

Susana Velez-Castrillon
Associate Professor of Management
Richards College of Business - University of West Georgia
1601 Maple St. Carrollton GA, 30118 Miller Hall 2208
Email: svelez@westga.edu Phone: (678)-839-4847

EDUCATION

- PhD. C.T. Bauer School of Business - University of Houston. 2006-2012.
Major: Strategic Management
Minor: Research Method and Statistics
Dissertation: The Strategic Fit between Board of Directors Characteristics and the External Environment, and its Effect on Firm Reputation
- M. Phil. BioScience Enterprise - University of Cambridge, U.K. November 2004.
(Distinction) *Dissertation:* The impact of ethical investment on the future of Life Science Businesses in the UK.
- B.Sc (Hons) Biology - Pontifical Javeriana University, Colombia. 2000.

Professional Licenses and Certifications

UWG Online Certified Instructor, University of West Georgia. (2015 - Present).

RESEARCH INTERESTS

Corporate Reputation
Team composition and dynamics in Top Management Teams
Improvisation in strategic decision making
Management of technology and innovation

PUBLICATIONS

Peer-reviewed Article

Morris, J., Bradshaw, K., Baldizon, H., Velez-Castrillon, S. (2019). Our Personal Landfill: Driving Sustainable Waste Management in the Modern University. *Business Education Innovation Journal*, 11(2): 212-218

Velez-Castrillon, S., White, S., Brown, E. (2018). Human Resources Development: A Proposal for Engagement in Sustainability. *Quarterly Review of Business Disciplines*, 5(3): 183-198.

- Green, K., Upson, J., Velez-Castrillon, S. (2017). Building Students' International Perspective Using Business Startups. *Business Education Innovation Journal*, 9(1): 67-76.
- Velez-Castrillon, S., Angert, C. (2016). Engendering a SheEO: Individual and Organizational Antecedents to the Appointment of a Female CEO. *Quarterly Review of Business Disciplines*, 3(1):19-37.
- Vera, D., Nemanich, L., Velez-Castrillon, S., Werner, S. (2016). Knowledge-Based and Contextual Factors Associated with R&D Teams' Improvisation Capability. *Journal of Management*, 42(7): 1874-1903.
- Velez-Castrillon, S., Angert, C. (2016). Engendering a SheEO: Individual and Organizational Antecedents to the Appointment of a Female CEO. *Quarterly Review of Business Disciplines*, 3(1), 19-37.
- Sweet, K. M., Velez-Castrillon, S. (2015). Teaching Geopolitical Risk in Business Strategy: An Opportunity for Critical Skill Development. *Journal of Strategic Management Education*, 11: 45-60
- Velez-Castrillon, S., Angert, C. (2015). How Sony Got its Groove Back: A Case Study in Turnaround Management. *Business Education Innovation Journal*, 7(2): 144-154.
- Velez-Castrillon, S. (2014). Psychological Predictors of Attitudes Towards Women Managers. *Review of Social Studies, Law and Psychology*, 8(2): 117-126.
- Velez-Castrillon, S. (2014). Socially Responsible Investment Rating Standards: Who Rates the Raters? *Journal of International Business Disciplines*, 9(2): 1-18.

Other publications

- Velez-Castrillon, S. 2009. Banco Santander Central Hispano Group. In C. Wankel (Ed.). *Encyclopedia of Business in Today's World*. Thousand Oak, CA: Sage Publications. p:106
- Velez-Castrillon, S. 2009. Telefonica. In C. Wankel (Ed.). *Encyclopedia of Business in Today's World*. Thousand Oak, CA: Sage Publications. p. 1564-1566

Conference Proceedings

- Velez-Castrillon, S. (2019). *Ethnic Supermarkets as Oasis in Food Deserts: What are the Barriers to Access?* (pp. 21). Proceedings of the 2019 International Academy of Business Disciplines 29th Annual Conference.
- Brown, E., White, S., Velez-Castrillon, S. (2018). *Human Resources Development: A Proposal for Engagement in Sustainability* (pp. 24). Proceedings of the 2018 International Academy of Business Disciplines 29th Annual Conference.

Morris, J., Bradshaw, K., Baldizon, H., Velez-Castrillon, S. (2018). *Our Personal Landfill: Driving Sustainable Waste Management in the Modern University* (pp. 36). Proceedings of the 2018 International Academy of Business Disciplines 29th Annual Conference.

Velez-Castrillon, S. (2017). *Food Labels and Role Play as a Tool to Teach Stakeholder Negotiations* (pp. 21). Proceedings of the 2017 International Academy of Business Disciplines 29th Annual Conference.

Brown, E., White, S., Velez-Castrillon, S. (2016). *Human Resources Development: A Proposal for Engagement in Sustainability* (vol. 5, pp. 13). Milan: Working Papers Series on Social Responsibility, Ethics, and Sustainable Business.

Velez-Castrillon, S., Pathak, S., Werner, S. (2016). *Board Directors and Firm Reputation: The Effect of Who They Are, What They Know, and Who They Know*. Academy of Management Proceedings.

Fox, K., McDermott, T., Velez-Castrillon, S. (2016). *Labeling Schemes: What Do They Really Mean?* (pp. 28). 28th Annual Conference of the International Academy of Business Disciplines.

Velez-Castrillon, S., Angert, C. (2016). *Women in the Upper Echelons: Individual and Organizational Antecedents of the Appointment of a Female CEO* (pp. 51). 28th Annual Conference of the International Academy of Business Disciplines.

Velez-Castrillon, S. (2014). *Socially Responsible Investment Rating Standards: Who Rates the Raters?* (pp. 17). 26th Annual Conference of the International Academy of Business Disciplines.

Conference Presentations

Velez-Castrillon, S., Dycus, A., Gerhardt, H. Campus as a Learning Laboratory for Teaching Sustainability. *Innovations in Pedagogy Conference, Center for Teaching and Learning, University of West Georgia, Carrollton, GA - May 14, 2019.*

Irby-Shasanmi, A., Gaquere-Parker, A., Gordon, S., McIvor, M., Velez-Castrillon, S., Wentz, E. Small Teaching, Big Gains. *Innovations in Pedagogy Conference, Center for Teaching and Learning, University of West Georgia, Carrollton, GA - May 14, 2019.*

Velez-Castrillon, S. Ethnic Supermarkets as Oasis in Food Deserts: What are the Barriers to Access? *International Academy of Business Disciplines (IABD) 31st Annual Conference, Jacksonville, FL - April, 2019.*

Spee, J., Barnes, K. J., Bryant, T. A., Ceulemans, K., Dilyard, J., Erzurumlu, S., Gerde, V., Harris, H., Hanson, S., Hatipoglu, B., Jentges, E., Meuer, J., Marriott, N. Marriott, P., Phillips, A., Parkes, C., Soderstrom, S. B., Semeijn, J., Sen, S., Velez-Castrillon, S. Challenges and Rewards of Teaching Sustainability across the Management Curriculum.

2018 Academy of Management (AoM) Teaching and Learning Conference, Chicago, IL – August 2018.

Le, H., Atewologun, D., Palmer, C., Anderson, D., Briner, R. B., Doldor, E., Kedharnath, U., Zubac, A., Quental, C. Velez-Castrillon, S. Promoting Inclusion and Wellbeing of AOM Members: Perspectives of International Members. *2018 Academy of Management (AoM) Conference, Chicago, IL – August 2018.*

Atewologun, D., Velez-Castrillon, S., Kedharnath, U. Improving Lives through International Dialogue Across the Academy" *2018 Academy of Management (AoM) Conference, Chicago, IL – August 2018*

Velez-Castrillon, S., Tabesh, P. Board Games in the Classroom: Acquire. *45th Annual Management and Organizational Behavior Teaching Society (MOBTS) Conference, Conway, SC – July 2018*

Morris, J., Baldizon, H., Velez-Castrillon, S. Our Personal Landfill: Driving Sustainable Waste Management in the Modern University. *International Academy of Business Disciplines (IABD) 30th Annual Conference, San Francisco, CA - April, 2018.*

White, S., Velez-Castrillon, S. Human Resources Development: A Proposal for Engagement in Sustainability. *International Academy of Business Disciplines (IABD) 30th Annual Conference, San Francisco, CA - April, 2018.*

Velez-Castrillon, S., Kedharnath, U., Atewologun, D. Exploring the Interface: Continuing International Dialogue Across the Academy. *2017 Academy of Management (AoM) Conference, Atlanta, GA - August 5, 2017.*

McDermott, T., Velez-Castrillon, S. Labels: Are they fooling us? *4th International CSR, Sustainability, Ethics and Governance Conference, Global Corporate Governance Institute, Perth, Australia - July 27, 2017*

Velez-Castrillon, S. Food Labels and Role Play as a Tool to Teach Stakeholder Negotiations. *International Academy of Business Disciplines (IABD) 29th Annual Conference, New Orleans. LA - April, 2017.*

Brown, E., White, S., Velez-Castrillon, S. Human Resources Development: A Proposal for Engagement In Sustainability. *5th International Conference on Social Responsibility, Ethics, and Sustainable Business, Bocconi University, Milan, Italy -October 2016.*

Velez-Castrillon, S., Pathak, S. M., Werner, S. Board Directors and Firm Reputation: The Effect of Who They Are, What They Know, and Who They Know. *2016 Academy of Management (AoM) Conference, Anaheim, CA - August, 2016.*

- Kedharnath, U., Velez-Castrillon, S., Atewologun, D. Continuing the dialogue: Making meaningful cross-border connections across the Academy PDW. *2016 Academy of Management (AoM) Conference, Anaheim, CA - August, 2016.*
- Velez-Castrillon, S., Fox, K., McDermott, T. Labeling Schemes: What Do They Really Mean? *International Academy of Business Disciplines (IABD) 28th Annual Conference, Las Vegas, NV - April, 2016.*
- Velez-Castrillon, S., Angert, C. Women in the Upper Echelons: How do Female CEOs Influence Top Management Teams. *International Academy of Business Disciplines (IABD) 28th Annual Conference, Las Vegas, NV - April, 2016.*
- Velez-Castrillon, S., Pathak, S., Vera, D., Werner, S. Board Directors and Firm Reputation: The Effect of Who They Are, What They Know, and Who They Know. *2015 Strategic Management Society (SMS) Conference, Denver, CO – October 2015*
- Velez-Castrillon, S. CSR: Macroeconomic Crises, Natural Disasters, and Industry Environment *2015 Academy of Management (AoM) Conference, Vancouver, Canada - August, 2015.*
- Velez-Castrillon, S., 2015 The Origins of Competition. *2015 Academy of Management (AoM) Conference, Vancouver, Canada - August, 2015.*
- Atewologun, D., Kedharnath, U., Velez-Castrillon, S., 2015 Opening AOM Governance to Create International Dialogue. *2015 Academy of Management (AoM) Conference, Vancouver, Canada- August, 2015.*
- DeCelles, K., Rogers, K. M., Jennings, J. E., Basir, N., Livne-Tarandach, R., Clair, J. A., Hisae Nishii, L., Ruebottom, T., Velez-Castrillon, S. What Do We Need to Succeed? Navigating an Academic Career as PhD Moms. *2015 Academy of Management (AoM) Conference, Vancouver, Canada - August, 2015.*
- Velez-Castrillon, S., Pathak, S., Vera, D., Werner, S. Board Directors and Firm Reputation: The Effect of Who They Are, What They Know, and Who They Know. *2014 Southern Management Association Meeting, Savannah, GA - November 2014.*
- Toubiana, M., Turchick, L., Hakak, L., Nishii, I. H., Clair, J. A. (Panelist), Zietsma, C. E., Rogers, K. M., Greenberg, D., Ladge, J. J., Ruebottom, T., Velez-Castrillon, S. Beyond Balance: Managing Prescribed Role Identities in Motherhood and Academia. *2014 Academy of Management (AoM) Conference, Vancouver, Philadelphia, PA - August, 2014.*
- Velez-Castrillon, S., Goodson, C. Alternative/Affordable Textbooks Promote Student Success *Innovations in Pedagogy Conference, Ingram Library, University of West Georgia, Carrollton, GA – April 2014.*

Velez-Castrillon, S. Socially Responsible Investment Rating Standards: Who Rates the Raters? *International Academy of Business Disciplines (IABD) 26th Annual Conference, San Diego, CA - April, 2014.*

Velez-Castrillon, S., Psychological Predictors of Attitudes Towards Women Managers. *Institute of Strategic and International Studies (ISIS), Key West, FL – 2014.*

Velez-Castrillon, S., Pathak, S. Parenting, PhD'ing and Academic Careers. *2013 Academy of Management (AoM) Conference, Orlando, FL – August 2013.*

Williams - Smith, M., Velez-Castrillon, S., To Move or Not to Move: That is the Question. *North American Case Research Association National Conferences, Boston, MA - October 2012.*

Velez-Castrillon, S., Vera, D., Pathak, S. The Strategic Fit Between Board of Director Characteristics and the External Environment, and its Effect on Firm Reputation *2011 Southern Management Association (SMA) Conference, Savannah, GA – November, 2011.*

TEACHING

2011-
Present **University of West Georgia**
 MGMT 4660 – Strategic Management
 MGMT 3625- MGNT3645 Corporate Social Responsibility
 MGNT 3600 – Introduction to Management

2008-
2010 **University of Houston**
 Management of Technology and Innovation (Spring 2010, Fall & Spring 2009)
 MANA 3335 - Introduction to Organizational Behavior and Management (Fall 2010, Fall 2008)

2009 **University of Houston**
 Teaching assistant for the MBA Strategic Management Course (Spring 2009)

SERVICE

Department

Member, Promotion and Tenure Committee, Department of Management. (Fall 2019).

Member, Climate and Diversity Ad-Hoc Committee. (Fall 2018)

Member, Search Committee for Operations Management Position (Fall 2018)

Non-Voting Member, Promotion and Tenure Committee, Department of Management. (2015).

Member, MIS Lecturer Search Committee. (Summer, 2013)

College

Member, Strategic Planning Committee. (August 2019 - Present).
Team Sponsor, Team India (2016-2019)
RCOB Promotion and Tenure Committee, Chairperson. 2018.
Big Night, Richards College of Business, Faculty Team Sponsor. (2017, 2018).

Professional

Member, Academy of Management.
Member, Southern Management Association
Member, Fellow Cambridge Overseas Society.
Reviewer, Journal of Management Inquiry (2019)
Reviewer, Academy of Management Learning and Education Journal (2019)
Reviewer, 53rd Hawaii International Conference on System Science (2019)
Reviewer, The Leadership Quarterly. (2010 - 2015).
Reviewer, Academy of Management Annual Conference. (2008 - Present).
Reviewer, Southern Management Association. (2011).
Diversity, Inclusion & Theme Committee, Academy of Management (AOM),
Volunteer. (2014).

Public/Community

Board of Directors, Keep Carroll Beautiful. (July 2020 – Present)
Board of Advisors, West Georgia Regional Library. (August 2020-Present)
Board of Directors, Carrollton Elementary Parent Teacher Volunteer Organization.
(August 2019 - Present).
Member, Children's Ministry Committee, St. Margaret's Episcopal Church. (August
2017 - Present).
Marketing and Communications Committee, St. Margaret's Episcopal Church,
(January 2020 - Present).
Sunday School Teacher, St. Margaret's Episcopal Church. (August 2017 - Present).

Student Organization

Chapter President, Phi Kappa Phi Honor Society. (August 2011 - Present).

University of West Georgia

Member, Honors College Advisory Committee. (September 2018 - Present).
Board Member - Past President. American Association of University Professors
(AAUP). (July 2019 – Present).
Senator, UWG Faculty Senator. (2013-2019)
Member, Institutional Policy Committee (2018-2019)
Member, Executive Committee of the Faculty Senate (2018-2019)
President. American Association of University Professors (AAUP). (2018 – 2019).

Vice-President. American Association of University Professors (AAUP). (2017 – 2018).
 Chairperson of Rules Committee, UWG Faculty Senate. (2018-2019).
 Co-Organizer. Recyclemania & Dumpster Audit. (2017-2018).
 Co-Sponsor Fair Trade Coffee Tasting. UWG Center for Diversity and Inclusion. (2013-2016)
 Member, Executive Committee of the Faculty Senate (2014-2015)
 Chairperson of Academic Policies Committee, UWG Faculty Senate. (2014 – 2015).
 Co-organizer. Dirty Car Art, Environmental Awareness Week. (2014)
 Juror, UWG Big Night Best Poster Award. April 15, 2014.
 Panelist. Hispanic Heritage Month Panel, University of West Georgia, Panelist. October 26, 2012.

WORK EXPERIENCE

Professional Positions

- Nov 2004 – Aug-2006 **BeckPharma Ltd –London UK. *Project Manager.*** Liaised with three biotechnology and medical devices institutes in Cuba and Finland, and created dossiers of products from these companies for regulatory approval in Europe. Worked with European companies interested in partnering for further development and commercialization of these products.
- Jul 2004- Aug 2006 **The Round Table Partnership – *Consultant.*** Consultant for the project “Investment in Life Science Companies – Scottish Sector Review”, on behalf of Scottish Enterprise.
- Nov 2003- Jul 2004 **i10 - *Resource Analyst.*** In charge of identifying laboratory equipment available at the University of Cambridge, determining patterns of usage, and proposing schedules and pricing for the use of this equipment by start-up companies.
- Jan- Sept 2003 **Corporation for Biological Investigation (CIB) - *Research Assistant.*** Laboratory of Molecular Biology and Immunogenetics. Led a collaborative research project on autoimmune diseases, including several Colombian medical institutions and more than 2,000 patients.
- Jun- Dec 2002. **St. Louis University School of Medicine. Department of Biochemistry. *Research Fellow.*** Coordinated an international project involving 11 institutions in 7 different countries on the diagnosis of Lysosomal Storage Diseases.
- Nov 2000- Jun 2002 **Corantioquia. Program “Biodiversity for Development”. *Biologist.*** Created a database of threatened flora from central Colombia and led the formation of the Regional Network of Research on Biodiversity.