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Summary:

Demonstrated leadership experience working across universities and in a range of different contexts and countries, including managing a high-profile global brand as dean of the Peter F. Drucker Graduate School of Management, which is part of the Claremont Colleges – a prestigious, private liberal arts college consortium located in Southern California; building an entrepreneurship program and center while at the University of Otago – a large, comprehensive, research-intensive public university in New Zealand; and leading the Farmer School of Business at Miami University as its dean. The Farmer School of Business has just under 5,000 students. Miami itself is a large, comprehensive, highly-ranked, public university that takes pride in its focus on a liberal arts education and for its focus on the teacher-scholar model. Miami is often referred to as a [public ivy](#).

Professional Experience

- 2020 -** Farmer School of Business, Miami University, Oxford, Ohio
Dean and Mitchell P. Rales Chair in Business Leadership
- 2004 – 2020** Peter F. Drucker and Masatoshi Ito Graduate School of Management,
Claremont Graduate University, California
- Dean (2016 - 2020)
 - Co-Director, Drucker Executive Education (2013 - 2020)
 - Associate Dean, MBA (2010 –2013)
 - Head of marketing program (2004 – 2020)
 - Professor of Marketing and Innovation (2013 - 2020)
 - Associate Professor of Marketing and Innovation (2010 –2013)
 - Assistant Professor of Marketing and Innovation (2004 –2010)
 - Founding Academic Director of the MA in Arts Management (2004 - 2009)
- 2006 - 2020** Adjunct Professor, Keck Graduate Institute (KGI), Claremont, CA
Taught marketing to life science students and supervised seven client-sponsored projects in the life sciences
- 2006 - 2014** Adjunct Marketing Professor, Rady School of Management, UC San Diego
Advised students doing projects related to the life sciences

- 2000 - 2004** School of Business, University of Otago, New Zealand
 - Director of Entrepreneurship (2002 - 2004)
 - Senior Lecturer: Marketing (2002 - 2004)
 - Lecturer: Marketing (2000 – 2002)

- 1996 - 2004** School of Business, Massey University, New Zealand
 - Head of marketing program (MBA) (2000 – 2004)
 - Lecturer: Marketing (1996 – 2004)

- 1993 – 1995** Higher Colleges of Technology, Dubai, United Arab Emirates
 - Lecturer: Marketing
 - Led business administration introductory core across eight colleges

- 1991 – 1993** School of Business, University of Auckland, New Zealand
 - Lecturer – Marketing

- 1988 – 1992** Darroch Consulting Ltd, Auckland, New Zealand
 - Business Development Manager, Director, Consultant

- 1986-1988** MRL Research/AC Nielsen, Auckland, New Zealand
 - Senior Project Manager

- 1985 – 1986** Reckitt & Colman New Zealand Limited (now Reckitt)
 - Brand Manager

Personal Details

- Education**
- Harvard Business School Online (2023)**
Strategy Execution (Feb – April)

 - PhD (Marketing, 2002)**
University of Otago, New Zealand¹

 - Master of Commerce (First Class; Marketing and International Business)**
University of Auckland, New Zealand²

¹ The University of Otago is ranked #217 in the 2023 QS World University Rankings

² The University of Auckland is ranked #87 in the 2023 QS World University Rankings

Bachelor of Applied Economics (Honors)

Massey University, New Zealand

Bachelor of Management Studies

University of Waikato, New Zealand

Majors: Marketing and Economics

Board

Appointments

- Redgate Software, Cambridge UK (USA Board from 2017 -)
- Kent Business School, UK (2017 - 2020)
- SISU Academy (a boarding school for girls who are in the foster care system) (2018-2020)

Professional Affiliations

- Member of Women Administrators in Management Education (WAME), an AACSB affinity group, Board member 2018-21, Chair 2019-20
- Fellow of the International Academy of Management (theiaom.org)
- American Marketing Association

Summary of Relevant Experience

Main Accomplishments as Dean of the Farmer School (2020 -)

1. *Accreditation:* Successfully led the school through AACSB reaccreditation. As part of this process, we developed a strategic plan called: "Achieving Sustainable Growth: 2021-25". Member of approximately two-three AACSB peer review teams a year. Recently joined the AACSB Initial Accreditation Committee (IAC) to work with pre-accredited institutions.
2. *Financial performance:*
 - a. The total revenue of the school is just under \$85m. Despite a tumultuous three years, we have returned a surplus every year in all three income statements that are generated: the RCM model, the Provost's net position model, and the school's all-funds income statement
 - b. Formed a task force and then a more permanent financial oversight committee to work with me on all budget related matters
 - c. Working with the university CFO to petition the Ohio State government to increase the business course surcharge applied to courses offered by the Farmer School
3. *Fundraising:* The school's total endowment is about \$135m. We have had two years in a row within which we increased funds raised by almost 30% each year and, in fact, broke fundraising records for the school. More specifically, we raised \$16m in FY22, which

included \$10m in cash. This is up from \$11.2m in FY21 and \$8.8m in FY20. We expect to get close to \$16m again this year.

Recent fundraising successes include money to support *Passport* and *U Business*, which are programs to support underrepresented minorities, scholarships for students with financial need, naming the career director's position, naming the new real estate director, funds to support several of our entrepreneurship programs, and funds to support our cybersecurity initiatives.

We have two separate but related fundraising goals to focus on over the next five years: (1) raise \$100m in cash and the Farmer Family Foundation will give us an additional \$20m; (2) raise a total of \$145m during the public phase of the university's capital campaign (our total contribution is \$250m). To achieve our goals, we are focusing on deepening the pool of prospective donors, and funding big initiatives that will allow us to advance the mission of the school.

4. *Grew enrollment:* Applications grew by 10.7% for Fall 2021, 5.6% for Fall 2022 and are currently up 16.1% for Fall 2023. This has allowed us to reduce our acceptance rate. Confirmations for Fall 2021 and 2022 met the target we set for the school. Of note are the increases in applications from students of color (up 10.6% in Fall 2022 and currently up 31.3%), from first generation students (up 41.1% in Fall 2022 and currently up 42.2%) and from females (up 7.5% in Fall 2022 and currently up 11.6%).

We have also grown graduate enrollment. By adding an online MBA, total MBA enrollment is now back to 2015 levels. We have seen a substantive uptick in enrollments for our MS in Accountancy and our new MS in Business Analytics is on target to enroll > 30 students for Fall 2023.

5. *Faculty:*
 - a. Hired five new department chairs, two of whom were external. Now have the most diverse executive committee in the history of the school
 - b. Promoted three department chairs to associate dean (one has since left to become a dean elsewhere)
 - c. Developed and implemented a new workload policy, which included a redefinition of the AACSB category of scholarly academic (SA)
 - d. Developed and implemented a Research Fellows program which provides one course release a year for two years to some of our most research-active faculty
 - e. Developed and implemented a variable compensation payment plan to incentivize faculty to develop noncredit courses and profit share with the school
 - f. Developed a budget-neutral hiring plan that allowed for the current growth in student numbers, returned all faculty to pre-Covid teaching levels, and protected research time
 - g. Established a faculty composition committee and charged the committee with developing a proposal to articulate the desired mix of tenure track/tenured faculty, clinical faculty, and visiting faculty

- h. Made the decision to switch from Sedona to Academ to track faculty activities. This is now being implemented
 - i. Represented faculty at university promotions and tenure
 - j. Improved the annual review process for all faculty and provided clearer guidelines for clinical faculty going up for promotion
 - k. Changed criteria to allow us to award some endowed chairs to assistant professors so as to reward and retain junior faculty
 - l. Offered a range of additional professional development opportunities for faculty that will count as examples of striving for teaching excellence when faculty go up for tenure (e.g., a design thinking workshop, DE&I training, a writing program)
 - m. Reviewed standing and ad hoc committee structures by adjusting charges, adding some ad hoc committees and removing others
 - n. Introduced a dean's faculty advisory council
6. *Staff:* As a result of the newly-formed dean's staff advisory council, introduced a staff appreciation week to celebrate our staff, now give regular shout outs to staff at the monthly FSB meeting, and added an award for staff member of the year. Added money back into the budget to support professional development for staff.
7. *Curriculum innovation:* Constantly evolving the curriculum. Examples include reviewing the second-year core curriculum (we currently have a first-year integrated core), expanding and more deeply integrating a set of competencies that run throughout the curriculum, revamping the PMBA, taking the PMBA online, launching a real estate major and adding cybersecurity to the ISA major. The university recently revised the [global Miami plan](#), a 30-student credit hour program housed in the Office of Liberal Education. Partnered to revise our pathway through the plan.

About to launch an "*innovation factory*" to incubate and launch game-changing initiatives that will allow us to achieve our winning aspiration of being the #1 public undergraduate business school in the nation.

8. *Collaboration:* A firm believer in working with other divisions for the benefit of our students. Recent examples include revamping the engineering management degree, partnering with the College for Creative Arts to strengthen our offerings in digital marketing, fashion marketing and entrepreneurship combined with emerging technology, partnering with the College of Arts and Sciences and School of Education and Health Science to launch a health care sales certificate, partnering with the regional campus to offer a masters in nursing along with an MBA, partnering with the College of Engineering and Computer Science to launch a minor in Climate Accounting and Engineering.
9. *Rankings and reputation:* Improved our place in the Poets & Quants rankings for undergraduate business school: now #12 in the USA among public undergraduate business schools in 2022 (were #17), #5 for student experience (were #10), and #9 for career outcomes (were #11). Other rankings can be found [here](#).

10. *Student success:* We enjoy outstanding internship, job placement and starting salary data and continue to find ways to improve this. We have in place a professional academic advising model. As a result, we have high first-to-second year retention rates of around 93%, which consistently exceeds the University retention rate by several percentage points. Our average four-year graduation rate is between 88% - 92%, which is higher than that of the University (72.9%) and well ahead of the national four-year graduation rate for students attending public colleges and universities (33.3%). Miami's four-year student graduation rate places it at 17th among public universities in the U.S. and 1st among public universities in Ohio. Our six-year graduation rate is 84.6%, and Miami's six-year graduation rate is equally impressive at 81.9%. This compares with the national average of 57.6%.

11. *Diversity, Equity, Inclusion and Belonging:* We have many programs in place to increase access and success for underrepresented minorities including *U Business* and *Passport*. We also offer cultural intelligence (or CQ) training for all of our first-year students so that all of our students understand and embrace difference. We are currently working with departments as we develop a DE&I strategy for the school. We are a member of the PhD project.

12. *Alumni engagement:*
 - a. Manage the Business Advisory Council and Board of Visitors. Hold regular meetings and regularly communicate with board members and other alumni. On the road meeting alumni, on average, every other week
 - b. Launched a free 12-hour miniMBA during Covid that approximately 7,000 Farmer School alumni registered to take. We also offered the miniMBA to all Miami Students over the winter term - almost 2,000 registered, and then offered it for free to faculty and staff. We are currently in the process of monetizing this as an executive education product.
 - c. Now host the *Beyond High Street* podcast and use this as a vehicle to interview Farmer School alumni
 - d. Hold regular "Coffees with the Dean" to discuss our strategic plan and our progress toward achieving our goals. Co-host other virtual alumni and/or parent town halls
 - e. Host the [Executive Speaker Series](#) and interview around four high profile alumni each semester. These are public events and attract around 400-500 attendees per event
 - f. Our alumni are highly engaged. We are ranked 10th in the country among public universities for the percentage of alumni who give to the university

Main Major Accomplishments as Dean of the Drucker School (2016- 2020)

1. *Collaborated with many internal and external university partners* to launch new programs and/or review and develop existing programs. Examples include:
 - a. Internal – joint degrees: MS Financial Engineering (with Math), MA Art Management (with the School of Arts and Humanities)

- b. Internal – dual degrees: e.g., MA in Psychology with an MBA, or an MBA with a MA in Public Health
 - c. External – local: MBA 4+1 with some of the five Claremont undergraduate colleges (i.e., Pomona College, Claremont McKenna, Harvey Mudd, Pitzer and Scripps); MBA/MBS with the Keck Graduate Institute (a life sciences institute)
 - d. External - National: MBA 4+1 with Soka University, JD/MBA with Southwest Law; MBA/ISD with the Art Center, MA Art Business with Sotheby’s Institute of Art
 - e. External – National: MBA with each of the nine schools at Western University of Health Sciences (e.g., Osteopathic Medicine, Nursing, Optometry, Dentistry).
 - f. External – International: examples include Beijing Jiaotong University, Nanjing Audit University, Tianjin Academy of Fine Arts, Fu Jen University (Taiwan)
2. *Grew enrollment*: Initially focused on growing revenue by growing enrollment. As a result, we enrolled 29% more students in Fall 2019 compared with Fall 2018. We were on track for another 10% increase in Fall 2020 until Covid-19 affected our international student numbers.
 3. Launched the *Drucker School Global Family Business Institute*. This was a school-wide initiative that allowed us to present the Drucker brand in a more contemporary way, raise money and connect with family businesses. We had many early successes with this Institute which included raising seed money to fund the institute and selling sponsorships of and memberships to the institute.

Peter Drucker and the Drucker School had deep relationships with Japan. This is why I was also working with the Japanese government and consulate in Los Angeles to set up an incubator in Los Angeles to allow Japanese businesses (many of which are family owned) to bring their innovations to the USA market.

4. *Accreditation*: Successfully led the School through AACSB reaccreditation. As part of this process, we developed a strategic plan called: “Creating Your Future: 2016 – 2020”.
5. *Rankings*: Put a plan in place to enable the school to reenter the rankings, which it did in 2021.

Main Accomplishments as Associate Dean of the Drucker MBA Program (2010-13)

- Worked closely with staff responsible for recruitment, admissions, curriculum development and delivery, career services, and student life
- Redeveloped the Drucker MBA by integrating Drucker’s work on Management as a Liberal Art. This resulted in a curriculum redesign and the introduction of three courses called The Practice of Management
- Worked with team that launched the Sotheby’s MA in Art Business and grew the MA in Arts Management.

Main Accomplishments as Co-Director for the Drucker Executive Education Practice

- Wrote around \$4m in proposals, each of which returned a 20% margin to the Drucker School and around a 5% margin to CGU

Examples of Other Relevant Experience at the Drucker School

- Founding Academic Director of the MA in Arts Management (2004 - 2009)
- Chaired or served on numerous search committees or reappointment committees or committees to review senior staff. Served on the university promotions and tenure committee.

Main Accomplishments as the Inaugural Director of Entrepreneurship at Otago (2002 – 2004)

- Developed and launched the first Masters in Entrepreneurship in New Zealand. First year enrollment hit the maximum cap of 25 students (breakeven was 7). One of the goals of this program was to retain talent in the region and create jobs
- Led Aotearoa/New Zealand's delegation of young entrepreneurs to an APEC conference in Monterey, México
- Launched a city-wide incubator for start-ups called "Start-Up Dunedin"
- Launched the series of "Audacious" programs that originated from the incubator
- Advised the government Ministry of Business, Innovation and Employment/Hikina Whakatutuki on R&D policy against the broader context of OECD research on R&D policy
- Raised \$1m from the City of Dunedin to endow a Chair in Entrepreneurship
- Managed a budget of \$320,000 to seed research and teaching in Entrepreneurship

Research

Personal Statement

"My research sits at the interface of marketing and innovation. This means I look at innovation strategies from the customers' point of view. My research portfolio is broad and transdisciplinary. I strive to impact the practice of management by applying academic rigor to address management questions."

Brief Narrative

At the time of updating this CV, my research has been cited over 6,600³ and has appeared in a mix of marketing, management, innovation and entrepreneurship journals. Thirteen articles

³ <https://scholar.google.com/citations?user=RaNsbDAAAAAJ&hl=en>

appear in journals ranked by ABDC as A* or A and five are ranked by ABDC as B⁴. Six of the A*/A articles are ranked by ABS as 4*, 4 or 3⁵.

Earlier publications were mostly in marketing journals. I worked with George Day and Stan Slater to co-edit a special issue of the *Journal of the Academy of Marketing Science* as a tribute to the late Peter Drucker (2009). This included papers by Fred Webster, Jerry Wind, Jag Sheth, Can Uslay, Robert Morgan, Jakki Mohr and Shikhar Sarin (among others), and interviews with Phil Kotler and AG Lafley of P&G.

My doctoral research examined the relationship between knowledge management and innovation and was grounded in work on market orientation. The positioning of my work is best captured in a *European Journal of Marketing* article (2003). Two articles I wrote from my PhD were recognized as classics in the knowledge management field based on the high number of citations they received: “Developing a measure of knowledge management behaviours and practices” (almost 800 citations), and “Knowledge management, innovation and firm performance”⁶ (just over 2,200 citations). One other publication, “Examining the link between knowledge management practices and types of innovation” has been cited almost 1,400 times and is now one of the top-10 most cited papers in the *Journal of Intellectual Capital*.⁷

Soon after defending my PhD, I moved into the role of Director of Entrepreneurship (2002-2004) and so started to migrate some of my research toward entrepreneurship.

Finally, the Drucker School celebrates applied research and encourages tenured faculty to publish peer reviewed books. This is why I wrote two books with Palgrave Macmillan: *Marketing Through Turbulent Times* (2010) and *Why Marketing to Women Doesn't Work* (2014). I enjoyed this very different journey and, for example, became very involved in a range of conferences for practitioner audiences including the international *Marketing to Women* conference, which led me to speak on national television and be interviewed by mainstream media outlets such as *BusinessWeek* and *On the Money* on the same topic.

Since moving to the role of dean in 2016, my research mostly informs speeches I give to national and international conferences and posts I write for outlets such as Huffington Post, LinkedIn or AACSB. Topics that interest me include structure and strategy, leadership, the future of work, and trends in higher education.

⁴ <https://abdc.edu.au/research/abdc-journal-quality-list/>

⁵ <https://www.bgsu.edu/content/dam/BGSU/business/documents/faculty-research/SCOB-Journal-List-2021-2022.pdf>

⁶ See Serenko, A. and Dumay, J. (2015). “Citation classics published in knowledge management journals. Part I: articles and their characteristics,” *Journal of Knowledge Management*, 19, 2, 401-431

⁷ Givi et al. (2022). “Assessment of the history and trends of “The Journal of Intellectual Capital”: a bibliometrics, altmetrics and text mining analysis,” *Journal of Intellectual Capital*, 23, 4, 864-912; and Dabić, M. et al., (2022). “Two decades of the Journal of Intellectual Capital: a bibliometric overview and an agenda for future research,” *Journal of Intellectual Capital*, 22,3, 458- 377

Selected Publications (excludes conference presentations)

Books:

- 1) **Darroch, J** (2014), *Why Marketing to Women Doesn't Work: Using Market Segmentation to Identify Customer Needs*. Palgrave Macmillan ISBN: 978-1137358165
- 2) **Darroch, J.** (2010), *Marketing through Turbulent Times*. Palgrave Macmillan. ISBN: 978-0230237308
- 3) **Darroch, J.** (2009). *Innovation and Knowledge Management*, LAP Lambert Academic Publishers, ISBN-13: 978-3838315775

Peer Reviewed Publications:

- 4) **Darroch, J.** and Miles (2015). A. "Sources of innovation," in Narayanan, V.K. and Colarelli O'Connor, G. (ed.), *Wiley Encyclopedia of Management* (3rd ed.). J Wiley & Sons, 13: 1-8
- 5) Miles, A. and **Darroch, J.** (2015). "Competitive Advantage," in Cary L. Cooper (ed.), *Wiley Encyclopedia of Management* (3rd ed.). John Wiley & Sons, 2: 1-7
- 6) **Darroch, J.**, Morrish, S.C., Deacon, J. and Miles, M (2013). Market Creation as an Entrepreneurial Marketing process. In Sethna, Z., Jones, R. and Harrigan, P. *Entrepreneurial Marketing: Global Perspectives* (pp. 179-198). UK: Emerald
- 7) Zortea, E., **Darroch, J.** and Matear, S. (2012). "Business orientations and innovation in small and medium enterprises", *International Entrepreneurship and Management Journal* Special Issue on "Strategic Marketing Management in Small and Medium-Sized Enterprises" 8(2): 145-164
- 8) **Darroch, J** and Miles, M. (2011). "A research note on market creation in the pharmaceutical industry." *Journal of Business Research*. 64 (7), 723-727.
- 9) **Darroch, J.** (2009). "Drucker on marketing: Remember customers are the reason you are in business," In Pearce, C., Maciariello, J. and Yamawaki, H. (2009). *The Drucker Difference: What the World's Greatest Management Thinker Means to Today's Business Leaders*. LA: McGraw-Hill.
- 10) Miles, M., Munilla, L and **Darroch, J.** (2009). "Sustainable corporate entrepreneurship," *International Entrepreneurship and Management Journal*, 5(1), 65-76
- 11) Day, G., Slater, S. and **Darroch, J.** (2009), "A tribute to Peter Drucker: editors' introduction to the special issue," *Journal of the Academy of Marketing Science*, 37(1): 1-7.

- 12) **Darroch, J.** (2009). "Drucker on marketing: An interview with Peter Drucker," *Journal of the Academy of Marketing Science*, 37 (1), 8-11
- 13) **Darroch, J.** and Miles, A. (2009). "Sources of innovation," in VK Narayanan and O'Connor G. (eds). *Encyclopedia of Technology and Innovation Management*, Wiley-Blackwell. ISBN: 978-1405160490
- 14) Miles, M., Kirkley, W.W., and **Darroch, J.** (2009). "The case of Mexicali Fresh: Bringing a restaurant to New Zealand," *Journal of Research in Marketing and Entrepreneurship*, 9, 102-116
- 15) Kasouf, C.J., **Darroch, J.** Hultman, C.M. and Miles, M.P. (2009). "Service Dominant Logic: Implications at the Marketing/Entrepreneurship Interface," *Journal of Research in Marketing and Entrepreneurship* 10 (1), 57-69
- 16) Miles, M. and **Darroch, J.** (2008). "A commentary on current research at the marketing and entrepreneurship interface," *Journal of Small Business Management* 46(1): 1-3.
- 17) Gao, H., **Darroch, J.**, Mather, D, and MacGregor, A.(2008). "Signaling corporate strategy in IPO communication: A study of biotechnology IPOs on the NASDAQ," *Journal of Business Communication*, 45 (1): 3-30.
- 18) Day, G., Slater, S. and **Darroch, J.** (2006). "Special issue of the Journal of Academy of Marketing Science: A tribute to Peter Drucker," *Journal of the Academy of Marketing Science*, 34(3): 468-469.
- 19) Miles, M.P., Munilla, L.S., and **Darroch, J.** (2006). "The role of strategic conversations with stakeholders in the formation of corporate social responsibility strategy," *Journal of Business Ethics* 69:195-205.
- 20) Miles, M. and **Darroch, J.** (2006). "Large firms, entrepreneurial marketing processes, and the cycle of competitive advantage," *European Journal of Marketing*, 40 (5/6): 485-501.
- 21) **Darroch, J.**, Miles M. and Buisson, T. (2005). "Patenting strategy of entrepreneurial orientated firms in New Zealand," *International Entrepreneurship and Management Journal* 1(1) 45-59.
- 22) **Darroch, J.** (2005). "Knowledge management, innovation and firm performance," *Journal of Knowledge Management*, 9(3) 101-115.
- 23) **Darroch, J.** Miles, M.P. and Paul, C.W. (2005). "Corporate venturing and the rent cycle," *Technovation* 25(12) 1437-1442.

- 24) **Darroch**, J., Miles, M., Jardine A. and Cooke, E. (2004). "The 2004 AMA definition of marketing and its relationship to a market orientation: An extension of Cooke, Rayburn and Abercrombie (1992)," *Journal of Marketing Theory and Practice* 12 (4) 29-38.
- 25) Shaw, V. and **Darroch**, J (2004). "Barriers to internationalization: a study of entrepreneurial new ventures in New Zealand," *Journal of International Entrepreneurship* 2, 327 – 343.
- 26) **Darroch**, J. Review of Harper, D.A. (2004). *Foundations of entrepreneurship and economic development*, NY: Routledge for the *Journal of Economic Psychology*, 25, 1, 149
- 27) **Darroch**, J. (2003). "Developing a measure of knowledge management behaviors and practices," *Journal of Knowledge Management*, 7(5), 41-54.
- 28) **Darroch**, J. and McNaughton, R. (2003)., "Beyond market orientation: knowledge management practices and the innovativeness of New Zealand firms," *European Journal of Marketing*, 37(3/4) 572-594.
- 29) **Darroch**, J. and McNaughton, R. (2002). "Examining the link between knowledge management practices and types of innovation," *Journal of Intellectual Capital*, 3 (3), 210 – 222
- 30) **Darroch**, J. and Jardine, A. (2002). "International marketing," *New Zealand General Manager's Handbook*, Auckland: CCH New Zealand Ltd, pp. 117-131.
- 31) **Darroch**, J. and McNaughton R. (2001). "Developing a measure of knowledge management," in Bontis, Nick (ed.) *World Congress on Intellectual Capital Readings*, Boston: Butterworth-Heinemann, pp. 226-242.
- 32) Thomas, W.A., **Darroch**, J. and Galvin, W. (2001). "Marketing and service orientation of New Zealand law firms," *Marketing Intelligence & Planning*, 19 (2), 103 -111.
- 33) Thomas, W.A., **Darroch**, J. and Galvin, W. (1999). "Client newsletter use by New Zealand law firms," *Journal of Professional Services Marketing*, 19 (2), 51-72
- 34) Engelbrecht, H-J and **Darroch**, J., (1999). "A comparative macro-level assessment of New Zealand's national innovation system," *Prometheus*, 17 (3), 283-298.
- 35) Steinhagen, S., **Darroch**, J. and Bailey, B. (1998). "Forecasting in the wine industry: An exploratory study," *International Journal of Wine Marketing*. 10 (1), 13-24.

Selected Research Awards/Recognition:

- Knowledge Management: see comment above in research statement.

- Best paper award for Darroch, J., and Jardine, A. (2008). "Does marketing suffer from managerial myopia?" Paper presented at the Academy of Marketing Science conference, Vancouver, May 2008 and recognized as the best paper in the marketing strategy track.
- Best paper award for Darroch, J. and McNaughton, R. (2002). *Examining the link between knowledge management practices and types of innovation types of innovation*, Paper presented at the 5th World Congress on Intellectual Capital, Ontario, January 16-18. This paper was subsequently published in the *Journal of Intellectual Capital*, (Special Issue) 3, 3, 210 – 222.
- Merit award for Darroch, J. and McNaughton, R. (2001). *What influence do knowledge management practices have on innovation?* Paper presented at the 4th World Congress on Intellectual Capital, Ontario, January 17-19. This paper was subsequently published in Bontis, Nick (ed.) *World Congress on Intellectual Capital Readings*, Boston: Butterworth-Heinemann, ISBN 0-7506-7475-X pp. 226-242.

Research Supervision and Service:

- Supervised or examined many PhDs, masters and honors students' theses
- Actively reviewed for a number of journals. Was on the editorial board for the *Journal of Business Venturing*

Examples of Research Funding:

- Kozmetsky Scholar Award (\$2,500; with Linda Perkins) Series on the History of Blacks in Business and Entrepreneurship (2011)
- Was awarded \$3000 from the Product Development Management Association to seed a research project on branding and diversification (2006)
- Worked with the Dunedin City Council and Otago Polytechnic and secured a grant of \$111,000 from New Zealand Trade and Enterprise to develop and launch an Entrepreneurship Club (a club for tertiary students in Dunedin interested in entrepreneurship and, hopefully, starting businesses in the Dunedin region) (2004)
- Awarded \$125,000 from the Vice Chancellor's development fund to support the launch of the new Masters in Entrepreneurship (2004-2005)
- Secured funding (\$5,000) from the University of Otago Research Grant fund to the development of entrepreneurial service ventures (with Dr. Michael Ottenbacher and Professor Vivienne Shaw) (2003)
- Secured funding (\$15,700) from the University of Otago Research Grant fund to examine the internationalization of entrepreneurs (with Professor Vivienne Shaw) (2002)
- Secured funding (\$4967) from the University of Otago School of Business Research fund to work on a project titled "An investigation of cross-institutional project teams within a National Innovation System framework." (2002)
- Worked with Rod McNaughton on a project funded by an Otago Research Grant (\$16,000) to measure knowledge management practices in New Zealand (2000)