in the Academy of Management Entrepreneurship Division Newsletter (2014). - Invited

WORKING PAPERS

"Effects of New Firm Survival and Growth when using Multiple Credit Sources," with David Dubofsky. *(under review at Journal of Business Venturing)*

"Guiding Entrepreneurs through the Quagmire of Business Entities – Three Hypothetical Cases for Discussion," with Lynn Forsythe and Lizhu Davis. *(targeted to Journal of Case Studies)*

"Post-IPO Changes in Entrepreneurial Orientation and Performance," with Greg Bell and David Dubofsky. *(targeted to Strategic Entrepreneurship Journal, Journal of Business Venturing)*

"Entrepreneurial Orientation and IPO Performance," with Greg Bell. *(targeted to Strategic Management Journal, as a research note)*

"An Attention-based Opportunity Discovery for Novice Entrepreneurs" *(targeted to Journal of Business Venturing)*

"Examining Factors Affecting Variances in U.S. PGA Tour Event Performances through Player Rank Movement," with Marion Hambrick. *(targeted to the Journal of Sports Management)*

"Modeling the Relationship of Employee Salary Deferral and New Firm Survival," with J. Randy Kuhn.

"Outsourcing in Young Firms: A Stepping Stone in Building a Resource or a Method of Survival."

PRESENTATIONS

Peer-reviewed

"Teaching and Understanding Crowdfunding," Workshop with Michael Seay. USASBE Conference, Philadelphia, Pennsylvania (2017).

"Signature Careers for Practitioners-Scholars", Caucus presenter with other members of the Practitioner-Scholar Committee, AOM. Anaheim, California (2016).

"Effects Of Corruption On Entrepreneurship Activities: An Agent-based Model," with Michael Crum. Babson College Entrepreneurship Research Conference, Bodo, Norway (2016).

- “Personal Wealth and Entrepreneurship,” with Michael Crum. The Association of Private Enterprise Education Annual Conference, Las Vegas, Nevada (2016).
- “Crowdfunding: Building a Research Agenda through Discussion and Furthering Our Understanding of This Funding Option,” Roundtable. USASBE Conference, San Diego, California (2016).
- “How to Get Started – Helping Entrepreneurs Understand Business Entities,” Workshop with Lynn Forsyth, Lizhu Davis, Corey Whitehead, and Manoochehr Zoghi. USASBE Conference, San Diego, California (2016).
- “Crossing the Theory-Practice Chasm: Translating Research Results for Practitioners,” PDW co-organized with Keisha Liggett-Nichols. AOM. Vancouver, Canada (2015).
- “Using Crowdfunding with Students,” Midwest Educators Forum on Entrepreneurship, Mason City, Iowa (2015).
- “Comparing Initial Financing Forms to Determine the Effects of New Firm Performance,” Babson College Entrepreneurship Research Conference, Boston, Massachusetts (2015).
- “Crowdfunding: Building a Research Agenda Through Discussion and Furthering Our Understanding of This Funding Option,” USASBE Conference, Tampa, Florida (2015).
- “Resourceful Financing by New Firms,” with David Dubofsky. Babson College Entrepreneurship Research Conference, London, Ontario, Canada (2014).
- “Immigrants, New Firms, and Patents,” with Trayan Kushev. USASBE Conference, Fort Worth, Texas (2014).
- “Impact of Assurance Level on Production Management to Manage Earnings,” with Ben Foster and Trimbak Shastri. American Accounting Association Annual Meeting, Anaheim, California (2013).
- “Immigrants, New Firms, and Patents,” with Trayan Kushev. Industry Studies Association Conference, Kansas City, Missouri (2013).
- “Management of Earnings by Production and Inventory Management in Private Companies,” with Ben Foster and Trimbak Shastri. American Accounting Association Annual Meeting, Washington, D.C. (2012).
- “Post-IPO Changes in Entrepreneurial Orientation and Performance.” with R. Greg Bell and David Dubofsky. Babson College Entrepreneurship Conference, Fort Worth, Texas (2012).
- “Modeling the Relationship of Employee Salary Deferral and New Firm Survival,” with J. Randy Kuhn. Babson College Entrepreneurship Research Conference, Fort Worth, Texas (2012).
- “Impact of Assurance Level on Production Management to Manage Earnings,” with Ben Foster and Trimbak Shastri. American Accounting Association Ohio Region Meeting, Cincinnati, Ohio (2012).
- “Effects of Using Debt or Equity First on Financing of Young Firms.” The Association of Private Enterprise Education Annual Conference, Las Vegas, Nevada (2012).
- “Wynkoop Brewing Company: Leveraging Counterculture in the US to Compete,” with Clay Dibrell and Zhaohui Wu. 5th Annual Conference on Business & Sustainability. Portland, Oregon (2011).
- “Using Simulation Experiments to Build and Test Entrepreneurship Theories,” PDW co-organized with Christopher Crawford. AOM. San Antonio, Texas (2011).

“Entrepreneurial Orientation and IPO Performance,” with Greg Bell. Babson College Entrepreneurship Research Conference. Syracuse, New York (2011).

“Multiple Credit Sources and New Firms,” with David Dubofsky. AOM Kauffman Firm Survey Workshop. Montreal, Canada (2010).

“Outsourcing in Young Firms: A Stepping Stone in Building a Resource or a Method of Survival.” USASBE Conference. Nashville, Tennessee (2010).

“Opportunity Discovery and Novice Entrepreneurs: An Attention-Based Perspective.” Southern Management Association Conference. Asheville, North Carolina (2009).

Invited

AOM’s Entrepreneurship Division’s “Speak with a Scholar” webinar on pedagogy and practice in entrepreneurship education, with Norris Krueger, moderated by Clay Dibrell (September 2016).

“How To Get Started -- Helping Entrepreneurs Understand Business Entities”, Coleman Fellow Workshop with Lizhu Davis and Lynn Forsythe, Lyles Center for Innovation Entrepreneurship (April 2016).

“Crowdfunding Basics”, Coleman Fellow Workshop, Lyles Center for Innovation Entrepreneurship (April 2016).

US State Department Speakers Program - Jordan --- Global Entrepreneurship Week (November 2015).

“Entrepreneurship in Kalamazoo”, chaired panel – Kalamazoo Rotary (2015).

“Education Outside of the Classroom and Gamification Inside of the Classroom: Using the Entrepreneurship Curriculum as an Example” – WMU Teaching and Learning Bash. Kalamazoo, Michigan (2014).

Special Pitch Zoo Workshops (3), for Intercom, Starting Gate summer cohort companies, Colleagues International – hosting Pakistani guests (2014)

“Angel Investors and Investing” – InvestZoo. Kalamazoo, Michigan (2013).

“Entrepreneurs: Leaders in Building a Startup Ecosystem.” – part of a panel discussion on entrepreneurial leadership. Box Hill Institute / Swinburne University. Melbourne, Australia (2013).

“Entrepreneurship and Engineering.” University of Louisville – College of Engineering. Louisville, Kentucky (2011).

“Entrepreneurial Finance.” Project BUILD. Louisville, Kentucky (2011).

“Opportunity Discovery.” DECA – National Convention. Louisville, Kentucky (2010).

MEDIA

The following is a list of articles from the main press that I have been quoted in:

“Feed The World Cafe hopes to feed the community through social entrepreneurship”, Kalamazoo Gazette (March 2015)

“Buying a meal will feed a hungry neighbor at Feed the World Café”, SecondWave Media (October 2014)

- “Anxious Angels: SEC consideration of new accredited investor definition worries angel investor groups”, MiBiz (June 2014)
- “Student business startups on Fast Track”, WMU Magazine (Winter 2013)
- “Investors to resurrect Kzoo angel network”, MiBiz (November 2013)
- “WMU offers Starting Gate business accelerator program”, Grand Rapids Business Journal (October 2013)
- “Tech Tour Day 10: WMU Broncos’ Tech Transfer, Research At Full Gallop”, CBS Detroit (October 2013)
- “Starting Gate offers business help to students”, Western Herald (September 2013)
- “Students turned entrepreneurs create website app with help from WMU business accelerator”, WMU News (August 2013)
- “Young entrepreneurs at Western Michigan University launch food--finding app through startup accelerator”, Kalamazoo Gazette (August 2013)
- “WMU's business accelerator, Starting Gate, open for student entrepreneurs”, Secondwave Media (August 2013)
- “WMU accelerator program works with first group of students”, WMU News (June 2013)
- “How the startup community is growing in Kalamazoo”, Secondwave Media (June 2013)
- “PITCH Competitors Make Their Case”, Haworth News (April 2013)
- “Entrepreneurial events to kick off April at Western Michigan University with documentary, pitch competition”, Kalamazoo Gazette (March 2013)
- “Pitch Perfect? Do business plan competitions help launch sustainable companies?”, MiBiz (March 2013)
- “Pitch Zoo, a monthly business pitch practice group, launching March 4 in Kalamazoo”, Kalamazoo Gazette (February, 2013)

TEACHING

California State University, Fresno

- MBA 273 – New Venture Creation (MBA)
 - Fall 2016 – Section 01
- MBA 270 – Seminar in Business Ventures (MBA)
 - Spring 2017 – Section 01
 - Fall 2016 – Section 80 – Executive MBA – Cohort 15 (Rating: 4.17 out of 5)
 - Spring 2016 – Section 01 (Rating: 3.8 out of 5)
 - Spring 2016 – Section 80 - Executive MBA – Cohort 14 (Rating: 3.9 out of 5)
- ENTR 151 – Opportunity Assessment
 - Fall 2016 – Section 01
- MGT 187 – Seminar in Strategic Management
 - Fall 2017 – Section 03
 - Spring 2016 – Section 03 (Rating: 4.6 out of 5)

Western Michigan University

- MGMT 6800 – Management of Innovation and Technology (MBA)
 - Fall 2015 – Special section for Parker Hannifin (N/A)
 - Fall 2013 – Section GA (Rating: 4.2 out of 5)
 - Fall 2013 – Section 100 (Rating: 4.2 out of 5)
 - Fall 2012 – Section 100 – revitalized course, created syllabus (Rating: 4.8 out of 5)
- MGMT 6410 – Business Venturing (MBA)
 - Spring 2014 – Section 100 – rebuilt the course to be more experiential (Rating: 3.1 out of 5)
- MGMT 4140 – Entrepreneurship / Building the Business
 - Spring 2014 – Section 100 – rebuilt the course as part of the new entrepreneurship major (Rating: 4.5 out of 5)
 - Spring 2013 – Section 100 (Rating: 4.6 out of 5)
- MGMT 2140 – Exploring Entrepreneurship
 - Fall 2015 – Section 105 (Rating: 4.8 out of 5)
 - Spring 2015 – Section 105 (Rating: 4.5 out of 5)
 - Fall 2014 – Section 100 (Rating: 4.5 out of 5)
 - Fall 2014 – Section 105 (Rating: 4.7 out of 5)
- HNRS 2900 – Entrepreneurship: Understanding Startup Communities
 - Spring 2015 – Section 120 – new course, Lee Honors College – Study in the States, traveling to Austin, Boulder, Chicago, Detroit, and Grand Rapids with the students (Rating: 4.8 out of 5)
- BUS 4750 – Business Strategic Solutions
 - Spring 2015 – Section 135 (Rating: 4.6 out of 5)
 - Fall 2014 – Section 135 (Rating: 4.5 out of 5)
 - Spring 2013 – Section 135 (Rating: 4.4 out of 5)
 - Fall 2012 – Section 105 (Rating: 4.6 out of 5)
- MGMT 4950 – Independent Study: 4 students (Spring 2014, Summer I 2014, Fall 2014, Fall 2015)
- HNRS 4990 – Lee Honors College Thesis: 2 students (2015)
 - Josie Marshall, Alexis Lenderman

University of Louisville

- FIN 490 – Entrepreneurial Finance (new course, created syllabus)
 - Fall 2011 – Section 01 (Rating: 4.8 out of 5)
- MGMT 340 – Entrepreneurial Creativity and Innovation
 - Spring 2011 – Section 02 (Rating: 4.6 out of 5)
 - Spring 2011 – Section 76 (Rating: 3.6 out of 5)
 - Fall 2010 – Section 78 (Rating: 4.5 out of 5)

ADDITIONAL SERVICE

- Ad hoc Reviewer: Journal of Business Venturing (2011, 2012, 2014-2016), Entrepreneurship Theory & Practice (2012, 2015), Journal of Small Business Management (2016), Journal of Developmental Entrepreneurship (2011), International Entrepreneurship and Management Journal (2010-2013), Information Systems Management (2011, 2015), Rubriq (2014)

- Conference Reviewer: AOM (2010-2016), Babson (2016), SMA (2009-2011), USASBE (2011, 2012, 2014-2016)
- Discussant / Session Chair: AOM (2010, 2011, 2016), Babson (2011, 2015), SMA (2009), USASBE (2010, 2011), ISA (2013)
- AOM: Practitioner-Scholar Committee, formerly called the Nontraditional Academics Committee (2011-present); Chair (2015-present)
- AOM: Global Scholars Subcommittee (2013)
- AOM: New Doctoral Student Consortium Finance Committee (2010)
- USASBE: New Venture Financing SIG, co-chair (2016-present)
- Fresno State: Strategic Planning Task Force (2016-present, Chair), dean appointment
- Fresno State: Patent Board (2016-present), president appointment
- Fresno State: DISCOVERe Faculty Fellow (2017-present)
- WMU: Faculty Senate (2013-2015)
- WMU: Technology and Learning Committee (2012-2015)
- WMU: Entrepreneur Club – Faculty Advisor (2012-2015)
- WMU: Organized the “How to Start to Startup” video stream from Stanford University (2014)
- WMU: PITCH Competition – Organizer (2013 – inaugural year)
- WMU: Assistant instructor for the “Leadership Down Under” study abroad class in Australia (2013)
- WMU: Instructor for the MBA / MSA language and writing screening (2015)
- WMU: Collaboration between School of Music and College of Business with Brent Miller visit (2013) and teaching as a visiting professor in music courses (2015)
- WMU: Medallion Scholarship Observer (2015)
- WMU: Championed the creation of the new entrepreneurship major (approved in April 2014); included creating the necessary documents and presenting to the necessary individuals and committees to obtain approval at multiple levels of administration in the institution, including at the departmental, college, dean, university, and board of trustee levels.
- DECA: Judge, Louisville (2010, 2011)
- Startup Zoo Advisory Board (2013-2014)
- Mayor’s Innovation Council - Kalamazoo (2013-2014)
- Startup Weekend – Kalamazoo, Mentor (2013)
- Southwest Michigan First – Catalyst University – Maker’s Mart Competition – Judge (2014/2015)
- GLEQ (Great Lakes Entrepreneur Quest) - MiQuest – Business Plan Competition – Judge (2014)
- Free Enterprise Workshop – Charles Koch Foundation (2013)
- Board Member – Crowdfunding Professional Association (2015 – 2016)
- I-Corps – WMU cohort – Instructor (2015)
- Fresno First Bank – President’s Council (2016 – present)

EDITORIAL BOARDS

- Experiential Entrepreneurship Exercises Journal (2015-present)
- Journal of Arts Entrepreneurship Research (2014-present)
- International Entrepreneurship and Management Journal (2014-present)
- Journal of Business and Entrepreneurship (2011-present)

DISSERTATION, HONORS THESIS, SENIOR PROJECT COMMITTEE ASSIGNMENTS

- Simba Chiara: 2015 (initial Chair) Western Michigan University, Honor Student Thesis
- Alexis Lenderman: 2015 (Chair) Western Michigan University, Honor Student Thesis
- Josie Marshall: 2015 (Chair) Western Michigan University, Honor Student Thesis [awarded best thesis defense for Fall 2015]

HONORS AND AWARDS

- Awarded Kauffman-sponsored grant to access the Kauffman Firm Survey in the NORC enclave (2010-current)
- Awarded grant from the Kauffman Foundation to develop and be an editor of the Kauffman Firm Survey Data Wiki (2009-current)
- Grant (\$199,999) from the National Science Foundation for the “PFI:AIR - TT: Micro-Laser Assisted Drilling” research project, with John Patten (engineering) and Steve Butt (engineering). Award #IIP-1445017 (2014)
- Grant (\$7,000) from the Charles Koch Foundation for developing a seminar: “Entrepreneurship and Market Structures” (2014)
- Kauffman Firm Survey Promising Paper Award, Ewing Marion Kauffman Foundation (2014)
- Grant (\$5,000) from GVSU for the “Understanding the Effects of the External Environment on Family Firms” proposal, with Laurel Ofstein and Derrick McIver (2013)
- UofL John Richard Binford Memorial Award (2012)
- Awarded Young Scholars grant to attend the Association of Private Enterprise Education Conference in Las Vegas, Nevada (2012)
- Awarded grant to attend the Gateway Entrepreneurship Research Conference in St. Louis, MO (2010)
- Awarded UofL Graduate Teaching Academy Certificate (2011)
- UofL Doctoral Student Teaching Effectiveness Award (2011)
- Awarded grant to attend doctoral consortium: USASBE (2011)
- Best / Outstanding Reviewer: USASBE (2011)
- Awarded grant to attend doctoral consortium: AOM – Entrepreneurship Division (2010)
- Best / Outstanding Reviewer: Southern Management Association (2010)
- Awarded grant to attend doctoral consortium: Southern Management Association (2009)
- 3rd place in the MidAmerican Business Deans Association Innovation in Business Education Award (2015) – for the Understanding Startup Communities course
- Finalist for the Academy of Management – Entrepreneurship Division Innovative Teaching Award (2015) – for the Understanding Startup Communities course

PROFESSIONAL AFFILIATIONS

- Academy of Management (ENT, TIM, and BPS divisions)
- United States Association for Small Business and Entrepreneurship (USASBE)

STATISTICAL AND COMPUTER EXPERIENCE

- SPSS, SAS, R, LISREL, HLM, DICTION, NetLogo, RePAST

WORK EXPERIENCE

Academic

California State University, Fresno Assistant Professor	California 2016 - Present
Western Michigan University Assistant Professor	Michigan 2012 - 2015
University of Louisville Research Assistant & Instructor, while a PhD student	Kentucky 2008 - 2012

Industry

Rollin' Gelato, Inc. Co-founder, Director A gelato food truck	2016 - current
Pick'n Run, Inc. Co-founder, President Building tools and community to help runners pick up trash: "cleaning the world one run at a time"	2014 - current
GolfSolutions.com, LLC Founder, President A company focused on creating and implementing technology and data solutions for the golf industry	1998 - current
Colorado Software Architects, Inc. Owner, Director A software development company specializing in backup and storage aggregation applications	Colorado 2004 - 2008
SmartBond, Inc. Founder, Director An outsource software development company, a 'virtual-shore' company	Colorado / South Africa / Russia / Ukraine 2000 - 2008
Paragon Construction International (Golden Bear Golf) VP of Business Development A publicly-traded golf course construction company founded by professional golfer, Jack Nicklaus	Florida 1997 - 1998

Other industry experience

- Capstone Strategic Inc, Washington D.C., Subject Matter Expert, 2002 – 2006
- Aldare Capital Partners, Colorado / Taiwan, Operations and Business Development Specialist, 2000
- Montsi & Associates, South Africa, Business Advisor, 1996 – 1997
- Global Consult, Kuwait, Middle East Manager, 1994 – 1995
- Arthur Andersen, Kuwait, Staff Consultant, 1993 – 1994

OTHER HONORS AND ACTIVITIES

- Pitch Zoo (founder, organizer, 2013 – present)
- Startup Grind – Fresno (chapter director, 2016 – present)
- Startup Digest – Fresno (curator, 2016 – present)
- Startup Grind – Kalamazoo (chapter director, 2012-2015)

- Startup Digest – Kalamazoo (curator, 2012-2015)
- Startup Genome – Kalamazoo (curator, 2012-2015)
- Idea Mornings (co-founder, 2011-2012)
- MBA Management Leadership Grant & Graduate Associate Grant (University of Illinois)
- Big 10 MBA Case Study Competition - Best Speaker (University of Illinois)
- OSBI / IBC Consulting Partner and Project Team Member (University of Illinois)
- Illinois MBA, Tech Transfer Office, & National Center for Supercomputing Applications (NCSA) Research Team
- Free Market Development Advisers Program (IIE and USAID - South Africa)
- Study Abroad: Denmark International Studies - DIS (SMU)
- EDS Scholarship for Outstanding MIS Student (SMU)
- Teaching Assistant (SMU)
- Varsity Golf Scholarship (SMU)
- Running marathons