

Brian S. Anderson, Ph.D.

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Education

- Ph.D., Strategic Management & Organizational Theory, Entrepreneurship Minor
 - Kelley School of Business, Indiana University - 2010
- M.S., Strategic Management, with Honors
 - Daniels College of Business, University of Denver - 2007
- B.S., Business Administration, Management Emphasis
 - University of Colorado at Denver - 2004

Academic Appointments

- Professor of Entrepreneurship, University of Kansas
 - Frank T. Stockton Professor
 - School of Business, July 2022 - Present
- Associate Professor of Entrepreneurship, University of Missouri - Kansas City
 - Henry W. Bloch School of Management, June 2018 - June 2022
- Assistant Professor of Entrepreneurship, University of Missouri - Kansas City
 - Henry W. Bloch School of Management, June 2016 - May 2018
- Assistant Professor of Management, University of Colorado - Boulder
 - Leeds School of Business, July 2013 - May 2016
- Assistant Professor of Entrepreneurship, Western University, Canada
 - MBA '80 Faculty Fellow
 - Ivey Business School, London, Ontario, June 2011 - June 2013
- Research Associate/Associate Instructor, Indiana University - Bloomington
 - Kelley School of Business, August 2007 - July 2010

Administrative Appointments

- Executive Director, Entrepreneurship Initiatives & The Hub
 - University of Kansas, August 2024 - Present
- Area Director, Management & Entrepreneurship, School of Business
 - University of Kansas, July 2022 - August 2024
- Executive Associate Dean, Henry W. Bloch School of Management
 - University of Missouri - Kansas City, September 2019 - June 2022
- PhD Program Director, Henry W. Bloch School of Management
 - University of Missouri - Kansas City, June 2016 - June 2021

Visiting Appointments

- Visiting Professor, Entrepreneurship and Innovation Group

- Ghent University, Belgium, January 2018 – September 2026
- Affiliated Researcher, Institute of Small Business Research
 - Osaka University of Economics, Japan, September 2014 - 2021
- Member, Scientific Advisory Board, Bayreuth Institute for Entrepreneurship and Innovation
 - University of Bayreuth, Germany, October 2021 - Present
- Visiting Assistant Professor, Kelley School of Business
 - Indiana University - Bloomington, August 2010 - May 2011

Journal Publications

- Cottle, G.W., Jones, J., Anderson, B.S., and Hornsby, J.S. 2025. Weathering the pivot: Stability and turnover in new venture teams. *Journal of Business Venturing Insights*, 23(e00518): 1-11.
- Schueler, J., Anderson, B.S., Murnieks, C, Baum, M., and Kuesshauer, A. 2024. Test-retest reliability in metric conjoint experiments: A new workflow to evaluate confidence in model results. *Entrepreneurship Theory and Practice*, 48(2): 742-757.
- Anderson, B.S. 2022. What executives get wrong about statistics: Moving from statistical significance to effect sizes and practical impact. *Business Horizons*, 65(3): 379-388.
- Anderson, B.S., Schueler, J., Baum, M., Wales, W., and Gupta, V.K. 2022. The chicken or the egg: Causal inference in the entrepreneurial orientation-performance relationship. *Entrepreneurship Theory and Practice*, 46(6): 1569-1596.
- Cottle, G., and Anderson, B.S. 2020. The temptation of exaggeration: Legitimacy and funding in entrepreneurial pitches. *Journal of Business Venturing Insights*, 14(e00190): 1-8.
- Kreiser, P.M., Anderson, B.S., Kuratko, D.F., and Marino, L. 2020. Entrepreneurial orientation and environmental hostility: A threat rigidity perspective. *Entrepreneurship Theory and Practice*, 44(6): 1174-1198.
- Wennberg, K., and Anderson, B.S. 2020. Enhancing the exploration and communication of quantitative entrepreneurship research. *Journal of Business Venturing*, 35(3): 1-11.
- Anderson, B.S., Wennberg, K., and McMullen, J. 2019. Enhancing quantitative theory-testing entrepreneurship research. *Journal of Business Venturing*, 34(5): 1-11.
- Anderson, B.S., Eshima, Y., and Hornsby, J.S. 2019. Strategic entrepreneurial behaviors: Construct and scale development. *Strategic Entrepreneurship Journal*, 13(2): 199-220.
- Coffman, C.D., and Anderson, B.S. 2018. Under the table: Exploring the type and communication of corruption on opportunity pursuit. *Journal of Business Venturing Insights*, 10(e00101): 1-7.
- Titus, V., and Anderson, B.S. 2018. Firm structure and environment as contingencies to the corporate venture capital-parent firm value relationship: A configurational approach. *Entrepreneurship Theory and Practice*, 42(3): 498-522.
- Eshima, Y., and Anderson, B.S. 2017. Firm growth, adaptive capability, and entrepreneurial orientation. *Strategic Management Journal*, 38(3): 770-779.
- Anderson, B.S., Kreiser, P.M., Kuratko, D.F., Hornsby, J.S., and Eshima, Y. 2015. Reconceptualizing entrepreneurial orientation. *Strategic Management Journal*, 36(10): 1579-1596.
- Anderson, B.S., and Eshima, Y. 2013. The influence of firm age and intangible resources on the relationship between entrepreneurial orientation and firm growth among Japanese SMEs. *Journal of Business Venturing*, 28(3): 413-429.

- Semadeni, M., and Anderson, B.S. 2010. The follower's dilemma: Innovation and imitation in the professional services industry. *Academy of Management Journal*, 53(5): 1175-1193.
- Anderson, B.S., Covin, J.G., and Slevin, D.P. 2009. Understanding the relationship between entrepreneurial orientation and strategic learning capability: An empirical investigation. *Strategic Entrepreneurship Journal*, 3(3): 219-241.

Scholarly Books

- Anderson, B.S. 2021. *Entrepreneurial Orientation and Strategic Leadership: A Behavioral Perspective*. Palgrave MacMillan. doi.org/10.1007/978-3-030-87300-4.

Preprints

- Anderson, B.S. 2018. Endogeneity and Entrepreneurship Research. doi.org/10.17605/OSF.IO/75TN8.

Software

- Anderson, B.S. 2018. lavaanTable: Tidy lavaan Model Objects. <https://github.com/drbanderson/lavaanTable>.

Invited Submissions & Book Chapters

- Anderson, B.S. 2021. Endogeneity in strategic entrepreneurship research. In *Handbook of Strategic Entrepreneurship*, Gupta, V.K., Shirokova, G.V., Karna, A., & Goktan, A.B., Ed. Edward Elgar.
- Anderson, B.S., Kreiser, P.M., and Weaver, M.W. 2015. Institutional influences on entrepreneurship in small-to-medium sized enterprises (SMEs): A nine-country investigation of political and economic risk. In *Small Businesses in a Global Economy: Creating and Managing Successful Organizations*. Newbert S.L., Ed. Praeger
- Anderson, B.S., and Covin, J.G. 2014. Entrepreneurial orientation: A review and extension. In *Handbook of Research on Entrepreneurship*, Fayolle, A., Ed. Edward Elgar.
- Anderson, B.S., and Semadeni, M. 2014. Innovation and imitation: A strategic heuristic. In *The Encyclopedia of Entrepreneurship Research*, Morris, M.H., & Kuratko, D.F., Eds. Wiley.
- Anderson, B.S., and Semadeni, M. 2013. Making sense of a competitor's innovation: A signaling perspective on whether to imitate or ignore the competition. In *Corporate Strategy: Strategic Management in the 21st Century*, Kannan, V., Ed. Praeger.

Conference Presentations & Proceedings

- Murnieks, C., Anderson, B.S., Hornsby, J.H., and Cohen, D.A. 2025. Examining attraction and repulsion between harmonious and obsessive entrepreneurial passion. Academy of Management Annual Meeting, Copenhagen, Denmark.

- Anderson, B.S., Schueler, J., and Baum, M. 2024. Entrepreneurial orientation as a rational response to uncertainty. Babson College Entrepreneurship Research Conference, Technical University of Munich, Munich, Germany.
- Coffman, C., Anderson, B.S., and Hornsby, J.H. 2024. A process model of informality: Business registration in Sub-Saharan Africa. Babson College Entrepreneurship Research Conference, Technical University of Munich, Munich, Germany. Best Paper Proceedings.
- Schueler, J., Kuesshauer, A., Anderson, B.S., and Baum, M. 2022. Test-retest reliability in metric conjoint experiments: Important requirement or overrated nuisance? Academy of Management Annual Meeting, Seattle, WA. Best Paper Proceedings.
- Anderson, B.S. 2022. From resource to capability: Capital velocity as a moderator of the entrepreneurial orientation – firm value relationship. Babson College Entrepreneurship Research Conference, Baylor University, Waco, TX.
- Murnieks, C., Anderson, B.S., and Hornsby, J.H. 2022. Attractive or repulsive? How do key stakeholders view entrepreneurial passion. Babson College Entrepreneurship Research Conference, Baylor University, Waco, TX.
- Shah, P., Anderson, B.S., and Eshima, Y. 2021. Those who fall in love with themselves fare better in a hostile world. Babson College Entrepreneurship Research Conference, Babson College, Boston, MA.
- Anderson, B.S., Schueler, J., Baum, M., and Gupta, V.K. 2019. The chicken or the egg: Causal inference in the entrepreneurial orientation-performance relationship. Academy of Management Annual Meeting, Boston, MA. Best Paper Proceedings.
- Cottle, G., and Anderson, B.S. 2019. The temptation of exaggeration: Legitimacy and funding in entrepreneurial pitches. Babson College Entrepreneurship Research Conference, Babson College, Boston, MA.
- Anderson, B.S., Eshima, Y. 2015. Firm growth, strategic adaptability, and entrepreneurial orientation. Babson College Entrepreneurship Research Conference, Babson College, Boston, MA. Selected for Frontiers of Entrepreneurship Research.
- Tietz, M., Parker, S., and Anderson, B.S. 2014. Persistence and startup speed of intrapreneurs. Academy of Management Annual Meeting, Philadelphia, Pennsylvania. Best Paper Proceedings.
- Titus, V., Anderson, B.S., and Fund, B. 2014. Increasing firm value through external corporate venturing activities: A configurational approach. Academy of Management Annual Meeting, Philadelphia, PA.
- Anderson, B.S., Kreiser, P.M., and Ireland, R.D. 2014. A global investigation of the influence of institutional risk factors on the entrepreneurial orientation-firm growth relationship. Babson College Entrepreneurship Research Conference, Richard Ivey School of Business, London, Ontario, Canada.
- Titus, V., Anderson, B.S., and Fund, B. 2014. Does venturing create firm value? A configurational approach to understanding the venturing-firm value relationship. Babson College Entrepreneurship Research Conference, Richard Ivey School of Business, London, Ontario, Canada.
- Titus, V., and Anderson, B.S. 2014. External corporate venturing activities and the creation of firm value: A configurational approach. Strategic Management Society Special Conference, Tel Aviv, Israel.
- Kreiser, P.M., Anderson, B.S., Marino, L.D., and Kuratko, D.F. 2013. Entrepreneurial responses to hostile environments. Academy of Management Annual Meeting, Orlando, FL. Best Paper Proceedings.

- Anderson, B.S., Kreiser, P.M., Kuratko, D.F., and Hornsby, J.S. 2012. Reconceptualizing entrepreneurial orientation: Revisiting a vital but troublesome construct. Academy of Management Annual Meeting, Boston, MA. Best Paper Proceedings.
- Anderson, B.S., Kreiser, P.M., and Weaver, K.M. 2012. Institutional influences on firm-level entrepreneurship. Academy of Management Annual Meeting, Boston, MA.
- Anderson, B.S., and Covin, J.G. 2012. Entrepreneurial orientation: Disposition and behavior. Academy of Management Annual Meeting, Boston, MA.
- Anderson, B.S. and McMullen, J.S. 2012. Does the market reward entrepreneurial strategies? Babson College Entrepreneurship Research Conference, Texas Christian University, Fort Worth, TX. Selected for Frontiers of Entrepreneurship Research.
- Anderson, B.S., and Eshima, Y. 2012. A configurational model of firm growth: Opportunity recognition mode, entrepreneurial orientation, and intangible resource advantage among Japanese SMEs. Babson College Entrepreneurship Research Conference, Texas Christian University, Fort Worth, TX.
- Anderson, B.S., and Covin, J.G. 2011. Resource knowledge, organizational slack, and entrepreneurial orientation. Academy of Management Meeting, San Antonio, TX.
- Eshima, Y, and Anderson, B.S. 2011. Entrepreneurial orientation and firm growth among Japanese SMEs. Academy of Management Meeting, San Antonio, TX.
- Anderson, B.S., and Semadeni, M. 2011. Real options in the services sector. Academy of Management Meeting, San Antonio, TX.
- Anderson, B.S., Kreiser, P.M., Kuratko, D.F., and Hornsby, J.S. 2011. Attitude, behavior, or both? An empirical investigation of the entrepreneurial orientation construct. Babson College Entrepreneurship Research Conference, Syracuse University, Syracuse, NY.
- Anderson, B.S., House, J.M., and Slevin, D.P. 2010. Does being a better learner facilitate better performance? Academy of Management Meeting, Montreal, Canada.
- Anderson, B.S. 2010. Understanding the reciprocally causal relationship between innovation and knowledge. Academy of Management Meeting, Montreal, Canada.
- Anderson, B.S. 2009. Understanding the relationship between entrepreneurial orientation and strategic learning. Academy of Management Meeting, Chicago, IL. Best Paper Proceedings.
- Semadeni, M., and Anderson, B.S. 2009. The follower's dilemma: Innovation and imitation in the professional services industry. Academy of Management Meeting, Chicago, IL. Best Paper Proceedings.

Teaching Materials

- Aspire Foundation: Charting a Social Bricoleur's Growth. 2013. Ivey Publishing 9B13M056
- FLYHT: Crossing the Chasm. 2012. Ivey Publishing 9B12A022.
- Cate & Levi: Evaluating Opportunities for Growth. 2012. Ivey Publishing 9B12M002.

Invited Presentations and Seminars

- Accelerating impact: Entrepreneurship scholarship in an age of AI - Ghent University, Belgium (2024)
- On writing: A workshop - University of Bayreuth, Bayreuth, Germany (2022)
- Leveraging the cloud for analytics instruction at scale: Challenges and opportunities – RStudio Cloud Webinar (2021)

- Advancing entrepreneurship research - 2021 JASVE Conference, Osaka, Japan (2021)
- On writing: A workshop - Ghent University, Belgium (2021)
- Trends in entrepreneurship research - University of Bayreuth, Germany (2021)
- Trends in entrepreneurship research and data science - Ghent University, Belgium (2018)
- Advancing entrepreneurship data science - IE Business School, Madrid (2017)
- Endogeneity and entrepreneurship research - University of Southern California (2016)
- Construct development, measurement theory, and research model construction using SEM (Doctoral seminar) - Technical University of Munich (2013, 2016)
- Endogeneity and entrepreneurship research - University of Nebraska, Lincoln (2016)
- Endogeneity and entrepreneurship research (Doctoral workshop) - University of Missouri Kansas City (2015)
- Entrepreneurial orientation, firm growth, and the multi-business firm: A behavioral perspective - University of Denver (2014)
- Construct development, measurement theory, and research model construction using SEM (Doctoral seminar) - University of Missouri Kansas City (2014)
- The reciprocally causal relationship between strategic posture and market performance - Technical University of Munich (2013)
- Reconceptualizing entrepreneurial orientation - The Ohio State University (2012)

Grants

- Rowe, W.G., and Anderson, B.S. 2015-2019. Strategic Leadership: Construct Development & Validation. SSHRC - Insight Grant. Funded for \$101,949.

Academic Service

- Service on multiple committees at the Area/Department, School, and University levels
- Lawrence/Edwards Campus Chair, Entrepreneurship and Innovation Work Group - University of Kansas
- Associate Editor, Entrepreneurship Theory & Practice, 2026 - Present
- Associate (Field) Editor, Strategic Entrepreneurship & Innovation, Journal of Business Venturing, 2016 - 2024
- Editorial Board, Entrepreneurship Theory & Practice, 2016 - 2026
- Dissertation Committees - University of Missouri - Kansas City
 - Sunny Sanwar (Chair)
 - Griffin Cottle (Chair)
 - Xiaodan Zeng (Chair)
 - Nischal Thapa (Chair)
 - Puspa Shah (Chair)
 - Chad Coffman
 - Andy Burkemper
 - Hessam Sarooghi
- Dissertation Committees - Ghent University
 - Laurence Rijssegem
- Dissertation Committees - Ivey Business School
 - Matthew Wong
 - Matthias Tietz
- Faculty Advisor, UMKC Student Veterans Organization

- Academic Advisor, CU Boulder Veteran Services Office
- Ad-Hoc Reviewer: Academy of Management Review, Strategic Management Journal, Strategic Entrepreneurship Journal, Journal of International Business Studies, Journal of Management Studies, Strategic Organization, Small Business Economics

Academic Honors & Awards

- 2024 – University of Kansas Senior Administrative Fellow
- 2020 – University of Missouri System Leadership Development Program
- 2017 – Outstanding Reviewer, Entrepreneurship Theory & Practice
- 2009 – Bentley College and HEC School of Management Outstanding Graduate Student Paper on Management Consulting, Academy of Management
- 2009 – Academy of Management Entrepreneurship Division Doctoral Consortium
- 2007 – Beta Gamma Sigma, University of Denver

Affiliations

- Academy of Management

Military Service

- US Air Force Reserve, 2019 - 2020 (Honorably Discharged Veteran)
- KS Air National Guard, 2017 - 2019
- CO Air National Guard, 2014 - 2017
- US Navy Reserve, 2007 - 2014

Selected Professional Experience

- Founder & CEO, Box C Software, LLC, 2026 - Present
- Board of Advisors, Digital Health KC, 2026 - Present
- Board of Directors, Enterprise Center in Johnson County, 2024 - Present
- Special Assistant to the Treasurer, CO Department of Treasury, 2001 - 2007
- Chief Information Officer, Intelishield.com, 1999 - 2000
- President & CEO, TXI Technology Group, Inc., 1996 - 1999