

DAVID MASLACH

Florida State University; College of Business; Department of Management
 Rovetta Business Building 360; Tallahassee, Florida 32306
 Phone # (850) 644-1140; E-mail: dmaslach@fsu.edu;

ACADEMIC POSITIONS

The Florida State University; College of Business	Tallahassee, FL.
<i>Associate Professor (With Tenure)</i>	2019
<i>Assistant Professor of Strategic Management and Entrepreneurship</i>	2012-19
University of Waterloo, Conrad Business, Entrepreneurship and Technology Centre	Waterloo, CA
<i>Post-doctoral Research Associate</i>	2012
Richard Ivey School of Business	London, CAN
<i>Research Associate</i>	2010

EDUCATION

University of Western Ontario, Richard Ivey School of Business	London, CAN
<i>Doctor of Philosophy (Ph.D.) in Business Administration</i>	June, 2011
Major: General Management (Strategy)	
<i>Dissertation:</i> Learning from interorganizational product failure experience in medical devices.	

University of Waterloo, Department of Engineering	Waterloo, CAN
<i>Masters of Applied Science in Management Science</i>	May, 2005
<i>Thesis:</i> Internationalization of high-growth SMEs in Canada & the US	

University of Waterloo, Department of Engineering	Waterloo, CAN
<i>Bachelors of Applied Science in Chemical Engineering</i>	May, 2003
Major: Chemical Engineering with Distinction	
Sociology Minor plus Management Science Option	

INTERESTS

Research: Failure; Innovation; Organizational learning; Advanced technologies; Medical devices; Software

Teaching: Strategy; Entrepreneurship; Technology Management; Innovation; Organizational Theory

HONORS & REWARDS

Florida State	
2007, 2009, 2011, 2013, 2015, 2016, 2018	
2018	7 Outstanding Reviewer Awards, Strategic Management Division, AOM
2016-2018	Best Reviewer, Technology & Innovation Management Division, AOM
	Dean's Emerging Scholar, FSU

- 2017 FSU College of Business Core Values Award (“for excellence, integrity, respect, leadership and/or innovation”)
- 2015 Best Proposal in Behavioral Strategy, Strategic Management Society
- 2015 ABCD Award, Organization and Management Theory Division, AOM
- 2013 Nominee for Best Conference Paper and Best Conference Paper Prize for Practice Implications, Strategic Management Society
- 2013 Finalist for OMT Best Symposium, AOM

Richard Ivey School of Business

- 2011 Nominated for 2011 CAGS/UMI Distinguished Dissertation Award
- 2010 8th West Coast Research Symposium on Technology Entrepreneurship
Doctoral Workshop
- 2007, 2008 Nominated for Academy of Management Best PhD Reviewer Award,
Entrepreneurship Division
- 2008-2009 Social Sciences and Humanities Research Council Doctoral Fellowship
- 2008-2009 C.B. Johnston Ontario Graduate Scholarship
- 2008-2009 Ontario Graduate Scholarship (Declined)
- 2007-2008 R.G. Barford Ontario Graduate Scholarship
- 2005-2007 Connor, Clark & Lunn Ontario Graduate Scholarship
- 2005-2008 Ontario Graduate Scholarship
- 2005-2009 Ivey PhD Plan for Excellence Scholarship

University of Waterloo

- 2003-2004 Management Science Entrance Scholarship
- 1998 7 Undergraduate Awards

RESEARCH AND PUBLICATIONS

Lamont, B., King, D., Maslach, D., M. Schwerdtfeger, and J. Tienari. 2018. “Integration Capacity and Knowledge-Based Acquisition Performance” *R&D Management*. 49(1): 103-114.

Maslach, D., O. Branzi, C. Rerup, and M. Zbaracki. 2018. “Noise as a signal in learning from rare events.” *Organization Science*. 29(2): 225-246. <https://doi.org/10.1287/orsc.2017.1179>

Maslach, D. 2016. “Change and persistence with failed technological innovation.” *Strategic Management Journal*, (37)4: 714-723.

Non-peer Reviewed

Maslach, D., C., Madsen, P., and V. Desai, C. Liu. 2015. “The robust beauty of “Little Ideas”: Comments on the Past and Future of A Behavioral Theory of the Firm. *Journal of Management Inquiry*. 24(3): 318-320.

Liu, Chengwei, David Maslach, Vinit Desai, and Peter Madsen. 2015. “The first 50 years and the next 50 years of A Behavioral Theory of the Firm: An interview with James G. March.” *Journal of Management Inquiry*. 24(2): 149-155.

Book Chapters

Desai, V., P. Madsen, D. Maslach. 2017. "Organizational learning from failure: Present theory and future inspirational inquiries." *Handbook of Group and Organizational Learning*. Ed. L. Argote and J. Levine. Oxford, UK: Oxford University Press.

Bhandary, A. and D. Maslach. 2016. "Organizational memory." *The Palgrave Encyclopedia of Strategic Management*. Ed. M. Augier and D. Teece. London, UK: Palgrave MacMillan.

Maslach, D. R. Sembhi, and R. McNaughton. 2012. "The Effects of Software and Service Orientations on Sales Productivity in Canadian Software Companies from 1993 to 2011." *Lecture Notes in Business Information Processing*. Ed. Michael A. Cusumano, Bala Iyer, and N. Venkatraman. Cambridge: Springer Publishing.

Maslach, D and Rod McNaughton. 2007. "A comparison of the pace and pattern of internationalization by US and Canadian high growth firms." *Small and Medium-Sized Enterprises and the Global Economy*. Ed. Gerald Susman. Northhampton, MA: Edward Elgar Publishing. Pg. 157-166.

Papers Under Review

J. Denrell, C. Liu, Maslach, D. R&R at Top Tier Journal.

Working Papers

Maslach, D., R. Devine, D. King, M. Holmes. "Motives in the sharing economy."

Maslach, D. "The Role Of Reinforcement In Learning From Others: How Do Firms Overcome Regulatory Obstacles That Delay Product Innovation?"

Maslach, D. "Do Firms Learn from the Failure Experience of Others?: An Interrupted Time-Series Design of Medical Device Innovation Failure."

Maslach, D., R. McNaughton. "Supervised Hot-Stoves: How audiences encourage exploration."

CONFERENCE PRESENTATIONS AND PROCEEDINGS

Maslach, D, R. Devine, D. King, and M. Holmes. Motives In The Sharing Economy. Academy Of Management, Vancouver, BC., August 2020.

Maslach, D, R. Devine, D. King, and M. Holmes. Motives In The Sharing Economy. MICA's 6th International Communication Management Conference, Ahmedabad, IN., January 2020.

Maslach, D. "Learning from Neglected Experiences: End Users and the Surveillance of a Pioneer's Problems." *Strategic Management Society*, Minneapolis, MN., October 2019.

- Maslach, D. “Learning from Failure – Taking Stock and Looking Forward.” Panelist Presentation. *Strategic Management Society*, Minneapolis, MN., October 2019.
- Maslach, D. “The Role Of Reinforcement In Learning From Others: How Do Firms Overcome Regulatory Obstacles That Delay Product Innovation?” *Conference In Honor Of James G. March*, Carnegie Mellon University, Pittsburgh, PA., October 2019.
- Denrell, J., C. Liu, and D. Maslach. “A Generalized Model of When the Matthew Effect Reverses Inferences about Successes and Failures.” *Academy of Management*, Boston, MA., August 2019.
- Maslach, D. “Do Firms Learn from the Failure Experience of Others?: An Interrupted Time-Series Design of Medical Device Innovation Failure.” *Carnegie School of Organizational Learning*, Pacific Grove, CA., August 2018.
- Maslach, D. “Do Firms Learn from the Failure Experience of Others?: An Interrupted Time-Series Design of Medical Device Innovation Failure.” *Academy of Management*, Chicago, IL., August 2018.
- Maslach, D. “Do Firms Learn from the Failure Experience of Others?: An Interrupted Time-Series Design of Medical Device Innovation Failure.” *Organization Science Winter Conference*, Park City, UT., March 2018.
- Maslach, D. J. Gray. “Diffusion of an (improving) innovation.” *Academy of Management*, Atlanta, GA., August 2017.
- Maslach, D. “Towards a science of the artificial.” *Carnegie School of Organizational Learning*, Pacific Grove, CA., August 2016.
- Bhandary, A., D. Maslach. “A randomized controlled trial of the role of delay of gratification in organizations.” *Carnegie School of Organizational Learning*, Pacific Grove, CA., August 2016.
- Maslach, D., O., Branzei, C. Rerup, M. Zbaracki. “Noise as signal in learning from rare events.” *Academy of Management*, Anaheim, CA., August 2016.
- Liu, C., R. McNaughton, D. Maslach. “Supervised hot-stoves: The effects of audience feedback about learning from risky alternatives.” *Theoretical Organizational Modeling Conference*, MIT, Boston, MA, July 2016.
- Bhandary, A., D. Maslach. “Why are Some Organizations More Innovative than Others? The Role of Organizational Delay of Gratification” *Organization Science Winter Conference*, Park City, UT, February 2016.

-
- Maslach, D., R. McNaughton, C. Liu. "How the Feedback of Audiences Advantages Fast Learners: Evidence from Canadian Software Firms from 2004 to 2013." *NYU Behavioral Strategy Conference*, New York, NY., September 2015.
- Maslach, D., R. McNaughton, C. Liu. "How the Feedback of Audiences Advantages Fast Learners: Evidence from Canadian Software Firms from 2004 to 2013." *Strategic Management Society*, Denver, CO., September 2015.
- Maslach, D., R. McNaughton, C. Liu. "Rewarded for unreliability: How the feedback of audiences advantages fast learners." *Academy of Management*, Vancouver, BC., August 2015.
- Maslach, D., R. McNaughton, C. Liu. "External attention to the updating of performance feedback." *Carnegie School of Organizational Learning*, Pacific Grove, CA., May 2014.
- Maslach, D. "Reinforcement of failed technological innovations." *1st Multidisciplinary Conference on Reinforcement Learning and Decision Making*, Princeton University, Princeton, NJ, October 2013.
- Denrell, J., C. Liu, and D. Maslach. "Inference from extreme failure in organizations." *Strategic Management Society*, Atlanta, GA., September 2013.
- Denrell, J., C. Liu, and D. Maslach. "Bad luck or bad management: Effect of system design on inferences about skill." *Academy of Management*, Orlando, FL., August 2013.
- Maslach, D., O. Branzei, C. Rerup, and M. Zbaracki. "Knowledge spillovers and public welfare." *Carnegie School of Organizational Learning*, Pacific Grove, CA., April 2013.
- Denrell, J., C. Liu, and D. Maslach. "Why failed executives should not get fired: Learning, bad management, and bad luck." *DFG-NSF Research Conference on Reckoning with the Risk of Catastrophe*, Washington, DC, October 2012.
- Denrell, J., C. Liu, and D. Maslach. "Bad management versus bad luck: When does failure indicate low skill." *4th meeting of the Theoretical Organization Modeling Society on Behavioral Theory of the Firm Formalized*, U. Pompeu Fabra, Barcelona, Spain, September 2012.
- Maslach, D. R. Sembhi, and R. McNaughton. "The Effects of Software and Service Orientations on Sales Productivity in Canadian Software Companies from 1993 to 2011." *Proceedings of the International Conference on Software Business*. MIT, Boston, MA., June 2012.
- Denrell, J., C. Liu, and D. Maslach. "Why failed executives should not get fired: Learning, bad management, and bad luck." *Carnegie School of Organizational Learning*, Pacific Grove, CA., April 2012.
- Maslach, D. "Correct or Cull?: Failure and the exploration of generational and new products." *Academy of Management*, San Antonio, TX., August 2011.

Hora, M. and Maslach, D. “Quick fixes: Organizational learning from product failure and the related reliability of subsequent new products.” *Academy of Management*, San Antonio, TX., August 2011.

Maslach, D. “Correct or Cull?: Failure and the exploration of generational and new products.” *Carnegie School of Organizational Learning*, Pacific Grove, CA., April 2011.

Hora, M. and Maslach, D. “Quick fixes: Organizational learning from product failure and the related reliability of subsequent new products.” *Carnegie School of Organizational Learning*, Pacific Grove, CA., April 2011.

Maslach, D., O. Branzei, C. Rerup, and M. Zbaracki. “The timing paradox: Interorganizational learning with competitor reporting delays.” *Medici Summer School in Management Studies*, Florence, IT., June 2010.

Maslach, D. and O. Branzei. “Tuning experiential and interorganizational learning from failure.” *Cognition in the Rough. Academy of Management*, Chicago, IL., August 2009.

Maslach, D. and O. Branzei. “Learning to fail in the medical device industry.” *Academy of Management*, Chicago, IL., August 2009.

Maslach, D, O. Branzei, and C. Rerup. “Learning to fail in the medical device industry.” *Organization Science Winter Conference XV*, Steamboat Springs, CO., February 2009.

Maslach, D. “Understanding organizational memory, routines, and real options.” *Academy of International Business*, Indianapolis, June 2007.

Maslach, D., Ramsey, E., Rouse, M., and P. Ibbotson. “Environmental uncertainty: Does it drive or derail small and medium-sized enterprise internationalization performance?” *McGill International Entrepreneurship Conference*, Montreal, September 2006.

McNaughton, R. and David Maslach. “The Effects of Home Market Size on SME Internationalisation: A Comparison of High Growth SMEs in Canada and the US.” *Penn State 3rd Klein Symposium on the Management of Technology*, Philadelphia, October 2005.

Maslach, D. and Rod McNaughton. “The Effects of Home Market Size on SME Internationalisation: A Comparison of High Growth SMEs in Canada and the US.” *McGill International Entrepreneurship Conference*, Montreal, September 2004.

INVITED CONFERENCES / PRESENTATIONS

2021: Academic Economics Discord on “From The Sciences To The Humanities Of The Artificial.”

2019: SMS Panel on “Learning from Failure – Taking Stock and Looking Forward”

2019: Carnegie Mellon University Conference in Honor of Jim March

2018: Behavioral Strategy Conference, University of North Carolina-Chapel Hill

2015: Behavioral Strategy Conference, Stern School of Business, New York University

2012: University of Waterloo, Sloan School at Massachusetts Institute of Technology, Wharton School at University of Pennsylvania / Leonard Davis Institute of Health Economics

2011: Wilfred Laurier University, Florida State University, Georgia Tech. (First presenter: Manpreet Hora), Oregon State University, University College London

RESEARCH GRANTS

2016 - 2020 FSU College of Business Summer Research Grant.

2015, 2016, 2017, 2018 FSU Provost's Travel Grant (\$1,000). FSU Competition.

2013 First-year Assistant Professor (FYAP) Award, Florida State University, Council on Research and Creativity

2011 Ivey Medical Technology Innovation. MITACS Network of Centers of Excellence, with S. Parker and K. Leitch. \$10,000. National Competition.

WORKSHOPS

2016 Business Policy and Strategy Junior Faculty Symposium, AOM

2013 Technology & Innovation Management Junior Faculty Symposium, AOM

2010 BPS Dissertation Consortium, AOM

2010 Managing Rare Events and Learning from the Unexpected. Medici Summer School in Management Studies, Florence, IT.

2006 Doctoral Workshop on International Entrepreneurship. Georgia Tech. Atlanta, GA.

2006 Case writing and case teaching. University of Western Ontario. London, ON.

PROGRAMMING LANGUAGES

Computer Visual Basic, C/C++, COM, Delphi, Fortran, LISP, Q-Basic, Rational Robot

Statistics Lindo, Maple, Mata, MathCad, Matlab, SAS, SPSS, Stata, Statistica

Application Aspen, AutoCad, BDK, HYSIS

TEACHING EXPERIENCE

Florida State University

Instructor, Undergraduate, Social Entrepreneurship, F2012, S2013, F2013, S2014

Instructor, Undergraduate, Innovation and Creativity, S2013, S2014, S2015, S2016, S2017, F2017

Instructor, Undergraduate, Innovation Management, S2021

Instructor, Undergraduate, Strategic Management, S2016, F2017, S2018, F2018, F2019, S2020, F2020

Guest Lecture, Business Law, FSU Law School, S2016

Instructor, MBA, Strategic Management, F2020

Instructor, Doctoral, Research Methods, S2021
Instructor, Doctoral, Entrepreneurship, Innovation, and Strategy Methods, S2017, S2020
Instructor, Doctoral, Organizational Theory, S2014, F2015

York University

Instructor, Undergraduate, Technology Management, F2011

Richard Ivey School of Business

Guest Lecturer, Masters, Entrepreneurship and Growth, W2010
Teaching Assistant, Undergraduate, Bus 4432 Managing Rapid Growth, W2009
Teaching Assistant, Undergraduate, Bus 452 New Venture Creation, F2008

University of Waterloo

Teaching Assistant, Undergraduate, MSci 421 Strategic Management of Technology and Innovation, S2004
Teaching Assistant, Undergraduate, MSci 311 Organizational Design, W2004, F2004
Teaching Assistant, Undergraduate, MSci 211 Organizational Behavior, F2003

Doctoral Committees

Florida State University Doctoral Dissertation Committees
Sangbum Ro (Graduated, first position: Georgia State University)
– “Social Identity Theory & Automobile Recalls”
Rich Devine (Graduated, first position: Post-Doc, American University)
– “Institutional Theory & Black Lives Matter Activism”
Reggie Harris (Graduated, first position: Samford University)
– “Social Capital & Entrepreneurship”
Ashok Bhandary (Co-chair, first position: Industry)
– “Delay of Gratification & Innovation”

Doctoral Research Assistants:

Christine Madonna (Social Influence & Online Innovation)
Igor Pereira (Knowledge Spillovers & Innovation / Entrepreneurship)
Jacob Gray (Innovation)

TEACHING CASES

Snowdon, A., Rasmussen, and D. Maslach (2012) “Asterand: Learning from failure.” Ivey Publishing. Case No. 9B12D018 (11 pgs). Teaching note No. 8B12D018 (11 pgs).
Topic: Learning from product failure in a human tissue bank start-up.

Rouse, M and D. Maslach. (2008) “Chartwell Technologies: Upping the ante with internet poker.” Ivey Publishing. Case No. 9B08M055 (12 pgs). Teaching note No. 8B08M55 (6 pgs).
Topic: Mergers and acquisitions for high-growth technology-focused companies.

SERVICE

 Workshops and Conference Organization

- 2011-pre. Annual organizer (with Peter Madsen and Daniella Martinez-Daniella) and co-creator (with Jerker Denrell), *Carnegie School of Organizational Learning Conference*, Monterey, CA.
- 2015 Organizer and Co-chair (with Vinit Desai, Chengwei Liu & Peter Madsen) of the *New Directions in Governing Organizational Learning Symposium* at the *Academy of Management 2015, Academy of Management 2015*, Vancouver, BC.
- 2015 Organizer and Co-chair (with Vinit Desai, Chengwei Liu & Peter Madsen) of the *Oversight or Oversight: Lessons Learnt about Managing and Governing Organizations Facing Disaster*, *Academy of Management 2015*, Vancouver, BC.
- 2013 Organizer and Co-chair (with Vinit Desai, Chengwei Liu & Peter Madsen) of the *Organizational Learning from Complex Environments: Incentives and Feedback Ambiguity Symposium* at the *Academy of Management 2013*, Orlando, FL.
- 2013 Organizer and Co-chair (with Vinit Desai, Chengwei Liu & Peter Madsen) of the *Organizational Learning from Complex Environments: Incentives and Feedback Ambiguity Symposium* at the *Academy of Management 2013*, Orlando, FL.
- 2013 Organizer and Co-chair (with Vinit Desai, Chengwei Liu & Peter Madsen) of the *Behavioral Theory of the Firm: The First 50 Years and the Next 50 years Symposium* at the *Academy of Management 2013*, Orlando, FL. (**Finalist for OMT Best Symposium**)
- 2011 Organizer of the *Regulating the Irregular Caucus* (with Chengwei Liu & Shellwyn Weston) at the *Academy of Management 2011*, San Antonio, TX.
- 2011 Creator, *Medical Technology Innovation Symposium*, London, ON. 160 participants and speakers included CEOs/Presidents, VPs, and Partners

Florida State University

- 2015 Judge, Engipreneurship Competition
 Entrepreneurship Curriculum Committee
 James M. Seneff Honors Program Committee (COB Honors Program)
 Strategy Curriculum Committee
 Teaching Awards Committee
 Herbert Johnson Scholarship Committee
 Faculty Senate Committee, Management Representative

Richard Ivey School of Business

2006-08 Facilities Coordinator, PhD Association

Ad hoc Reviewer

Academy of Management Review (3)
Canadian Journal of Administrative Sciences (1)
Industrial and Corporate Change (4)
Management Science (1)
Organization Science (15)
Strategic Management Journal (1)
Strategic Organization (6)

Academy of Management

2016 Session Chair, “*Comparison of Alternative Strategies for Innovation*,” Business Policy and Strategy.
2013 Session Chair, “*Performance Feedback and Aspirations*,” Organization and Management Theory
2007-18 Reviewer, Entrepreneurship, Strategic Management, Technology and Innovation Management, and Organization and Management Theory
2011 Session Chair, “*Learning and Absorptive Capacity*,” Business Policy and Strategy
2008 Reviewer, Carolyn Dexter Award for the Best International Paper
2007 Session Chair, Entrepreneurship

Strategic Management Society

2015 Reviewer
2013 Facilitator, “Audiences and Categorization Effects in Behavioral Strategy,” Behavioral Strategy Track

Reviewer for: Acad. of International Bus. (2006, 2007), Southern Management Assoc. (2006)

CONSULTING EXPERIENCE

2011 London Economic Development Corp. Medical Device Cluster Strategy

INDUSTRY EXPERIENCE

2015-pres Founder and CEO, www.r3ciprocidity.com, Proofreading/editing software and research support for scholars
2004-05 Finance and Information Management Coordinator, Ontario Ministry of Health and Long Term Care (Decision Support Unit), Toronto, ON.
2001-02 Intern Engineer, AspenTech Inc. (formerly Hyprotech Ltd.), Calgary, AB
2001-03 Research Assistant, UW Chemical Engineering (Statistics), Waterloo, ON.
2001-02 R&D. Assistant, RWDI Inc., Guelph, ON.
2000 Student Engineer, PPG Canada Inc. (Flat Glass Division), Owen Sound, ON.
1999 Student Process Engineer, Drossbach North America, Trenton, ON.
1998 Student Lab. Tech., Weyerhaeuser Inc., Dryden, ON.

