

**Laura B. Cardinal (C.T. Bauer College of Business, University of Houston)**

Dr. Laura B. Cardinal is Professor of Strategic Management at the C. T. Bauer College of Business at the University of Houston. Previously, Dr. Cardinal was a faculty member at Tulane, UNC, Duke, and SMU. While at the A. B. Freeman School of Business at Tulane University she served as the Director of the Burkenroad Institute. She received her Ph.D. from the University of Texas at Austin where she was a National Science Foundation grant recipient. Her areas of expertise include managing innovation and R&D capabilities and understanding the evolution and adaptation of control systems in founding firms. Dr. Cardinal has published articles in the *Strategic Management Journal*, *Organization Science*, *Academy of Management Journal*, *Journal of Engineering and Technology Management*, *Journal of Organizational Behavior*, and the *Journal of Accounting and Economics*. In 2006, she won the Michael H. Mescon Best Empirical Paper Award from the Entrepreneurship Division at the Academy of Management (with M. Fern and H. O'Neill). Her book, *Organizational Control* (with S. Sitkin and K. Bijlsma-Frankema), was published by Cambridge University Press in 2010.

Dr. Cardinal serves on the editorial boards of the *Strategic Management Journal* and *Organization Science*. She previously served as the Chair for the Competitive Strategy Interest Group at the Strategic Management Society and as the Program and Division Chair of the Technology and Innovation Management Division at the Academy of Management.

As Director of the Burkenroad Institute, Dr. Cardinal was responsible for the Annual Symposium on Business and Society. The 17<sup>th</sup> Annual Symposium addressed "The Quest for Fool's Gold: The Risks and Rewards of Emerging Technologies." The 16<sup>th</sup> Annual Symposium addressed "Leadership and the Eye for Innovation." And the 15<sup>th</sup> Annual Symposium addressed "Critical Moments in Leadership: Changing the Rules of the Game."

Dr. Cardinal is an award-winning teacher over the years and has been an invited keynote speaker for industry groups. She teaches classes on managing innovation and technology, strategic management, and sustainable development (social and environmental entrepreneurship). While at Tulane she won teaching awards in: the professional MBA program (for the strategic management core and for the managing innovation and technology elective) and the full-time MBA program (for the strategic management core and for the managing innovation and technology elective). Consulting and executive education clients and business advising partners have included Sara Lee, Xerox PARC, Rockwell, Reichold Chemicals, Human Systems Innovators, Inc., and the United States Postal Service. She co-developed a CD-ROM product called "Career Paths in Management" with Convergence Multimedia (distribution by Prentice-Hall). The series won the NewMedia Gold Award and the Comdex Education Award for new products in 1996.