

Mark D. Packard

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Department of Managerial Sciences
College of Business
University of Nevada, Reno
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Education

University of Missouri	PhD, Business Administration	May, 2016
Brigham Young University	B.S., Computer Engineering	December, 2004

Research Interests

Entrepreneurship: philosophy of science, judgment under uncertainty, Austrian Economics, idea generation.

Strategy: uncertainty, demand-side, innovation, corporate entrepreneurship.

Research

Published Manuscripts

Peer Reviewed Journal Articles

Packard, M. D. (2018). Why I am not a performativist (yet). *Journal of Business Venturing Insights*, 9, 39-44.

Packard, M. D. & Bylund, P. (2018). On the relationship between inequality and entrepreneurship. *Strategic Entrepreneurship Journal*, 12 (1), 3-22.

Packard, M. D., Clark, B. B., & Klein, P. G. (2017). Uncertainty types and transitions in the entrepreneurial process. *Organization Science*, 28 (5), 840-856.

Packard, M. D. (2017). Where did interpretivism go in the theory of entrepreneurship? *Journal of Business Venturing*, 32 (5), 536-549.

Book Chapters

Klein, P. G., Packard, M. D., & Schnatterly, K. (Forthcoming). Collaborating for innovation: The role of organizational complementarities. Reuer, J. J., Matusik, S. *Oxford Handbook of Collaboration and Entrepreneurship*. Oxford University Press, New York, NY.

Dissertation

Packard, M. D. (2016). Consumer sovereignty and entrepreneurship. Published by the University of Missouri.

Conference presentations

Packard, M.D., Bylund, P. (2018). What is entrepreneurial judgment, anyway?. 2018 Annual conference of the Strategic Management Society, Paris, France.

Packard, M.D., Bylund, P. (2018). Back to the future? How counterhistory can be a means for progress in management and entrepreneurship theory. 2018 Annual conference of the Academy of Management, Chicago, IL.

Packard, M.D., Bylund, P. (2017). Toward a modern rationalist approach to entrepreneurship. 2017 Annual conference of the Strategic Management Society, Houston, TX.

Packard, M. D., Jiang, L. (2017). Knowledge signals and investors' funding decisions: Evidence from crowdfunding ventures. 2017 Annual conference of the Academy of Management, Atlanta, GA.

Packard, M. D., Jiang, L. (2016). Knowledge signals and investors' funding decisions: Evidence from crowdfunding ventures. 2016 Annual conference of the Strategic Management Society, Berlin, Germany.

Packard, M. D. (2016). Where did interpretivism go in the theory of entrepreneurship? The creative enactive approach. 2016 Annual conference of the Academy of Management, Anaheim, CA.

Packard, M. D. (2016). Needs and technologies: Combining knowledge for innovation. 2016 Annual conference of the Academy of Management, Anaheim, CA.

Packard, M. D., Berns, J. P., Clark, B. B. (2015). Investors' perceptions of uncertainty and crowdfunding strategies. 2015 Annual conference of the Strategic Management Society, Denver, CO.

Packard, M. D. & Bylund, P. (2015). The relationship between inequality and entrepreneurship: A conceptual model and preliminary tests. 2015 Annual conference of the Academy of Management, Vancouver, ON.

Packard, M. D. (2014). Consumer sovereignty: A demand-side theory of the entrepreneurial process. 2014 Annual conference of the Academy of Management, Philadelphia, PA.

Packard, M. D. (2014). Consumer sovereignty and subjective value: A demand-side perspective. 2014 Annual conference of the Academy of Management, Philadelphia, PA.

Packard, M. D., Clark, B. B., & Klein, P. G. (2014). An exploration into the nature of entrepreneurial uncertainty. 2014 Annual conference of the Academy of Management, Philadelphia, PA.

Packard, M. D. & Clark, B. B. (2013). Entrepreneurial judgment: A broadened conceptualization of decision-making under uncertainty. 2013 Annual conference of the Strategic Management Society, Atlanta, GA.

Packard, M. D. (2013). Innovative dependence? Revisiting the effects of firm size on innovation. 2013 Annual conference of the Academy of Management, Orlando, FL.

Chiles, T. H., Elias, S. R. S. T. A., Packard, M. D., & McMullen, J. S. (2012). Austrian Economics in organization studies: How Austrian ideas have contributed to strategy, entrepreneurship, and related areas. 2012 Annual conference of the Strategic Management Society, Prague, Czech Republic.

Packard, M. D. (2012). A theoretical argument for a shift in corporate strategy: The advantages of corporate incubators. 2012 Annual conference of the Academy of Management, Boston, MA.

Teaching Experience

University of Nevada, Reno
Strategic Management (undergraduate capstone)

University of Missouri
Strategic Management (undergraduate capstone)

Awards

Beta Gamma Sigma Junior Faculty Research Award, received Feb 2018.

Excellence in Teaching Award, College of Business, University of Nevada, Reno, received Feb 2018.

Best Reviewer Award, Academy of Management ENT division, received Aug 2016.

Outstanding Graduate Teacher Award, received Apr 2016.

Humane Studies Fellowship, received May 2014.

Outstanding Graduate Research Assistant Award, Received Apr 2014.

Professional Service

Reviewer:

Journal of Business Venturing
Academy of Management Perspectives

Strategic Entrepreneurship Journal
Strategic Management Journal
Quarterly Journal of Austrian Economics
Academy of Management Annual Meeting

Industry Experience

IM Flash Technologies, LLC, Lehi, UT
Computer Engineer
2011

Oct 2006 – June

Micron Technology Inc., Boise, ID
Computer Engineer

May 2005 – Oct 2006

Professional Affiliations

Academy of Management
Strategic Management Society