

VITA

David J. Hansen
Department of Management and Entrepreneurship
School of Business and Economics
College of Charleston
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Charleston, SC 29401

EDUCATION

University of Illinois at Chicago, 2007
Doctor of Philosophy in Business Administration, Marketing
Dissertation: “*Using the Creativity Model of Opportunity Recognition to Understand the Front End of Product Innovation*”
Co-Chairs: G. T. Lumpkin and Albert L. Page

University of Illinois at Chicago, 2002
Master of Arts in Economics

University of Illinois at Chicago, 1999
Bachelor of Arts in Economics

University of Maryland, University College, 1994
Associate in Arts in Business

Community College of the Air Force, 1993
Associate in Applied Science in Food Service and Lodging

TEACHING EXPERIENCE

College of Charleston, Charleston, SC, 2006 - present
Courses taught: Creation of New Business Enterprises, Management and Organizational Behavior

University of Illinois at Chicago, Chicago, IL, 2005
Courses taught: Introduction to Marketing (overall rating 4.33/5.00), Introduction to Entrepreneurship (overall rating 4.33/5.00)

PUBLICATIONS

Teach, Richard D., Morgan P. Miles and David J. Hansen (2007), “Academic Career Opportunities in Entrepreneurial Marketing: Revisiting Teach & Miles (1997),” Journal of Entrepreneurship Education, 10, p. 85-100.

Hills, Gerald E., David J. Hansen, and Claes Hultman (2005), "A Value Creation View of Opportunity Recognition Processes," International Journal of Entrepreneurship and Small Business, 2 (4), p. 404-417.

Hansen, David J. and Gerald E. Hills (2004), "Industry Differences in Opportunity Recognition," Journal of Research in Marketing and Entrepreneurship, 6 (1), p. 18-32.

CONFERENCE PRESENTATIONS

Hansen, David J., G. T. Lumpkin and Albert Page, "Linking Entrepreneurial Opportunity Recognition with the Front End of Product Innovation," presented at the UIC Research Symposium on Marketing and Entrepreneurship, Washington, D.C.

Hansen, David J. and Rodney Shrader, "Opportunity: An 11-Letter Word," presented at the 2007 Babson College Entrepreneurship Research Conference, Madrid, Spain.

Monllor, Javier, David J. Hansen, Diane Sullivan and Kelly Shaver, "Regulatory Focus, Opportunity Recognition and Creativity: An Experimental Investigation," presented at the 2007 Babson College Entrepreneurship Research Conference, Madrid, Spain.

Schirr, Gary and David J. Hansen, "Entrepreneurship and NPD Research: Opportunity for Cross-Fertilization," presented at the 20th Anniversary UIC Research Symposium on Marketing and Entrepreneurship, Chicago, IL.

Teach, Richard D., Morgan P. Miles and David J. Hansen, "Perceptions of Entrepreneurship at the Marketing Interface," presented at the 20th Anniversary UIC Research Symposium on Marketing and Entrepreneurship, Chicago, IL.

Shrader, Rodney, Prajya Vidhyarthi, Gerald E. Hills, David J. Hansen, "TMT-Strategy Fit and the Performance of High Potential New Ventures," presented at the 2006 Babson College Entrepreneurship Research Conference, Bloomington, IN.

Hills, Gerald E., Claes Hultman, David J. Hansen and Javier Monllor, "The Marketing/Entrepreneurship Interface: Revisited and Future Directions," presented at the 2005 Entrepreneurship-Innovation-Marketing Interface Symposium, Karlsruhe, Germany.

Shrader, Rodney, Gerald E. Hills, G. T. Lumpkin, and David J. Hansen, "Formal New Venture Planning: Time Well Spent?" presented at the 2005 UIC Research Symposium on Marketing and Entrepreneurship, San Francisco, CA.

Hansen, David J., Gerald E. Hills and G.T. Lumpkin, "Testing the Creativity Model of Opportunity Recognition," presented at the 2005 Babson Kauffman Entrepreneurship Research Conference, Wellesley, MA.

Hansen, David J. “Creativity, Entrepreneurial Opportunity Recognition and the Front End of Product Innovation,” presented at the 2005 Winter AMA Marketing Educators’ Conference, San Antonio, TX.

Hansen, David J. and Rodney Shrader, “An Examination of the Antecedents of Born Globals,” presented at the Fourth Biennial McGill Conference on International Entrepreneurship, 2004, Montreal, Canada.

Hansen, David J., G.T. Lumpkin and Gerald E. Hills, “Testing the Creativity Model of Opportunity Recognition,” presented at the 2004 UIC Research Symposium on Marketing and Entrepreneurship, Metz, France.

Hills, Gerald E., Claes Hultman and David J. Hansen, “Opportunity Recognition Processes: A Qualitative Study,” presented at the 2004 Babson Kauffman Entrepreneurship Research Conference, Glasgow, Scotland.

Hansen, David J. and Gerald E. Hills, “Opportunity Recognition: Differences between Goods and Services Entrepreneurs,” presented at the 2003 UIC Research Symposium on Marketing and Entrepreneurship, Chicago, IL.

Baltrusaityte, Jurgita, Gerald E. Hills and David J. Hansen, “An Exploratory Study of Entrepreneurial Network Marketing Services Companies,” presented at the 2003 UIC Research Symposium on Marketing and Entrepreneurship, Chicago, IL.

CONFERENCE PANELS

2005 UIC Research Symposium on Marketing and Entrepreneurship “Is Opportunity Recognition at the Marketing-Entrepreneurship Interface,” panel members: Connie Marie Gaglio, David J. Hansen, Gerald E. Hills, Chickery J. Kasouf, Rodney Shrader.

2005 Winter AMA Marketing Educators’ Conference “Emerging Issues at the Marketing-Entrepreneurship Interface”, panel members: David J. Hansen, Claes Hultman, Chickery J. Kasouf, Morgan P. Miles, Minet Schindehutte.

WORKING PAPERS

Lumpkin, G. T., David J. Hansen, Gerald E. Hills and Rodney Shrader, “Creativity Model of Opportunity Recognition,” preparing for submission to the Journal of Business Venturing.

Hansen, David J. and Rodney Shrader, “Opportunity Recognition in American Born Global Firms,” preparing for journal submission.

Schirr, Gary and David J. Hansen, “Entrepreneurship and NPD Research: Opportunity for Cross-Fertilization,” preparing for submission to the Journal of Product Innovation Management.

Hansen, David J. and Rodney Shrader, “Opportunity: An 11-Letter Word,” expanding scope of paper presented at the Babson conference with the intent of submitting final paper to the Journal of Business Venturing.

Monllor, Javier, David J. Hansen, Diane Sullivan and Kelly Shaver, “Regulatory Focus, Opportunity Recognition and Creativity: An Experimental Investigation,” currently collecting data.

Hansen, David J. and Timothy M. Basadur, “Building on Effectuation: Applying a Theory of Applied Creativity.”

Schirr, Gary, David J. Hansen and Gerald E. Hills, “Opportunity Recognition: The Role of Search Before and After the Venture Launch.”

EDITORIAL ACTIVITIES

2007 – present – Case Editor for the Journal for Research in Marketing and Entrepreneurship

2004, 2003, 2002, 2001 – Research at the Marketing and Entrepreneurship Interface co-editor

REVIEWING ACTIVITIES

Editorial Review Board, Journal for Research in Marketing and Entrepreneurship

Ad hoc reviewer, Journal of Small Business Management

Reviewer for international conferences: Australia and New Zealand Marketing Academy (ANZMAC) – Entrepreneurship/Small Business track and the UIC Research Symposium on Marketing and Entrepreneurship

ADDITIONAL ACADEMIC EXPERIENCE

2001 – 2006 Research assistant, Institute for Entrepreneurial Studies, University of Illinois at Chicago. Primarily responsible for coordinating the annual UIC Research Symposium on Marketing and Entrepreneurship and editing the Proceedings from the Symposium.

1999 – 2002 Teaching assistant, Managerial Studies, University of Illinois at Chicago.

Courses: Introduction to Marketing, Introduction to Management, Management and the External Environment. Helped manage class sizes between 150 – 400 students. Frequently substituted for professor in the Introduction to Marketing lecture.

1999 – 2000 Teaching assistant, Economics, University of Illinois at Chicago. Course: Introduction to Economics. Lead 2 discussion sessions.

DOCTORAL COURSEWORK

PhD seminars – Management:

- Strategy – Mark Shanley

PhD seminars – Marketing:

- Entrepreneurship – Gerald E. Hills

- New Product Development – Albert Page
- Marketing Theory – Joseph Cherian
- Consumer Behavior – Satya Menon
- Services Marketing – Albert Page
- International Marketing – Cheryl Nakata
- Quantitative Methods for Marketing Research – Jun Yu

Research Methodology and Statistics courses and workshops – Sociological Research Methods, Advanced Analysis of Variance in Educational Research, Multivariate Analysis in Educational Data, Essentials of Qualitative Inquiry in Education, Latent Variable Models, Econometrics I & II, Marketing Science Institute/Association for Consumer Research Workshop in Qualitative Data Analysis (May 2005)

PROFESSIONAL AFFILIATIONS

Academy of Management (AOM)
 American Marketing Association (AMA)
 Product Development Management Association (PDMA)
 Academy of Entrepreneurship (AOE)
 Creative Education Foundation (CEF)

RESEARCH INTERESTS

Opportunity Recognition
 Creativity
 Front End of Innovation
 The various interfaces of the above
 Sustainable Business Venturing

MILITARY EXPERIENCE

1989 – 1996 United States Air Force, Bitburg, Germany and Cheyenne, Wyoming
 Staff Sergeant (*E-5*), *Services Craftsman*. Received numerous awards including: 4 Air Force Achievement medals, Joint Meritorious Unit Award, Humanitarian Service Medal, Southwest Asia Service Medal, and Squadron Airman of the Year.

OTHER

2005 Front End of Innovation Conference Doctoral Travel Scholarship winner (approx. \$5000)
 2005 American Marketing Association Doctoral Consortium fellow
 2005 Academy of Management, Entrepreneurship Division Doctoral Consortium fellow and scholarship winner (approx. \$900)
 2004 Babson Kauffman Entrepreneurship Research Conference Doctoral Consortium fellow and scholarship winner (approx. \$1000)

SERVICE

2003-2006 Graduate Student Council representative for College of Business PhD program
2001-2006 Active advisor for the UIC chapter of Collegiate Entrepreneurs' Organization