

PEPPERDINE UNIVERSITY

Graziadio School of Business and Management

KAREN ELISABETH SCHNIETZ

Associate Professor of Strategy

Graziadio School of Business & Management Pepperdine University

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EDUCATION

- Ph.D. University of California at Berkeley, 1994. Business Administration, Business Strategy and Public Policy Group.
Committee: David Mowery; Oliver Williamson; Vinod Aggarwal.
- M.B.A. University of California at Berkeley, 1991.
- A.B. Bryn Mawr College, Bryn Mawr, Pennsylvania, 1982.
Cum laude with honors in History. Economics and German minors.

ACADEMIC EXPERIENCE

- 2003-present Associate Professor of Strategy. Graziadio School of Business and Management. Pepperdine University. Malibu and Los Angeles, California.
- 1994-2003 Assistant Professor of Management. Jesse H. Jones Graduate School of Management. Rice University. Houston, Texas.
- 1993-1994 Post-Doctoral Research Fellow. Graduate School of Industrial Administration. Political Economy Group. Carnegie Mellon University. Pittsburgh, Pennsylvania.
- 1988-1993 Teaching and Research Assistant. Haas School of Business Administration. Business and Public Policy Group. University of California at Berkeley.

BUSINESS EXPERIENCE

- 1985-1986 Public Finance Analyst. Municipal Investment Banking Division. PaineWebber, Incorporated. New York, N.Y.
- 1984-1985 Assistant Planner. New York City Department of Parks and Recreation.
- 1982-1984 Legal Assistant and Assistant Manager of Paralegals. Litigation Division. Davis Polk & Wardwell. New York, N.Y.

REFEREED JOURNAL ARTICLES

- "Exploring the Financial Value of a Reputation for Corporate Social Responsibility During a Crisis"
(with Marc Epstein). *Corporate Reputation Review* 7, 4 (2005): 327-345.
- "Private Response to Political Change: Investor Reaction to the 1934 Reciprocal Trade Agreements Act." *International Organization* 57 (Winter 2003): 213-233.

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- “Measuring the Cost of Environmental and Labor Protests to Globalization: An Event Study of the Failed 1999 Seattle WTO Talks” (with Marc Epstein). *International Trade Journal* 15, 2 (2002): 129-160.
- “Determinants of Foreign Trade Mission Participation: An Analysis of Corporate Political and Trade Activities” (with Douglas Schuler and Scott Baggett). *Business & Society* 41 (2002): 6-35.
- “Globalization Derailed? Multinational Investors’ Response to the 1997 Demise of Fast-Track Trade Authority” (with Joanne Oxley). *Journal of International Business Studies* 32 (2001): 479-496.
- “The Institutional Foundations of U.S. Trade Policy: Revisiting Explanations for the 1934 Reciprocal Trade Agreements Act.” *Journal of Policy History* 12 (2000): 417-444.
- “Politics Matter: The 1997 Derailment of Fast-Track Negotiating Authority” (with Timothy Nieman). *Business and Politics* 1 (1999): 233-251.
- “Much Ado About Nothing? The Economic Impact of U.S. Foreign Trade Mission Participation” (with Douglas Schuler). *Business and Politics* 1 (1999): 155-177.
- “Democrats’ 1916 Tariff Commission: Responding to Dumping Fears and Illustrating the Consumer Costs of Protectionism.” *Business History Review* 72 (Spring 1998): 1-45.
- “The 1916 Tariff Commission: Democrats’ Use of Expert Information to Constrain Republican Tariff Protection.” *Business and Economic History* 23 (Fall 1994): 176-89.

OTHER PUBLICATIONS

- “Entry and Exit Barriers,” (with Ariff Kachra) in *The Encyclopedia of Business Ethics and Society*, edited by Robert Kolb, Sage, forthcoming 2007.
- Book chapter, “The History of Business Regulation,” in *The Accountable Corporation*, edited by Marc Epstein and Kirk Hanson, Praeger Publishing, 2005.
- “Theories of Decision-Making,” (with Ariff Kachra) in *The Encyclopedia of Business Ethics and Society*, edited by Robert Kolb, Sage, forthcoming 2007.
- “Tariffs and Quotas” in *The Encyclopedia of Business Ethics and Society*, edited by Robert Kolb, Sage, forthcoming 2007.
- Article in electronic journal, “Revisiting 5-Forces Analysis: Assessing the Key Success Factors in the National Basketball Association,” (with former students Sanjay Advani, Tim Henderson, Harold McIntyre, Darrell Sims and Sara VanVolkenburg) in the *Graziadio Business Journal* 8 (Fall 2005).
- “Transaction Costs” (with Ariff Kachra) in *The Encyclopedia of Business Ethics and Society*, edited by Robert Kolb, Sage, forthcoming 2007.
- “Opportunism,” (with Ariff Kachra) in *The Encyclopedia of Business Ethics and Society*, edited by Robert Kolb, Sage, forthcoming 2007.

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Managerial summary in electronic journal, "Does Corporate Social Responsibility Pay Off? Evidence from the 1999 Seattle WTO" (with Marc Epstein). *Graziadio Business Journal* 7 (2004).

Book review, Reed Hundt's (FCC Chair 1993-97) "You Say You Want a Revolution: A Story of Information Age Politics." *Business History Review* 75 (2001): 223-225.

Dissertation Abstract, "To Delegate or Not to Delegate: Congressional Institutional Choices in the Regulation of Foreign Trade, 1916-1934." *Business & Society* 35 (1996): 129-137.

WORKING PAPERS AND RESEARCH IN PROGRESS

"Integrating the Business School Curriculum via the Capstone Strategy Course: Can We Do Better?" (with Ariff Kachra). Paper under first review at the *Journal of Management Education*.

"Corporate Strategy, Business Ethics and Emotional Intelligence: Bridging some Gaps," with Ariff Kachra. Partial funding from the *Funds For Excellence*, Graziadio School of Business & Management, Pepperdine University, 2004-06.

"Informing Strategic Management with Evidence of a Corporate Social-Financial Performance Link: Assessing the Impact of Social Responsibility on Investor Losses Associated with Enron, WorldCom and Other 2002 Accounting Scandals". Funded by the Julian Virtue Professorship.

"Misunderstood and Misused: Revisiting the SWOT Analysis" (with Ariff Kachra).

PUBLISHED CONFERENCE PROCEEDINGS

"Does a Reputation for Corporate Social Responsibility Pay Off?" (with Marc Epstein). *International Corporate Responsibility: Exploring the Issues*, John Hooker and Peter Madsen, eds. Carnegie Mellon University Press, Pittsburgh, Pennsylvania (2004).

"Globalization Derailing? Multinational Investors' Response to the 1997 Denial of Fast-Track Trade Negotiating Authority and the 1999 Failed WTO Seattle Ministerial Talks" with Joanne Oxley. *International Association for Business and Society, 2001 Proceedings*, Twelfth Annual Conference, Sedona, Arizona (March 2001): 173-178.

"Hustled? U.S. Foreign Trade Missions, Corporate Political Contributions and Changes in Firm Value" (with Douglas Schuler). *International Association for Business and Society, 1999 Proceedings*, Tenth Annual Conference, Paris, France (June 1999): 379-384.

"Enhancing National Industrial Competitiveness: Germany's Apprenticeship System." *International Association for Business and Society, 1995 Proceedings*, Sixth Annual Conference, Vienna, Austria (June 1995): 289-294.

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CONFERENCE PRESENTATIONS AND INVITED SEMINARS

“The Role of Emotional Intelligence in Ethical Decision-making” (with Ariff Kachra). 2006 Meeting of the *Society for Business Ethics*, Atlanta, Georgia, August 2006 (forthcoming).

“Breaking Down Strategy Silos: Strategy Instruction for the Future” (with Ariff Kachra). 25th Annual Meeting of the *Strategic Management Society*, Orlando, Florida, October 23-25, 2005.

Session Chair “Research and Teaching: In Search Of Synthesis.” 25th Annual Meeting of the *Strategic Management Society*, Orlando, Florida, October 23-25, 2005.

Discussant for “Creativity and Creation in the Academy,” break-out session on Dr. Lee Shulman’s presentation to the annual Faculty Conference, Pepperdine University, October 7, 2005.

“Morals Matter: “Fuzzy” Ethical Business Dilemmas and Emotional Intelligence” (with Ariff Kachra). 2005 Christian Scholars Conference, Malibu, California, July 21-23, 2005.

“Policy Matters: Influencing Public Policy for Competitive Advantage.” 4th Annual Meeting of the *Association for Strategic Planning*, Los Angeles, November 18, 2004.

“Corporate Social Responsibility: Investment, Performance and Reputation” (with Marc Epstein). 62nd Annual Conference of the *Academy of Management*, August 12-14, 2002, Denver, Colorado.

“Does a Reputation for Corporate Social Responsibility Pay Off?” (with Marc Epstein). Carnegie Bosch Institute for Applied Studies in International Management, Conference on *International Corporate Responsibility*, June 7-9, 2002, Pittsburgh, Pennsylvania.

“Linking Reputation and Corporate Social Responsibility: Empirical Evidence from the 1999 Seattle WTO Meeting” (with Marc Epstein). 6th Annual Conference on *Corporate Reputation*, sponsored by Dartmouth’s Tuck Business School and the Reputation Institute, May 23-25, 2002, Boston, Massachusetts. Paper received Conference’s “Best Empirical Paper” award.

“U.S. Foreign Policy Challenges: The Impact of September 11th on Trade.” U.S. Department of State, International Visitors Program, Rice University, November 2001.

“Globalization Derailing? Investor Reactions to the Failed 1997 Fast-Track Bill and the 1999 Seattle WTO Talks Seattle” (with Joanne Oxley). 12th Annual Conference of the *International Association of Business and Society*, March, 2001, Sedona, Arizona.

“Hustled? U.S. Foreign Trade Missions, Corporate Political Contributions and Changes in Firm Value” (with Douglas Schuler). 10th Annual Conference of the *International Association of Business and Society*, June, 1999, Paris, France.

“The Institutionalization of Low Tariffs: A Theoretical and Empirical Analysis of the 1934 Reciprocal Trade Agreements Act.” 58th Annual Conference of the *Academy of Management*, August 10-12, 1998, San Diego.

“Recent Research in Business-Government Relations.” 8th Annual Conference of the *International Association of Business and Society*, March 6-9, 1997, Destin, Florida.

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Symposium Discussant for "NAFTA: Implications for Managers." Fifty-Fifth Annual Conference of the *Academy of Management*, August 6-9, 1995, Vancouver, British Columbia.

"Enhancing National Industrial Competitiveness: Germany's Apprenticeship System." Sixth Annual Conference of the *International Association for Business and Society*, June 26-29, 1995, Vienna, Austria.

"The 1916 Tariff Commission." Fourtieth Annual Conference of the *Business History Association*, March 11-13, 1994, Williamsburg, Virginia.

TEACHING

Business Strategy Capstone Course. Graziadio School of Business and Management, Pepperdine University. Fully-employed (evening and weekend) MBA program.

Business-Government Relations. Jones Graduate School of Management, Rice University. Executive and weekday MBA core course.

Globalization of Business. Jones Graduate School of Management, Rice University. Weekday MBA core course.

International Trade and Strategy. Jones Graduate School of Management, Rice University. Executive MBA elective.

Political and Legal Environment of Business. Jones Graduate School of Management, Rice University. Weekday MBA core course.

Strategy Formulation and Implementation. Jones Graduate School of Management, Rice University. Weekday MBA core course.

U.S. Business and the World Economy. Jones Graduate School of Management, Rice University. Weekday and Executive MBA elective.

Action Learning Project, Supervising Faculty. Jones Graduate School of Management. Rice University. Weekday MBA program required consulting project.

DOCTORAL DISSERTATION COMMITTEES

Bernadette Jungblut. Department of Political Science. Rice University. Dissertation "International Trade and Interstate Conflict: The Influence of Domestic Political Institutions," 2002. University of Central Florida.

HONORS AND AWARDS

Julian Virtue Professorship Recipient (course release and research funding), Graziadio School of Business & Management, Pepperdine University, 2005-2007. Awarded annually to two GSBM faculty for applied and values-centered managerial research.

Funds for Excellence Recipient (Research & Development Grant from the Graziadio School of Business & Management, Pepperdine University). 2004 - 2006. Obtained for (1)

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“Qualitative Research Methods Training Seminar (for GBSM faculty)” with Mark Chun, Ariff Kachra, John Mooney, Michael Williams and Gwendolyn Whitfield (\$12,000); and (2) “Balancing the Tension between Business Ethics and Corporate Strategy: How are MBAs Doing?,” with Ariff Kachra (\$4,000 in 2004-2005, and \$9,000 in 2005-2006).

Best Empirical Paper of Conference Award. 2002. Sixth Annual Conference on Corporate Reputation, sponsored by Dartmouth’s Tuck Business School and the Reputation Institute, May 23-25, Boston, Massachusetts. “Linking Reputation and Corporate Social Responsibility: Empirical Evidence from the 1999 Seattle WTO Meeting.”

Teaching Excellence Award. 2002. Jones Graduate School of Management, Rice University. Awarded annually to one member of the Jones School faculty by alumni 2 and 5 years post-graduation (Classes of 2000 and 1997).

Student Choice Teaching Award. 2003, 2000, 1997. Jones School of Management, Rice University. Awarded annually to two instructors at the Jones School for teaching excellence by current 1st and 2nd year MBA students.

Phi Beta Kappa Teaching Prize. 1998. Rice University. Awarded annually to one untenured professor University-wide. Selection made by University-level committee, based on previous year’s numeric and written teaching evaluations.

Phi Beta Kappa Teaching Prize Finalist. 1997. Rice University.

Business Week Teaching Recognition. 1997-2000. Named in Ratings of MBA Programs as one of the Jones School’s Outstanding Professors.

Bradley Postdoctoral Fellowship in Political Economy. 1993-94. Graduate School of Industrial Administration, Political Economy Group, Carnegie Mellon University.

Bradley Fellowship for Dissertation Research. 1992-93. University of California at Berkeley.

Olin Foundation Fellowship for Dissertation Research in Law and Economics. 1992. University of California at Berkeley.

Outstanding Graduate Student Instructor. 1992, 1989. Haas School of Business, University of California at Berkeley. Awarded annually to top graduate student instructors on the basis of numeric teaching evaluations.

SERVICE TO RICE UNIVERSITY

Faculty Advisor. Graduate Women in Business Chapter. Jones School. 2001-02.

Steering Committee, Energy and Environmental Systems Institute. Rice University. 2000-01.

MBA Curriculum Committee. Jones School. 1996-97, 2000-02.

Ad Hoc Committee on Jones Scholar Selection. Jones School. 1999-2000.

Academic Standards Committee. Jones School. 1997-2001.

Faculty Advisor. Student Board and International Student Association. Jones School. 1996-99.

Search Committee, Dean of Social Science. Rice University. 1995-96.

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SERVICE TO PEPPERDINE UNIVERSITY

Member, Director of eLearning Search Committee, Graziadio School of Business & Management, 2006.

Chair, Faculty Orientation and Development Committee, Graziadio School of Business & Management, 2005-2006.

Member, Faculty Library Committee, Mark Roosa, Chair. 2005.

Presentation at Graziadio School's Annual Faculty Conference, "How Do You Get Into the Academic Publishing Game (with Al Hagan)?," Pepperdine University, November 12, 2004.

Fully-Employed MBA Curriculum Committee. Graziadio School. 2004-05.

Lead article for Graziadio Business Connection (Alumni Magazine), "It Pays to Be Good," 2004, Volume 2: 1.

Presentation at Annual University-wide Faculty Conference, "Exploring the Financial Value of a Reputation for Corporate Social Responsibility During a Crisis," Pepperdine University, October 9, 2004.

Editorial Board, Graziadio Business Journal. Graziadio School. 2003-04.

SERVICE TO THE PROFESSION

Best Book Award Committee, Chair, 2005. Social Issues in Management Division, Academy of Management. Committee member 2003, 2004.

Conference Session Discussant and Moderator (various dates):
Social Issues in Management Division, Academy of Management.
International Association of Business and Society.
Strategic Management Society.

Ad hoc reviewer:
Academy of Management Conferences. 1993 to present.
Business History Review. 1997 to present.
Business and Politics. 1998 to present.
Business and Society. 1995 to present.
Graziadio Business Review. 2003 to present.
International Association of Business and Society Conferences. 1994 to present
International Organization. 2003 to present.
Journal of Policy History. 2001 to present.

CONSULTING

Identigene, Inc. (Genetic Testing), Houston, Texas (Michelle Council, main contact), 2002-04. Projects included country analysis for possible foreign direct investment (Eastern Europe) and feasibility of undertaking corporate political strategy to advocate crime lab DNA genetic testing be removed from Houston Police Department.

Vince Thompson, Regional Vice-President AOL, Los Angeles, California (book project on middle managers), 2004.

PROFESSIONAL ASSOCIATIONS

Academy of Management (Business Policy, International Management and Social Issues in Management Divisions), *American Political Science Association* (Political Economy

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Division), *Association for International Business, Business History Association, Economic History Association, and Strategic Management Society.*

REFERENCES

- Marc Epstein, Professor of Management, Rice University, MS-531, Houston, TX 77005-1892, (713)348-6140, e-mail: epstein@rice.edu
- Douglas Irwin, Professor of Economics, Dartmouth College and NBER, Hanover, NH 03755, (603)646-2942, e-mail: douglas.irwin@dartmouth.edu
- George Kanatas, Professor of Finance, Rice University, MS-531, Houston, TX 77005-1892, (713)348-5383, e-mail: kanatas@rice.edu
- Thomas McCraw, Professor of Business History, Harvard Business School, Morgan Hall 275, Boston, MA 02163, (617)495-6364, e-mail: tmccraw@hbs.edu
- Dennis Quinn, Professor of Management and Public Policy, McDonough School of Business, Georgetown University, Washington, D.C. 20057, (202)687-1027, e-mail: quinnd@msb.edu
- Duane Windsor, Professor of Management, Rice University, MS-531, Houston, TX 77005-1892, (713)348-5372, e-mail: odw@rice.edu
- Stephen Zeff, Professor of Accounting, Rice University, MS-531, Houston, TX 77005-1892, (713)348-6066, e-mail: sazeff@rice.edu



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OVERVIEW OF NUMERIC TEACHING RATINGS OF KAREN SCHNIETZ AT GRAZIADIO SCHOOL OF BUSINESS & MANAGEMENT, PEPPERDINE UNIVERSITY

Scale: 5 (Outstanding), 4 (Very Good), 3 (Acceptable), 2 (Poor), 1 (Very Poor)

	<u>Fall</u> <u>2003</u>	<u>Spring</u> <u>2004</u>	<u>Fall</u> <u>2004</u>	<u>Spring</u> <u>2005</u>	<u>Fall</u> <u>2005</u>	<u>Spring</u> <u>2006</u>
Business Strategy 659 (Required Capstone Course in the Fully-Employed MBA Program)						
Number of Students	32	70	69	46	42	52
Number of Sections	2	3	3	2	2	2
KES Teaching Effectiveness	4.72	4.83	4.65	4.86	4.87	4.72

* Note: Pepperdine Mean Teaching Effectiveness Scores not available (unlike at Rice University).



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OVERVIEW OF NUMERIC TEACHING RATINGS OF KAREN SCHNIETZ AT JONES GRADUATE SCHOOL OF MANAGEMENT, RICE UNIVERSITY

Scale in 1994-98: 1 (Excellent), 2 (Good), 3 (Acceptable), 4 (Poor), 5 (Very Poor)

Scale in 1999-01: 1 (Outstanding), 2 (Excellent), 3 (Very Good), 4 (Good), 5 (Fair), 6 (Poor)

Scale in 2002- 03: 1 (Outstanding), 2 (Excellent), 3 (Very Good), 4 (Good), 5 (Average), 6 (Fair), 7 (Poor)

	<u>1995</u>	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>	<u>2002</u>	<u>2003</u>
Political & Legal Environment of Business (MBA Core Course)									
Number of Students	98	99	109	130					
KES Teaching Effectiveness	1.46	1.21	1.20	1.20					
Rice Mean in MBA Core	1.76	2.05	2.05	1.78					
U.S. Business & World Economy (MBA & Executive MBA Elective)									
Number of Students	23	20	16	17	21			12	
KES Teaching Effectiveness	1.61	1.06	1.00	1.10	1.5			1.0	
Rice Mean in MBA Electives	1.60	1.56	1.60	1.47	2.3			2.2	
Business-Government Relations & Globalization of Business (MBA Core taught as Integrated Class)									
Number of Students					139	146	148	178	
KES Teaching Effectiveness					1.54	1.45	1.38	1.6	
Rice Mean in MBA Core					2.37	2.41	2.27	2.44	
Business-Government Relations (Executive MBA Core Course)									
Number of Students							54	55	113
KES Teaching Effectiveness							1.43	1.39	1.31
Rice Mean in Exec. MBA Core							2.15	2.34	2.28
Strategy Formulation & Implementation (MBA Core Course)									
Number of Students								149	
KES Teaching Effectiveness								1.54	
Rice Mean in MBA Core								2.29	
Action Learning Project (MBA Required On-Site Firm Project Supervision)									
Number of Students							29	53	
KES Teaching Effectiveness							1.8	1.6	
Rice Mean in ALP Supervision							2.6	2.4	

Teaching Awards and Recognition:

Recipient, *Student Choice Teaching Award for Excellence in Second Year Curriculum*, 2003, Rice University, awarded annually by current second-year MBA students to one business school faculty member.

Recipient, *Teaching Excellence Award*, 2002, awarded annually to one faculty member of the Jones School of Management by former students 2 and 5 years post-graduation (classes of 2000 and 1997).

Named one of the Jones School's Outstanding Professors in *Business Week's Guide to the Best Business Schools*, 7th edition, 2001-2002.

Recipient, *Student Choice Teaching Award for Excellence in Core Curriculum*, 2000, Rice University, awarded annually by current first-year MBA students to one business school faculty member.

Named one of the Jones School's Outstanding Professors in *Business Week's Guide to the Best Business Schools*, 6th edition, 1999 – 2000.

Recipient, *Phi Beta Kappa Teaching Prize*, 1998, Rice University, awarded annually to one untenured professor from across campus by University-level committee, based on previous year's numeric and written student teaching evaluations.

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Named one of the Jones School's Outstanding Professors in *Business Week's Guide to the Best Business Schools*, 5th edition, 1997 – 1998.

Recipient, *Student Choice Teaching Award for Excellence in Core Curriculum*, 1997, Rice University, awarded annually by current first-year MBA students to one business school faculty member.

