

Armand Gilinsky, Jr.
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HOME ADDRESS:

830 First Street
Sebastopol, CA 95472
(707) 829-2990

Website: www.sonoma.edu/users/g/gilinsky

OFFICE ADDRESS:

Stevenson 2026J, School of Business & Economics
Sonoma State University
1801 E Cotati Ave., Rohnert Park, CA 94928-3609
(707) 664-2709/664-4009(fax)
Armand.Gilinsky@sonoma.edu

Education

Henley Management College/Brunel University of London, Ph. D., Business Policy 1988
Dissertation: *Comparative Measures of Growth Factors: An Investigation into High Growth Medium-Size Companies in Britain and the United States, 1980-1984*

Golden Gate University, M.B.A., Finance concentration 1983

Stanford University, M.A., Educational Administration and Policy Analysis 1980

Stanford University, B.A., English (Honors) 1975

Courses Taught

Undergraduate

Strategic Management – BUS 491
Strategic Management (wine) – BUS 491W
Small Business/Entrepreneurship — BUS 451
Small Business Analysis/Consulting — BUS 453
Introduction to Corporate Finance — BUS 370

Graduate

Strategic Management — BUS 591
Entrepreneurship & New Venture Creation— BUS 592
Sustainability Wine/Tourism (2010) — BUS 555W
Strategy in Practice (EMBA, 2010-13) — BUS 591E
The Business Plan (EMBA, 2011) — BUS 592E

Teaching Experience

Sonoma State University, Rohnert Park, CA

Founding Editor, *Wine Business Case Research Journal* 2015-
F.J. Korbel & Sons Professor of Wine Business 2014-
Professor of Business 2003-
Associate Professor of Business 1998-03
Director, Entrepreneurship Center (2001-02)
Director, Wine Business Program (1999-2001)
Lecturer in Business 1994-98

Senior Research Associate & Lecturer, California State University, Hayward 1991-94
Lecturer, Management Communication, Harvard University Graduate School of Business 1988-90
Lecturer, Business Policy & Strategy, Northeastern University 1986-87
Lecturer, Research Methods for Managers, Henley Management College, Henley-on-Thames 1985-86

Industry Experience

Member, World Bank project team, Georgian national wine industry strategy 2008-10
Principal, McGill Associates, market research & strategy consultants, Sonoma, CA 1988-present
Associate, Noble & Company, investment bankers, Edinburgh, Scotland 1985-86
Manager, Strategic & Financial Planning, Pacific Telesis Corporation, San Francisco, CA 1983-84
Financial Analyst, Bangert Dawes, Reade, Davis & Thom Inc., San Francisco, CA 1981-83

Scholarly Achievements

Refereed Journal Articles

- Forbes, S. L., Gilinsky, A., & Fuentes, R. (in press). An exploration of philanthropy in the American, Spanish and New Zealand wine industries, *Wine Economics & Policy* (accepted 1/9/18).
- Gilinsky, A., Forbes, S. L., and Fuentes, R. (2018). An exploratory study of wine business philanthropy in the USA, *International Journal of Wine Business Research*, 30(2).
- Gilinsky, A., Newton, S. K., & Eyler, R. (2018). Do strategic orientation and managerial characteristics impact performance in the U.S. wine industry? *International Journal of Wine Business Research*, 30(1).
- Gilinsky, A., and Lawson, N. D. (2016). Digital case projects: Helping students achieve digital literacy and content mastery. *Case Research Journal*, 36(2), Spring, 1–15.
- Gilinsky, A., Forbes, S. L., and Reed, M. M. (2016). Writing cases to advance wine business research and pedagogy, *Wine Economics and Policy*, 5(1), 60–67.
- Gilinsky, A. and Lawson, N. D. (2016) Are you ready for digital cases? *Case Research Journal*, 36(1), Winter, 129-140.
- Newton, S. K., Gilinsky, A., & Jordan, D. (2015). Differentiation strategies and winery financial performance: an empirical investigation. *Wine Economics and Policy*, 4(2), 88–97.
- Gilinsky, A., Newton, S. K., Atkin, T., Santini, C., Cavicchi, A., Casas Romeo, A., & Huertas, R. (2015). Perceived efficacy of sustainability strategies in the U.S., Italian, and Spanish wine industries: a comparative study. *International Journal of Wine Business Research*, 27(3), 164–181.
- Atkin, T., Gilinsky, A., & Newton, S. K. (2012). Environmental strategy: does it lead to competitive advantage in the U.S. wine industry? *International Journal of Wine Business Research*, 24(2), 115–133.
- Thompson, K. J., Switky, R., & Gilinsky, A. (2012). Impromptu presentations: boosting student learning and engagement through spontaneous collaboration. *Journal of Education for Business*, 87(1), 14–21.
- Gilinsky, A., Lopez, R. H., Santini, C., & Eyler, R. (2010). Big bets, small wins? entrepreneurial behavior and ROI, *International Journal of Wine Business Research*, 22(3), 238–250.
- Gilinsky, A., Santini, C., Lazzarretti, L., & Eyler, R. (2008). Desperately seeking serendipity: exploring the impact of country location on innovation in the wine industry. *International Journal of Wine Business Research*, 20(4), 302–320.
- Gilinsky, A. & Robison, R. (2008). A proposed design for the business capstone course with emphasis on improving students' information competency. *Journal of Management Education*, 32(4), 400–419.
- *Ghassamieh, G., Thach, E., & Gilinsky, A. (2005). Does my business need a human resources function? A decision-making model for small and medium-sized firms. *New England Journal of Entrepreneurship*, 8(1), 25–36.
- Gilinsky, A., Thach, E., & Thompson, K. J. (2003). Connectivity and communication: a study of how wine businesses use the Internet. *Journal of Small Business Strategy*, 14(2), 37–55.
- Gilinsky, A., Stanny, E., McCline, R. L. & Eyler, R. (2001). Does size matter? An empirical investigation into the competitive strategies of the small firm. *Journal of Small Business Strategy*, 12(2) (Fall-Winter), 1–13.
- Gilinsky, A., McCline, R. L. & Eyler, R. (2000). Best practices along the life cycle of Northern California wine businesses. *Australia-New Zealand Wine Journal: International Wine Marketing Supplement*, 15(4) (July-August), 42–49.
- McCline, R. L., & Gilinsky, A. (1998). Socially responsible entrepreneurs as a macro-culture. *Frontiers of Entrepreneurship Research*, 19, 698–708.

Cases in Refereed Journals

- Kidera, E., Gilinsky, A., Shay, J. P., and Baack, S. (2017). "Señor Sisig: Hungry for growth in the food truck industry," *Case Research Journal*, 37(1), Winter, 15–41.
- Newton, S.K. & Gilinsky, A. (2015). "Naked Wines.com: Disrupting the wine industry?" *Case Research Journal*, 35(4), Fall, 23–41.
- Gilinsky, A. & Lopez, R.H., (2014). "The Deutsch-Casella joint venture and [yellow tail] wines: Trading up or trading down?" *Case Research Journal*, 34(4), 1–24.
- Gilinsky, A. & Lopez, R.H. (2013). "Apple Inc.," *Journal of Finance Case Research*, 1(15), 65–86.
- Gilinsky, A. & Lopez, R.H. (2012). "Green Shoe Estates," *Journal of Finance Case Research*, 14(1), 41–83.
- Gilinsky, A., (2012). "Frog's Leap Winery in 2011—the sustainability agenda", [case study + video], *Case Research Journal*, 32(1), Winter, 145–165.
- Gilinsky, A. & Trela, B. (2011). "Shavteli Winery in Georgia: Where do we go from Here?" *Emerald Emerging Markets Case Collection*, 1(4), 1–24.
- Gilinsky, A., Nowak, L.I., Santini, C., & Villarreal daSilva, R. (2011). "Céja Vineyards: Marketing to the Hispanic wine consumer", *Case Research Journal*, 31(1), Winter, 1–24.
- Gilinsky, A. & Lopez, R.H. (2009). "Starbucks Corporation", *Journal of Finance Case Research*, 11(1), 29–70.
- Gilinsky, A. & Lopez, R.H. (2009). "The Prize? The Price! Constellation Brands' proposed merger with the Robert Mondavi Company". *The CASE Journal*, 5(2), Spring, 93–139.
- Lopez, R.H., Gilinsky, A., & Shah, J. (2008). "Sula Vineyards", *Case Research Journal*, 28(3/4), Summer/Fall, 17-40.
- Rovenpor, J. L. & Gilinsky, A. (2007). "Respiroics Inc.: Take a deep breath", *Case Research Journal*, 27(3/4), Summer/Fall, 131-155.
- Gilinsky, A. & Lopez, R.H. (2007). "Whistling Bird Winery", *Journal of Finance Case Research*. 9(1), 29-55.
- Gilinsky, A., Lopez, R.H., Gould, J.S., & Cangemi, R.R. (2006). "Beringer Wine Estates Holdings, Inc.", *The CASE Journal*, 3(1), 73-121.
- Gilinsky, A. (2005). "The Happy Holidays Memo", *Case Research Journal*, 25(2), 7-18.
- Gilinsky, A., Lease, T.M., Lopez, R.H., & *Morrissey, J. (2005). "Girard Winery", *Case Research Journal*, 25(2), 33-51.
- Gilinsky, A., *Shern, T., & Girling, R. (2005). "KRCB TV & Radio: The canary in the coal mine?" *Case Research Journal*, 25(1), 45-72.
- Gilinsky, A. & Lopez, R.H. (2005). "Wine World Estates", *Journal of Financial Education*, 31, 108-133.
- Gilinsky, A., Lopez, R.H. & Castaldi, R. (2004). "Globalization of Beringer Blass Wine Estates", *Case Research Journal*, 24(1), 65-92.
- Gilinsky, A. (2003). "Multimedia Live: Built to sell?" *International Journal of Entrepreneurship Education*, 1(4), 693-714.
- Gilinsky, A., *Reilly, M., & Girling, R. (2003). "MBA Polymers, Inc.", *Case Research Journal*, 23(3), 41-57.
- Gilinsky, A. & Lopez, R.H. (2002). "Stone Creek Vineyards 2000", *Case Research Journal*, 22(2), 71-84.
- Gilinsky, A. (2002), "Turin Networks, Inc." *Entrepreneurship Theory and Practice*, 27(1), 77-91.
- Gilinsky, A. (2000). "Geo Search Ltd. and the Mine Eye decision," *International Journal of Entrepreneurship and Innovation*, 1(2), 47-54.
- Gilinsky, A. & *Campbell, N.A. (2000). RJM Enterprises, Inc.—romancing the vine. *Case Research Journal*, 20(3), 1–32.
- Gilinsky, A. (1999). "Mendocino Brewing Company, Inc.", *Case Research Journal*, 19(1), 1-25.
- Gilinsky, A. (1997). "Brøderbund Software, Inc.", *Case Research Journal*, 17(4), 67-95.

Textbooks

Gilinsky, A. (ed.) (2015), *Crafting Sustainable Wine Businesses: Concepts and cases*. London: Palgrave/Macmillan.

Case Studies and Chapters Initially Published in Textbooks

- Gilinsky, A., Bowden, S., *Eldredge, J., *Purcell, S. & *Rupp, C., “Lagunitas Brewing Company — 2013”, In Pearce, J.A. & Robinson, R.B. (2014). *Strategic Management 14/e*, McGraw-Hill; Thompson, A.A., Peteraf, M., & Gamble, J.E. (2015). *Crafting & Executing Strategy, 20/e*, McGraw-Hill.
- Santini, C., Gilinsky, A., & Cavicchi, A. “Stella di Campalto”, In Mora, P. (2014). *Wine Business Case Studies: Thirteen cases from the real world of wine business management*, Chapter Two: 19-39, Wine Appreciation Guild.
- Gilinsky, A., *Gregorio, R., *Kiehl, A., *Mathewson, M., *Nicklas, M., & *Riggs, C., “Sift Cupcakery & Dessert Bar”, In Thompson, A.A., Gamble, J.E. & A.J. Strickland (2013). *Essentials of Strategic Management, 3/e*, McGraw-Hill.
- Gilinsky, A. & Inamdar, S.N., “Good Hotel: Doing good, doing well?” In Thompson, A.A., Peteraf, M., & Gamble, J.E. (2012). *Crafting & Executing Strategy, 18/e*, McGraw-Hill.
- Bowden, S. & Gilinsky, A. “Fisher & Paykel Healthcare: Just add water”, In Hanson, D., Hitt, M.A., Ireland, R.D., & Hoskisson, R.E., (2011). *Strategic Management: Competitiveness and Globalisation, 4/e*, Cengage Learning.
- Gilinsky, A. & Kusumoto, W., “Koots Green Tea”, In Usui, C. (ed.) (2011). *Comparative Entrepreneur Initiatives: Studies of China, Japan, and the United States*, Palgrave Macmillan Asian Business Management Series, 274–295.
- Gilinsky, A. “A Note on the USA wine industry 2008”, In Faraoni, M. & Santini, C., eds. (2010). *Managing the Wine Business: Research issues and cases*, Chapter 1, Milan: McGraw-Hill, 1-23.
- Gilinsky, A., “Western Union: Send me the money!”, In Pearce, J.A. & Robinson, R.B. (2010), *Strategic Management 12/e*, McGraw-Hill, Case 15, 15-1 – 15-11.
- Gilinsky, A. & *Scott, T., “Copperfield’s Books, Inc.”, In Thompson, A.A., Strickland, A.J., & Gamble, J. E. (2007). *Strategic Management, 15/e*, McGraw-Hill, C328-C355.
- Gilinsky, A., *Moore, J., & McCline R.L., “Oliver’s Markets”, In Thompson, A.A., Strickland, A.J., & Gamble, J. E. (2007). *Strategic Management, 15/e*, McGraw-Hill, C28-C47.
- Gilinsky, A., Baack, S., Silverman, M., & Brown, L.G., “Brown-Forman Wine Estates”, In Hill, C.W.L. & Jones, G. R. (2007). *Strategic Management, 7/e*, Houghton-Mifflin, C13-C34.
- Gilinsky, A., *Clark, D., Harris, R., & Clarke, T.K., “High Tech Burrito”, In Pearce, J. A. & Robinson, R.B. (2007). *Strategic Management 10/e*, McGraw-Hill, 28(1) – 28(20)
- Harris, R., Moen, R. & Gilinsky, A., “Emanuel Medical Center”, In Swayne, L.E., Duncan, W.J., & Ginter, P. M. (2006). *Strategic Management of Health Care Organizations, 5/e*, New York, NY: Blackwell Publishing, 724-745.
- Lopez, R.H. & Gilinsky, A., “Schoolhouse Lane Estates Winery”, In Dess, G.G., Lumpkin, G.T., & Eisner, A. (2006). *Strategic Management, 2/e*, Burr Ridge, IL: McGraw-Hill, 811-834.
- Gilinsky, A., Wong, Z., & *Chiou, E., “Microsoft’s battle for the living room: the Trojan horse—the X-Box”, In Dess, G.G., Lumpkin, G.T. & Eisner, A. (2006). *Strategic Management, 2/e*, Burr Ridge, IL: McGraw-Hill, 736-750.
- Gilinsky, A., Jordan, D., & *Dillon, J., “Sonoma County Crushers: Baseball or business?” In Heriot, K. (ed.) (2005). *Cases in Small Business Management, 1/e* Upper Saddle River, NJ: Prentice-Hall, 1-15.

- Gilinsky, A. & Klenz, W., Strategic planning for the wine business, in Thach, L. & Matz, T. (2004). *Wine: A global business*, Chapter 2, Elmsford, NY: Miranda Press, 13-26.
- Baack, S., Johnson, W., Gilinsky, A., & Silverman, M., “Delicato Family Winery—building and communicating value”, In Johnson, W. (2004). *Superior Value in the New Economy: Concepts and Cases*, 2/e, St. Lucie Press, Boca Raton, FL, 241-259.
- Gilinsky, A. & Castaldi, R., “Diageo plc”, In Thompson, A.A., Gamble, J.E. & A.J. Strickland (2004). *Strategy: Winning in the Marketplace: Core Concepts, Analytical Tools, Cases*, 1/e, McGraw-Hill, C357-C381.
- Gilinsky, A. & Anderson, S., “Moss-Adams, LLP”, In Thompson, A.A. & Strickland, A.J. (2003). *Strategic Management*, 13/e, Irwin/McGraw-Hill, C552-C564.
- Gilinsky, A. & *Ditizio, R., “ZAP and the electric vehicle industry”, In Thompson, A.A. & Strickland, A.J. (2003). *Strategic Management*, 13/e, Irwin/McGraw-Hill, C95-C115.
- Silverman, M., Gilinsky, A., Guy, M. & Baack, S., “Robert Mondavi Corporation”, In Thompson, A. A. & Strickland, A. J. (2003). *Strategic Management*, 13/e, Irwin/McGraw-Hill, C246-C262.
- Gilinsky, A. & McCline, R.L., “The Kimpton Hotel & Restaurant Group”, In Thompson, A. A. & Strickland, A. J. (2001). *Strategic Management*, 12/e, Irwin/McGraw-Hill, C518-C533.
- *Simon, K. & Gilinsky, A., “The Costume Bank”, In Tompkins, T.C. (Ed.) (2000). *Cases in Organizational Behavior and Management*, Upper Saddle River, NJ: Prentice-Hall.

Articles in Trade Journals

- Gilinsky, A. (2016). “Philanthropy in the U.S. wine industry.” *Wine Business Monthly*, November, 82-83.
- Gilinsky, A., Thach, L., Wilson, D., Newton, S., Atkin, T. & Eyler, R. (2015). “What business skills are needed to prosper in the U.S. wine industry? New survey provides some answers.” [Winebusiness.com](http://www.winebusiness.com/news/?go=getArticle&dataid=161661), Dec. 2, 2015. Available at: <http://www.winebusiness.com/news/?go=getArticle&dataid=161661>
- Jordan, D., Newton, S.K., Gilinsky, A. (2014). “Which wineries did best over the recession?” *Wine Business Monthly*, 21(2), (February), 134-139.
- Jordan, D., Newton, S.K., Gilinsky, A., & Aguilar, D. (2013). “Fact or fiction: Does direct-to-consumer sales increase winery profitability?” *Vineyard and Winery Management*, (May/June), 79–81.
- Jordan, D.J., Aguilar, D., & Gilinsky, A. (2010). “Benchmarking Northern California wineries.” *Wine Business Monthly*, 16(10), (October), 60-67.
- Gilinsky, A., McCline, R.L. & Eyler, R. (2000). “Best practices in the Northern California wine industry.” *Practical Winery and Vineyard Management*, 20(6), (March-April), 30-37.

Under review

- Gilinsky, A., Canavati de la Torre, S., & *Young, J. (2017). *Russian River Brewing Company in 2016: Will Pliny the Younger ever grow old?* *Case Research Journal*, (Submitted for 1st review, 12/17).
- Fuentes, R., Forbes, S. L., & Gilinsky, A. (working paper in preparation for submission). Communication and philanthropy: Analysis from the global wine industry. *Public Relations Review*.

Academic Conference Presentations — Articles

- Gilinsky, A., Newton, S., Eyler, R., & Downing, J. (2017). “Environment effects on entrepreneurial thinking in the Northern California wine industry. 10th Academy of Wine Business Research, Rohnert Park, CA, July 25-27, 2017.
- Forbes, S.L., Fuentes, R., Gilinsky, A., Dressler, M., & Corsi, A. (2017). “Philanthropy in the global wine industry: an exploratory study: Part 2 – cross-national quantitative analysis.” 10th Academy of Wine Business Research, Rohnert Park, CA, July 25-27, 2017.

- Forbes, S.L., Fuentes, R., & Gilinsky, A. (2017). "Philanthropy in the global wine industry: an exploratory study: Part 1 – cross-national qualitative analysis." 10th Academy of Wine Business Research, Rohnert Park, CA, July 25-27, 2017.
- Forbes, S.L., Gilinsky, A., & Fuentes, R. (2016). "Drivers and benefits of philanthropy in the US, Spanish and NZ wine industries," ANZMAC, Christchurch, NZ, December 5–7, 2016.
- Gilinsky, A. and Lawson, N. (2016). "Getting ready for digital case studies," plenary New Views Session, North American Case Research Association, Las Vegas, NV, October 6-8.
- Gilinsky, A., Forbes, S.L., & Fuentes, R. (2016). "Dimensions of philanthropy across the wine industry," Western Academy of Management, March 9–12, 2016.
- Gilinsky, A. & Eyler, R. (2016). "Progressive change in the US wine industry, 1999-2015", Western Academy of Management, March 9–12, 2016.
- Gilinsky, A. & Eyler, R. (2016). "Strategy and leadership in the wine industry: 15 Years On", accepted for 9th Academy of Wine Business Research conference, Adelaide, Australia, February 16-19.
- Gilinsky, A. (2015). "Corporate social responsibility in the global wine industry: Philanthropy in California, New Zealand, and Spain," 2nd Biennial Wine Marketing and Innovation conference, Desenzano, Lake Garda, Italy, July.
- Gilinsky, A., Newton, S.K., & Fuentes, R. (2015). "Crafting sustainable wine businesses: Concepts and a 'live' case study", University of Florence, Sustainability in Wine and Food conference, June.
- Newton, S.K., Nowak, L.I., Thompson, K., & Gilinsky, A. (2015). "Information technology professionals in the service Industry and their innovative work behaviors", Western Academy of Management, Kauai, March.
- Gilinsky, A., Newton, S.K., Atkin, T., Santini, C., Cavicchi, A., Casas Romeo, A., & Huertas, R. (2014). "Perceived efficacy of sustainability strategies in the U.S., Italian, and Spanish wine industries: A comparative study", 8th Academy of Wine Business Research (AWBR) conference, Geisenheim, Germany, June.
- Gilinsky, A., Newton, S.K., Atkin, T., Santini, C., & Cavicchi, A. (2014). "Sustainability strategies in the US and Italian wine industries: A comparative study", Western Academy of Management, Napa, March.
- Gilinsky, A., Jordan, D., & Newton, S.K. (2013). "Vive la difference! An empirical investigation into status, innovation, and financial performance in the wine industry", 7th AWBR conference, St. Catherine's, Ontario, CN, July.
- Gilinsky, A., Newton, S.K., & Jordan, D. (2013). "Pace-setting strategies during a recession: An investigation into the relationship between status, innovation, and financial performance", Western Academy of Management, Santa Fe, NM, March.
- Atkin, T., Gilinsky, A., & Newton, S.K. (2011). "Sustainability in the wine industry: Altering the competitive landscape?" 6th AWBR conference, Bordeaux, FR, June.
- Gilinsky, A., Lopez, R., Santini, C., & Eyler, R. (2010). "Big bets, small wins? Entrepreneurial behavior and investment: An exploratory study", Western Academy of Management, Hilo, HI, March.
- Thompson, K.J., Switky, R., & Gilinsky, A. (2010). "Stand and deliver: Using impromptu presentations to boost student learning and engagement", Western Academy of Management, Hilo, HI, March.
- Nowak, L.I., Newton, S.K., & Gilinsky, A. (2010), "Millennials' perceptions to environmentally responsible winery practices: An exploratory study", 5th AWBR conference, Auckland, NZ, February.
- Gilinsky, A., Santini, C., Lazzarretti, L., & Eyler, R. (2008). "Desperately seeking serendipity: exploring the impact of country location on innovation in the wine industry", 4th Association of Wine Business Research conference, Siena, Italy, July.
- Gilinsky, A., Casas, A., Subira, E., & Huertas, R. (2008). "Relevant attributes for wine selling on the Web", 4th AWBR conference, Siena, Italy, July.
- Santini, C., Faraoni, M., & Gilinsky, A. (2008). "Familianness constrained: some evidence from small Tuscan wineries", 4th Workshop on Family Firm Research, Naples, Italy, June.

- Gilinsky, A. & Santini, C. (2007). “Entrepreneurial responses to globalization: An empirical analysis of the Prato industrial district in Italy”, International Council for Small Business, Turku, Finland.
- Gilinsky, A., McCline, R.L., Eyler, R., Casas, A., & Subira, E. (2006). “Challenge and change: An exploratory study of competitive strategy in the Northern California and Spanish wine industries”, 3rd AWBR Conference, Montpellier, France.
- Gilinsky, A., Eyler, R., Casas, A., & Subira, E. (2006). “Sketches of Spain: An exploratory study of strategic fit in the Spanish wine industry”, 5th Global Wine Forum, Logroño, La Rioja, Spain.
- Gilinsky, A. & Robison, R. (2005). “Information please? How to build information competency via case research and analysis”, North American Case Research Association (poster session), Falmouth, MA.
- Gilinsky, A., & Robison, R. (2005). “Pilot-testing ‘The Apprentice’: Can a ‘living case study’ competition improve business students’ information competency skills?” Hawaii International Business Conference, Waikiki, HI.
- Gilinsky, A., McCline, R.L., & Eyler, R. (2003). “Strategies in real time”, Hawaii International Conference, Waikiki, HI.
- Gilinsky, A., McCline, R.L., Eyler, R., Casas, A. & Subira, E. (2002). “A study of strategic fit in the wine industry: situation perceptions, leadership styles, and strategic orientations”, Strategic Management Society, Paris, France.
- McCline, R.L., Eisman, G., Gilinsky, A., & Smith, E. (2001). “The Cyber Business Center initiative – closing the digital divide among African-American and Hispanic-owned businesses”, Michael E. Porter’s Initiative for Competitiveness in the Inner Cities conference, Boston, MA.
- Gilinsky, A., McCline, R.L., & Eyler, R. (1999). “Organizational fit: an empirical examination of the process variables that influence fit in the context of a maturing industry”, Strategic Management Society, Berlin, Germany.
- Gilinsky, A. & McCline, R.L. (1999). “Entrepreneurial growth strategies: an exploratory study of the California North Coast wine industry”, International Council on Small Businesses, Naples, Italy.

Academic Conference Presentations — Case Studies

- Gilinsky, A., Canavati de la Torre, S., & *Young, J. (2017). Russian River Brewing Company in 2016: Will Pliny the Younger ever grow old? North American Case Research Association, Chicago, IL, October 19–21.
- Gilinsky, A., Canavati de la Torre, S., & *Young, J. (2017). Russian River Brewing Company in 2016: Crafting Strategies. Western Casewriters, Palm Springs, CA, March.
- Kidera, E., Baack, S., Shay, J. and Gilinsky (2014). Señor Sisig: Growing Pains. North American Case Research Association, Austin, TX, October.
- Newton, S.K. and Gilinsky, A. (2013). Naked Wines.com: The Sudoku Approach. North American Case Research Association, Victoria, BC, October.
- Gilinsky, A., Lopez, R.H., *Finney, K., & *Richardson, S. (2013). For What It’s Worth: Rara Avis Vineyards — Case Study and Analytical Note. IX CREDA Agricultural Economics Conference, Barcelona, Spain, September.
- Gilinsky, A., (2011). Frog’s Leap Winery in 2011 — Open Other End, case study + video. North American Case Research Association, San Antonio, TX, October.
- Gilinsky, A. & Lopez, R. (2011). The [yellowtail] Phenomenon. North American Case Research Association, San Antonio, TX, October.
- Santini, C., Gilinsky, A., Cavicchi, A., & Claps, M. (2011). Stella di Campalto: A Biodynamic ‘Star’ in the Italian Wine Industry? 6th AWBR conference, Bordeaux, FR, June.
- Gilinsky, A. & Inamdar, S.N. (2010). Good Hotel: Doing Good, Doing Well? North American Case Research Association, Gatlinburg, TN, October.
- Gilinsky, A. & Lopez, R. (2010). Green Shoe Estates. North American Case Research Association, Gatlinburg, TN, October.

- Nowak, L., Gilinsky, A., Villarreal daSilva, R., & Santini, C. (2009) Céja Vineyards: Marketing to the Hispanic Wine Consumer. North American Case Research Association, Santa Cruz, CA, October.
- Gilinsky, A. (2009). Western Union: Send Me the Money! Western Casewriters, Midway, UT, March.
- Bowden, S. & Gilinsky, A. (2007). Fisher & Paykel Healthcare: Just Add Water. North American Case Research Association, Keystone, CO.
- Gilinsky, A., Lopez, R.H., & Shah, J. (2007). Sula Vineyards. North American Case Research Association, Keystone, CO.
- Gilinsky, A. (2006). Counting Sleep. North American Case Research Association, San Diego, CA.
- Gilinsky, A. & Lopez, R.H. (2006) The Prize? The Price? Constellation-Mondavi Merger. North American Case Research Association, San Diego, CA.
- Bowden, S. & Gilinsky, A. (2005). Villa Maria Estates: The Genie in the Bottle for New Zealand's Wine Industry? 2nd International Wine Marketing Conference. Sonoma State U., Rohnert Park, CA.
- Gilinsky, A. & *Scott, T. (2004). Copperfield's Books, Inc., Western Casewriters, Las Vegas, NV.
- Gilinsky, A., *Clark, D., Harris, R., & Clarke, T.K. (2004). High Tech Burrito. North American Case Research Association, Sedona, AZ.
- *Shern, T., Gilinsky, A., & Girling, R. (2004). KRCB TV & Radio: The Canary in the Coal Mine? North American Case Research Association, Sedona, AZ, October 2004.
- Lopez, R.H., & Gilinsky, A. (2004). Starbucks. North American Case Research Association, Sedona, AZ.
- Gilinsky, A., Lease, T.M., Lopez, R.H., & *Morrissey, J. (2004). Girard Winery. North American Case Research Association, Sedona, AZ.
- Lopez, R.H. & Gilinsky, A. (2003). Whistling Bird Winery. North American Case Research Association, Tampa, FL.
- Gilinsky, A., Castaldi, R. & Lopez, R.H. (2003). The Globalization of Beringer Blass Wine Estates. Western Casewriters, Palm Springs, CA.
- Gilinsky, A. & Castaldi, R. (2003). Diageo plc. Western Casewriters, Palm Springs, CA, April 2003.
- Gilinsky, A., Baack, S., & Silverman, M. (2002). Brown-Forman Wine Estates. North American Case Research Association, Banff, CN.
- Baack, S., Gilinsky, A., & Silverman, M. (2002). Delicato Family Vineyards. North American Case Research Association, Banff, CN.
- Gilinsky, A. & *Reilly, M. (2002). MBA Polymers, Inc. (A) and (B), North American Case Research Association, Banff, CN.
- Gilinsky, A. & Lopez, R.H. (2002). Wine World Estates. North American Case Research Association, Banff, CN.
- Gilinsky, A. & Anderson, S. (2001). Moss-Adams, LLP. North American Case Research Association, Memphis, TN.
- Gilinsky, A. & *Ditizio, R. (2001). Plugging in to ZAP. North American Case Research Association, Memphis, TN.
- Gilinsky, A. & *Urmson, A. (2001). Multimedia Live: Bootstrap to IPO? North American Case Research Association, Memphis, TN.
- Silverman, M., Gilinsky, A., Guy, M. & Baack, S. (2001) Robert Mondavi Corporation. North American Case Research Association, Memphis, TN.
- Gilinsky, A. & *Barry, R. (2001). Are You Akamaized? Western Case Writers, Sun Valley, ID.
- Gilinsky, A. & Lopez, R.H. (2000). Stone Creek Vineyards. North American Case Research Association, San Antonio, TX.
- Gilinsky, A. (2000). Advanced Fibre Communications and the Shroud of Turin. North American Case Research Association, San Antonio, TX.
- Gilinsky, A. & McCline, R.L. (1999). The Kimpton Hotel & Restaurant Group. North American Case Research Association, Santa Rosa, CA.

- Cangemi, R.R., Gilinsky, A., Gould, J.S. & Lopez, R.H. (1999). Beringer Wine Estates Holdings, Inc. — 1997. North American Case Research Association, Santa Rosa, CA.
- Gilinsky, A. (1998). Geo Search Ltd. and the Mine Eye Decision. North American Case Research Association, Durham, NH.
- Gilinsky, A. & *Campbell, N.A. (1998). RJM Enterprises. North American Case Research Association, Durham, NH.

Academic Conference Presentations — Panels and Symposia

- Gilinsky, A. (2017.) A Fast Track to Writing an Instructor's Manual. North American Case Research Association, Chicago, IL, October 19–21.
- Shay, J. and Gilinsky, A. (2017). The Art of Case Teaching: A Never-ending Journey. North American Case Research Association, Chicago, IL, October 19–21.
- Gilinsky, A., Reed, M. & Barrett, M. (2016). Researching, writing, and teaching case studies, ANZMAC, Christchurch, NZ, December 5–7, 2016.
- Gilinsky, A. & Lawson, N. (2016). Crafting Digital Case Studies. North American Case Research Association, Las Vegas, NV (October).
- Taylor, M., Gilinsky, A. Keels, K., Anyansi-Archibong, C., *et al.* (2016). The Three Ds of Case Teaching: Design, Discuss, and Disseminate. PDW Workshop, Academy of Management, Anaheim, CA (August).
- Gilinsky, A., Reed, M. M., Forbes, S. (2016). Wine Business Education Summit Case Workshop, 9th Academy of Wine Business Research conference, Adelaide, Australia, (February).
- Reed, M., Gilinsky, A., Taylor, M., Narapareddy, V., Gamble, J. and Harris, R.A. (2016). Baylor Case Writing Boot Camp, U.S. Small Business & Entrepreneurship Association, San Diego, CA (January).
- Kavanagh, J., Gilinsky, A., Vega, G., Cassidy, C., and Lawrence, J., (2015). The process of getting your case published in a PRJ: the editors' perspectives, North American Case Research Association, Orlando, FL (October).
- Shay, J., Baack, S., and Gilinsky, A. (2015). Case teaching: choices and tradeoffs, North American Case Research Association, Orlando, FL (October).
- Taylor, M., Keels, K. Gilinsky, A. Anyansi-Archibong, C., Reed, M. *et al.* (2015). Start-to-finish wisdom on cases: research & writing, teaching, publication & reviewing, Management Education Division Professional Development Workshop, Academy of Management, Vancouver, CN (August).
- Gilinsky, A. (2015) Corporate philanthropy and social responsibility in the US wine industry, University of San Francisco - China Business conference (February),
- Taylor, M., Keels, K. Gilinsky, A. Swayne, L. *et al.* (2015). Teaching, researching and reviewing cases — 3 Symposia, U.S. Small Business & Entrepreneurship Association, Tampa, FL (January).
- Baack, S., Gilinsky, A., Shay, J. (2014). How to teach a case (and how not to...) North American Case Research Association, Austin, TX, October.
- Douma, B., Harris, R.A. and Gilinsky, A. (2013). A new look at the industry note. North American Case Research Association, Victoria, BC, October.
- Taylor, M., Gilinsky, A. *et al.* (2012). Cases that sing in the classroom: Insights into developing and teaching cases, Management Education Division Professional Development Workshop, Academy of Management, Boston, MA, August.
- Douma, B., Gilinsky, A., Harris, R., & Rosenberg, S. (2011). Online instruction with cases. North American Case Research Association, San Antonio, TX. (Panel presentation), October.
- Gilinsky, A., Herkenhoff, L. & Bachani, J. (2011). Faculty perspectives on the impact of information and communication technologies in the classroom, (symposium), Western Academy of Management, Victoria, B.C., March.

Ingols, C., Gilinsky, A., Ballenger, R.M., Carson, C., Holman, P., & Taylor, M.L. (2010). Assessment of students' learning through case analysis. North American Case Research Association, Gatlinburg, TN, October.

Community/Professional Presentations

- “Wine Business Case Research Journal,” 21st SSU Faculty Research Expo, April 2017.
- “Wine Business Case Workshops,” Lincoln University, Christchurch, NZ, December 1–2, 2016.
- “Wine Business Case Workshops,” Auckland University, November 30, 2016.
- “Decision 2016: Lessons from the latest wine business case studies,” Wine Industry Financial Symposium, Napa, CA, September 26, 2016, with Marieshka Barton*.
- “Casos De Éxito De Bodegas En El Mundo,” ForoVino Argentina, Mendoza, AR, September 5–6, 2016.
- “Wine Business Case Workshops,” National University of Cuyo, Mendoza, AR, September 1–2, 2016.
- “NakedWines.Com”, SSU Convocation, Rohnert Park, CA, August 22, 2016.
- “Wine Business Case Research Journal,” 20th SSU Faculty Research Expo, April 2016
- Moderator, Sustainable Beverage Panel, Sustainable Enterprise Conference, Rohnert Park, CA April 7, 2016.
- “Dimensions of philanthropy across the wine industry,” KEDGE Business School faculty research presentation, Bordeaux, FR, December 8, 2015.
- “Researching and writing cases for publication,” faculty workshop, EM University of Strasbourg, FR, December 5, 2015.
- “Researching and writing cases for publication,” ISG Paris faculty workshop, FR, December 1, 2015.
- “Case writing and publishing cases,” Texas A&M Corpus Christi, faculty professional development workshop, April 2015. (paid consultant)
- Judge (invited), Baylor Student Case Competition, U.S. Association of Small Business & Entrepreneurship, Tampa, FL, January 22, 2015.
- “Writing Cases that Sing in the Classroom” +” The Current State of the USA Wine Industry,” presentations to faculty and students at KEDGE Business School-Bordeaux, ISG Paris, and ESC Dijon, France, November 2014.
- Wine export strategies, short course, Hochschule Ludgishafen, Neustadt, Germany, July 1-2, 2014.
- Supergrowth Wineries with Dan Aguilar, Silicon Valley Bank (Sandra K. Newton & Douglas Jordan, co-authors), Wine Industry Financial Symposium, Napa, CA, September 2013.
- The Super Growth Wineries: Who sets the pace for winery growth and profitability? (Sandra K. Newton & Douglas Jordan, co-authors), 17th SSU Faculty Research Expo, March 2013.
- Judge (invited), Baylor Student Case Competition, U.S. Association of Small Business & Entrepreneurship, San Francisco, CA, January 15, 2013.
- Case teaching, discussion-based learning, and writing cases UNC Wilmington, Cameron School of Business Faculty Professional Development Workshops, March 2012. (Paid consultant)
- Frog’s Leap Winery in 2011: The sustainability initiative (case + video), 16th SSU Faculty Research Expo, March 2012.
- Sustainability in the wine industry: Altering the competitive landscape? (Tom Atkin & Sandra K. Newton, co-authors), 15th SSU Faculty Research Expo, March 2011.
- Plenary speaker (invited), Administrative Sciences Association of Canada, Montreal, CA, July 2, 2011.
- Plenary speaker (invited), Western Casewriters Association, Victoria, BC, March 24, 2011.
- Judge (invited), Baylor Student Case Competition, U.S. Association of Small Business & Entrepreneurship, Hilton Head, SC, January 13, 2011.
- Panelist (invited), Using case studies for assurance of learning outcomes assessment. North American Case Research Association, Gatlinburg, TN, October 29, 2010.
- Plenary speaker (invited), Latin American Casewriters Association, Mexico City, May 27, 2010
- Plenary speaker (invited), Western Casewriters Association, Kona, HI, March 25, 2010.

Entrepreneurship in the wine industry Wharton School of Business, April 2010.
 Entrepreneurship in Sonoma County: Past-present-future, 7th North Bay Innovation Forum, Santa Rosa, CA, October 14, 2009.
 Plenary speaker (invited), Western Casewriters Association, Midway, UT, March 24, 2009.
 Strategies for wine tourism, Graduate Symposium/Short Course, University of Macerata, Marche, Italy, April 2008.
 Research models for the wine industry, Doctoral Symposium, University of Siena, April 2008.
 Strategy and entrepreneurship: An international perspective, Wine Associations of the Marche and Abruzzo, Porto San Giorgio, Italy, March 2008.
 Conducting Wine Industry Research, Doctoral Symposium, University of Florence, Italy, March 2008.
 Strategic management in the global wine industry, doctoral symposia/short courses, University of Florence, Poggibonsi, Italy, March 2007 & March 2008.
 Entrepreneurship at Sonoma State, SCORE, Santa Rosa, CA, November 2005.
 Are you a square peg in a round hole? Action planning for small businesses, Center for Entrepreneurial Exchange, Santa Rosa, CA, October 2005.
 Entrepreneurship: myths v. facts, U.S. Patent & Trademark Office ‘Success through Invention’ Conference, Santa Rosa, CA, October 2005.
 Thriving in a recession, 13th Annual International Leadership Alumni Conference, Santa Rosa, CA, December 2002.
 Entrepreneurship / new venture creation, Golden State Capital Network, Rohnert Park, CA, April 2002.
 Sustainable practices in the wine industry, Wine Vision Annual Meeting, Rohnert Park, CA, June 2001.
 Strategic planning models for the wine industry, Unified Grape & Wine Symposium, Sacramento, CA, January 2001.
 Careers in the wine industry, California CPA Educational Foundation, Napa, CA, December 2000.
 Strategy & leadership in the wine industry, Western Association of B-School deans, October 1999.

Awards, Grants & Honors

Awards from Academic Associations

Best Case, Gilinsky, A., Canavati de la Torre, S., & *Young, J. (2017). “Russian River Brewing Company in 2016: Crafting Strategies,” Western Casewriters Association, San Diego, CA, March 2017.
 Elected as Fellow of the North American Case Research Association, October 2016.
 Faculty supervisor, Baylor Best Student Case Award, North American Case Research Association, “Tribute: Marketing a Biodynamic Luxury Brand” (2016) **Marieshka Barton*
 Faculty supervisor, Baylor Best Student Case Award, North American Case Research Association, “Girls on the Run: Sonoma County” (2015) **Erin Rock*
 Best Case, Gold Award, North American Case Research Association, “NakedWines.com: The Sudoku Approach” (2013),
 Faculty supervisor, Jonathan R. Welch Award for outstanding case in Finance and Economics, North American Case Research Association, “Rara Avis Vineyards” (2013) **Kimberly Finnie and Shaun Richardson*.
 Finalist, Curtis E. Tate Outstanding Published Case Award. North American Case Research Association, “Frog’s Leap Winery: The Sustainability Agenda” (2013),
 Finalist, Curtis E. Tate Outstanding Published Case Award. North American Case Research Association, “Ceja Vineyards: Marketing to the Hispanic Wine Consumer?” (2012),
 Best case, John Molson MBA Case Writing Competition, “The [yellowtail] Phenomenon” (2012),
 Finalist, Best case, John Molson MBA Case Writing Competition, “Good Hotel: Doing Good, Doing Well?” (2011),

Best case, Bronze award, North American Case Research Association, “Good Hotel: Doing Good, Doing Well?” (2010),

Best case, Jeux de Commerce (Canada) Case Writing Competition, “Western Union in 2008: Send Me the Money!” (2010),

Best paper, “Desperately seeking serendipity: exploring the impact of country location on innovation in the wine industry” Association of Wine Business Research, Siena, Italy (2008),

Best case, John Molson MBA Case Writing Competition, “Sula Vineyards” (2008),

Best case, John Molson MBA Case Writing Competition, “Oliver’s Markets” (2006), **J. Moore*.

Finalist, Best Case, John Molson MBA Case Writing Competition, “Copperfield’s Books, Inc.” (2005) **T. Scott*.

Faculty supervisor, Undergraduate Case of the Year Finalist – Third Place, “Christopher’s Inn,” Small Business Institute Directors’ Association (2004) **J. Chain, B. Koen, and J. Rank*.

Best case, John Molson MBA Case Writing Competition, “Globalization of Beringer Blass Wine Estates” (2004)

Best case, Bronze Award, North American Case Research Association, Girard Winery (2004), **J. Morrissey*.

Finalist, Academy of Management — Critical Management Studies Division, Darkside II national case competition, “Gluon Networks and the Happy Holidays Memo” (2003)

McMaster Award for Outstanding Case in Innovation and New Technology, North American Case Research Association, “Multimedia Live” (2001) **A. Urmson*.

Faculty supervisor, Best Student-Authored Case of the Year. North American Case Research Association, “Smokin’ Barrels,” (2000) **A. Durkee*.

Curtis E. Tate Outstanding Published Case Award, North American Case Research Association, “RJM Enterprises: Romancing the Vine!” (1999) **N. Campbell*

Faculty supervisor, Region IX Undergraduate Case of the Year, “Microsource,” Small Business Institute Directors’ Association (1998), **R. Brown, T. Cirimele, and T. Meade*

Finalist, Curtis E. Tate Case of the Year Award, North American Case Research Association, “Mendocino Brewing Company—1996” (1998)

Faculty supervisor, National Undergraduate Case of the Year, “Food for Humans,” Small Business Institute Directors’ Association (1996) **N. Amari and N. Campbell*

Internal Grants

RSCAP Grant, \$4,484, Student Editors for *Wine Business Case Research Journal* (2016-17)

Inaugural Digital Critical Cohort w/University Library, \$1,500 (2014-15)

GMC Academic Integration Award, \$15,000, Creative and Digital Media Entrepreneurship Certificate Program, (2012-2013)

Case studies and discussion-based learning, \$1,500, SSU Faculty PD Workshops, March 2012

External Grants

CSU Information Competence Initiative, \$6,160, Emphasizing Relevance: Incorporating Business Case Studies and Competition to Teach Information Competency Skills (2004)

Coleman Foundation, \$5,000 for Student In-Service Projects for Start-ups (2002)

Honors

Bernie and Estelle Goldstein Award for Excellence in Scholarship, SSU (2012-13)

Nominated for SSU Excellence in Teaching Award (2005-2006, 2007-2008, 2010-2011)

Phi Beta Delta, International Honor Society, Zeta Tau Chapter (2010)

Excellence in Education Award (four-year institutions), Santa Rosa Chamber of Commerce (2007)

Outstanding Reviewer, Editorial Board, *Case Research Journal* (2002, 2003, 2004, 2007)
Nominee, Santa Rosa Chamber of Commerce Excellence in Education Award (2000)
Outstanding New Reviewer, *Case Research Journal* (1998)

Service

University

Faculty Standards and Affairs Committee (Spring 2016-2019; Chair, 2017-18)
University RTP Committee, (2011-2014 and 2016-2019); Chair (2013-2014)
Undergraduate Studies Committee (2015-16)
Undergraduate Studies Task Force (Fall 2014)
Educational Policy Committee (2009-2015); Chair (2011-2012 and 2012-2013)
Search Committee: SSU Development Officer (2013)
Search Committee: Artistic Director, Green Music Center (2012-2013)
President, Phi Beta Delta, Zeta Tau Chapter, Sonoma State University (2010-2011)
Reader, SSU Commencement Exercises (2007, 2009, 2010, 2011, 2012, 2014)
Search Committee: Dean, School of Business and Economics (2003-04)
Integrated Marketing Group (2000-2002)
Faculty Subcommittee for Sponsored Programs (1998-2001, 2001-2003)
Faculty Merit Increase Appeals Committee, Year Two (2000)
Stevenson Hall Classroom Renovation Committee (2000)
University Task Force on Re-Entry Students (1998-99)

School of Business & Economics

Graduate Studies Committee (2016-2017)
School of Business & Economics RTP (2004-2005, 2009-2010; Chair (2005-2006, 2006-2007, 2008-2009, 2010-2011)
Alignment Task Force (2010-11)
Professional Development Awards Committee (2009-2011)
Post-Tenure Review Committee (2003-2006)
Director, Entrepreneurship Center (2001-2002)
Director, Wine Business Program (1999-2001)
Director, Small Business Institute (1995-present)
AACSB Curriculum Committee (1999)

Department of Business

Continuous Improvement AACSB Accreditation Task Force (2015-16)
Area Coordinator, Management (2008-10)
Acting Area Coordinator, Management (Fall 2007)
Faculty Advisor, ten (10) MBA Directed Study Projects (2010, 2011, 2012, 2013, 2015, 2016, 2017)
Search Committees: Wine Inst. Staff (2012), Entrepreneur-in-Residence (2013), Visiting Professor (2014)
Search Committees: Accounting (2004-2005, 2007-2008); Management (Chair, 2004-2005, 2006-2007)
AACSB accreditation task forces: Academic/Professional Qualifications, Strategic Planning (2006-2007)

Pro Bono Community Service

California Coastwalk, volunteer (2015-)

Community Advisory Board member, Bank of Marin, (2015-)

Board member, 4Cs Community Child Care Council of Sonoma County (2012-2014)

Finance committee, 4Cs Community Child Care Council of Sonoma County (2012-current)

Panelist, 8th North Bay Innovation Forum, Santa Rosa, April 28, 2010

Panelist, 7th North Bay Innovation Forum, Santa Rosa, October 14, 2009

Auctioneer, Wine & Travel Auctions, KRCB TV & Radio (2003-)

Advisor and faculty supervisor, Youth Business Week (2003, 2005, 2007)

Advisory Board member, Roots for Peace (2000)

Guest speaker, Institute of Management Accountants, Santa Rosa Chapter, March 15, 2001

Advisory Board member, City of Oakland/East Bay Cities Black Chamber of Commerce (1998-2001)

Advisory Board member, North Bay Angels, venture capital fund (2000-2008)

KQED Morning Forum, Issues Facing the Northern California Wine Industry (September 28, 1999)

WineVision, industry strategic planning committee (1999-2002)

Sonoma County Business Incubator Task Force (1998)

Service to Professional Associations

Session chair, 10th Academy of Wine Business Research, Rohnert Park, CA (July 2017)

Session chair, 9th Academy of Wine Business Research, Adelaide, Australia (February 2016)

Session chair, 8th Academy of Wine Business Research, Geisenheim, Germany (June 2014)

Session chair, 7th Academy of Wine Business Research, St. Catherine's, Ontario (July 2013)

Session chair, North American Case Research Association, Quincy, MA (October 2012)

Session chair, 6th Academy of Wine Business Research, Bordeaux, France (June 2011)

Immediate Past-President. North American Case Research Association, Boston, MA (2011-2012)

President, North American Case Research Association, San Antonio, TX (2010-2011)

President-elect, North American Case Research Association, Gatlinburg, TN (2009-2010)

Program Chair, North American Case Research Association, Santa Cruz, CA (2008-2009)

Program Chair-elect, North American Case Research Association, Durham, NH (2007-2008)

Director-at-Large, North American Case Research Association (2001-04)

Track Chair, E-Commerce, North American Case Research Association (2001)

Local Arrangements Chair, North American Case Research Association, Santa Rosa (1999)

Director, Western Region, North American Case Research Association (1998-2000)

Local Arrangements Co-Chair, Small Business Institute Directors Association, San Francisco (1998)

Session Chair, International Council of Small Business, Naples, Italy, (June 1998)

Entrepreneurship New Faculty Consortium, Academy of Management, Toronto, August 2000

Fellow, Price-Babson Entrepreneurship Educators Symposium, Berkeley, CA, January 2001

Editorial Board, *Journal of Small Business Strategy* (2005-current)

Editorial Board, *Case Research Journal* (2001-current)

Reviewer, Academy of Management (1995-current)

Reviewer, Academy of Wine Business Research (2004-current)

Reviewer, North American Case Research Association (1995-current)

Reviewer, U.S. Association of Small Business & Entrepreneurship (1995-current)

Reviewer, Western Academy of Management (1995-current)

Professional Affiliations

Academy of Management

North American Case Research Association
Phi Beta Delta, Zeta Tau Chapter
Small Business Institute Directors' Association
Western Academy of Management
Western Casewriters' Association