

Helder J. Sebastiao
University of San Diego
Management
(619)-260-2386
Email: hsebastiao@sandiego.edu

Education

Ph D, University of Oregon, Lundquist College of Business, 2007.
Supporting Areas of Emphasis: Entrepreneurship and Innovation
Dissertation Title: The Role of Market Driving in Successful Commercialization

MBA, San Francisco State University, 1989.

BS, Northeastern University, College of Engineering, 1984.
Major: Electrical Engineering

Professional Positions

Academic

Graduate Teaching Fellow and Research Assistant, University of Oregon. (September 2003 - June 2007).

Adjunct Faculty, Sonoma State University. (1997 - 2003).

Adjunct Faculty, Golden Gate University. (1995 - 2003).

Adjunct Faculty, Saint Mary's College Extension. (1997 - 2000).

Adjunct Faculty, University of California Extension, Berkeley. (1995 - 1997).

Adjunct Faculty, Solano College. (1990 - 1993).

Adjunct Faculty, University of California Extension, Davis. (1991 - 1992).

Adjunct Faculty, Diablo Valley College. (1990 - 1991).

Adjunct Faculty, Sierra College. (1990 - 1991).

Adjunct Faculty / Graduate Assistant, San Francisco State University. (1989 - 1990).

Professional

Strategic Planning Consultant, The Strategic Dimension. (2001 - 2003).

Principal, Telecom Valley Marketing. (2000 - 2001).

Director of Strategic Marketing, Triad, Inc.. (1998 - 1999).

Strategic Marketing Consultant, On Course Marketing. (1993 - 1998).

Consultant and Manager, Small Business Development Centers. (1990 - 1993).

Sales Engineer, Cooper Industries. (1986 - 1987).

Market Analyst, General Electric Company. (1984 - 1986).

Licensures and Certifications

Professional Certified Marketer, American Marketing Association. (2002 - Present).

Instructor Credential: Business and Industrial Management, Board of Governors of the California Community Colleges. (1990 - Present).

Instructor Credential: Marketing and Distribution, Board of Governors of the California Community Colleges. (1990 - Present).

Professional Memberships

Academy of Management.

Council of Supply Chain Management Professionals.

Product Development and Management Association.

United States Association of Small Business and Entrepreneurship.

Western Academy of Management.

Development Activities Attended

Attended Conference, "Global Consortium of Entrepreneurship Centers," Univ of Arizona, Tucson, AZ. (October 2, 2008 - October 4, 2008).

Attended Conference, "Academy of Management," Anaheim, CA. (August 10, 2008 - August 12, 2008).

Conference Program, "AMLE Writers Workshop," Academy of Management, Anaheim, CA. (August 10, 2008).

Attended Conference, "San Diego Venture Summit," San Diego Venture Group, San Diego, CA. (June 12, 2008).

Attended Conference, "2007 Annual Conference," Academy of Management, Philadelphia, PA. (August 2007).

USD New Faculty Orientation and Catholic Identity Seminar, "New Faculty Orientation and Catholic Identity Seminar," University of San Diego, San Diego, CA. (August 2007).

Business Plan Competition, "New Venture Championship," University of Oregon, Portland, OR. (April 2007).

Attended Conference, "2007 Annual Conference," United States Association for Small Business and Entrepreneurship, Orlando, FL. (January 2007).

Attended Conference, "Silicon Forest Forum," Intel Capital, Portland, OR. (November 2006).

TEACHING

Teaching Experience

University of San Diego

BUSN 499, Honors Independent Study, 2 courses.
GSBA 537, Entrepreneurship, 2 courses.
MGMT 304, Entrepreneurship and New Ventures, 3 courses.
MGMT 490, Strategic Management, 1 course.
MSEL 513, Innovation & Organizational Learning, 1 course.

Awards and Honors

Lundquist College of Business Roger & Robin Best Award for Outstanding Teaching, Lundquist College of Business, University of Oregon. (2006).

RESEARCH

Published Intellectual Contributions

Refereed Journal Articles

Sebastiao, H. J., Golicic, S. (2008). Supply Chain Strategy for Nascent Firms in Emerging Technology Markets. *Journal of Business Logistics*, 29(1), 75-91.

Conference Proceedings

Simona, S., Boush, D., Sebastiao, H. J. (2007). *Consumers' Marketer-Motivating Behaviors in Transitioning Economies: An Integration Study in Romania* (ed.). Association of Marketing Theory and Practice.

Holloway, S., Sebastiao, H. J. (2007). *Heroes and Legends: How Entrepreneurs Simultaneously Construct New Markets and New Ventures* (ed.). Academy of Management.

Macy, R., Holloway, S., Sebastiao, H. J. (2007). *Aligning Knowledge Competency Acquisitions with Innovation Strategy* (ed.). United States Association for Small Business and Entrepreneurship.

Sebastiao, H. J., Macy, R. (2007). *Technology Commercialization and Market Driving: When Neither Market Pull nor Technology Push is Enough* (ed.). United State Association for Small business and Entrepreneurship.

Sebastiao, H. J. (2006). *The Relationships Between Proactive Market Orientation, Entrepreneurial Orientation, and Market Driving in Successful Innovation* (ed.). UIC Research Symposium on Marketing and Entrepreneurship.

Sebastiao, H. J., Golicic, S. (2005). *An Emergent Supply Chain Strategy for Entrepreneurial Technology Firms* (ed.). Council of Supply Chain Management Professionals.

Simona, S., Whelan, P., Sebastiao, H. J. (2005). *Customer co-Production of Services: Review of Empirical Literature and Implications for Research* (ed.). American Marketing Association.

Simona, S., Boush, D., Barb, C., Sebastiao, H. J. (2005). *Market Orientation: Measurement and Prediction in a Developed and a Transitioning Economy* (ed.). Association for Consumer Research.

Sebastiao, H. J. (2005). *The Market Driving Introduction of Radical Innovations by Entrepreneurial Firms* (ed.). UIC Research Symposium on Marketing and Entrepreneurship.

Sebastiao, H. J. (2005). *Market Driving Relationship Marketing for Radical Innovations* (ed.). American Marketing Association.

Presentations Given

Sebastiao, H. J. (Presenter Only), 2007 Annual Conference, "The Role of Non-Traditional Academics in Entrepreneurship Education," Academy of Management, Philadelphia, PA. (2007).

Contracts, Grants and Sponsored Research

Grant

Sebastiao, Helder J. (Co-Principal), Deshpande, Shreesh (Co-Principal), Partnoy, Frank (Co-Principal), "Examining Employee Ownership in the Context of Firm Evolution," Sponsored by Foundation for Enterprise Development, Private, \$100,000.00. (December 2008 - Present).

Awards and Honors

American Marketing Association Doctoral Consortium Fellow, American Marketing Association. (2006).

Front End of Innovation Conference Doctoral Scholarship, Product Development and Management Association. (2006).

Kauffman Foundation PhD Seminar in Entrepreneurship, Ewing Kauffman Foundation. (2005).

West Coast Research Symposium on Technology Entrepreneurship, University of Washington, Stanford, USC. (2005).

Doctoral Symposia on Supply Chain Management, Council of Supply Chain Management Professionals. (2004).

Intellectual Contributions in Submission

Refereed Journal Articles

Holloway, S., Sebastiao, H. J. The role of non-predictive strategy in nascent markets: How entrepreneurs simultaneously construct business models, opportunities, and markets. *Journal of Business Venturing*.

Conference Proceedings

Sebastiao, H. J. (2009). *The Role of Competencies, Contexts, and Constraints in Creating Opportunities from Disruptive Technologies*. United States Association for Small Business and Entrepreneurship (USASBE) Conference.

Research in Progress

"Examining Employee Ownership in the Context of Firm Evolution" (Planning)
Firms can undergo significant transformations in complexity, structure, and leadership over

their evolution, but what is the impact of this evolution on the structure of a firm's employee ownership plan? Do plans created in the early stages of firm formation remain unchanged, or are they (proactively or reactively) adjusted over time? What are the prime factors motivating those changes?

"Supply Chain Strategy for Nascent Technology Firms" (Writing Results)

This study is a follow-up to a paper accepted for publication in the Journal of Business Logistics. Data collection completed. Manuscript to be submitted by May 2009 to Journal of Operations Management special issue on entrepreneurship and supply chain management.

"The Influence of Firm Size on Market Driving" (Writing Results)

Uses results from dissertation research. Anticipated submission to Entrepreneurship Theory & Practice.

"The Role of Market Driving in Successful Commercialization" (Writing Results)

Paper based on dissertation research. Anticipated submission to the Journal of Product Innovation Management.

SERVICE

Editorial and Review Activities

Invited Manuscript Reviewer, "USASBE 2009 Conference Proceedings," USASBE, 5 reviews. (August 2008 - September 2008).

Invited Manuscript Reviewer, "2008 Academy of Management Conference," Entrepreneurship and Technology and Innovation Management Divisions. (February 2008).

General Service

Professional

Reviewer, Academy of Management.

Session Chair, Academy of Management.

Discussant, Academy of Management.

Reviewer, United States Association of Small Business and Entrepreneurship.

Session Chair, United States Association of Small Business and Entrepreneurship.

Committee Member, MIT Enterprise Forum San Diego. (August 2008 - Present).

SBA

Program Coordinator, Business Plan Competition.

Student Org Advisor (Professional Org), Entrepreneurship Club.

Task Force Member, Microfinance/Microenterprise Initiative.