

# LAUREL F. OFSTEIN

Western Michigan University, Haworth College of Business  
Department of Management, 3341 Schneider Hall,  
1903 W. Michigan Avenue, Kalamazoo, Michigan 49008-5429  
Phone: (269) 387-5417; Email: laurel.ofstein@wmich.edu

## Education

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- Ph.D.** in Business Administration 2013  
University of Illinois at Chicago  
Chicago, Illinois  
Dissertation title: Boundary Spanning in the Entrepreneurial Firm:  
Effects on Innovation and Firm Performance
- M.B.A.** with Distinction 2005  
DePaul University, Kellstadt Graduate School of Business  
Chicago, Illinois  
Concentrations: Entrepreneurship and Marketing Management
- B.A.** in Economics 1998  
Kalamazoo College  
Kalamazoo, Michigan

## Academic Appointments

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- Assistant Professor of Management, August 2012 – Present  
Haworth College of Business, Western Michigan University, Kalamazoo, MI
- Graduate Assistant, September 2008 – May 2012  
Liataud College of Business, University of Illinois at Chicago, Chicago, IL
- Adjunct Faculty, June 2005 – August 2009  
Driehaus College of Business, DePaul University, Chicago, IL
- Assistant Director, The Center for Creativity and Innovation, June 2005 – August 2009  
Driehaus College of Business, DePaul University, Chicago, IL
- Graduate Assistant, September 2004 – June 2005  
Driehaus College of Business, DePaul University, Chicago, IL

## Book Reviews

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**Ofstein, L. F.** (2015) Helen Fitzhugh and Nicky Stevenson, Inside Social Enterprise: Looking to the Future, Policy Press, Chicago, IL, 2015, 233 pp. *The International Journal of Entrepreneurship and Innovation*, 16(4), 312-313.

## Books

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Werhane, P., Posig, M., Gundry, L., **Ofstein, L.** & Powell, E. (2007). *Women in Business: The Changing Face of Leadership*, Portsmouth, NH: Greenwood.

## Book Chapters

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Werhane, P., Posig, M., Gundry, L., **Ofstein, L.** & Powell, E. (2006). Women Leaders in Corporate America: A Study of Leadership Values and Methods in Karsten, M. (ed). *Gender, Race, and Ethnicity in the Workplace* [3 volumes]. New York: Greenwood-Praeger.

## Cases

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**Ofstein, L.** (2007). Case 4.1 JetBlue in Gundry, L. K. & Kickul J. *Entrepreneurship Strategy: Changing Patterns in New Venture Creation, Growth, and Reinvention*, (pp. 113-118). Thousand Oaks, CA: Sage Publications, Inc.

**Ofstein, L.** (2007). Case 9.1 Netflix in Gundry, L. K. & Kickul J. *Entrepreneurship Strategy: Changing Patterns in New Venture Creation, Growth, and Reinvention*, (pp. 310-312). Thousand Oaks, CA: Sage Publications, Inc.

**Ofstein, L.** (2007). A Sample Feasibility Study: Pet Élan in Katz, J. A. & Green, R. *Entrepreneurial Small Business*, (pp. 98-112). New York, NY: McGraw-Hill/Irwin.

## Edited Proceedings

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Hills, G. E., Hultman, C., Monllor, J. & **Ofstein, L. F.**, eds. (2009). Research at the Marketing/Entrepreneurship Interface. *Proceedings of the 2008 Research Symposium on Marketing and Entrepreneurship*.

## Journal Publications

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Bacq, S. **Ofstein, L. F.**, Kickul, J. R. & Gundry, L. K. Perceived Entrepreneurial Munificence and Entrepreneurial Intentions: A Social Cognitive Perspective. Forthcoming in the *International Small Business Journal*. (Cabell's Impact factor: 1.397; A rank according to Australian Business Deans Council [ABDC] Journal Quality List.)

Gundry, L. K., **Ofstein, L. F.** & Monllor, J. Entrepreneurial Team Creativity: Driving Innovation From Ideation to Implementation. Forthcoming in the *Journal of Enterprising Culture*. (C rank according to Australian Business Deans Council [ABDC] Journal Quality List.)

Gundry, L. K., Muñoz-Fernandez, A., **Ofstein, L. F.** & Ortega Egea, M. T. (2016) Innovating in Organizations: A Model of Climate Components Facilitating the Creation of New Value. *Creativity and Innovation Management*. 25(2), 223-238. (Cabell's Impact factor: 0.714; C rank according to Australian Business Deans Council [ABDC] Journal Quality List; SCImago ranking: 0.483 | 391/1106 Business, Management & Accounting.)

Bacq, S., **Ofstein, L. F.**, Kickul, J. R. & Gundry, L. K. (2015) Bricolage in Social Entrepreneurship: How Creative Resource Mobilization Fosters Greater Social Impact. *The International Journal of Entrepreneurship and Innovation*. 16(4), 283-289. (C rank according to Australian Business Deans Council [ABDC] Journal Quality List; SCImago ranking: 0.136 | 889/1106 Business, Management & Accounting.)

Gundry, L. K., **Ofstein, L. F.** & Kickul, J. R. (2014). Seeing Around Corners: How Creativity Skills in Entrepreneurship Education Influence Innovation in Business. *International Journal of Management Education*. 12(3), 529-538. (C rank according to Australian Business Deans Council [ABDC] Journal Quality List; SCImago ranking: 0.228 | 686/1106 Business, Management & Accounting.)

### **Refereed Conference Presentations/Proceedings**

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Kickul, J., Gundry, L. K., Griffiths, M. D. & **Ofstein, L. F.** (2016). Sustainability of Social Entrepreneurial Firms: Innovation in the Clean Technology Sector. *Global Research Symposium on Entrepreneurship and Marketing*, August 2016, San Diego, CA.

Gundry, L. K., **Ofstein, L. F.** & Monllor, J. (2015). Team Creativity and the Ideation Process: Drivers of Innovation in Entrepreneurial Firms. *Global Research Symposium on Entrepreneurship and Marketing*, August 2015, Chicago, IL.

Bacq, S., Kickul, J., Gundry, L. K. & **Ofstein, L. F.** (2015). A Social Cognitive Perspective of How Entrepreneurial Munificence Benefits Entrepreneurship Career Intentions. *Babson College Entrepreneurship Research Conference*, June 2015, Boston-Natick, MA.

**Ofstein, L.** (2014). Understanding the Effects of the External Environment on Family Firms. *Family Enterprise Research Conference*, June 2014, Portland, OR.

**Ofstein, L.**, Shrader, R. & Renko, M. (2013). Innovating in the Entrepreneurial Firm: Boundary Spanning Activities and Absorptive Capacity. *Academy of Management*, August 2013, Lake Buena Vista, FL.

**Ofstein, L.** & Shrader, R. (2013). Boundary Spanning in the Entrepreneurial Firm: Effects on Innovation and Firm Performance. *Babson College Entrepreneurship Research Conference*, June 2013, Écully, France.

**Ofstein, L.**, McIver, D. & Mueller, J. (2013). Understanding the Effects of the External Environment on Family Firms. *Family Entrepreneurship: A New Field of Research*, June 2013, Écully, France.

**Ofstein, L.**, Shrader, R., Renko, M. (2013). Innovating in the Entrepreneurial Firm: Boundary Spanning Activities and Absorptive Capacity. *Great Lakes Entrepreneurship Network Conference*, May 2013, Columbus, OH.

**Ofstein, L. F.**, Shrader, R. & Renko, M. (2012). Boundary Spanning in the Entrepreneurial Firm: Effects on Innovation and Firm Performance. *Global Research Symposium on Entrepreneurship and Marketing*, August 2012, Chicago, IL.

**Ofstein, L. F.**, Shrader, R. & Renko, M. (2012). Boundary Spanning in the Entrepreneurial Firm: Effects on Innovation and Firm Performance. *Academy of Management*, August 2012, Boston, MA.

Renko, M., **Ofstein, L. F.** & Hoobler, J. M. (2011). Entrepreneurial Passion and Self-Efficacy in the Development of Entrepreneurial Intent and Behaviors. *Academy of Management*, August 2011, San Antonio, TX.

**Ofstein, L.** & Renko, M. (2011). The Nature of Experience: A Social Cognitive Perspective on the Drivers of Entrepreneurial Intentions. *Babson College Entrepreneurship Research Conference*, June 2011, Syracuse, NY.

**Ofstein, L. F.** & Page, A. L. (2010). Building and Sustaining Creative Cross-Functional Teams: Influencing External Orientation in the New Product Development Process. *Product Development and Management Association Research Forum*, October 2010, Orlando, FL.

Renko, M. & **Ofstein, L. F.** (2010). Entrepreneurial Passion, Self-Efficacy, and Entrepreneurial Intent. *Academy of Management*, August 2010, Montreal, QC Canada.

### **Trade/Professional Publications**

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Featured in *Crain's Detroit Business* story: "Michigan Briefs: Family firms: Quirky but vital – like, well, your family." September 7, 2014.

Featured in *mLive* story by Shandra Martinez: "Family-owned businesses less likely to lay off during recession, finds GVSU-WMU study." September 3, 2014.

Featured in *MiBiz* story by Nick Manes: "Family Matters: Study highlights importance of family owned businesses in local economy." September 2, 2014.

Featured in *Grand Rapids Business Journal* story by Rachel Weick: "Family Business survey reveals strength and longevity." August 29, 2014.

Featured in *Greater Lansing Business Monthly* article by Ann Cool: “Survey shows family-owned businesses give back to communities.” February 2014.

**Ofstein, L.** (2011, March). 2010 Research Forum connects managers and academics. *PDMA Visions Magazine*, 25-29.

**Ofstein, L.** (2011, March) 2010 Research Forum poster session. *PDMA Visions Magazine*, 28.

### **Invited Presentations**

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Ofstein, L. (2016). Introduction to Entrepreneurship, *Beyond the Lemonade Stand: An Entrepreneurial Experience*, June 28, 2016, Kalamazoo MI.

Ofstein, L. (2014). Building Your Team. *Starting Gate*, October 24, 2014, Kalamazoo, MI.

Ofstein, L. & Zondag, M. (2014). Professional Dress for Interviews and Beyond. *WMU Career Fair Preparation*. October 7, 2014, Kalamazoo, MI.

Ofstein, L. (2014). Building Your Team. *Starting Gate*, July 1, 2014, Kalamazoo, MI.

Ofstein, L. & Ofstein C. (2013). Succession Planning. *Stewards of Michigan's Great Southwest Meeting: Minding Your Business*. November 11, 2013, St. Joseph, MI.

Ofstein, L. (2012). Creativity and Leadership. *DePaul University Student Leadership Institute*, April 9, 2012, Chicago, IL.

Ofstein, L. (2011). Innovation in Business. *DePaul University Summer Business Institute*, July 13, 2011, Chicago, IL.

Ofstein, L. (2011). Innovate, Create and Thrive! *Council on Botanical and Horticultural Libraries 2011 Annual Meeting*, May 17, 2011, Chicago, IL.

Ofstein, L. (2011). Creativity and Leadership. *DePaul University Student Leadership Institute*, April 28, 2011, Chicago, IL.

Ofstein, L. (2011). Creating a Motivating Environment. *DePaul University Student Leadership Institute*, January 31, 2011, Chicago, IL.

Ofstein, L. (2010). Creativity and Leadership. *Harper College Leadership Challenge*, October 25, 2010, Palatine, IL.

Ofstein, L. (2009). Mastering Innovation. *Havi Global Solutions*, December 17, 2009, Chicago, IL.

Ofstein, L. (2009). Sustaining and Growing Through Innovation: Creative and Practical Solutions for Special Libraries. *Metropolitan Library System*, November 6, 2009, Chicago, IL.

Ofstein, L. (2009). Creativity and Leadership. *DePaul University Student Leadership Institute*, October 5, 2009, Chicago, IL.

Gundry, L. & Ofstein, L. (2008). Generating Creative Ideas for your Business. *Federal Reserve Bank*, May 5-6, 2008, Chicago, IL.

Ofstein, L. (2008). Creative Collaboration: Setting the Course for the Future of Library Instruction. *LOEX Conference*, May 2, 2008, Chicago, IL.

### **Awards and Honors**

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- Recipient of Western Michigan University's Office of the Vice President of Research Support for Faculty Scholars Award (SFSA).
- Recipient of a Family Owned Business Institute Research Scholar award for 2013-2014.
- Best Student Paper Award at 2010 Product Development Management Association Research Forum.

## Service

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### *Department:*

- Registered Student Organization Advisor for the Entrepreneurship Club (2015-)
- Ad Hoc Candidate Recruiting Committee (2015-)
- Member of the Department of Management Curriculum Committee (2014-)
- PITCH competition organizational team (2015)

### *College:*

- Participate in Annual Beta Gamma Sigma Honors Society Induction Ceremonies (2013-)

### *University:*

- Chair, University-wide Entrepreneurship Minor Committee (2014-)
- Member of the Medallion Student Biographies Committee (2015-)
- Member of the New Faculty Advisory Board for the Office of Faculty Development (2013-)
- Served as chair of the WMU Honors Thesis committee of Simbarashe Chirara: *EZ Timeout Room Divider: A Business Plan*, presented April 20, 2016.
- Served as a committee member for the WMU Honors Theses of Connor Makowski: *Western Client: A Business Plan*, presented April 24, 2015 and Josie Marshall: *For the FuNd\$ of It: Product Development: Making Fundraising Fun and Easy*, presented December 9, 2015.
- Helped to establish the university-wide entrepreneurship minor for Western Michigan University, in the catalog for students as of Fall 2014 (2013-2014).

### *Profession:*

- Ad-Hoc Reviewer for Technovation (2016-)
- Ad-Hoc Reviewer for the Babson College Entrepreneurship Research Conference (2015-)
- Ad-hoc reviewer for International Journal of Entrepreneurship and Innovation (2015-)
- Reviewer for The International Journal of Management Education (2014-)
- Reviewer for Journal of Small Business Management (2014-)
- Reviewer for the Marketing and Entrepreneurship Symposium (2009-)
- Reviewer for the Academy of Management Annual Conference (2009-)
- Reviewer of the prospectus and completed chapters of *Entrepreneurship: A Practice-Based Approach* by Neck, C. P., Neck, H. & Murray, E. forthcoming by SAGE Publications, Inc. (2014-2016)
- Invited judge at the 2014 Family Enterprise Case Competition in Burlington, Vermont (January 8-11, 2014).
- Student representative to the Dean's Search Committee for the UIC College of Business Administration (2011-2012)
- Reviewer for the Academy of Marketing Association Summer Educator's Conference (2010-2011)
- Reviewer for the Product Development and Management Association Research Forum (2009-2010)

## **Teaching Experience**

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### *Graduate Level (MBA Program)*

- Business Venturing, Western Michigan University
- Corporate Ventures and Management, DePaul University
- Creativity in Business, DePaul University
- Seminar in Management, Western Michigan University, Topic: Family Business Management

### *Undergraduate Level*

- Building the Business/Entrepreneurship, Western Michigan University
- Creativity and Entrepreneurship, DePaul University
- Family Business Management, University of Illinois at Chicago
- Family Business Management, Western Michigan University
- Independent Study, Western Michigan University
- New Venture Formation, University of Illinois at Chicago
- Seminar in Management, Western Michigan University, Topic: Family Business Management
- Small Business Management, Western Michigan University
- Strategic Business Solutions, Western Michigan University

## **Professional Affiliations**

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Academy of Management