

Isaac Wanasika

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Education

PhD, New Mexico State University, 2009.
Area of Study: Business Administration

MBA, Alfred University, 2004.

MBA, University of Nairobi, 1997.

Licensures and Certifications

Business Ethics: Education and Organizational Best Practices, UNM: Anderson School of Management. (April 21, 2014 - Present).

RESEARCH, SCHOLARSHIP, AND CREATIVE WORKS

Publications

Juried

Journal Article

Wanasika, I., Kroupova, Z. K. The Sharing Economy, Emerging Institutions and Self-Governance. *Journal of Business Research*.

Wanasika, I., Howell, J., Adler, T. (in press). The Effects of Absorptive & Adaptive Capacity on Performance: A Globe Studies Approach. *International Journal of Global Management Studies*, 7(1), 50. <http://association-gms.org/IJGMSP.html>

Wanasika, I. (2016). The Conundrum of Online Prescription Drug Promotion. *International Journal of Health Policy and Management*. www.ijhpm.com. DOI: 10.15171/ijhpm.2016.33

Wanasika, I., Harraf, A. (2015). Management research in Sub-Saharan Africa: A review and future directions. *Journal of Advanced Research in Management*, 6(2), 26. <http://www.asers.eu/journals/jarm.html>

Harraf, A., Wanasika, I. (2015). Organizational Agility. *Journal of Applied Business Research*, 31(No. 2).

Wanasika, I., Howell, J., Adler, T. The effects of absorptive and Adaptive Capacity on Performance: A GLOBE Study Approach. *International Journal of Global Management Studies*. <http://www.association-gms.org/ijgmstp.html>

Wanasika, I., Limbu, Y. (2015). Effects of Antitakeover Defenses on Value in the Pharmaceutical Industry. *American Journal of Management*, 15(1), 15. <http://www.na-businesspress.com/ajmopen.html>

Wanasika, I., Limbu, Y. (in press). Effects of Antitakeover Defenses on Value in the Pharmaceutical Industry. *American Journal of Business*, 15(1), 15.

Limbu, Y., Mukherjee, A., Wanasika, I. (in press). A Review of Research on Direct-to-Consumer Advertising of Prescription Drugs: Directions for Future Research. *International Journal of Pharmaceutical and Healthcare Marketing*.

Wanasika, I. Strategizing for BOP markets. *American Journal of Management*, 13(3), 11.

Book Chapter

Wanasika, I., Krahnke, K. (in press). Transformational Leadership in Complex Systems. *Engaged Leadership: Transforming through Future Oriented Design Thinking*. Gewerbestrasse 11: Springer. <http://www.springer.com/gp/about-springer/company-information/locations/springer-international-publishing-ag>

Book Review

Wanasika, I. (in press). In Dr. Yam Limbu (Ed.), *The Base of the Pyramid Promise: Building Businesses with Impact and Scale*. International Journal of Business & Applied Sciences.

Wanasika, I. (in press). *What is Corporate Social Responsibility? Brent D. Beal, The University of Texas at Tyler*. SAGE. <https://us.sagepub.com/en-us/nam/corporate-social-responsibility/book241166>

Conference (Full Paper) Proceeding

Wanasika, I. *Strategy and Complexity: An Alignment*. Montclair, NJ: 14th International Conference of the Society for Global Business & Economic Development. <http://www.sgbed.com/>

Wanasika, I., Harraf, A. (2015). *The Balanced Scorecard: A Pedagogical Perspective* (vol. 2015). Denver: Strategic Management Society Conference. <https://strategicmanagement.net/>

Wanasika, I., Harraf, A. (2015). *Big Pharma and BOP Markets: An Entrepreneurial Approach* (2015th ed.). Denver: SEE Conference. <http://seeconf.org/>

Wanasika, I. (in press). *Imitation vs Innovation: A Balanced View*. Milan: First European Academic Research Conference on Global Business, Economics, Finance and Social Sciences (EAR15Italy Conference). www.globalbizresearch.org

Wanasika, I., Harraf, A. (2013). *Managerial research in Africa: review and prospects*. Academy of International Business - SW.

Wanasika, I., Howell, J., Adler, T. (2013). *Strategic decision-making and the rationale for economizing-strategizing choices*. Academy of Management annual 2013 conference.

Wanasika, I. (2013). *Strategic positioning of big pharma in BOP markets*. Southwest Decision Science Institute.

Wanasika, I. (2013). *Strategic positioning of big pharma in BOP markets*. Southwest Decision Science Institute.

Krahnke, K., Wanasika, I., Kilpatrick, J. (2012). *Concept of Self in the East and the West*. International Academy of Business and Economics (IABE).

Written Case with Instructional Material

Wanasika, I. (in press). Uber's Explosive Growth: Navigating Ethical Challenges. *The Daniels Fund Ethics Initiative*.

Connner, S. *GM: The Ignition Switch from Hell*. Journal of Case Studies.

Wanasika, I. *Ethics of Product Sourcing and Formaldehyde Levels at Lumber Liquidators*. Daniels Fund Ethics Initiative. <http://www.danielsfund.org/Ethics/>

Non-juried

Book Chapter

Wanasika, I., Krahnke, K. (2016). Leadership Vision. *Leadership Today: Practices for Personal and Professional Performance*. Springer Texts in Business and Economics.

Krahnke, K., Clinebell, S. K., Wanasika, I. (2014). Wisdom of a leader. In Joan Marques, Satinder Dhiman (Ed.), *Leading Spiritually: Ten Effective Approaches to Workplace Spirituality*. Palgrave Macmillan.

Littrell, R., Wu, N., Nkomo, S., Howell, J., Dorfman, P. Pan-Sub-Saharan African Managerial Leadership and the Values of Ubuntu. *Management in Africa: Macro and Micro Perspectives*. Routledge.

Conference (Full Paper) Proceeding

Wanasika, I. (in press). *Outsourcing of Drug Development: A Transaction Cost Perspective*. Association for Marketing & Health Care Research Conference.

Harraf, A., Wanasika, I. (2012). *Sustaining Public Universities Through an Entrepreneurial Model*. Society of Business Research Conference.

Professional Presentations

Invited

Non-juried

Wanasika, I., "Ethics Roundtable," MCB, Kepner Hall. (October 25, 2016).

Wanasika, I., LEAP Summit, "Leadership," Presidential Leadership Program, Fort Collins, Colorado. (2013).

Wanasika, I. (Discussant), Southwest Academy of Management, "Doctoral Consortium," Southwest Academy of Management, Albuquerque, New Mexico. (2013).

Not Invited

Juried

Wanasika, I., Kroupova, Z. K., International Conference on Management in the Digital Era, "The Sharing Economy, Emerging Institutions and Normative Rules," VSE,

Prague, Prague. (October 2017).

Wanasika, I., Administrative Sciences Association of Canada 2017 Conference, "GM: The Ignition Switch from Hell," Administrative Sciences Association of Canada, Montreal. (May 2017).

Wanasika, I., Academy of Business Research Conference, "The Nexus of Complexity Leadership Theory and Strategic Leadership," Academy of Business Research, New Orleans. (March 24, 2017).

Wanasika, I. (Author & Presenter), Soltwisch, B. (Author & Presenter), Entrepreneurship and Collaboration Conference, "Incentive Alignment and Soft Contracting in the Sharing Economy," CU - Boulder, Boulder. (February 16, 2017).

Wanasika, I. (Author & Presenter), Harraf, A. (Author & Presenter), "Managerial Research in Africa: Review and Prospects," Academy of International Business, Albuquerque, New Mexico. (2013).

Wanasika, I., "The Road Ahead for Management Research in Sub-Saharan Africa," 2nd Biennial Africa Academy of Management (AFAM) Conference, Gaborone, Botswana. (2013).

Wanasika, I., Howell, J., Adler, T., "Strategic decision-making and the rationale for economizing-strategizing choices.," Academy of Management annual 2013 conference, Orlando, Florida. (August 2013).

Wanasika, I., "Strategic positioning of big pharma in BOP markets," Southwest Decision Science Institute, Albuquerque, New Mexico. (March 2013).

Krahnke, K., Wanasika, I., Kilpatrick, J., "Concept of Self in the East and the West," International Academy of Business and Economics (IABE), Key West, Florida. (2012).

Wanasika, I., "Management research in Sub-Saharan Africa: A 50-year review and future directions," First Interdisciplinary International Conference, Nairobi, Nairobi, Kenya. (June 2012).

Non-juried

Wanasika, I., Faculty Research Forum, "Writing a Case Study," MCB, Kepner Hall. (September 2015).

Harraf, A., Wanasika, I., "Sustaining Public Universities Through an Entrepreneurial Model," Society of Business Research Conference, Phoenix, United States of America. (February 2012).

Research in Progress

"Effects of Cultural Orientation on Perceptions of CSR" (Writing Results).

This paper explores perceptions of Corporate Social Responsibility (CSR) among individuals from different cultural groups. Studies have shown that CSR is a universal ethical and moral imperative. Similarly, studies have demonstrated that CSR has sustainable economic benefits to individuals, corporations, and societies. While there is a clear business case for CSR, few studies have looked at how individuals perceive CSR at different levels. In order for corporate entities to effectively execute CSR initiatives, actors within and outside the organization need to understand why such initiatives are being deployed and how CSR

aligns with their varied interests. Stakeholders are in better position to buy in, invest and take ownership of CSR policies if they understand and have positive perceptions about such policies. The study also examines whether cultural orientation affects the perception of CSR. While CSR is a global issue, different cultural characteristics are bound to have an effect on how CSR is perceived and enacted in organizations.

"Explicating the Sharing Economy through TCE Lens" (On-Going).

"Snapshots of Great Leadership" (On-Going).
Textbook

GRANTS

Funded

Wanasika, I., "Provost Award for Travel," University of Northern Colorado, \$0.00. (2014).

TEACHING

Teaching Experience

University of Northern Colorado

Courses Taught:

BAMG 350, Management of Organizations, 4 courses. 3.00 credit hours.

BAMG 354, Organizational Behavior, 7 courses. 3.00 credit hours.

BAMG 422, Directed Studies, 2 courses. 3.00 credit hours.

BAMG 456, Strategic Management, 26 courses. 3.00 credit hours.

BAMG 458, International Management, 1 course. 3.00 credit hours.

BAMG 495, Special Topics in Management, 1 course. 3.00 credit hours.

BAMK 495, Special Topics in Marketing, 1 course. 3.00 credit hours.

LEAD 200, Risk and Change in Leadership, 2 courses. 3.00 credit hours.

MBA 654, Leadership and Organizational Behavior, 1 course. 3.00 credit hours.

MBA 656, Strategic Management, 1 course. 3.00 credit hours.

New Programs Developed/Major Program Revision: 1 course.
BUSINESS STRATEGIES FOR THE BASE OF THE PYRAMID

VSE Prague

Courses Taught:

2OP322, Base of the Pyramid Strategies, 2 courses.

2OP333, Management of Organizations, 1 course.

Academic Advising

Spring 2016: 42 undergraduate students advised, 0 graduate students advised, approximately 25 hours spent per year.

Fall 2015: 35 undergraduate students advised, 0 graduate students advised, approximately 20 hours spent per year.

Spring 2015: 33 undergraduate students advised, 0 graduate students advised, approximately 20 hours spent per year.

Fall 2014: 45 undergraduate students advised, 0 graduate students advised, approximately 25 hours spent per year.

Spring 2014: 35 undergraduate students advised, 0 graduate students advised, approximately 20 hours spent per year.

Directed Student Learning

Dissertation Committee Member. (September 1, 2016 - Present).
Advised: Lindsey Mieras

Undergraduate Honors Thesis. (August 1, 2015 - Present).
Advised: Enkhamar Amarsaikhan

Master's Thesis Committee Member. (January 1, 2015 - Present).
Advised: Holly Langsdorf

Directed Individual/Independent Study. (August 2015 - January 2016).
Advised: Marissa Williams

SERVICE

University Service

Other Institutional Service Activities, Library Representative. (2010 - Present).

Committee Member, Liberal Arts Council. (March 2017 - July 2017).

Conference-Related, Academy of International Business - SW. (2013).

Committee Member, Faculty Advisory Council - Center for Honors, Scholars and Leadership. (2011 - 2012).

College Service

Committee Chair, Student Advisor Search Committee. (August 2015 - October 2015).

Committee Member, CIS Search Committee. (November 1, 2014 - February 1, 2015).

Committee Member, Marketing Search Committee. (November 1, 2014 - February 1, 2015).

Committee Member, Ad Hoc AACSB Committee. (September 1, 2013 - August 31, 2014).

Committee Member, General Faculty Meetings. (September 1, 2013 - August 31, 2014).

Committee Member, MBA Steering Committee. (September 1, 2013 - August 31, 2014).

Committee Member, MCB Management Dept. (September 1, 2013 - August 31, 2014).

Committee Member, Student Affairs Committee. (September 1, 2013 - August 31, 2014).

Committee Member, Student Affairs. (September 1, 2012 - August 31, 2013).

Committee Member, MCB General Faculty Meeting. (September 1, 2010 - August 31, 2013).

Faculty Advisor, Management Club Advisor. (2012).

Committee Member, Global Programs Committee. (September 1, 2011 - August 31, 2012).

Department Service

Committee Member, Management Program. (September 1, 2009 - Present).

Other Institutional Service Activities, Accounting Department Faculty Search Committee. (2012).

Professional Service

Reviewer, Journal Article, Journal of Case Studies. (September 2017 - Present).

Reviewer, Conference Paper, International Journal of Public Leadership. (January 1, 2017 - Present).

Committee Chair, Academy of Business and Emerging Markets. (November 2016 - Present).

Editor, Journal Editor, Cogent Business & Management, Oxfordshire. (September 21, 2016 - Present).

Reviewer, Journal Article, Management Research Review. (August 1, 2016 - Present).

Editorial Review Board Member, Global Business Research Journals. (August 2015 - Present).

Reviewer, Ad Hoc Reviewer, Canadian Journal of Administrative Sciences. (2014 - Present).

Editor, Associate Editor, International Journal of Business & Emerging Markets, Winnipeg, Manitoba. (2014 - Present).

Reviewer, Journal Article, Journal of African Business. (2014 - Present).

Advisory Board Member, Sustainability, Ethics and Entrepreneurship (SEE) Conference, Denver, CO. (2014 - Present).

Reviewer, Journal Article, Administrative Sciences Association of Canada, Calgary, Canada-Alberta. (2013 - Present).

Reviewer, Journal Article, Academy of Management Annual Conference, NY, NY. (2010 - Present).

Editor: Special Issue, SGBED – The Society for Global Business & Economic Development, Montclair, NJ. (February 2015 - November 2016).

Committee Member, Daniels Fund, Loveland, Colorado. (February 24, 2016).

Reviewer, Journal Article, Southern Management Association, Savannah, Georgia. (2014).

Reviewer, Journal Article, African Journal of Business Management. (2013).

Reviewer, Journal Article, Cross Cultural Management: an International Journal. (2013).

Reviewer, Textbook, SAGE Publications Inc. (2013).

Reviewer, Journal Article, SEE Conference, Denver, Colorado. (2013).

DEVELOPMENT ACTIVITIES ATTENDED

Roundtable, "Ethics Roundtable - Resolving Ethical Challenges," MCB, Greeley, Colorado, United States. (February 8, 2017).

Conference Attendance, "Cybersecurity Seminar," Daniels Fund, Loveland, CO, United States. (November 1, 2016).

Seminar, Daniels Fund Ethics Initiative, Greeley, Virtual. (2014).

AWARDS AND HONORS

Scholarship/Research

Best Paper Award, Academy of Business Research. (March 24, 2017).

Nominated for: Fulbright Scholar Award Alternate, US State Department. (February 2017).

2nd Biennial Africa Academy of Management (AFAM) Conference. (2013).

PROFESSIONAL MEMBERSHIPS

Eastern Academy of Management.

Southern Management Association.

Southwest Academy of Management.

Strategic Management Society. (2013 - Present).

Academy of Management. (2006 - Present).