

Mark W. Pruett

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Decision-making, innovation, and other research

Collegial and forward-looking with a passion for history and international topics. Core areas are strategy, international business, management principles, entrepreneurship. Introduced courses on creativity, managing change, technology/innovation, study-abroads and overseas teaching, and others.

Education PhD, strategic management (POM minor) U. of Illinois; MBA/BSBA, U. of North Carolina.

Scholarly Experience

ARTICLE58 RESEARCH	Decision-making, innovation, and other research, 2018-forward
Guest lectures	Chalmers University, Partille College, Peder Skrivares: Grad seminar, strategy, entrepreneurship, leadership on frequent business trips to Sweden, 2015-forward
Assoc. Prof.	Univ. of South Carolina Upstate, 2010-15
Asst. Prof.	Appalachian State U. Entrepreneurship center, cross-campus, multiple new courses, 2003-10
Winter faculty (Austria)	Vorarlberg U. of Appl. Sci., Dornbirn. December '06, '08, '09. Entrepreneurship.
Visiting then Asst. Prof.	George Mason U. 1998-2003. Created multiple courses, guest speaker FBI Academy, Dept. of Defense Senior Executive Service program course professor
Post-doc/visiting lecturer	U. of Illinois

Ventures

International consultant	4 years BWI/International Executive Service Corps: Wrote 36 feasibility studies for CEOs worldwide, Joint Venture Fund, trade/investment programs—Dominican Republic, Honduras
Founder	Eagleblade (Sweden/US—technology patenting, licensing); G&P Pictures (film production);
VP, accounting/finance	Cash-flow, debt management: land development

Current/recent research

The foreigner: Hitler's spy in the White House.

Presented paper, North American Society for Intelligence History, U. Calgary, July 2023.

Confidence and character: The future of women's entrepreneurship education?

Journal of Women's Entrepreneurship & Education. 2023, pp. 1-15. Also guest editor for this special issue: "Strengthening opportunities and solutions for women entrepreneurs in Asia and Europe"

The human plague: Russia's counterintelligence postal heroes. In review.

Drafts: *Unturned Pages, The Girl Who Changed the World, Dark Waters, London Star*

Journal articles, books, book chapters

Confidence and character: The future of women's entrepreneurship education?

Pruett, M. 2023. *J. of Women's Entrepreneurship & Education*, pp. 1-15. Author of lead article and guest editor of special issue: "Opportunities and solutions for women entrepreneurs in Asia and Europe."

Putin's Boys: The Stamp Men. Book on disinformation + organizational culture

Pruett, M. 2020. Article 58 Books. ISBN 978-1-7344989-0-5 (print), ISBN 978-1-7344989-1-2 ([Kindle](#)).

Female students: Afghanistan's new entrepreneurs?

Pruett, M. Şeşen, H, Pandian, J. & Winter, G. 2018. *J. of Women's Entrep'ship & Education*, 1-2: 40-53.

Core competencies and the financial health of a firm.

Pandian, J.R. & Pruet, M. 2018. *Intl. J. of Strategic Management*, 18 (2), 57-62.

2018 Emerald Highly Commended Award

Faculty-student perceptions about entrepreneurship in six countries.

Pruett, M. & Şeşen, H. 2017. *Education + Training*, 59 (1), 105-120.

Stereotypes: Curse to society or cure to its maladies?

Pandian, J.R. & Pruet, M. 2015. *Rev. of Bus. Rsch*, 15 (1), 7-14

Nominated for excellence award

Nascent entrepreneurs: Gender, culture, and perceptions.

Şeşen, H. & Pruet, M. 2014. *J. of Women's Entrepreneurship & Education*, 3-4: 1-21.

Impact of education, economy, and culture on entrepreneurial motives, barriers & intentions: U.S. & Turkey.

Şeşen, H. & Pruet, M. 2014. *J. of Entrepreneurship*, 23 (2), 231-261.

Mongolia: A cultural portrait using the Hofstede 5-D model.

Rarick, Winter, Barczyk, Pruet, Nickerson & Angriawan, A. 2014. *J. of Management & Bus. R'sch*, 14 (9).

Entrepreneurship education: Workshops and entrepreneurial intentions.

Pruett, M. 2012. *J. of Education for Business*, 87 (2), 94-101.

The social responsibility of business schools.

Pruett, M. 2012. Chap. in Charles Wankel and Agata Stachowich-Stanusch (Eds.), *Handbook of Research on Teaching Ethics in Business and Management Education* (pp. 564-576). Hershey, PA: IGI Global.

Why do entrepreneurs enter franchising and other share relationships?

Pruett, M., & Winter, G. 2011. *J. of Small Business and Entrepreneurship*. 24 (4), 567-581.

Entrepreneurial intentions, motivations & barriers: Differences between American, Asian & European students.

Giacomin, O., Janssen, F., Pruet, M., Shinnar, R., Llopis, F. & Toney, B. 2011. *International Entrepreneurship & Management Journal*, 7 (2), 219-238.

Explaining entrepreneurial intentions of university students: A cross-cultural study.

Pruett, Shinnar, Toney, Llopis & Fox. 2009. *Int'l J. of Entrep'l Behaviour and Research*, 15 (6), 571-594.

Longevity, the fundamental mission: Human organizations & living organisms.

O'Neal, D., & Pruet, M. 2009. *SMEER Review*, 2 (1), 8-12.

Entrepreneurship education: Attitudes across campus.

Shinnar, R., Pruett, M., & Toney, B. 2009. *J. of Education for Business*, 84 (3), 151-158.

Experience-based learning in innovation and production.

Pruett, M., & Thomas, H. 2008. *R & D Management*, 38 (2), 141-153.

How high-technology start-up firms may overcome direct and indirect network externalities.

Pruett, Lee, Lee & O'Neal. 2006. Chap. in K. Jacobs (Ed.), *Advanced Topics in Information Technology Standards & Standardization Research* (pp. 306-320). Hershey, PA: IGI Publishing.

Protecting trade secrets during employee migration: What you don't know can hurt you.

Kovach, K., Pruett, M., Samuels, L., & Duvall, C. 2004. *Labor Law Journal*, 55 (2), 69-84.

How high-technology start-up firms may overcome direct and indirect network externalities.

Pruett, Lee, Lee & O'Neal. 2003. *Int'l J. of IT Standards & Standardization Research*, 34-46.

Business failure pathways: environmental stress and organizational response.

Moulton, W., Thomas, H., & Pruett, M. 1996. *Journal of Management*, 22 (4), 571-595.

Thinking about quality and its links with strategic management.

Pruett, M., & Thomas, H. 1996. *European Management Journal*, 14 (1), 37-46.

Development of competitive strategies.

Gorman, Pruett & Thomas. 1996. Chap. (pp. 692-710) in *International Encyclopedia of Business and Management*. London: Routledge.

Re-thinking strategy from an integrative view of quality.

Pruett, M., & Thomas, H. 1996. Chap. (pp. 257-270) in *Strategic Integration*. Chichester, England: Wiley.

Planning for dominance: a strategic perspective on the emergence of a dominant design.

Lee, J., O'Neal, D., Pruett, M., & Thomas, H. 1995. *R & D Management*, 25 (1), 1-13.

Strategic groups and the analysis of market structure and industry dynamics.

McGee, J., Thomas, H., & Pruett, M. 1995. *British Journal of Management*, 6 (4), 257-270.

Introduction and section overviews of topics.

Thomas, H., & Pruett, M. 1994. In *Strategic Groups, Strategic Moves, and Performance*. NY: Pergamon.

Perspectives on theory building in strategic management.

Thomas, H., & Pruett, M. 1993. *Journal of Management Studies*, 30 (1), 1-10.

Papers presented

The foreigner: Hitler's spy in the White House.

North American Society for Intelligence History, U. Calgary, July 2023. www.intelligencehistory.org

Postage due: A new perspective on state security intelligence research.

North American Society for Intelligence History. 18-19 July 2022.

Changing minds: Women and entrepreneurship education.

Pruett, M., Pandian, J.R., Şeşen, H, & Winter, G. 2020. *Proceedings, Canadian Council for Small Business and Entrepreneurship (CCSBE) annual conference*, Ryerson University, Toronto.

Shaping character: The future of entrepreneurship education and research.

Pruett, Şeşen, Pandian & Winter. (2020 proceedings published, 2019 conference). *Entrepreneurship Theory & Practice: Present and Future. Proceedings of BAMDE 10th International Conference*, pp. 79-90. (presented paper, served as session chair)

Afghanistan: Students' perceptions about entrepreneurship.

Pandian, J.R., Pruet, M., Şeşen, H, and Winter, G. *USASBE Proceedings*, San Diego 2016.

Gender and culture: Impact on student attitudes and intentions.

Pruett, M. & Şeşen, H. *USASBE Conference Proceedings*, Tampa 2015.

Stereotypes: Curse to society or cure to its maladies?

Pandian, J.R. & Pruet, M. *IABE Winter Conference Proceedings*, Orlando 2015. (presented by co-author)

Do they think the same? 6-country study of faculty/student beliefs & attitudes about entrepreneurship.

Şeşen, H. & Pruet, M. *USASBE Conference Proceedings*, San Francisco 2013.

Entrepreneurship education: New international research.

Pruett, M. & Şeşen, H. *SC Upstate Research Symposium Proceedings*, pp. 29-30, 2013.

Stockholders, stakeholders, and the ethics of universities.

Pruett, M. *SC Upstate Research Symposium Proceedings*, pp. 145-147, Spartanburg, 2012.

Entrepreneurship education: Attitudes, workshops, and internationalization.

Pruett, M. *SC Upstate Research Symposium Proceedings*, pp. 197-199, Spartanburg 2011.

Impact of sex and self-efficacy on entrepreneurial intentions of students: An international comparison.

Giacomin, Janssen, Pruet, Shinnar, Llopis & Toney. *International French-Speaking Congress on Entrepreneurship and SMEs*, Bordeaux, France 2010. (proceedings paper presented by co-author)

International entrepreneurship education.

Pruett, M., Toney, B., & Rowland, J. Paper accepted, withdrawn due no travel funding. *AIB-SE conference*, Jacksonville FL, October 2009.

Self-efficacy, entrepreneurial intentions, and venture outcomes.

Pruett, M. & Toney B. *Int'l Council for Small Business. World Conf*, Halifax, Canada 2008.

Entrepreneurial share relationships: Initial and evolutionary determinants.

Pruett, M. & Winter G. *Int'l Council for Small Business World Conf*. Halifax, Canada 2008.

Comparative study of entrepreneurial interest in universities.

Giacomin, Janssen, Pruet, Shinnar & Toney. *Academy of International Business-SE Conference*, St. Petersburg, FL 2008.

The social responsibility of business schools.

Pruett, M. ASU Ethics Series, February 2008.

Entrepreneurial attitudes and perceptions: Cross-cultural differences and similarities.

Pruett, Shinnar, Toney, Llopis & Fox. *USASBE Conference Proceedings*, Orlando 2007.

Reece Overcash and the Associates. (teaching case)

Pruett, M., & Anderson, C. *North American Case Research Association*, Cape Cod, 2005.

Differences in student and faculty entrepreneurship education attitudes across campus?

Pruett, Shinnar & Toney. *Nat' Consortium of Entrep'ship Centers*, Chapel Hill, NC 2005.

Protecting trade secrets during employee migration: What you don't know can hurt you.

Kovach, Pruet, Samuels & Duvall. *Southern Management Association*, 2003. (presented by co-author)

High-tech start-ups, network externalities, and strategic choice: An empirical test.

Pruett, M., Lee, H., & Joshi, M. *Strategic Management Society*, Paris 2002. (presented by co-author)

Understanding the process of launching new products and services.

Pruett, M., Lee, H., & Joshi, M. America Online/Center for Innovative Technology *Common Ground* research conference, Herndon, VA 2002.

Appropriability and network externalities: Strategic choices when commercializing a new technology.

Pruett, M., & Lee, H. *Strategic Management Society*, San Francisco 2001.

Organizational learning and product designs: A model and empirical test.

Pruett, M., & Thomas, H. *Strategic Management Society*, Vancouver 2000.

The impact of communication on quality.

Pruett, M & Pandian, J. *International Research Conf. on Quality Management*, Melbourne Australia 1996. (presented by co-author)

How quality re-defines strategy.

Pruett, M. *Strategic Management Society*, Chicago 1993.

A framework for the emergence of a dominant design: a strategic perspective.

Lee, J., O'Neal, D., & Pruet, M. *Academy of Management*, Las Vegas 1992.

Workshops, grants, interviews/popular press

Workshops

Supported hundreds of start-ups Start-up workshops—with colleague, designed and delivered (9 times) a 3-workshop series to hundreds of nascent businesses.

Patents: Sunny skies & shipwrecks. Designed/led workshop on patent data uses, USASBE, Los Angeles 2018.

We'll always have Paris: Using movies in class. Designed/led roundtable, USASBE, Tampa 2015.

Prize winner Creativity exercise entry in Spark! teaching tools competition, USASBE, Tampa 2015.

Educating managers about integrity + corruption. (with Wankel + Stachowicz). AOM, San Antonio 2011.

Spark Your Creativity—designed/led workshop at Blue Ridge Entrepreneurial Council, Asheville 2009.

First-ever business faculty on society program How to prepare music students to find + create jobs. College Music Society, Croatia, 2009. Withdrawn due no travel funding.

International Entrepreneurship Education. Paper/workshop accepted for AIB-SE conference, Jacksonville FL, October 2009. Withdrawn due no travel funding.

Statewide annual retreat Designed/led workshop on organizational change + creativity, NC Small Business & Technology Development Centers, 2008.

Reece Overcash and The Associates. Pruett, M., & Anderson, C. NACRA, Cape Cod, 2005.

First graduate student ever to present at AACSB: Measurement: The hardest nut to crack? Designed/led workshop, AACSB Deans Symposium on continuous improvement, St. Louis 1993.

Grants

Entrepreneurship workshop series development, State of North Carolina, \$50,000.

Self Employment in the Arts—take art & ent students to Tampa conference, AdvantageWest/ ARDI, \$3,000.

Entrepreneurship in India—data collection, US Dept. of Education, \$3,000.

Internationalizing the curriculum—foreign travel, USC Upstate Center for International Studies, \$2,500.

USASBE conference, USC Upstate TAPS grant, \$2,000.

Academy of Management conference, USC Upstate TAPS grant, \$2,000.

USASBE conference, USC Upstate TAPS grant, \$1,750.

Interviews/popular press

Spycraft 101: 1-hour interview, Audible, 2022 <https://www.audible.com/pd/The-Assassins-Immortalized-on-Russias-Stamps-with-Mark-Pruett-Podcast/B09YR5DX7S>

Underwater. Longitudinal tech study for industry CEO audience. 2017

“Art Walk”, WHNS-21 Greenville SC. Organized morning-long program of interviews, 17 Jul 2014

“The business of art”, *The Greenville News*, p. E1. Interview, 31 March 2013

“Analysis of flat tax proposals”, WSPA-7 Spartanburg SC, 25 Oct 2011

“New credit card rules cap frustrating fees”, WSPA-7 Spartanburg, 18 Aug 2010

“What would your customers tell you?” *The Chamber Voice*, Boone, NC. Column, 2007

“A difficult road for budding Chinese entrepreneurs”, *China Daily*, research cited 5 Feb 2007

“Raise children with a wild streak”, *The Charlotte Observer*, column 16 Oct 2006

Cover story, *Techway* (Washington Post high-tech magazine), interview 23 Oct 2000

Management and entrepreneurship-related service

Start-up workshops—with colleague, designed and delivered (9 times) a 3-workshop series to hundreds of nascent businesses.

Developed numerous new courses: Management in the Movies Fostering + Managing Creativity
Freshman Seminar/Residential Community in Entrepreneurship Scandinavia + Austria study-abroads
Managing Technology + Innovation Managing Change (Exec MBA)

Coordinated a 6-month sabbatical for Dr. Harun Şeşen of the Turkish Military Academy to visit the US—co-authoring a continuing stream of research papers on entrepreneurship.

Co-founder, Appalachian State U. Center for Entrepreneurship.

New cross-campus minor, cross-campus activities with music, art, technology, rec mgmt depts., new curriculum, faculty + staff hiring, diverse events for students, community relationship-building.

International entrepreneurship education relationship development—visited business schools in Austria and Sweden (guest-lectured in multiple classes), Czech Republic and Hungary.

Student City Business Experience—organized downtown business tour for 70 students, with city manager presentation about business environment and start-ups, scavenger hunt and prizes, and social reception.

Voluntary assistance—periodically meet with individual entrepreneurs, retailers, non-profits, manufacturers, former students, or others looking at start-ups or acquisitions.

Created scholarships Appalachian State U. Created and fully funded international travel scholarship. George Mason University, created and solicited funding for a memorial fund.

Martha Guy Summer Institute—5 years as lecturer/plan judge for residential program for high school students.

Association of Student Entrepreneurs—7 years as advisor to largest student club on campus.

Discussant—National Consortium of Entrepreneurship Centers annual conferences. (Portland, Cincinnati)

Business plan judge for four years in ASU's Music Industries major.

Mentored prize-winner, Global Student Entrepreneur Awards international competition. (St. Louis)

Small + Medium Enterprise + Entrepreneurship Education, SMEEE grantee meeting. (Bamberg, GER)

Creativity and arts-related service

Tryon International Film Festival: foreign film audience group research.

Tryon Fourth Friday Art Walk: helped initiate and build monthly town event (6 years)

Spartanburg Art Museum—board of directors. Heavy work on museum budgeting and events. (3 years)

Spartanburg Third Thursday Art Walk—promote monthly city event: website, TV, other outlets. (4 years)

Two 2 Transform: Judge in student photography competition, USC Upstate.

Picture Perfect—coordinated numerous galleries for special citywide joint photography exhibit.

Standing Out!—designed business workshop for artists regarding planning, marketing and accounting.

Self-Employment in the Arts—obtained grant to take students to a 3-day conference at U. of Tampa.

ASU Open “APPerture” Film Festival: selection judge.

ASU Music Industries major: Guest lectures on creativity and entrepreneurship. (4 years)

The Creativity Foundation: advisor. (Washington, DC)

Chair, AcademyArts track, Academy of Management annual meeting. (Seattle)

Government & community service

Department of Defense

DLAMP (Defense Leadership & Management Program)—taught week-long residential course in Massachusetts for Senior Executive Service candidates.

Federal Bureau of Investigation (Quantico, VA, 4 years): Speaker

FBI Academy Laboratories Division accreditation prog, forensic lab managers across the country

Vietnam Veterans Memorial Fund: Facilitator at multi-day planning retreat. (Baltimore)

Spartanburg Downtown Ass'n: Very active board member, 3 years, wrote "Priorities & Practices" survey report

United Way of the Piedmont: Financial reviews of grantees.

Spartanburg International Festival, arranged for int'l bus students to volunteer at 12,000 attendee festival.

Blowing Rock Chamber of Commerce, presentation: entrepreneurship and economic development.

Boone Area Chamber of Commerce, presentation: local economy & university-business relations.

Traditional academic/professional service (if not already listed in Management or Arts service)

Session chair, Entrepreneurial Education and Environment, BAMDE/ICSB Entrepreneurship Theory and Practice Tenth Annual Conference, Varna, Bulgaria 2019.

Student group support/student recruiting

Sigma Iota Epsilon management honors fraternity advisor (three years)

Association of Student Entrepreneurs—advisor to ASU's largest student club (seven years)

World Trade Association student club—speaker on history and trade relations

Community garden—helped student group create an on-campus community garden

Geo. Wash Univ. MBA case competition—recruit & advise GMU teams (two years)

EDS undergraduate case competition (TX)—recruit & advise GMU team

Student recruiting at semi-annual ASU Open House events (five years)

Host for visiting Swedish student/faculty group for two weeks

Committees

USC Upstate—marketing faculty search; scheduling, curriculum, & general education committees; Office of Sponsored Awards evaluations for faculty release time and research assistants.

ASU—numerous faculty searches in strategy, entrepreneurship, and rec mgmt programs), scholarships (five years), department personnel (two years), and supply chain management minor planning.

GMU—MBA curriculum, undergraduate core, undergraduate policy, strategy course revision.

Journal/conference reviewing in entrepreneurship, strategy, innovation: AMR, J. of Management Inquiry, IEEE, R&D Management, J. of Small Business & Entrepreneurship, Int'l J. of Entrepreneurial Behaviour & Research, Handbook of Research on Teaching Ethics in Business & Management Education, African Education Research Journal, Academy of Management conf., USASBE conf., etc.

McGraw-Hill textbook focus groups (entrepreneurship, Chicago; strategy, Dallas)

Name-reader for business school and university graduations (four years)

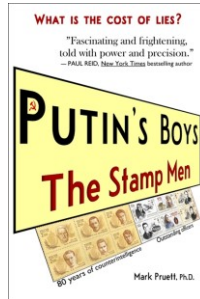
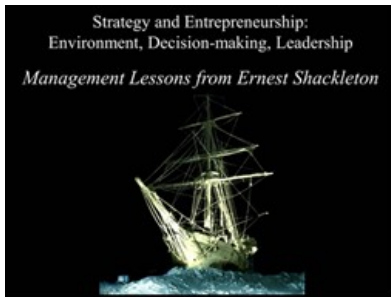
Tour guide for German university president and faculty, Chapman Cultural Center, Spartanburg SC

Professional development activities

International Entrepreneurship Faculty Development. Three-day program. (U. of Colorado-Denver)
Social Entrepreneurship and Education Consortium. Three-day workshop sponsored by U. of Aarhus, NC State, and Stanford) on integration of social entrepreneurship into curricula. (Denmark)
ARDI Leadership Summit: Tapping Creative Assets. Conference on creative economy. (Greensboro, NC)
W. Edwards Deming Quality Enhancement Seminar. Four-day course. (Champaign, IL)

Personal interests

History



Travel

Albania, Austria, Azerbaijan, Bahamas, Belize, Belgium, Bosnia & Hercegovina, Bulgaria, Canada, Costa Rica, Croatia, Czech Republic, Denmark, Dominican Republic, Egypt, England, Finland, France, Georgia, Germany, Guatemala, Honduras, Hungary, Iceland, Italy, Liechtenstein, Luxembourg, Montenegro, Netherlands, Norway, Romania, Scotland, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland

Photography: Traditional Polaroid, slide, and infrared film.



Arts and music have much to do with management, and vice versa. I use them to guide students to consider how arts and music can inform, influence, and improve management and business.