

MARIA TEREZA ALEXANDRE

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EDUCATION

- 1996-2000 Ph.D. in Business Administration
University of Illinois at Urbana-Champaign
- 1993-1995 Master of Science in Business Administration
Pontifical Catholic University, Rio de Janeiro, Brazil
- 1984-1987 Bachelor of Science in Computer Science
Pontifical Catholic University, Rio de Janeiro, Brazil

ACADEMIC POSITIONS

- Visiting Assistant Professor, UCLA Anderson School of Management, 2015 – to present
- Lecturer in Marketing, Cornell University, Samuel Curtis Johnson Graduate School of Management and the Hotel School, 2011 – 2014.
- Lecturer of Business Administration, University of Illinois at Urbana-Champaign, 2004 - 2011.
- Visiting Assistant Professor of Marketing, at University of Illinois at Urbana-Champaign, Fall 2002 - 2004.
- Visiting Assistant Professor of Management, teaching Business Policy and Strategic Management, at Michigan State University, Fall 2001 - Spring 2002.
- Assistant Professor of Marketing, teaching Marketing Management at the undergraduate and MBA levels, at Case Western Reserve University, Fall 2000 - Spring 2001.
- Research Assistant and Teaching Assistant at the Department of Business Administration at the University of Illinois, 1996 - 2000.
- Professor (equivalent to lecturer in US universities) at the Pontifical Catholic University, Rio de Janeiro, Brazil, Spring 1994 - Spring 1995.

RESEARCH INTERESTS

I take a special interest in international marketing. My focus has been on the cultural impact on business, from marketing communications to services to product market strategy. One question of particular interest is how cultural difference shapes customer satisfaction and impact the perception and bias of service attributes.

Other research interests focus on the interface between a firm's opportunities and technology management. In particular, I am interested in studying (i) how technological capabilities both shape and constrain a firm's market opportunities; (ii) the co-evolution of demand and technological capabilities and its impact on the emergence of product markets; (iii) the application of cellular-automata to model various business phenomena; and (iv) managerial understanding of technologies' attributes. My interests lie at both firm level and industry level phenomena and models. In addition to carrying out empirical research, I am also interested in developing both conceptually based and computationally based theories.

TEACHING INTERESTS

Advanced Marketing Management, International Marketing, New Product Marketing, Entrepreneurship, Management of Innovation, Cross-cultural Competence, and Integrated Marketing Communications.

PAPERS

- Rothaermel, Frank and Alexandre, Maria Tereza, "Ambidexterity in Technology Sourcing: The Moderating Role of Absorptive Capacity", in *Organization Science*, Vol. 20, No 4, pp 759-780, 2009.
- Furrer, Olivier; Sudharshan, D.; Thomas, Howard, D; and Alexandre, Maria Tereza, "Resource Configurations, Generic Strategies, and Firm Performance: Exploring the parallels between resource-based and competitive strategy theories in a new industry," in *Journal of Strategy and Management*, Vol.1, No 1, pp 15-40, 2008.
- Furrer, Olivier, Alexandre, Maria Tereza and Sudharshan, D., 'The Impact of Resource-Strategy Correspondence on Marketing Performance - Financial Performance Tradeoffs', *Journal of Strategic Marketing*, 15:2, 161 – 183, 2007.
- Alexandre, Maria Tereza, Furrer, Olivier, and Sudharshan, D., "A Hierarchical Framework of New Products Development: an example from biotechnology." *European Journal of Innovation Management*, Vol.6, No. 1, 2003.
- Alexandre, Maria Tereza, Furrer, Olivier, and Sudharshan, D., "Marketing Technology Management: An Emerging Function and a Process for the Management of a Core Competence," in *Marketing Theory and Application*, John P. Workman, Jr. and William D. Perreault Jr. (eds.), American Marketing Association, pp. 63-71, February, 2000.
- Alexandre, Maria Tereza and Rothaermel, Frank, "Internal Versus External Technology Sourcing and their Impact on Product Market Opportunities." 2002. Academy of Management Conference - 2002.
- Alexandre, Maria Tereza, and Rothaermel, Frank "Technology Sourcing Mix and Firm Performance Across Industrial Sectors," 2005.
- Furrer, Olivier; Alexandre, Maria Tereza; and Sudharshan, D; "Marketing Performance, Financial Performance, Resources, and Strategy: Conflicting Objectives?" October 2003.
- Alexandre, Maria Tereza; Sudharshan, D, and Furrer, Olivier, "Product Market Landscape Dynamics." 2000.

- Alexandre, Maria Tereza; Sudharshan, D, “Simulating Boundaries Behavior and Market Evolution using Cellular Automata.” 2000.

(Copies of papers available upon request)

PRESENTATIONS AND CONFERENCES

- Furrer, Olivier, Sudharshan, D., Alexandre, Maria Tereza, and Thomas, Howard, "Resource Configurations, Generic Strategies, and Performance," Academy of Management Meeting in Seattle, Washington, 2003.
- Alexandre, Maria Tereza, Furrer, Olivier, and Sudharshan, D., “Marketing Technology Management: An Emerging Function and a Process for the Management of a Core Competence,” AMA Winter Marketing Educators’ Conference, February 2000.
- Alexandre, Maria Tereza and Sudharshan, D., “Product Market Emergence: From Knowledge to Products, A Hierarchical Framework,” Marketing Science Conference, May 1999.
- Alexandre, Maria Tereza, “Investigating Product Market Development through the Lenses of Sources of Technologies,” Annual Haring Symposium, Indiana University, April 1999.
- Alexandre, Maria Tereza; Sudharshan, D.; and Menon, Anil, “The Role of Boundaries in a Theory of Market Emergence: A Multidisciplinary Conceptual and Methodological Framework,” Invited Marketing Science Institute Conference, June 1998.

TEACHING EXPERIENCE

- Global Marketing for EMBA/GMBA/FMBA at the UCLA Anderson School of Management.
- AMR Projects advisor 2015-16 at UCLA Anderson School of Management.
- Brand Management at the Hotel School, Cornell University.
- Marketing Principles at the Hotel School, Cornell University.
- Global Marketing – A Cultural Approach at Johnson EMBA, Cornell University.
- Integrated Marketing Communications at Johnson and at the Hotel School, both at Cornell University
- Brazil Experience, taking students to visit and interact with companies in Brazil, at Johnson, Cornell University.
- International Marketing at the Department of Business Administration at the University of Illinois.
- Advanced Marketing Management at the Department of Business Administration at the University of Illinois.
- New Product Marketing at the Department of Business Administration and for the Technology and Management program from the College of Business at the University of Illinois.
- Entrepreneurship at the Department of Business Administration at the University of Illinois.
- Retailing at the Department of Business Administration at the University of Illinois.

- Marketing Strategy (MBA) at the Department of Business Administration at the University of Illinois.
- Business Policy and Strategic Management at the Department of Management at the Eli Broad College of Business at Michigan State University.
- Marketing Management (undergraduate and MBA) at the Department of Marketing and Policy Studies at the Weatherhead School of Management at Case Western Reserve University.
- Principles of Marketing and Marketing Models at the Department of Business Administration at the University of Illinois.
- Computer Resources for Business Administration at the Department of Business Administration at Pontifical Catholic University, Rio de Janeiro.
- Introduction to Business Administration at the Department of Business Administration at Pontifical Catholic University, Rio de Janeiro.

PROFESSIONAL EXPERIENCE

- Senior Partner at Accelerated Acculturation, Ithaca, NY, 2013-present.
- Custom teaching/consulting for Horizon Hobbies. Champaign, IL, 2009.
- Consulting for Maple Valley on the viability of an international project. Cleveland, OH, 2000-2001.
- Owner/Manager of a sewing products and clothing accessories store, Lusca Armarinho, Rio de Janeiro, 1991-95.
- System Analyst at DATAPREV, responsible for developing and maintaining Software and Systems for Brazil's Social Security System, Rio de Janeiro, 1989-91.
- System Analyst at PETROBRÁS, responsible for developing a system to support contract management, and an artificial intelligence system to support the maintenance of oil platforms, Rio de Janeiro, 1987-89.
- Trainee at Chase Manhattan Bank, programming and preparing special reports, Rio de Janeiro, 1986-87.
- Trainee at Jornal do Brasil, responsible for developing a system to control the delivery of newspapers throughout Brazil, Rio de Janeiro, 1985-86.

GRANTS

Intel

IBM

Mathematica – Wolfram Research

RECENT AWARDS

- 2013-2014 Teaching Honor Roll, Samuel Curtis Johnson Graduate School of Management, Cornell University.

- 2012-2013 Teaching Honor Roll, Samuel Curtis Johnson Graduate School of Management, Cornell University.
- Emerald Literati Awards for Excellence, Highly Commended, Journal of Strategy and Management, Emerald Group Publishing Limited, 2009.
- List of Teachers Ranked as Excellent by Their Students, University of Illinois, 2010.
- List of Teachers Ranked as Excellent by Their Students, University of Illinois, 2007.
- List of Teachers Ranked as Excellent by Their Students, University of Illinois, 2006.
- Outstanding Paper - 2004 Award for Excellence, Literati Club - Emerald, 2004.
- Representative, Haring Doctoral Consortium, 1999.

SELECTED UNIVERSITY RELATED SERVICE

- Chair – Myron Wang Lecture Series (featuring Barnett C. Helzberg Jr., “What I Learned Before I Sold to Warren Buffett: An Entrepreneur’s Guide to Developing a Highly Successful Company”).
- One of the organizers (with Bill Qualls and Kent Monroe) of the Pricing Camp 2007 at Allerton Park.

ACADEMIC AFFILIATIONS

- American Marketing Association

REFERENCES

D. Sudharshan

James and Diane Stuckert BS/MBA Endowed Chair and Professor at the University of Kentucky
225B Gatton College of Bus. and Econ. Bldg.
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