

## **RALPH A. HEIDL, PH.D.**

Department of Management, University of Oregon  
Lundquist College of Business  
Eugene, OR 97403-1208  
Email: heidl@uoregon.edu

### **Education**

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<b>Foster School of Business, University of Washington</b>	<i>Seattle, WA</i>
Doctor of Philosophy, Strategic Management & Technology Entrepreneurship	<i>2010</i>
<b>Smeal College of Business, The Pennsylvania State University</b>	<i>University Park, PA</i>
Master of Science, Management Science and Information Systems	<i>2000</i>
<b>College of Earth and Mineral Sciences, The Pennsylvania State University</b>	<i>University Park, PA</i>
Master of Science in Environmental Pollution Control Master of Science in Geography	<i>1994</i>

### **Research Interests**

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- Collaborative networks and innovation
- Strategic entrepreneurship and value capture
- Technology strategy and intellectual property markets

### **Academic Appointments**

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<b>University of Oregon</b>	<i>Eugene, OR</i>
Associate Professor, Department of Management, Lundquist College of Business	<i>since 2019</i>
Assistant Professor, Department of Management, Lundquist College of Business	<i>2015-2019</i>
<b>Michigan State University</b>	<i>East Lansing, MI</i>
Assistant Professor, Department of Management, Eli Broad College of Business	<i>2010-2015</i>
<b>University of Tasmania</b>	<i>Hobart, TAS</i>
Lecturer, Department of Surveying, School of Engineering	<i>1996-1997</i>

### **Refereed Publications**

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*\*denotes graduate student co-author at the time of acceptance*

Chari, M., Steensma H.K., Connaughton, C. & **Heidl, R.** (2022) The influence of Patent Assertion Entities on Invention. *Strategic Management Journal*. **43**(8) 1666-1690

Guo, Z.\*, **Heidl R.**, Hollenbeck, J., A. Yu, A. & Howe, M. (2022) When Discretionary Boundary Relationships Cease Becoming Discretionary: The Impact of Closed Ties on

Informal Leadership Perceptions. *Journal of Applied Psychology*. **107**(6) 898-916

Kim, J.Y., Steensma H.K., & **Heidl R.** (2021) Clustering and Connectedness: How Inventor Network Configurations within Incumbent Firms Influence Their Assimilation and Absorption of New Venture Technologies. *Academy of Management Journal*. **64**(5) 1527-1552

Matusik, J.\*, **Heidl R.**, Lee, H.\*, Hollenbeck, Howe, M., Yu, A.\*, & Calantone, R. (2019) Wearable Bluetooth sensors for capturing relational variables and temporal variability in relationships: A construct validation study. *Journal of Applied Psychology*. **104**(3) 357-387

Chaffin, D.\*, **Heidl R.**, Hollenbeck, J., Howe, M., Yu, A.\*, Calantone, R., & Voorhees, C. (2017). The promise and perils of wearable sensors in organizational research. *Organizational Research Methods*. **20**(1) 3-31

Steensma H.K., Chari, M.\*, & **Heidl, R.** (2016) The role of patent assertion entities in markets for intellectual property rights. *Organization Science*. **27**(1) 2-17

Steensma H.K., Chari, M.\*, & **Heidl, R.** (2015) The quest for expansive intellectual property rights and the failure to disclose known relevant prior art. *Strategic Management Journal*. **36**(8) 1115-127

**Heidl R.**, Steensma H.K. & Phelps, C. (2014) Divisive faultlines and the unplanned dissolution of multi-partner alliances. *Organization Science*. **25**(5) 1351-1371

Phelps C., **Heidl R.**, & Wadhwa A. (2012) Knowledge, networks, and knowledge networks: A Review and Research Agenda. *Journal of Management*. **38**(4) 1115-1166

## Other Publications

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McDonald, A. & **Heidl, R.** (2019) Tensor Decomposition of Continuous Relational Variables: Finding Emergent Structures. *Academy of Management Proceedings*. Boston, MA, USA

Kim, J.Y., Steensma, H.K., & **Heidl, R.** (2018). Absorptive capacity and intraorganizational network structures. *Academy of Management Proceedings*. Chicago, IL, USA

**Heidl, R.**, Guo, Z., Yu, A., & Howe, M. (2018). The impact of informal boundary spanning bridges on leadership emergence. *Academy of Management Proceedings*. Chicago, IL, USA

**Heidl, R.**, Steensma, H.K., & Phelps, C. (2016). Coopetition in Multipartner Alliances: Knowledge Flow between Strangers among Friends. *Academy of Management Best Paper Proceedings*. Anaheim, CA, USA

Chaffin, D., **Heidl, R.**, Chari, M. & Calantone, R. (2013). The role of examiner workload and applicant reputation in intellectual property protection. *Academy of Management Best Paper Proceedings*. Orlando, FL, USA.

**Heidl R.** & Phelps C. (2010). The influence of interorganizational embeddedness on multi-partner alliance stability. *Academy of Management Best Paper Proceedings*. Montreal, QC,

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Canada.

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## Manuscripts Under Review

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McDonald, A., Pulaski, D., & **Heidl R.** "Magnetic Tower: Within and Between-Team Collaboration Experiential Exercise" 2nd Revise & Resubmit at *Journal of Education for Business*

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## Working Papers

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**Heidl R.**, Yu, A. \*, Howe, M., Hollenbeck, J., Calantone, R., & Voorhees, C. Non-Discretionary Work Relationships and Individual Role Enactment

Hollenbeck J., Burgess, B., **Heidl, R.**, Connolly T., Boora L., Wong H., & Coley, T. (2021) The Changing Nature of Work: Relational job design and Covid-19 Contact Tracing

Howe, M., Guo, Z., **Heidl R.**, & Hollenbeck, J. Physical, task, and social embeddedness and functional turnover: A social network approach

Rossmannek, O., **Heidl, R.**, Hoehn-Weiss, M. The curse of success: When is post-success alliance instability contagious

Parsons, C., O'Hare & **Heidl, R.** National identities and multipartner alliance stability in the Eurozone debt crisis

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## Grants

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National Science Foundation (2020). RAPID: The Changing Nature of Work: Dynamic Reconfiguration and Visualization in the Context of Covid-19 Contact Tracing. (\$200,000) with Hollenbeck, J.

The Lundquist College of Business Kageyama Grant (2018). Capturing Activity Systems' Dynamics with Wearable Proximity Sensors (\$4,150)

The Eli Broad College of Business Summer Grant (2014). Organizational antecedents and consequences of intellectual property transfers to patent assertion entities (\$12,092)

The Eli Broad Department of Management Advisory Board Stride Fund (2013). Patent assertion entities: Innovation accelerators or inhibitors? (\$5,000)

The Eli Broad College of Business Summer Grant (2013). Multi-partner alliance negotiation and network evolution: The role of personal values and power (\$15,121)

National Science Foundation (2012). Formal and informal boundary spanning in multiteam systems: triadic influences on knowledge generation and innovation in scientific teams. (\$1.1 MM) with Hollenbeck, J., Calantone, R., and Carlo, J.

The Eli Broad College of Business Institute for Entrepreneurship and Innovation (2010). Network evolution in entrepreneurship (\$10,000) with Yao, X. & Calantone, R.

## Awards

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- Journal of Management – Scholarly Impact Award (2017)
- Academy of Management Entrepreneurship Division Best Empirical Paper Award (2013)
- Dean’s Achievement Award (highest GPA and comprehensive exam scores in cohort), Foster School of Business, University of Washington (2006)
- Overseas Postgraduate Research Scholarship (OPRS), Centre for Resource and Environmental Studies, Australian National University, Australia (1995)
- Earth Systems Science Fellowship, Department of Geography, The Pennsylvania State University (1991)
- DAAD Scholarship, Brock University, Ontario, Canada (1990)

## Conference Presentations

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*\*denotes presentation by co-author*

\*Hollenbeck J., Burgess, B., **Heidl, R.**, Connolly T., Boora L., Wong H., & Coley, T. (2021) The Changing Nature of Work: Dynamic Reconfiguration and Visualization in the Context of Covid-19 Contact Tracing, NSF Science of Organizations RAPID Covid Program of Research

\***Heidl, R.** & Asgari, N. (organizers) (2021) Panel Discussion - The next frontier: Interplay of organizational structure and firm cooperative strategies (with Kleinbaum, A., Davis, J., Flaminzeanu, D. & Mitchell, W.). Annual Meeting of the Strategic Management Society. Toronto (remote). Canada

Chari, M., Steensma, K., & **Heidl, R.** (2021) The influence of Patent Assertion Entities on Inventor Behavior. Annual Meeting of the Academy of Management (remote)

**Heidl, R.** & McDonald, A. (2019) Tensor Decomposition of Continuous Relational Variables: Finding Emergent Structures in Wearable Sensor Data. Accepted for presentation at Annual Meeting of the Academy of Management. Boston, MA, US

Kim, J.Y., Steensma, H.K., & **Heidl, R.** (2018). Absorptive capacity and intraorganizational network structures. 16<sup>th</sup> Westcoast Research Symposium on Technology Entrepreneurship. Seattle, WA, USA

\*Kim, J.Y., Steensma, H.K., & **Heidl, R.** (2018). Absorptive capacity and intraorganizational network structures. Annual Meeting of the Academy of Management. Chicago, IL, USA

\***Heidl, R.**, Guo, Z., Yu, A., & Howe, M. (2018). The impact of informal boundary spanning bridges on leadership emergence. Annual Meeting of the Academy of Management. Chicago, IL, USA

\*Kim, J.Y., Steensma, H.K., & **Heidl, R.** (2018). Absorptive capacity and intraorganizational network structures. Strategy Science Conference at Wharton. Philadelphia, PA, USA

**Heidl R.** (2017). PDW Multilevel methodological advances: Wearable sensor systems. Annual Meeting of the Academy of Management. Atlanta. GA

\*Bruyaka, O., Lumineau, F. and **Heidl R.** (organizers) (2017). PDW - Alliance dynamics and instability: Antecedents of alliance instability. Annual Meeting of the Academy of Management. Atlanta. GA

\*Matusik, J., **Heidl R.**, Hollenbeck, J., Lee, H. and Yu, A. (2017). Validity and utility of bluetooth-based proximity sensors in organizational research. Annual Meeting of the Academy of Management. Atlanta. GA

**Heidl, R.** (2016) The stability of multipartner alliances. Annual Meeting of the Strategic Management Society. Berlin. Germany

**Heidl R.**, Steensma H.K., & C. Phelps (2016). Coopetition in multi-partner alliances: Knowledge flow between strangers among friends. Annual Meeting of the Academy of Management. Vancouver. BC

\*Yu, A., **Heidl R.**, Hollenbeck, J., & Howe, M. (2016) Multiplex networks and individual outcomes in large scale scientific work. INSNA Sunbelt XXXVI. Newport Beach, CA

Chari, M., Steensma, K., & **Heidl, R.** (2015) The influence of patent assertion entities on the locus and quality of patented invention. Annual Meeting of the Strategic Management Society. Denver. CO

\*Chaffin, D., **Heidl R.**, Hollenbeck, J., Howe, M., Yu, A., Calantone, R., & Voorhees, C. (2015) The promise and perils of wearable sensors in organizational research. Annual Meeting of the Academy of Management. Vancouver. BC

**Heidl R.**, Hollenbeck, J., Howe, M., Yu, A., Calantone, R., & Voorhees, C. (2015) The impact of informal ties on performance of individuals and teams embedded in multiteam systems. Annual Meeting of the Academy of Management. Vancouver. BC

Chaffin, D., **Heidl, R.**, Chari, M. & Wiseman, R. (2014) The role of examiner workload and applicant status in the patent evaluation process Annual Meeting of the Strategic Management Society. Madrid

\*Chaffin, D., **Heidl, R.**, Chari, M. & Calantone, R. (2013) The Role of Examiner Workload and Applicant Reputation in Intellectual Property Protection. Annual Meeting of the Academy of Management. Orlando. FL

\*Steensma H.K., Chari, M., & **Heidl, R.** (2012) The assessment of invention novelty and the failure of inventors to reveal relevant prior art. Annual Meeting of the Academy of Management. Boston. MA

\*Chari, M., Steensma H.K., & **Heidl, R.** (2012) Patent traders or trolls: Innovation accelerators or inhibitors. Annual Meeting of the Academy of Management. Boston. MA

**Heidl R.** & Yao, X. (2011) Founder characteristics and the social psychological mechanisms of entrepreneurial network development. INSNA Sunbelt XXXI. St. Pete, FL

**Heidl R.**, Steensma H.K., & Phelps C. (2010) Knowledge transfer within multi-partner alliances: The influence of relational embeddedness and power. Annual Meeting of the Academy of Management. Montreal, QC

**Heidl, R.,** Phelps C., & Steensma H.K. (2010) The influence of inter-organizational embeddedness on the stability of multi-partner alliances. Annual Meeting of the Academy of Management. Montreal, QC

Westerman, G., Clemons, E., **Heidl, R.,** & Kumar, S. (2006) What are the key dimensions and issues of team level innovation? Seattle Innovation Symposium. Seattle. WA

## **Teaching Experience**

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### **Lundquist College of Business, University of Oregon**

MGMT 455 – Implementing Entrepreneurial Strategy / Corporate Entrepreneurship (SP 2020, 2021, 2022)

BA 732 – Technology and Innovation Management (Winter 2019, 2020, 2021, 2022)

BA 453 – Business Strategy and Planning (Winter, Spring, Fall 2016)

MGMT 410/510 – Technology and Innovation Management (Spring 2017, 2018, 2019, 2020, 2021, 2022 Winter 2019, 2021)

MGMT 335 – Launching New Ventures (Spring 2017, 2018, 2019, 2022 Winter 2018, 2020)

### **Broad College of Business, Michigan State University**

MGT 852/853 – Recognizing & Exploiting New Venture Opportunities (Spring 2015)

MGT 409 – Business Policy and Strategic Management (Spring 2013)

MGT 454 – Technology Entrepreneurship (Fall 2012, 2013)

MGT 912 – Innovation Management and Technology Entrepreneurship (Spring 2011)

MGT 352 – Entrepreneurship: New Venture Process (Fall 2010 - 2015)

### **Foster School of Business, University of Washington**

MGMT 430 - Strategic Management (Winter 2005, Spring 2005, Summer 2005, Winter 2006).

ENTRE 370 - Introduction to Entrepreneurship (Fall 2007).

### **College of Agriculture, Pennsylvania State University**

Object-Oriented Programming for Spatial Information Systems (Professional extension).

Environmental Decision Support Systems (Professional extension).

### **College of Engineering, University of Tasmania**

SIS I - Introduction to Spatial Information Systems (Summer 1996).

SIS II - Spatial Information Systems II (Winter 1996).

### **College of Earth and Mineral Sciences, Pennsylvania State University**

GEOG 497A – Applied Geographic Information Systems (Summer 1993)

## **Service Activities**

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### **Professional Service**

Editorial Board: *Academy of Management Journal* (2019-), *Group & Organization Management* (2017-2019)

Reviewer: *Academy of Management Review* (2021-), *Administrative Science Quarterly* (2018-), *Academy of Management Journal* (2014-), *Journal of Management Studies* (2014-), *National Science Foundation* (2016-), *Strategic Management Journal* (2015-), *Journal of Management* (2018-)

Representative-At-Large: *Strategic Management Society Interest Group (IG) Cooperative*

### University of Oregon Service

- *Member of the University of Oregon International Scholars Committee Fall 2016–Fall 2018*
- *PhD Committee Member, Kevin O’ Hare (Political Science), Fall 2016-Spring 2021*
- *Thesis Chair, Gabri Chodosh (Honors College), Spring 2015-Spring 2017*
- *Thesis Chair, David Pulaski (Honors College), Spring 2018-Spring 2020*
- *PhD Committee Member, Aaron McDonald (Management), Winter 2019-Spring 2020*

### Lundquist College of Business and Department Service

- *Chair Lundquist College of Business Department of Management (SP2022)*
- *Member Lundquist College of Business Promotion and Tenure Committee (Fall 2021, Winter 2022)*
- *Chair Lundquist College of Business Undergraduate Program Committee (FA 2019)*
- *Member Lundquist College of Business Undergraduate Program Committee (FA 2018 – present)*
- *Member Lundquist College of Business MBA Academic Committee 2017/2018*
- *Member of Search Committee for 2 Open Rank Professor of Management (OB), Spring 2016 – Fall 2016*
- *Member of Search Committee for 4 Open Rank Professor of Management (OB), Fall 2018 – Spring 2019*
- *PhD Committee: read qualifying exams and reviewed applications for admission, Winter-Spring 2015/2016; Winter-Spring 2016/2017; Winter-Spring 2017/2018;*
- *Course Coordinator for MGMT 335 - Launching New Ventures, Fall 2018, Winter 2019*

### Oregon Community Service

- *Mentor at the Regional Accelerator & Innovator Network (RAIN)*
- *Advisory Board Member on several local venture creation efforts*

### Professional Memberships

- *Member, Academy of Management - BPS/TIM/ENT divisions (2005- )*
- *Member, Strategic Management Society (2008- )*
- *Member, International Network for Social Network Analysis (2006- )*

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## Industry Experience

### Program/Development Manager

- *Managed product definition, development planning and execution for an early stage technology venture*

*Movilitas GmbH*  
*(acquired by Honeywell 2016)*  
*Mannheim, Germany*  
*2008*

### Development Architect

- *Managed development of solution architecture for international mobile project teams in strategic development projects*
- *Advised top level management on performance improvement and application enhancement strategies*

*SAP AG*  
*Walldorf, Germany*  
*2002-2004*

### Product Manager

- *Conducted competitive analysis, developed business cases, and directed customer requirements workshops*

*SAP AG*  
*Walldorf, Germany*  
*2000-2002*

- Specified pharmaceutical industry requirements and raised funds for application development targeting handheld devices

## **Other Skills and Interests**

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### **Languages**

- *German (native), Spanish (fluent), English (fluent), French (DELF B2)*

### **Sports**

- *Triathlon, Skiing*