

June, 2006

Michael V. Russo

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ACADEMIC POSITIONS

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| Charles H. Lundquist Professor of Sustainable Management | 2005- |
| Professor of Management, University of Oregon | 2001-2005 |
| Associate Professor of Management, University of Oregon Indefinite Tenure Granted, 1995 | 1995-2001 |
| Visiting Associate Professor, University of Michigan | 2000 |
| Visiting Associate Professor, University of Minnesota | 1996-1997 |
| Assistant Professor of Management, University of Oregon | 1989-1995 |

EDUCATION

University of California, Berkeley, California
PhD, Business Administration, 1989
MBA, 1986

Stanford University, Stanford, California
MS, Civil Engineering, 1980

Columbia University, New York, New York
BS, Civil Engineering, 1979

RESEARCH INTERESTS

Management of Natural Environmental Issues, National and International Political Influences on Corporate Strategy, Organizational Economics, Collaborative Strategies

TEACHING INTERESTS

Strategic Management, Management of Environmental Issues, National and International Business-Government Relations, Technology Policy

ARTICLES IN REFEREED JOURNALS AND RESEARCH ANNUALS

- Delmas, Magali, Russo, Michael V., and Montes-Sancho, Maria. "Deregulation and Environmental Differentiation in the Electric Utility Industry," *Strategic Management Journal*, forthcoming.
- Russo, Michael V. and Harrison, Niran S. "Internal Organization and Environmental Performance: Clues from the Electronics Industry," *Academy of Management Journal*, 2005, 48:582-593.
- Russo, Michael V. "The Emergence of Sustainable Industries: Building on Natural Capital," *Strategic Management Journal*, 2003, 24:317-331.
- Russo, Michael V. "Institutions, Exchange Relationships, and the Emergence of New Fields: Regulatory Policies and Independent Power Production in America, 1978-1992," *Administrative Science Quarterly*, 2001, 46:57-86.
- Haveman, Heather A., Russo, Michael V., and Meyer, Alan D. "Institutional Environments in Flux: The Impact of Regulatory Change on CEO Succession and Performance," *Organization Science*, 2001, 12:253-273.
- Shafer, Brian and Russo, Michael V. "Political Strategies and Industry Environments," in Post, James E. (ed.), *Research in Corporate Social Performance and Policy*, Greenwich CT: JAI Press, 1998, 15:3-15.
- Russo, Michael V. and Fouts, Paul A. "A Resource-Based Perspective on Corporate Environmental Performance and Profitability," *Academy of Management Journal*, 1997, 40:534-559.
- Research Translation appears as Forte, Monique, and Lamont, Bruce T. 1998. "The Bottom Line Effects of Greening," *Academy of Management Executive*, 12:89-90.
- Reprinted in Bruce, Brian R. 1998. *The Investment Research Guide to Socially Responsible Investing*, Plano TX: Investments Research Forums, Inc.
- Park, Seung Ho and Russo, Michael V. "When Competition Eclipses Cooperation: An Event History Analysis of Joint Venture Failure," *Management Science*, 1996, 42:875-890.
- Russo, Michael V. "Japan's Equivocal Environmentalism," *Business and the Contemporary World*, 1994, 6(4):91-106.
- Reprinted in *Business, Public Policy, and the Environment*, Washington, D.C.: Management Institute for Environment and Business, 1996.
- Russo, Michael V. "On Collective Strategy in the Public Policy Domain," in Shrivastava, Paul, Huff, Anne, and Dutton, Jane E. (eds.), *Advances in Strategic Management*, Greenwich CT: JAI Press, 1993, 9:353-374.
- Russo, Michael V. "Bureaucracy, Economic Regulation, and the Incentive Limits of the Firm," *Strategic Management Journal*, 1992, 13:103-118.
- Russo, Michael V. "Power Plays: Regulation, Diversification, and Backward Integration in the Electric Utility Industry," *Strategic Management Journal*, 1992, 13:13-27.
- Russo, Michael V. "Managing Deregulatory Tensions: Changing Patterns of Public Policies and Political Strategies," in Post, James E. (ed.), *Research in Corporate Social Performance and Policy*, Greenwich CT: JAI Press, 1992, 13:219-234.
- Russo, Michael V. "The M-form as an Enabling Device: A Longitudinal Study of Discretionary Cash as a Strategic Resource," *Academy of Management Journal*, 1991, 34:718-733.
- Russo, Michael V. "Regulatory Restructuring and Strategic Evolution: Lessons from the American Experience," *Long Range Planning*, 1991, 24(2):37-45.

Russo, Michael V. "Regulatory Strategies and Market Entry: Natural Gas Distribution in California," *Energy Systems and Policy*, 1988, 12(2):69-83.

Russo, Michael V. "Technology, Deregulation, and the Public Interest: Preserving Universal Telephone Service," *IEEE Technology and Society Magazine*, 1988, 7(1): 4-11.

ARTICLES IN REFEREED PROCEEDINGS

Russo, Michael V. "Institutional Change & Organizational Strategy: ISO 14001 and Emissions in the Electronics Industry," *Academy of Management Best Papers Proceedings*, 2002, D. Nagao (ed.).

Russo, Michael V. "Exchange Relationships and Organizational Foundings," *Academy of Management Best Papers Proceedings*, 1995, D. Moore (ed.), 261-265.

CHAPTERS IN EDITED RESEARCH VOLUMES

Russo, Michael V. and Schultz, F. "Top Managers And Institutional Stakeholders: A Test Of Two Models Of Adaptation And Performance," in Andriof, Jörg, Waddock, Sandra, Rahman, Sandra, and Husted, Bryan (eds.), *Unfolding Stakeholder Thinking 2*, Sheffield, UK: Greenleaf, 2003.

Russo, Michael V. and Teece, David J. "Natural Gas Distribution in California: Regulation, Strategy, and Market Structure," in Gilbert, Richard J. (ed.), *Regulatory Choices: A Perspective on Developments in Energy Policy*, Berkeley, CA: University of California Press, 1991.

Pisano, Gary P., Russo, Michael V., and Teece, David J. "Joint Ventures and Collaborative Arrangements in the Telecommunications Equipment Industry," in Mowery, David C. (ed.), *International Collaborative Ventures in U.S. Manufacturing*, Cambridge, MA: Ballinger, 1988.

WORKING PAPERS

"Social and Environmental Issues and the Global Supply Chain: Efficiency Meets Responsibility," with Anne Parmigiani.

"Different Shades of Green: Environmental Attitudes and Purchasing Intentions of Mexican Consumers," with Carlos Basurto and Bryan Husted.

"Explaining the Impact of Voluntary Management Standards: A Dynamic Capabilities Perspective."

"Cumulative Prior Experiences and the Timing in Sequential Entry Decisions: Patterns of Entry into China, 1975-1995," with Vibha Gaba and Gerardo Ungson.

NON-REFEREED PUBLICATIONS

Corbett, Charles J. and Russo, Michael V. "ISO 14001: Irrelevant or Invaluable?", *ISO Management Systems*, December, 2001.

Russo, Michael V., Floyd, Nancy C., and Fester, Mordechai. "Adding On: How to Make Diversification Work," *Public Utilities Fortnightly*, February 15, 1993.

TEXTBOOK

Russo, Michael V. (ed.) *Environmental Management: Readings and Cases*, Boston: Houghton-Mifflin Company, 1999. Complete instructor's manual and overhead package also produced by editor.

TEACHING MODULE

Russo, Michael V. (ed.), *The Greening of Strategy: Readings and Discussion Notes*, Washington, D.C.: Management Institute for Environment and Business, 1996.

BOOK REVIEWS

Russo, Michael V. and Salvo, Mark N. "Paul Hawken's Risky Romance with Economics," Review of Hawken, Paul, *The Ecology of Commerce*, *Journal of Environmental Law and Litigation*, 1996, 11:153-163.

Russo, Michael V. Review of Moore, Curtis, and Miller, Alan, *Green Gold: Japan, Germany, the United States, and the Race for Environmental Technology*, *Academy of Management Review*, 1995, 20:1098-1101.

Russo, Michael V. Review of United Nations University (ed.) *Environmental Pollution Control: The Japanese Experience*, *Industrial and Environmental Crisis Quarterly*, 1994, 8(2):187-189.

Russo, Michael V. Review of Kent, Calvin A. (ed.) *Entrepreneurship and the Privatizing of Government*, *Administrative Science Quarterly*, 1989, 34:157-159.

DISSERTATION

Generating Strategy: A Dynamic Analysis of Regulation and Diversification in the Electric Utility Industry, Filed April, 1989.

CONFERENCE PRESENTATIONS

Delmas, Magali, Russo, Michael V. and Montes-Sancho, Maria. "Deregulation and Environmental Differentiation in the Electric Utility Industry," paper presented at the 2004 College on Organization Science Fall Conference, Hanover, NH, November 2004, and 65th Annual Meeting of the Academy of Management, Honolulu, HI, August 2005.

Russo, Michael V. and Harrison, Niran S. "Internal Organization and Environmental Performance: Clues from the Electronics Industry," paper presented at the 3rd Workshop on Capital Markets and Environmental Performance," Laguna Beach, CA, October, 2002.

Russo, Michael V. "Institutional Change & Organizational Strategy: ISO 14001 and Emissions in the Electronics Industry," paper presented at the 62th Annual Meeting of the Academy of Management, Denver, CO, August, 2002.

Russo, Michael V. "Does ISO 14001 Reduce Toxic Emissions? Early Evidence from the Electronics Industry, paper presented at the National Pollution Prevention Roundtable, Portland, OR, April, 2002.

Russo, Michael V. and Harrison, Niran S. "An Empirical Study of the Impact of ISO 14001 Registration on Emissions Performance," paper presented at the 9th Greening of Industry Conference, Bangkok, Thailand, January, 2001.

- Russo, Michael V. "The Diffusion of the ISO 14001 System in the Electronics Industry: An Analysis of Competing Theories" paper presented at the 60th Annual Meeting of the Academy of Management, Toronto, Canada, August, 2000 (showcase symposium organized by M. V. Russo).
- Gaba, Vibha, Russo, Michael V., and Ungson, Gerardo R. "The Determinants of Timing in Sequential Entry Decisions: An Exploratory Analysis," paper presented at the 60th Annual Meeting of the Academy of Management, Toronto, Canada, August, 2000.
- Russo, Michael V. "Using computer simulations for teaching," presented at the New Faculty Consortium, Business Policy and Strategy Division, 60th Annual Meeting of the Academy of Management, Toronto, Canada, August, 2000.
- Russo, Michael V. "Natural Capital, Geographic Concentration, and the Emergence of Sustainable Industries." paper presented at the 59th Annual Meeting of the Academy of Management, Chicago, IL, August, 1999.
- Russo, Michael V. "The Oregon Experience," in "Critical Issues for Teaching Environmental Management: An Analysis of Four Years of Experience," teaching workshop organized by Mark Cordano, 59th Annual Meeting of the Academy of Management, Chicago, IL, August, 1999.
- Russo, Michael V. "Antecedents of ISO 14001 Registration: Evidence from the American Electronics Industry," paper presented at the 10th Annual Meeting of the International Association for Business and Society, Paris, France, June, 1999.
- Russo, Michael V, and Schultz, Frank. "Top Managers and Institutional Stakeholders: A Test of Three Models of Adaptation and Performance," paper presented at the 58th Annual Meeting of the Academy of Management, San Diego, CA, August, 1998.
- Russo, Michael V. "Substance and Symbolism in Environmental Performance Improvement: An Exploratory Study," paper presented at the 39th Annual Western Academy of Management Conference, Portland, OR, March, 1998.
- Russo, Michael V. "Exchange Relationships and Organizational Foundings," paper presented at the 55th Annual Meeting of the Academy of Management, Vancouver, B.C., August, 1995.
- Russo, Michael V. and Fouts, Paul A. "Using Markets to Facilitate Corporate Environmentalism: An Exploratory Analysis of Environmental Ratings and Profitability," paper presented at the 53rd Annual Meeting of the Academy of Management, Atlanta, Georgia, August, 1993.
- Park, Seung Ho and Russo, Michael V. "When Competition Eclipses Cooperation: An Event History Analysis of Alliance Failure," paper presented at the 52nd Annual Meeting of the Academy of Management, Las Vegas, Nevada, August, 1992.
- Haveman, Heather A., Meyer, Alan D., and Russo, Michael V. "Institutional Environments in Flux: The Impact of Regulatory Change on CEO Succession," paper presented at the 52nd Annual Meeting of the Academy of Management, Las Vegas, Nevada, August, 1992.
- Russo, Michael V. "Managing Deregulatory Tensions: Changing Patterns of Public Policies and Political Strategies," paper presented at the 51st Annual Meeting of the Academy of Management, Miami, Florida, August, 1991.
- Russo, Michael V. "The Bull in the China Shop: The Incentive Limits of the Bureaucratic Firm," paper presented at the 50th Annual Meeting of the Academy of Management, San Francisco, California, August, 1990.
- Russo, Michael V. "The Regulatory Factor in Diversification and Vertical Integration," paper presented at the 9th Annual Strategic Management Society Conference, San Francisco, California, October, 1989.

Russo, Michael V. "Public Policy Influences on Corporate Structures: The Case of the Electric Utility Industry," paper presented at the 48th Annual Meeting of the Academy of Management, Anaheim, California, August, 1988.

Russo, Michael V. "Deregulation, Technological Change, and State Regulation of Telecommunications: The Case of Universal Telephone Service," paper presented at the 47th Annual Meeting of the Academy of Management, New Orleans, August, 1987.

Russo, Michael V. and Teece, David J., "The California Natural Gas Industry," paper presented at the 60th Annual Meeting of the Western Economic Association, Anaheim, California, July, 1985.

EDITORIAL BOARD APPOINTMENTS

Academy of Management Journal, 2000-

Strategic Management Journal, 2000-

Organization and Environment, 2001-

INVITED RESEARCH PRESENTATIONS

University of St. Gallen, July, 2006 (Keynote for Group of Organizations and the Natural Environment (GRONEN) Research Conference)

University of Vermont, February, 2006

INSEAD, October, 2004

Cornell University, March 2004

University of Western Ontario, March 2004

University of California, Santa Barbara, May, 2002 & February, 2003

University of Wisconsin, November, 1998

University of Michigan, October, 1998

University of Minnesota, November, 1995 & November 1996

Northwestern University, November, 1995

University of Illinois, March, 1995

RECENT PROFESSIONAL AND TEACHING PRESENTATIONS

- Presentation on the state of research on environmental performance and profitability at International Seminar on Corporate Social and Environmental Responsibility, Mexico City, November, 2003.
- Presentation on teaching environmental issues in the business curriculum at 2nd International Conference on Environmental and Business Education, Beijing, April, 2002.
- Presentation on ISO 14001 research to National Pollution Prevention Roundtable conference, April, 2002.
- Presentation on Russo-Fouts paper at “Making a Profit While Making a Difference” Conference, New York, June, 1999. (invited)
- Presentation on course development at “From Environmental Management to Sustainability: Innovation in the Business Curriculum,” Conference, University of Seattle, January 1999. (invited)
- Presentation on Russo-Fouts paper at “Colloquium on Socially Responsible Investing,” Conference, Chicago, October, 1998. (invited)
- Presentation on Russo-Fouts paper at “SRI in the Rockies” Conference, Denver, CO, September, 1998. (invited)

PRIOR RESEARCH EXPERIENCE

- 1984-1987 Research Assistant (to Professor David J. Teece), School of Business Administration, University of California, Berkeley. Conducted comprehensive study of natural gas distribution in California, focussing on strategic behavior by utilities and the California Public Utilities Commission in rate-setting and long-term planning. Performed statistical analyses and co-authored final report.
- 1985-1986 Research Assistant (to Professor Robert G. Harris), School of Business Administration, University of California, Berkeley. Developed model of strategic legislative lobbying on large-scale infrastructure projects, and tested model of congressional voting behavior.
- 1979-1980 Research Assistant (to Professor Leonard Ortolano), School of Engineering, Stanford University. Designed and conducted Delphi study of growth in Santa Clara County, California under several transportation scenarios. Analyzed land use and environmental impacts of light rail transit system proposed for Santa Clara County.

TEACHING EXPERIENCE

- 1989 - present. Lundquist College of Business, University of Oregon, Eugene, Oregon.
Courses: MBA Core Strategy, Managing in Competitive Environments; Business Policy and Strategy; Business, Government and Society; Doctoral Seminar in Corporate Strategy; Sustainable Business Development.
- 2000 Visiting Associate Professor, University of Michigan School of Business.
Courses: Management of International Firms; Strategies for Environmental Management.
- 1997 Visiting Associate Professor, Carlson School of Management, University of Minnesota.
Course: Business Policy: Strategy Formulation and Implementation.
- 1985 Teaching Assistant, Haas School of Business Administration, University of California, Berkeley.
Course: The Social and Political Environment of Business.

1979-1980 Teaching Assistant, School of Engineering, Stanford University.
Courses: Environmental Planning; Man and His Environment.

PROFESSIONAL EXPERIENCE

1980-1983 Lead Civil Engineer, Generation Planning Department, Pacific Gas and Electric Company, San Francisco, California. Member of Commercialization of Alternative Technologies Unit. Supervised technical interface with regulatory agencies concerning the Company's solar and wind energy program. Directed negotiations for power sales agreements with private energy producers. Presented expert testimony on behalf of proposed large wind turbine project to California Public Utilities Commission. Performed extensive long range planning studies comparing the economic feasibility of new energy technologies.

Registered Professional Civil Engineer, State of California (ret.)

GRANTS, AWARDS, AND HONORS

2005 Recipient (with Jim Hutchison, Chemistry) of \$33,300 grant from the Dreyfus Foundation. Project Title: Green Chemistry Case Studies.

2004 Winner, 2003-2004 Scharpf Award for Research Excellence, Lundquist College of Business

2003 Recipient (with Magali Delmas, UC Santa Barbara) of \$30,000 grant from the University of California Energy Institute. Project Title: "Governance and Emissions Performance in the Electric Generation Industry."

2002 Recommended by Council for International Exchange of Scholars for Fulbright Award.

2000 1997 Russo-Fouts paper, "A Resource-Based Perspective on Corporate Environmental Performance and Profitability" listed as one of five most frequently cited articles on environmental issues in business by World Resources Institute.

2000 Recipient of Outstanding Reviewer Award, National Academy of Management Annual Meeting, Organizations and Natural Environment Division.

1999 Recipient of Outstanding Reviewer Award, National Academy of Management Annual Meeting, Social Issues in Management Division.

1998 Recipient of \$100,000, two-year grant from the National Science Foundation and Lucent Technologies. Project Title: "Antecedents and Outcomes of ISO 14000 Registration: Evidence from the American Electronics Industry."

1998 Winner, Moskowitz Prize, given by the Social Investment Forum for the best paper on socially responsible investment. Received for the 1997 Russo-Fouts paper.

1995 Recipient of \$3000 grant from the Management Institute for Environment and Business to Produce a Reader for Environmental Management Courses.

1995 Recipient (with Marianne J. Koch) of \$25,000 contract from United States Department of Labor to Analyze Human Resource Policies and Corporate Economic Performance.

1995 Recipient of Outstanding Reviewer Award, National Academy of Management Annual Meeting, Business Policy and Strategy Division.

1995 Recipient of Ascendant Scholar Award, Western Academy of Management.

1994 Nominee, A. J. Ersted Award for Distinguished Teaching (campus-wide).

1992 Recipient of \$6000 grant from Yamata Scholarship Foundation to study Japanese Environmentalism.

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| 1991-95 | Recipient of Summer Professional Development Awards, College of Business Administration, all years. |
| 1988-89 | Fellow, Doctoral Program in Public Utility Regulation, California Public Utilities Commission. |
| 1987-88 | Fellow, Institute of Governmental Studies, University of California, Berkeley. |
| 1983-85 | Recipient of Regents Fellowship and Flood Fellowship, University of California, Berkeley. |
| 1983 | Recipient of National Achievement Award, American Wind Energy Association. |
| 1979 | Membership, Tau Beta Pi (National Engineering Honor Society). |