

# MORIAH MEYSKENS

Tel: 305-302-4201, E-mail: [mmeyskens@gmail.com](mailto:mmeyskens@gmail.com)

## EDUCATION

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**BABSON COLLEGE**, Babson Park, MA

Post-Doctoral Researcher & U.S. Global Entrepreneurship Monitor Data Coordinator, 2010 -2011

Visiting Scholar, 2009-2010

**FLORIDA INTERNATIONAL UNIVERSITY (FIU)**, Miami, FL

Ph.D. International Business & Management; Concentration in Entrepreneurship & Strategy, August 2010

**NEW YORK UNIVERSITY (NYU)**, New York, NY

Master of Business Administration, Management and Entrepreneurship; May 2005

**UNIVERSITY OF CALIFORNIA, LOS ANGELES (UCLA)**, Los Angeles, CA

Bachelor of Arts, Economics and Latin American Studies; May 1998

## RESEARCH INTERESTS AND CV HIGHLIGHTS

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- Specialize in Strategic Entrepreneurship, Strategy and International Business
- Interest in Social Entrepreneurship, Corporate Social Responsibility and Bottom of the Pyramid research
- Particular focus on the role of partnerships or alliances in these different contexts
- Developed various research projects utilizing content analysis
- Presented at various conferences including the Academy of Management, Babson and USASBE
- Six papers accepted to be published at peer-reviewed journals as well as two book chapters
- Instructor for Management and Entrepreneurship courses taught online, hybrid and in-class from 2007-2010
- Eight years professional experience in microfinance, finance, consulting and research in the United States, Latin America and Africa.
- Fluent in Spanish and Portuguese and basic knowledge of German.

## DISSERTATION

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### **How do Partnerships Lead to a Competitive Advantage? Applying the Resource Based View to Nascent Social Ventures**

The dissertation systematically applies the resource-based view to build and test a conceptual model that links social ventures, partnerships, and resource conditions with a nascent venture's competitive advantage. Social ventures are entrepreneurial ventures organized as nonprofit, for-profit or hybrid organizations whose primary purpose is to address unmet social needs and create social value. Nascent social ventures face resources gaps and engage in partnerships as one means to access external resources. Partnerships with different sectors facilitate innovative and earned income strategies and assist in the development of adequate heterogeneous resource conditions that impact competitive advantage. These relationships are analyzed through the content analysis of social venture business plans and a follow up survey. The findings suggest a significant positive relationship between competitive advantage and partnership diversity, heterogeneous resource conditions, social innovation and earned income. Social capital is the type of resource most significantly related to competitive advantage. Founder previous start-up experience, client location, and business plan completeness are also found to be significant in the relationship between partnership diversity and competitive advantage. Finally the findings suggest that hybrid social ventures create a greater competitive advantage than nonprofit or for-profit social ventures.

Dissertation Committee: Alan Carsrud, Sumit Kundu, Karen Paul, Mary Ann Von Glinow and Kenneth Lipartito

Dissertation Proposal: July 21, 2009

Dissertation Defense: June 18, 2010

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### PAPERS ACCEPTED FOR PUBLICATION

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Meyskens, M., & Carsrud, A. Forthcoming. Nascent green-technology ventures: An exploratory study assessing the role of partnership diversity in firm success. *Small Business Economics*.

Meyskens, M. & Carsrud, A. Forthcoming. The role of partnerships in early stage ventures: An exploratory study. *Journal of Enterprising Culture*

Meyskens, M., Carsrud, A. & Cardozo, R. 2010. The symbiosis of entities in the social engagement network: The role of social ventures. *Entrepreneurship & Regional Development*, 22(5): 425-455.

Meyskens, M. & Paul, K. 2010. The evolution of corporate social reporting practices in Mexico. *Journal of Business Ethics*, 91(2): 211- 227.

Meyskens, M., Robb-Post, C., Stamp, J., Carsrud, A. & Reynolds, P. 2010. Social ventures from a resource-based perspective: An exploratory study assessing global Ashoka Fellows. *Entrepreneurship Theory & Practice*, 34(4): 661-680.

Meyskens, M., Von Glinow, MA, Werther, W.B. & Clarke, L. 2009. The paradox of international talent: Alternative forms of international assignments. *International Journal of Human Resource Management*, 20(6): 1439-1450.

Paul, K., Meyskens, M., & Robbins, S. 2011. Components of a global mindset: Corporate social responsibility and cross-cultural sensitivity. *Journal of International Business and Cultural Studies*.

Wankel, C. (Ed.) 2008. Encyclopedia of business in today's world. Vol 1. *Argentina* Entry (Meyskens, M). Sage Publications 69-70

### BOOK CHAPTERS ACCEPTED FOR PUBLICATION

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Meyskens, M., Allen, E., & Brush, C. Forthcoming. Human capital and hybrid ventures. *Advances in Entrepreneurship, Firm Emergence, and Growth*, T. Lumpkin & J. Katz (Eds.)

Meyskens, M., Forthcoming. Social venture earned income strategies. *Social Entrepreneurship*. T. Lyons (Ed.)

### CONFERENCE PRESENTATIONS

---

Meyskens, M. & McKague, K. Base of the pyramid research methods: Overcoming perils and pitfalls in the quest for quality data. Co-lead Fourth Annual PDW on Poverty Alleviation Research. *Academy of Management*, San Antonio, Texas, August, 2011.

Pfarrer, M., Meyskens, M. & Kiyatkin, L. Content analysis in organizational research: Techniques and applications. Co-lead Third Annual PDW. *Academy of Management*, San Antonio, Texas, August, 2011.

Meyskens, M., Allen, E., & Brush, C. Human capital and hybrid ventures. *New York University Stern Social Entrepreneurship Conference*, New York, November, 2010.

Wilson, F., Smith, B., & Meyskens, M. Networks of allegiance: The use of partnerships by social purpose ventures to scale social impact. *New York University Stern Social Entrepreneurship Conference*, New York, November, 2010.

Meyskens, M. & Rivera-Santos, M. Do business plans competitions promote venture creation and growth in developing countries? *Academy of Management*, Montreal, Canada, August, 2010.

McKague, K. & Meyskens, M. Navigating the tensions in poverty alleviation research: Scholarly rigor vs. practical relevance. Co-lead Third Annual PDW on Poverty Alleviation Research. *Academy of Management*, Montreal, Canada, August, 2010.

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### CONFERENCE PRESENTATIONS CONTINUED

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Kiyatkin, L., Meyskens, M. & Pfarrer, M. Content analysis in organizational research: Techniques and application. Co-lead PDW. *Academy of Management*, Montreal, Canada, August, 2010.

Meyskens, M., Clarke, L., Shapiro, D.L. & Von Glinow, M.A. The path toward greater polycontextual sensitivity in international business studies: A road not(yet) well-traveled. *Academy of International Business Conference*, Rio de Janeiro, June, 2010.

Meyskens, M. Do social venture business plan competitions make a difference? *New York University Stern Social Entrepreneurship Conference*, New York, November, 2009.

Meyskens, M. The role of partnerships in early stage green-tech ventures. *New York University Stern Social Entrepreneurship Conference*, New York, November, 2009.

Meyskens, M. & Carsrud, A. The role of partnerships in early stage ventures: An exploratory study. *CCSBE*, Toronto, October, 2009.

Meyskens, M. & Paul, K. The evolution of corporate social reporting practices in Mexico. *Academy of Management*, Chicago, August, 2009.

Meyskens, M., Post, C., Stamp, J., Carsrud, A. & Reynolds, P. Social ventures from a resource-based perspective: An exploratory study assessing global Ashoka Fellows. *Academy of Management*, Chicago, August, 2009

Schneper, W., Meyskens, M., Solemani, A., Celos, S., Hei, W. & Leartsurawat, W. Organizational drivers of corporate social responsibility: Disentangling substance from rhetoric. *Academy of Management*, Chicago, August, 2009

Meyskens, M. & McKague, K. Poverty alleviation, ecosystems, and business: Challenges and opportunities for a research agenda. Co-lead PDW. *Academy of Management*, Chicago, August, 2009

Meyskens, M., Kiyatkin, L. & Pfarrer, M. Content analysis in organizational research: Techniques and application. Co-lead PDW. *Academy of Management*, Chicago, August, 2009

Meyskens, M. The role of partnerships in social ventures. *Research Colloquium on Social Entrepreneurship*, Duke, North Carolina, June, 2009

Meyskens, M. The symbiosis of entities in the social engagement network: The role of social entrepreneurship organizations. *Oikos PhD Summer Academy: Entrepreneurial Strategies for Sustainability*, Appenzell, Switzerland, August, 2008.

Meyskens, M. & McKague, K. Where do we go now? Dilemmas & challenges for new scholars pursuing research on global poverty alleviation. Co-lead PDW. *Academy of Management*, Anaheim, CA, August, 2008

Meyskens, M. & Paul, K. 2008. The role of corporate social performance in attracting cross-culturally sensitive employees. *Academy of Management, SIM division*, Anaheim, CA, August, 2008

Von Glinow, M.A., Clarke, L. & Meyskens, M. Polycontextuality and research methodology: Issues and illustrations. *Academy of International Business*, Milan, Italy, June, 2008.

Meyskens, M. & Post, C. Social venture strategy from a global perspective: An exploratory study assessing Ashoka Fellows. *Babson Research Conference*, Raleigh, NC, June, 2008.

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### CONFERENCE PRESENTATIONS CONTINUED

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Meyskens, M. The role of NGO partnerships in creating a competitive advantage for firms. *The Role of Nongovernmental Organizations (NGOs) in the Business – Government – Society Interface*, Paris, France, May, 2008.

Paul, K. & Meyskens, M. 2008. A five-year report on corporate social reporting in Mexico (Poster). *GRI Global Conference on Sustainability and Transparency*, Amsterdam, Netherlands, May, 2008.

Meyskens, M., Carsrud, A. L. & Cardozo, R. The impact of resources on the success of social entrepreneurship organizations: The symbiosis of entities in the social engagement network. *USASBE*, San Antonio, TX, January, 2008.

### REVIEWER AND ACADEMIC ACTIVITIES

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- NYU Social Entrepreneurship Conference Board of Advisors (2010)
- Small Business Economics Reviewer (2010), Journal of Small Business Management Reviewer (2009), and Entrepreneurship Theory & Practice Reviewer (2009), Journal of Business Ethics Reviewer for Special Issue on cross sector social interactions (2009 & 2010)
- Academy of International Business: Review for emerging economies and context divisions (2009 & 2010)
- Academy of Management: Review for the SIM, Entrepreneurship & Non-Profit Divisions (2008 - 2011)
- William James Foundation: Review executive summaries and business plans (2008 - 2011)
- Strategic Management Society: Review for the Global Strategy Division (2008)
- USASBE: Review social entrepreneurship papers (2008)
- Member Academy of Management & Academy of International Business (2006-Present)
- Guest Lecture at Florida Atlantic University on Corporate Social Responsibility (2009)
- Advisor for FIU Microfinance Initiative (2007-2009)

### TEACHING

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**Florida International University**, Miami, Florida

**Instructor**, College of Business Administration 2007-2010

- Teach online and hybrid courses in Introduction to Management & Entrepreneurship for undergraduate and graduate students
- Adapt an existing online curriculum to an in-class interactive learning environment which includes debates, guest speakers, book reports and case analysis
- *Interests:* Courses related to strategy, entrepreneurship, social entrepreneurship, corporate social responsibility, business ethics, international business, management, and content analysis.

Term	Title	Course	Level	Type
Spring 2010	Instructor	Independent Study	Undergraduate	Virtual
Spring 2009	Co-Teach	Advanced Business Planning	Undergrad & Graduate	Normal
Fall 2008	Instructor	Introduction to Entrepreneurship	Undergraduate	Hybrid
Summer 2008	Instructor	Introduction to Entrepreneurship	Undergraduate	Online
Spring 2008	Instructor	Introduction to Management	Undergraduate	Hybrid
Fall 2007	Instructor	Introduction to Management	Undergraduate	Hybrid
Summer 2007	Instructor	Introduction to Management	Undergraduate	Online

### GRADUATE ASSISTANTSHIP

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Year	Purpose	Granting Entity	Amount
2008-2009	Fund tuition and living expenses in exchange for 10 hours research assistance and 10 hours of teaching (1 class per semester) per week	FIU	\$20,000
2007-2008	Fund tuition and living expenses in exchange for 10 hours research assistance and 10 hours of teaching (1 class per semester) per week	FIU	\$17,000

**HONORS & AWARDS**

<b>Year</b>	<b>Purpose</b>	<b>Granting Entity</b>	<b>Amount</b>
2010	NYU Social Entrepreneurship Conference	Babson College	\$700
2010	FIU Dissertation fellowship	FIU Graduate School	\$25,000
2009-2010	Dissertation research support	FIU Kaufmann Student Assistantship	\$10,000
2008-2009	Pre-dissertation research support	FIU Kaufmann Student Assistantship	\$13,520
2008 (August)	Oikos PhD Summer Academy: Entrepreneurial Strategies for Sustainability (Switzerland)	FIU Entrepreneurship Center	\$400
		FIU Graduate Student Association	\$500
		FIU Business School Dean	\$1,000
2008 (June)	Babson Research Conference (North Carolina)	FIU Entrepreneurship Center	\$600
		FIU International Business & Management Department	\$500
008 (May)	The Role of Nongovernmental Organizations in the Business – Government – Society Interface. Third Colloquium on Corporate Political Activity (Paris, France)	FIU Center for International Business Research (CIBER)	\$890
	GRI Global Conference on Sustainability and Transparency (Amsterdam, Netherlands)	FIU Graduate Student Association	\$400
		FIU Business School Dean	\$1,000
2008 (April)	1 <sup>st</sup> Place in the Business & Social Science Division for Paper Presentation	Graduate Student Association Scholarly Forum	\$500
2008 (January)	USASBE (San Antonio, Texas)	Coleman Foundation	\$400
		FIU Entrepreneurship Center	\$500
		FIU Graduate Student Association	\$300
2007 (October)	Kauffman Data Symposium	FIU Entrepreneurship Center	\$300
<b>Total</b>			<b>\$56,510</b>

**PROFESSIONAL EXPERIENCE**

- University of San Diego**, San Diego, California 2011-Present
- Adjunct Instructor in Management**
- Teach management courses in entrepreneurship and negotiation
- Babson College**, Babson Park, MA 2010 -2011
- Post-Doctoral Researcher & U.S. Global Entrepreneurship Monitor Data Coordinator**
- Conduct research in social entrepreneurship and entrepreneurship in Massachusetts
  - Manage GEM data analysis for the United States GEM team
- Visiting Scholar** 2009-2010
- Conduct research in social entrepreneurship and on business plan competitions

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### PROFESSIONAL EXPERIENCE CONTINUED

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#### Florida International University, Miami, Florida

**Research Assistant for Ken Lipartito** 2009-2010

- Content analysis of 583 annual reports from 1900 to 2000 to assess history of corporate social responsibility

**Research Assistant for Professor Mary Ann Von Glinow** 2007-2009

- Evaluate 700 JIBS articles and write a literature review on the limitations of international business
- Assist with data collection and reporting for CIBER annual report
- Develop and publish: "The paradox of international talent: Alternative forms of international assignments"

**Research Assistant for Professor Karen Paul** 2008

- Co-develop and implement corporate social performance and employee sensitivity survey and develop paper
- Develop and publish: "The evolution of corporate social reporting practices in Mexico"

**Research Assistant for Professor Meredith Burnett** 2007-2008

- Assist in data analysis and collecting articles

**Research Assistant for Chris Chung** 2007

- Assess changes in equity ownership of international joint ventures

#### SFLUM, Miami, Florida

**Development Director**, Microenterprise and youth development non-profit organization 2005-2007

- Develop five year operations and financial projections which led to a \$2.9 million commitment over five years in the form of a challenge grant and the doubling of the organization budget during the first year of the match
- Manage strategic and development planning, marketing, grant writing, special events and fundraising to assist organization in expanding from a \$500,000 to \$1,200,000 budget in less than a year.
- Develop and implement expansion strategies and program development with Executive Director and staff

#### ACCION New York, New York, NY

2003-2004

**Lending Team Manager**, Premier microfinance organization, member of ACCION International network

- Supervise a team of loan consultants - responsible for lead generation, marketing, production, and processing.
- Originate, underwrite, manage and provide technical assistance to an active portfolio of more than \$500,000 in loans to more than 60 minority and women-owned small businesses, maintaining delinquency below target level.
- Monthly presentations and trainings for the community on credit repair & small business development and loans
- Build cross sector partnerships with community organizations, government and banks.

#### TA McKay, New York, NY

2001-2003

**Fund Administrator**, Boutique hedge fund specializing in distressed securities

- Assist fund manager in achieving a positive return of 30% and 17% in 2001 and 2002 respectively
- Analysis of the financial statements and legal documents of companies in different stages of bankruptcy.
- Oversee and coordinate audits of offshore and domestic funds & the winding down of an offshore fund.
- Produce monthly statements for investors and managed daily operations, marketing, and legal issues of funds.

**Proxy Monitor**, New York, NY (currently Institutional Shareholder Services)

2000 – 2001

**Global Associate Analyst & Operations Manager**, Proxy advisory, research and corporate governance entity

- Strategically develop and recruit a twenty-person global proxy distribution group in a few months which quickly grew, dominated the market and later merged with Institutional Shareholder Services.
- Manage relationship of proxy team counterpart in India
- Produce over 200 written proxy recommendations for institutional investors in forty markets.

#### Salomon Smith Barney, New York, NY

1998 – 1999

**Research Assistant**, Latin American Equity Research, Cement & Construction Sector

- Institutional Investor 1998 Number Two Team
- Assist Senior Analyst with the research, writing and production of weekly Cement Pricing & Valuation report, monthly Mexican Cement Pricing Survey, other quarterly and special reports, and financial models

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### EDUCATION ACTIVITIES

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#### FLORIDA INTERNATIONAL UNIVERSITY, Miami, FL

Ph.D. International Business & Management; Concentration in Entrepreneurship & Strategy, August 2010

- Microfinance Initiative Advisor

#### NEW YORK UNIVERSITY, New York, NY

Master of Business Administration, Management and Entrepreneurship; May 2005

#### Research and Development Projects

- In country research on the *Profitability of Microfinance in India*, Advisor: Professor Jeffrey Robinson
- UNDP Argentina Internship, Research and interviews for *Argentine Microfinance Market Situation Analysis*.
- Technoserve (Maputo & Nampula, Mozambique)
  - Research and develop *Financing & Risk Sharing Model* and *Proposal for Small Cashew Farmers*
  - Research cement market to produce *Mozambique Cement Situation Analysis*
- UNCDF, Global Microentrepreneurship Awards, Year of Microcredit New York & Mozambique Manager

#### Awards and Affiliations

- NYU Stern Langone Student Leadership Award
- NYU Student Ambassador: United Nations Year of Microcredit
- Co-founder and President (2003-2004): Stern Non-Profit Association (currently the Social Enterprise Association)
- Lead development of NYU Microfinance Initiative
- Latin American Business Association (LABA) Social Development V.P.

#### UNIVERSITY OF CALIFORNIA, LOS ANGELES (UCLA), Los Angeles, CA

Bachelor of Arts, Economics and Latin American Studies; May 1998

#### Study Abroad

- Pontifical Catholic University (PUC), Rio de Janeiro, Brazil
  - Accounts Payable Department Intern: TRANSPEV, Brazilian Armored Car Corporation
  - Department of Commerce Intern: U.S. Consulate in Rio, Research projects for U.S. businessmen
- National Autonomous University of Mexico (UNAM), Mexico City
  - Department of Special Business Intern: Asemex, Mexican Insurance Company
  - Field Research Project: *Street Merchants in Mexico City*

### ADDITIONAL ACTIVITIES & PROFESSIONAL AFFILIATIONS

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- Fluent in Spanish and Portuguese. Basic knowledge of German.
- MIT Clean Energy Prize Operations Team Member (2009-2010)
- Net Impact Boston Events Team Co-V.P. (2010) and Founder Entrepreneurship Doctoral Student Group
- Co-Founder & President South Florida Net Impact Professional Chapter (2006-2007)
- Volunteer for Inner-City Outings (Sierra Club), Big Brothers Big Sisters, and Yoga Grove (2005-2006)
- Treasurer, Microfinance Club of New York (2004)
- Mentor, Student Sponsorship Partners, Big sister to high school student for four years (2002-2005)
- Private English Tutor for non-native speakers in the United States, Brazil, Mexico & Germany (1993-1997)
- American Field Service exchange program in Maracaibo, Venezuela (1992-1993)
- Enjoy traveling, dancing, running and spending time with family and friends

## MORIAH MEYSKENS

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### REFERENCES

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**Alan L. Carsrud, Ph.D.**

Loretta Rogers Chair in Entrepreneurship  
Ted Rogers School of Management  
Ryerson University  
575 Bay Street, Toronto, Ontario, Canada  
Tel: (416) 979-5000, ext 6569  
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**Karen Paul, Ph.D.**

Professor of Management  
Florida International University  
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**Sumit K. Kundu, Ph.D.**

Professor  
Research Professor of International Business  
Faculty Director - Master's in International Business  
Faculty Director - Evening MBA program  
College of Business Administration  
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**Dr. Candida G. Brush**

Professor of Entrepreneurship  
Paul T. Babson Chair in Entrepreneurship  
Chair- Entrepreneurship Division  
Director- Arthur M. Blank Center for Entrepreneurship  
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Email: [cbrush@babson.edu](mailto:cbrush@babson.edu)

**Mary Ann Von Glinow, Ph.D.**

Professor and Director  
Knight Ridder Eminent Scholar  
Chair in International Management  
Florida International University  
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