

**BENJAMIN M. COLE**

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## EDUCATION

<i>Ross School of Business, University of Michigan, Ann Arbor, MI, USA</i> <b>Ph.D. in Strategy</b>	<b>2007</b>
<i>Ross School of Business, University of Michigan, Ann Arbor, MI, USA</i> <b>M.B.A. with Distinction</b>	<b>2002</b>
<i>Occidental College, Los Angeles, CA, USA</i> <b>B.A. in Japanese Language and Culture</b>	<b>1992</b>
<i>Waseda University, Tokyo, Japan</i> <b>Study Abroad Program</b>	<b>1991</b>

## ARTICLES PUBLISHED (OR FORTHCOMING) IN PEER-REVIEWED JOURNALS

- Preeta M. Banerjee & Benjamin M. Cole (2012) "A Study of Biotechnology Start-ups Undergoing Leadership Change: Antecedents of Change and Endogenous Performance Consequences," forthcoming in *Technovation*.
- Solange E. Badano, Steven J. Burgermeister, Sidney Henne, Sean T. Murphy & Benjamin M. Cole (2012) "Legitimacy Concerns in Animal Advocacy Organizations during the Michael Vick Dogfighting Scandal," Forthcoming at *Society & Animals: Journal of Human-Animal Studies*.
  - *Student-Faculty research project, Global Honors Business Program thesis derivative work*
- Preeta M. Banerjee & Benjamin M. Cole (2011) "Globally Radical Technologies and Locally Radical Technologies: The Role of Audiences in the Construction of Innovative Impact in Biotechnology," *IEEE Transactions on Engineering Management*, Vol.58 (2), pp.262-274.
- Preeta M. Banerjee & Benjamin M. Cole (2010) "Breadth-of-Impact frontier: How firm-level decisions and selection environment dynamics generate boundary-spanning inventions," *Technovation*, Vol.30 (July-Aug.), pp.411-419.
- Benjamin M. Cole & Preeta M. Banerjee (2010) "Unitary Regulatory Supervision or Multi-Entity Supervision? A Computational Approach to a Numbers Problem in Financial Regulation" *Regulation & Governance*, Vol. 4 (December), pp.435-464.
  - *Fordham University "First Year Faculty Research Grant" supported research*

## ARTICLES UNDER REVIEW

- Benjamin M. Cole (2012) "The Halo Effect of Regulatory Change: A Financial Markets Event Study of Passage of the FDA Food Safety Modernization Act," Revise & Resubmit
- Benjamin M. Cole, Brian Soebbing & Marvin Washington (2012) "Institutional Complexity in the National Football League: How Institutional Leadership Reasserts the Values of the Institution of Professional Football," under first review
- David Oliver & Benjamin M. Cole (2012) "Identity Construction in Cross-Functional New Product

Development Teams," under first review

- Brian Soebbing, Benjamin M. Cole & Marvin Washington (2012) "Predicting Stigmatizing Behavior on the Part of Individual Affiliates: The Effects of Status and Reputation on NFL Players' Propensity to Deviate," under first review

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#### ARTICLES IN PREPARATION FOR SUBMISSION

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- Benjamin M. Cole (2012) "Sensegiving as Institutional Maintenance Work: How NASD Preserves the Role of Self-Regulation in the Institution of Regulation in the U.S. Financial Market," in preparation for submission
- Benjamin M. Cole & Preeta M. Banerjee (2012) "Why Do Individuals Support Industry Self-Regulation?: The Case of Biotechnology in the United States," in preparation for submission
- Esther Solomon, Benjamin M. Cole & Morten Huse (2012) "Toward Governing Cultures of Integrity: A Socio-Cognitive Perspective on Dynamics within Corporate Boardrooms," in preparation for submission
- Benjamin M. Cole (2011) "Burdened: Rethinking the Relationship between Third-Party Certifiers and the Survival Prospects of Client Firms," in preparation for submission
- Benjamin M. Cole, Brandon Fleming & Amrita Nain (2011) "The Discount of Geographic Logics: How Differences across Third-Party Intermediaries Influence IPO Returns," in preparation for submission
- Preeta M. Banerjee & Benjamin M. Cole (2011) "Implicit Leadership in Self-managed New Product Development Teams," in preparation for submission
  - *Fordham University "First Year Faculty Research Grant" supported research*

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#### PRESENTATIONS

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- Presenter: "Identity and the Paradox of Innovation: Product-level Successes and Organizational-level Failures," Academy of Management, San Antonio, TX, USA. **2011**
- Presenter: "Logics of Logics: Rigidity and Responsiveness in the National Football League," Academy of Management, San Antonio, TX, USA. **2011**
- Co-Author Presenter: "Cognitive Adaptability and Deference: Entrepreneurial Teams and High-Tech Venture Performance," Eastern Academy of Management, Boston, MA, USA. **2011**
- CFO Alliance, Guest Speaker, "CFO Leadership in a Global Environment" **2010**
- Session Chair: "Power, Hubris, and Influence in the Upper Echelons," Academy of Management, Montreal, Canada. **2010**
- Presenter: "Which is Better for the Public Good: One Large Regulator or Multiple Small Regulators? A Computational Approach to a Numbers Problem," Academy of Management, Montreal, Canada. **2010**
- Presenter: "Which is Better for the Public Good: One Large Regulator or Multiple Small Regulators? A Computational Approach to a Numbers Problem," Management Systems Seminar Series, Fordham University, New York, NY, USA. **2010**
- Presenter: "Regulatory Targeting During Times of Corporate Scandals: How Social Discourse Influences the Norms of Punishment and Creates a Liability of Status," Management Systems Seminar Series, Fordham University, New York, NY, USA. **2009**
- Presenter: "Regulatory Targeting During Times of Corporate Scandals: How Social Discourse Influences the Norms of Punishment and Creates a Liability of Status," American Sociological Association, Boston, MA, USA. **2008**
- Presenter: "Regulatory Targeting During Times of Corporate Scandals: How Social Discourse Influences the Norms of Punishment and Creates a Liability of Status," M&O Seminar Series, Stern School of Business, New York University, New York, NY, USA. **2008**
- Presenter: "Your Undivided Attention, Please: How Third-Party Entities Compromise the Survival of Associating Organizations," Academy of Management, Anaheim, CA, USA. **2008**

- Session Chair: "Elements of Ecology: Examining the Assumptions," Academy of Management, Anaheim, CA, USA. **2008**
- Invited Participant: "The Impact of Concern on Inter-firm Relations," Consortium on Competitiveness and Cooperation (CCC), Lausanne, Switzerland. **2006**
- Invited Participant: OMT PhD Consortium, Academy of Management, Atlanta, GA, USA. **2006**
- Presenter: "Status Similarity and Status Salience: Reconciling Response to Negative Deviance," Strategic Management Society Conference, Vienna, Austria. **2006**
- Presenter: "Defense Against the Dark Arts: Role-based Response to Role-based Deviance," Academy of Management, Atlanta, GA, USA. **2006**
- Invited Participant: TIM Consortium, Academy of Management, Honolulu, HI, USA. **2005**
- Presenter: "The Instability of Inter-firm Relations: An Informational Approach," CSIB Seminar Series, Ross School of Business, University of Michigan, Ann Arbor, MI, USA. **2005**
- Discussant: "Alliances & Performance," Academy of Management, New Orleans, LA, USA. **2004**

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#### GRANTS, AWARDS & RECOGNITION

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- Faculty Fellowship, Project Title: "Social Dynamics and Entrepreneurial Venture Value," Fordham University **2012**
- Dean's Award for Teaching Excellence for Full-Time Faculty, College of Business Administration, Fordham University **2009**
- New Faculty Research Grant, Project Title: "Cognitive Diversity and Routine Enactment: Linking Heterogeneity to Group Performance," Investigators: Benjamin Cole (Principal Investigator), Preeta Banerjee (Co-Principal Investigator) **2009**
- Finalist, INFORMS Organization Science Dissertation Proposal Competition **2007**
- ABCD Reviewer Award, OMT Division, Academy of Management (16 recipients of 838 reviewers) **2007**
- ABCD Reviewer Award, OMT Division, Academy of Management (11 recipients of 540 reviewers) **2006**
- Outstanding Reviewer Award, BPS Division, Academy of Management (55 recipients) **2009**
- Outstanding Reviewer Award, BPS Division, Academy of Management (50 recipients of 1,100 reviewers) **2007**
- Outstanding Reviewer Award, BPS Division, Academy of Management (50 recipients of 1,070 reviewers) **2006**
- Outstanding Reviewer Award, BPS Division, Academy of Management (50 recipients of 1,152 reviewers) **2005**
- Outstanding Reviewer Award, BPS Division, Academy of Management (64 recipients of 1,292 reviewers) **2004**
- PhD Research Award, Ross School of Business, University of Michigan **2006**
- James and Ruth Close Scholarship, Ross School of Business, University of Michigan **2006**
- Named among "Top 15 Instructors" (BBA-level instruction), Ross School of Business, University of Michigan **2007**
- Nominated for "Outstanding Graduate Student Instructor Award" (University-wide instruction), University of Michigan **2007**

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#### BOOKS

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- Masaaki Hatsumi & Benjamin M. Cole (2012) Understand? Good. Play! – Words of Consequence, 2nd edition, Bushin Books LLC, New York, NY (ISBN: 0-9710849-9-8) **2012**
- Masaaki Hatsumi & Benjamin M. Cole (2001) Understand? Good. Play! – Words of Consequence, Bushin Books, Ann Arbor, MI (ISBN: 0-9710849-5-5) **2001**

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## PROFESSIONAL ASSOCIATIONS

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- Academy of Management, BPS Division & OMT Division
- American Sociological Association, Economic Sociology Division & Deviance Division
- Center for Japanese Studies, University of Michigan

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## MEDIA MENTIONS

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- WKXL 1450AM, Financial Spectrum with Bill Kearney, March 12, 2012.
- U.S. News & World Report, "What the Résumés of Top CEOs Have in Common" by Liz Wolgemuth, May 21, 2010.
- WFUV-FM 90.7, Fordham Conversations with Robin Shannon, March 13, 2010.
- RepChatter, "Toyota: The Road to Brand Reputation Recovery," March 11, 2010.
- CBS Evening News with Katie Couric, "Toyota Turmoil May Help Detroit," Feb. 3, 2010.

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## APPLIED EXPERIENCE

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<i>Bushin Books, LLC</i> <b>Managing Director</b>	<b>2001 – Present</b>
<i>Toyota Motor Corporation, Tokyo, Japan</i> <b>Corporate Representative</b>	<b>1995 – 2000</b>
<i>Shubun Publishing Co., Ltd., Tokyo, Japan</i> <b>Writer/Translator</b>	<b>1993 – 1995</b>

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## BIOGRAPHY

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Professor Cole is an expert in corporate strategy and international business, and currently holds the position of Assistant Professor of Management Systems at both the Graduate School of Business Administration and the Gabelli School of Business at Fordham University. Professor Cole uses global research settings to investigate how social factors—such as legitimacy, status, logics and media framings—influence technological innovation, regulatory oversight and economic transactions.

Prior to his position at Fordham, Professor Cole taught at both the Stern School of Business at New York University and at the Ross School of Business at the University of Michigan, where his teaching was highly recognized. Professor Cole has developed courses at all three institutions, and his career teaching rating is 4.84/5.0, including earning a place in the "Top 15" of all instructors for BBA-level instruction at the Ross School of Business and being selected by the students of the Fordham College of Business Administration for the "CBA Deans Award for Teaching Excellence" in 2008-2009.

Before entering academia, Professor Cole lived in Japan for nine years, where he worked as both a translator for a Japanese textbook company and as a corporate representative for Japan's largest automaker, Toyota Motor Corporation. During that time, Professor Cole had interactions with representatives of the Ministry of Education, Culture, Sports, Science and Technology (MEXT) and the Ministry of Economy, Trade and Industry (METI), and was involved in preparing materials used in the 1995 Japan-U.S. trade negotiations. Professor Cole was a key player in introducing both the Toyota Hybrid System and the Fuel Cell Hybrid System technologies to the global media and financial community, and acted as simultaneous interpreter for Executive Vice President Akihiro Wada in charge of global technology. He also communicated firm decision-making on foreign direct investment in China, India, Poland, and the U.S., as well as coordinated projects between Japan, Belgium, Malaysia and the U.S. In short, Professor Cole has personal experience with many of the topics that managers face in this globalized environment. As a bilingual and former expatriate, Professor Cole is keenly interested in cross-cultural hurdles to effective management.

Professor Cole earned his B.A. in Japanese Language & Culture from Occidental College, and his M.B.A. (with Distinction) and Ph.D. in Strategy from the Ross School of Business at University of Michigan.