

# Peter Rowan

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## RESEARCH INTERESTS

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Entrepreneurship, Entrepreneurial Cognition, Behavioral Economics, Culture, Strategy

## EDUCATION

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PhD in Business Administration, 2023 (Expected) – Shidler College of Business, University of Hawaii, Honolulu, HI

MBA in International Finance, 1994 – Middlebury Institute of International Studies, Monterey, CA

MA in International Policy Studies, 1993 – Middlebury Institute of International Studies, Monterey, CA

BA in Russian History, 1989 – Cornell University, Ithaca, NY

## TEACHING EXPERIENCE

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Management Faculty, Albers School of Business & Economics, Seattle, 2021-present

- MGMT 3490 Entrepreneurship Essentials
- MGMT 4790 Business Plan Development
- MGMT 5340 Business Consulting Practicum
- MGMT 5360 Entrepreneurship Fundamentals

Adjunct Faculty, Marketing & Management, Shidler College of Business, Honolulu, 2015 – 2020

- MKT372 Marketing in New Ventures
- BUS200 Introduction to Business
- MGT650/LAW560/ENG658 High Growth Entrepreneurship
- MGT645 New Venture Management
- MGT650 Entrepreneurs Practicum
- BUS 696: MBA Consulting Practicum

Instructor, Hacking4Recovery, Honolulu, 2020

- 5-day online course based on Lean Launchpad, NSF I-Corp Program
- Co-taught with Steve Blank and team

Adjunct Faculty, Hogan Entrepreneurs, **Chaminade University**, Honolulu, 2015 – 2020

- ENT 401/402 Applied Entrepreneurship

Adjunct Faculty, Entrepreneurship, **University of Washington**, Seattle, 2005-2014

- Business Development Ventures
- Digital Publishing Ventures

## PROFESSIONAL EXPERIENCE

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Lawrence K Johnson Chair & Professor of Entrepreneurship; Executive Director, Innovation & Entrepreneurship Center, Albers School of Business & Economics, **Seattle University**, Seattle, Washington, 2021- present  
Executive Director, Pacific Asian Center for Entrepreneurship, Shidler College of Business, **University of Hawai'i**, Honolulu, 2017-2021  
Investor-in-Residence, **XLR8UH**, Honolulu, 2015-2017  
Corporate Vice President, New Ventures, **Coinstar/Redbox**, Seattle, 2001-2011  
President, **T3 Media**, New York, 1997-2001  
Director of International Business Development, **National Patent Development Corporation**, New York/Washington, DC, 1994-1997

## RECENT PUBLICATIONS

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- The variation of family business branding across stakeholders: a social identity perspective. Zhang & Rowan, *Journal of Family Business Management*, 2022.

## WORKING PAPERS

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- Socioemotional Wealth and Family Firms' Stakeholder Engagement: A Family Embeddedness Perspective, Zhang, Rowan & Hayashi, 2023.
- The influence of the firm on family business branding: The mediator role of the family, Zhang & Rowan, 2022
- Case Notes from Startup Paradise
- To Quit or Not to Quit: Microfoundations of Nascent Entrepreneur Survival Using Necessary Condition Analysis
- Perspectives on Risk Among Nascent Entrepreneurs
- Lazy Managers and Crazy Entrepreneurs: Do Resources Influence Biases in Risk Perception?.
- Decoupling Risk and Return. On Explanations for International Corporate Venture Capital.
- Fortune and Glory: Management Perspectives on the Trajectory of Commercial Outer Space (with Robert Moore)

## INVITED CONFERENCE PRESENTATIONS

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- Academy of Management, Teaching & Learning Conference, 2019, "Teaching the Lean Startup Method."
- Academy of Management, 2018, "Decoupling Risk and Return. On Explanations for International Corporate Venture Capital," Academy of Management Proceedings Vol. 2018, No. 1.
- Academy of Management, 2017, "Lazy Managers and Crazy Entrepreneurs: Do Resources Influence Biases in Risk Perception?," Academy of Management Proceedings Vol. 2017, No. 1.

## HONORS / AWARDS

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University of Washington, Excellence in Teaching Business, 2009

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## MEMBERSHIPS / AFFILIATIONS

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*Academy of Management Annual Meeting (ENT)*, Volunteer Reviewer

*Adnoviv* (smart sensors), Advisory Board Member

*Blue Startups*. (Start-up Accelerator), Investor/Mentor.

*Blue View Technologies, Inc.* (High definition sonar, Sold to Teledyne in 2012), (former) Board Member.

*Burke-Gilman PDA* (Seattle Public Development Authority), (former) Board Member, Treasurer.

*Buerk Center for Innovation & Entrepreneurship*, UW, Judge, Business Plan Competition & Environmental Impact Competition; Jones + Foster Accelerator, Mentor/Advisor.

*Compendio, Inc.*, Advisory Board Member.

*Flowater, Inc.*, Advisory Board Member.

*Hawaii Angels*, Angel Investor Group, Member.

*Hawaii Venture Capital Association*, Board Member

*Hogan Entrepreneurs*, Chaminade University, Advisory Board Member.

*Northwest M&A Group* (Corporate Development Professional Group), Member.

*Pacific Asian Center for Entrepreneurship*, Member, Board of Directors

*Rendezview* (collaborative software platform), Advisory Board Member

*University of Washington* (Business Development Certificate Program), Advisor.

*Wearware, Inc.* (Flywire Cameras), Investor/Mentor.

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## References

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Available upon request.