

B. YASANTHI PERERA

1420 St. Mathieu, Apt. 309, Montreal, QC H3H 2J1, Canada
yperera@nmsu.edu; 514-419-6396

EDUCATION:

- 2012 (Anticipated Spring), Ph.D. in Business Administration (Management)**, New Mexico State University, Dissertation: Working Title – *In Pursuit of the Double Bottom Line: An Exploration of How For-Profit Social Enterprises Create Value*
- 2004 M.B.A.**, New Mexico State University, Las Cruces, NM
- 2000 M. Sc. in Higher Education Administration**, North Carolina State University, Raleigh, NC
Thesis: *Indian Students' Perceptions of Academic Integrity*
- 1998 B. Sc. in Biology**, Iowa State University, Ames, IA

TEACHING EXPERIENCE:

Management Courses Taught

Human Behavior in Organizations

(Average Evaluation 4.52/5) - 1 semester

Work Teams in Organizations

(Average Evaluation 4.48/5) - 2 semesters

Human Behavior in Organizations (online)

(Average Evaluation 3.8/5) - 3 semesters; 2 summer sessions

Human Relations in Organizations

(Average Evaluation 3.91/5) - 1 semester

Entrepreneurship (online)

(Average Evaluation 4.21/5) - 1 semester; 2 courses

Training & Development (online)

(Average Evaluation 3.40/5) - 1 semester

Management Courses Assisted-

Human Behavior in Organizations - 7 semesters

Human Resources Management - 5 semesters

Leadership & Motivation - 1 semester

REFEREED PUBLICATIONS:

- Perera, B. Yasanthi**, Gomez, Claudia, Weisinger, Judith, & Tobey, David, "The Role of Social Capital in the Growth and Innovation of Immigrant-Founded Enterprises," Forthcoming in the *The International Journal of Innovation and Learning*, 2013.
- Tobey, David H., and **Perera, B. Yasanthi**, "Corporate Social Responsibility: A Stakeholder Model for Aligning Competing Values in West Africa," Forthcoming in *The African Journal of Economic and Management Studies*, Vol. 3 (1), April 2012.
- Gomez, Claudia, **Perera, B. Yasanthi**, and Manning, Michael, "Knowledge Transfer in Higher Education: The Case of Monterrey Institute of Technology," Forthcoming in 2012 issue of *The International Journal of Management in Education*.
- Albinsson, Pia A., **Perera, B. Yasanthi**, and Sautter, "Pookie" Elise, (2011) "Integrating Sustainability into the Marketing Curriculum: Emphasizing Society's Role in the Value Chain," *Journal of On-line Teaching*. Vol 7(1), 117-127.
- Albinsson, Pia A., and **Perera, B. Yasanthi** (2009), "From Trash to Treasure and Beyond: The Meaning of Voluntary Disposition," *Journal of Consumer Behaviour*, Vol. 8 (6), 340-353.

MANUSCRIPTS UNDER REVIEW:

Albinsson, Pia A., and **Perera, B. Yasanthi**, “On-Line Consumer Activism,” book chapter in *The Routledge Companion to Digital Consumption*, Eds. Russel Belk and Rosa Llamas, To be published in 2012.

BOOK CHAPTERS:

Albinsson, Pia A., and **Perera, B. Yasanthi**, “Consumer Activism through Social Media: Carrots versus Sticks,” book chapter in *Social Media and Online Consumer Behavior: Theory and Research*, Ed. Angeline G. Close, To be published by Psychology Press/Taylor and Francis Group in 2012.

PRESENTATIONS & CONFERENCE PROCEEDINGS:

Albinsson, Pia A., **Perera, B. Yasanthi** and Sautter, Pookie, “Assessing Value Co-creation: DART Scale Development and Validation,” to be presented at the American Marketing Association 2011 Summer Conference, San Francisco, CA.

Albinsson, Pia A., and **Perera, B. Yasanthi**, “Is this Really Free? Consumption and Disposition Behaviours at Public Swap (RRFMs) Events,” *Customer Research Academy Workshop Conference*, University of Manchester, 2011

Perera, B. Yasanthi, Gomez, Claudia, Weisinger, Judith, & Tobey, David, “Beyond the Immigrant Community: The Role of Social Capital in the Growth of Immigrant Enterprises,” *Canadian Council for Small Business & Entrepreneurship Conference*, Calgary, 2010

Perera, Yasanthi B. and Albinsson, Pia A. (2010) “Life is Good: An Exploration of Compassionate Marketing,” in *Developments in Marketing Science*, Proceedings of the Annual Conference of the Academy of Marketing Science (Dawn R. Deeter-Schmelz, ed.), Vol. 33, 92, **ISBN 10:** 0-939783-34-7

Albinsson, Pia A., **Perera, B. Yasanthi** and Sautter, Pookie (2010) “Shifting Students’ Perspective of Marketing: Pedagogical Tools and Challenges,” in *The Pinnacle of Marketing Education: Proceedings of the Marketing Educator’s Association Conference* (S. Cadwallader and G. H. Brodowsky, eds.), Fullerton: California State University, 58-62

Albinsson, Pia A., and **Perera, B. Yasanthi** (2010), “Putting the Roots Back in Grassroots: Consumer Activism Through Social Media,” in *Advances in Consumer Research*, Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN: Association for Consumer Research, Vol. 38 – abstract available online: <http://www.acrwebsite.org/volumes/display.asp?id=16285>

Perera, B. Yasanthi and Albinsson, Pia A. (2009) “What’s the Story? Restorying in Organizational Change: The Case of a University Department,” *The Eastern Academy of Management Conference Proceedings – Facing the Future with Heart and Mind*, Hartford, CT, Vol. 46, 1809-1815. **ISBN 10:** 0-9762920-8-4

Albinsson, Pia A. and **Perera, B. Yasanthi** (2009) “Reducing Ecological Footprints through Individual Social Responsibility: A Consumer Perspective,” in *Developments in Marketing Science*, Proceedings of the Annual Conference of the Academy of Marketing Science, Leroy Robinson, Jr. (ed.), Vol. 32, 65.

Albinsson, Pia A., and **Perera, B. Yasanthi**, “Integrating Sustainability into the Marketing Curriculum: Mainstreaming Corporate Social Responsibility through E-Learning,” *AMA Summer Educator’s Conference Proceedings*, Chicago, 2009.

- Tobey, David H., **Perera, B. Yasanthi**, and Gomez, Claudia, "Corporate Syzygy: Aligning Goals across Cultural Divides," *Proceedings of International Human Resource Management Conference*, Santa Fe, 2009.
- Albinsson, Pia A., **Perera, B. Yasanthi** and Sautter, Elise "Pookie" (2009), "From Stuff to Shoes: Enhancing Students' Sensitivities to Marketing's Role in Society," in *Advances in Marketing: Embracing Challenges & Change - A Global Perspective*, (Kehoe and Whitten, eds.), Tuscaloosa, AL, Society for Marketing Advances, p. 2, **ISBN 10: 0-9840884-0-**
- Gomez, Claudia, and **Perera, B. Yasanthi**, "From extra to co-curricular experiences: Developing soft skills in business education," *Proceedings of Southern Management Association Conference*, Asheville, 2009.
- Chavez, Carolyn, **Perera, B. Yasanthi**, & Gomez, Claudia, "An Experiential Exercise in Self-Leadership," *Proceedings of the Allied Academies Conference*, Reno, 2007.
- Perera, Yasanthi** and Weisinger, Judith, "Social Capital in Organizations: Key Findings and Emergent Issues," *Proceedings of Southwest Decisions Sciences Institute*, San Diego, 2006

CONFERENCE PRESENTATIONS:

- Tobey, David H., and **Perera, B. Yasanthi**, "Defining social entrepreneurship through a values lens," *Annual Conference of Social Entrepreneurs*, NYU Berkley Center for Entrepreneurship, New York, 2011
- Perera, B. Yasanthi**, "The Role of Compassion in For-Profit Social Entrepreneurship," *Canadian Council for Small Business & Entrepreneurship Conference*, Calgary, 2010
- Perera, B. Yasanthi**, "In Pursuit of the Dual Bottom-Line: How For-Profit Social Entrepreneurs Manage Their Social and Economic Missions," *Canadian Council for Small Business & Entrepreneurship Conference*, Calgary, 2010
- Farmer, Laura, and **Perera, B. Yasanthi**, "Leadership and Social Capital in Disaster Response: The Case of Dwight Ink and the 1964 Alaska Earthquake," presented at the *Graduate Research & Arts Symposium*, Las Cruces, NM, 2009.
- Gomez, Claudia, **Perera, B. Yasanthi**, and Tobey, David H., "Social Capital and its Limitations: An Exploration of the Growth and Adaptability of Immigrant Enterprises," presented at the *Graduate Research & Arts Symposium*, Las Cruces, NM, 2009.
- Albinsson, Pia A., Gladstone, Joseph S., and **Perera, B. Yasanthi**, "The Evolution of Activist Punk," presented at the *Southwest Texas Popular/American Culture Association Annual Meeting*, Albuquerque, NM, 2009.
- Albinsson, Pia A., **Perera, B. Yasanthi**, and Chaudhury, Sarita Ray, "Sustainable Living and Consumption through Sharing Activities: The Clothing Swap," presented at the *4th Annual Consumer Culture Theory Conference*, Ann Arbor, MI, 2009.

MANUSCRIPTS IN PROGRESS:

- Perera, B. Yasanthi**, "How For-Profit Social Entrepreneurs Balance Their Social and Economic Missions."
- Albinsson, Pia A., and **Perera, B. Yasanthi**, "My Body, My Brand: Transformation to the Ideal Self."
- Perera, B. Yasanthi** and Albinsson, Pia A., "Management and Social Media-driven Consumer Activism."

INVITED BOOK CHAPTERS, ARTICLES & PRESENTATIONS:

Perera, B. Yasanthi, “Social Entrepreneurship in South Asia,” presented as part of The Good Samaritan Retirement Community’s *Learning in Retirement Series*, January 2010.

Perera, B. Yasanthi, “Hiring International Job Candidates,” *The Talking Stick*, The Official Magazine of ACUHO-I (Association of College & University Housing Officers International,) 2004.

HONORS:

2009-2010 Award for “Outstanding Research,” Department of Management, New Mexico State University

2011 PhD Scoring Fellow for Aspen Institute’s *Beyond Grey Pinstripes Survey*, 2011

SERVICE:

Judge for Innoventure Competition, 2010 (For-Profit Social Entrepreneurship) and 2011 (Sustainability/ Green Business)

Reviewer for Academy of Marketing Science 2010 Meeting

Reviewer for Canadian Council for Small Business and Entrepreneurship 2010 Meeting

Reviewer for Eastern Academy of Management 2009 and 2010 Meetings

Reviewer for Academy of Management 2009 Meeting

Reviewer for Southern Academy of Management 2007 and 2009 Meetings

Reviewer for International Human Resources Conference 2009 Meeting

Reviewer for Southwest Decisions Sciences Institute 2008 Meeting

WORK EXPERIENCE:

2006 – Present **Instructor**, Department of Management, College of Business, New Mexico State University, Las Cruces, NM

Teaching Assistant:

Dr. Peter Dorfman, Fall 2006 – current (Organizational Behavior, Human Resource Management)

Dr. Carolyn Chavez, Spring 2008 (Leadership)

Dr. Judith Weisinger, Fall 2006, Summer 2009 (Human Resource Management)

2002-2006 **Area Coordinator**, Department of Housing, New Mexico State University, Las Cruces, NM.

2000-2002 **Area Manager & Conference Manager**, Department of Housing, New Mexico State University, Las Cruces, NM.

1998-2000 **Resident Director**, Department of Housing & Residential Life, North Carolina State University, Raleigh, NC.

1994-1998 **Resident/ Community Assistant**, Department of Housing & Residential Life, Iowa State University, Ames, IA.

DEVELOPMENTAL WORKSHOPS/SEMINARS:

2011 Writing Successful Grant Proposals (Arrowhead Research Center and NMSU Teaching Academy)

2009 At the NMSU Teaching Academy:

Getting Past the Theory: What Does Active Learning Look Like in the Classroom?
Mastering the Interactive Lecture
Destination Dissertation: Practical Strategies for Writing the Thesis or Dissertation
Infusing Sustainability into the Curriculum

2008 At the NMSU Teaching Academy:
Finding Your Voice: An Introduction to Breath Connection & Vocal Power
Just Whelmed: Maintaining a Vibrant & Productive Work Life
Teaching A through Z

ACADEMIC ASSOCIATIONS MEMBERSHIPS:

Academy of Management 2008-2012
Eastern Academy of Management, 2009-2010
Society for Marketing Advances 2009-2010
Southwest Decision Sciences Institute 2007-2008
Southern Management Association 2009 – 2010