

# MICHAEL A. STANKO

Associate Professor of Marketing  
Poole College of Management  
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## PRIMARY RESEARCH INTERESTS

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Innovation (particularly innovation outside traditional firm boundaries), Innovation Communities, Digital Marketing, Crowdfunding

## PRIMARY TEACHING INTERESTS

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Marketing Strategy, Marketing Management, Innovation, Digital Marketing

## EDUCATION

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**Ph.D.**      **Eli Broad Graduate School of Management, Michigan State University**  
2003 to 2008      Major: Marketing      Minor: New Product Development / International Business

**B.B.A.**      **Wilfrid Laurier University**  
1995 to 1999      Majors: Marketing and Finance

## ACADEMIC POSITIONS

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2014 to present      **Associate Professor of Marketing, North Carolina State University**  
2008 to 2014      **Assistant Professor of Marketing, North Carolina State University**  
2003 to 2008      **Research/Teaching Assistant, Michigan State University**

## RESEARCH AWARDS / GRANTS

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- Poole Scholar (inaugural recipient) 2015-2017
- Product Development and Management Association (PDMA) 2016 Research Forum Best Paper Award
- Journal of Product Innovation Management 2016 Best Reviewer Award
- Business Management 2014 Research Leadership Award
- Sustainability Research Grant 2013-2014
- Faculty Research and Professional Development Grant 2011-2012, 2013-2014
- Center for Innovation Management Studies Grant 2012-2013
- Research Innovation Grant 2010-2011, 2012-2013
- American Marketing Association (AMA) TechSIG 2007 Best Dissertation Award (for dissertations on the topic of innovation)
- PDMA 2007 Dissertation Competition Finalist
- Vice President for Research and Graduate Studies / Health, Institutions and Policy Initiative (MSU) support for data analysis at the Center for Economic Studies

## TEACHING AWARDS

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- NC State University Outstanding Teacher Award 2014-2015
- Sustainability Curriculum Development Grant 2014
- College of Management 2012-2013 Outstanding Teaching Award Nominee
- Department of Business Management 2011-2012 Teaching Excellence Award
- Stanley Hollander 2007 Award for Teaching Excellence

Updated April 2017

Working papers and research under review are omitted

## JOURNAL PUBLICATIONS

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**“Under the Wide Umbrella of Open Innovation”** (M. Stanko, G. Fisher, M. Bogers).

Forthcoming at the *Journal of Product Innovation Management*. Invited editorial to appear in the print edition of *JPIM*, accompanying a virtual special issue.

**“Toward a Better Understanding of Crowdfunding, Openness and the Consequences for Innovation”** *Research Policy*, 2017, 46(4):784-798 (M. Stanko, D. Henard).

**“Toward a Theory of Remixing in Online Innovation Communities”** *Information Systems Research*, 2016, 27(4):773-791 (M. Stanko).

**“How Crowdfunding Influences Innovation”** *MIT Sloan Management Review*, 2016, 57(3):15-17 (M. Stanko, D. Henard). Intelligence Section.

**“It Won’t Fit! For Innovative Products, Sometimes that’s for the Best”** *Journal of Product Innovation Management*, 2015, 32(1):122-137 (M. Stanko, F. Castillo, N. Harmancioglu).

**“Demand-Side Inertia Factors and their Benefits for Innovativeness”** *Journal of the Academy of Marketing Science*, 2013, 41(6):649-668 (M. Stanko, J. Bohlmann, F. Castillo).

**“Projective Customer Competence: Understanding Difficult-to-Articulate Customer Needs That Drive Innovation and Financial Performance”** *Industrial Marketing Management*, 2013, 42(8):1255-1265 (M. Stanko, J. Bonner).

**“Industry Growth and the Knowledge Spillover Regime: Does Outsourcing Harm Innovativeness but Help Profit?”** *Journal of Business Research*, 2013, 66(10): 2007-2016 (M. Stanko, X. Olleros).

**“Product Quality as a Formative Index: Evaluating an Alternative Measurement Approach”** *Journal of Product Innovation Management*, 2013, 30(2): 380-398 (F. Castillo, R. Calantone, M. Stanko, J. Aleman).

**“Speed to Market for Innovative Products: Blessing or Curse?”** *Journal of Product Innovation Management*, 2012, 29(5): 751-765 (M. Stanko, F. Castillo, J. Aleman).

**“Controversy in Innovation Outsourcing Research: Review, Synthesis and Future Directions”** *R&D Management*, 2011, 41(1): 8-20 (M. Stanko, R. Calantone). Lead Article. Reprinted in “The Economics of Outsourcing”, 2015, Edward Elgar Publishing.

**“Lead Users and Early Adopters on the Web: The Role of New Technology Product Blogs”** *Journal of Product Innovation Management*, 2010, 27(1): 66-82 (C. Droge, M. Stanko, W. Pollitte).

**“Dimensions of Tie-Strength: Building Commitment in Buyer-Seller Relationships”** *Industrial Marketing Management*, 2007, 36 (8): 1094-1103 (M. Stanko, J. Bonner, R. Calantone).

**“Drivers of Outsourced Innovation: An Exploratory Study”** *Journal of Product Innovation Management*, 2007, 24(3): 230-241 (R. Calantone, M. Stanko).

**RESEARCH IN PROGRESS AND UNDER REVIEW NOT SHOWN IN THIS ONLINE VERSION TO PROTECT THE BLIND REVIEW PROCESS**

**BOOK CHAPTER**

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**“An Assessment of the Use of Structural Equation Modeling in International Business Research”**, 2006, in *Research Methodology in Strategy and Management*, Vol. 3: 385-415, D. Ketchen and D. Bergh, eds., Oxford, United Kingdom: Elsevier JAI (G.T. Hult, D. Ketchen, Jr., A. Cui, A. Prud’homme, S. Seggie, M. Stanko, A. Xu, and S.T. Cavusgil).

**TEACHING AND OTHER PUBLICATIONS**

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Field Case Study Under Review – “Audio Advice: From Retail to E-tail”, Ivey Publishing (M. Stanko).

Published Technical Note - “Search Engine Optimization: Note for Marketing Managers (Expanded and Updated)”, Ivey Publishing (M. Stanko, W. Rand, D. DeFranza).

Note that this is an update of the 2013 note of the same title.

Published Technical Note - “Marketing Metrics: Note for Marketing Managers” 2014, Ivey Publishing (M. Stanko and M. Fleming)

Ivey Publishing Best Seller List: October 2016.

Published Technical Note - “Search Engine Optimization: Note for Marketing Managers” 2013, Ivey Publishing (M. Stanko). Simplified Chinese version published 2014.

Newspaper Article – “Outsourcing Innovation” Wall Street Journal Business Insight Section (co-produced with Sloan Management Review) November 30 2009 R1 (M. Stanko, J. Bohlmann, R. Calantone).

Published Case – “Bagel Bakes: Pricing a New Breakfast Product” 2009, in *Marketing*, 9<sup>th</sup> edition, R. Kerin, S. Hartley, and W. Rudelius, Boston MA: McGraw-Hill Irwin (M. Stanko, M. Fleming). Reprinted in *Marketing*, 10<sup>th</sup> edition (2011).

Book Review – “Innovating at the Edge: How Organizations Evolve and Embed Innovation Capability” *Journal of Product Innovation Management*, 2004, 21 (5), 371.

**REFEREED CONFERENCE PRESENTATIONS**

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“Crowdfunding Innovation: It’s Not about the Money” Product Development and Management Association Research Forum 2016, Atlanta, GA (M. Stanko, D. Henard).

Best Competitive Paper Award.

“Unbundling Adoption for the Era of Consumer Innovation” Product Development and Management Association Research Forum 2014, Denver, CO (M. Stanko).

“Innovation through Acquisition: A Multi-Agent Simulation of the Pharmaceutical Supply Chain” Production and Operations Management Society Annual Conference 2014, Atlanta, GA (C. Rosetti, M. Stanko).

“Participative Product Development: Can Customers Care Too Much?” Product Development and Management Association Research Forum 2013, Phoenix, AZ (M. Stanko, S. Wood, S. Robinson).

“A Demand-side Framework for Incumbent Inertia and Innovativeness” Marketing Science Conference 2013, Istanbul, Turkey (J. Bohlmann, M. Stanko, J. Spanjol, F. Castillo).

“It Won’t Fit! For Innovative Products, Sometimes that’s for the Best” Product Development and Management Association Research Forum 2012, Orlando, FL (F. Castillo, M. Stanko, N. Harmancioglu).

“Does Outsourcing Harm Innovativeness but Help Profit? Industry Growth and the Knowledge Spillover Regime” Global Innovation and Knowledge Academy Conference 2012, Valencia, Spain (M. Stanko, X. Olleros).

Distinguished Paper Award.

“Leaning on Customers in Product Development: While Strong Relationships are a Blessing, Shared Knowledge Cuts Both Ways” Product Development and Management Association Research Forum 2011, Phoenix, AZ (M. Stanko, J. Bonner).

“Thinking Inside the Box: Incumbent Firms’ Innovativeness and Demand-Side Inertia” American Marketing Association Summer Educators’ Conference 2011, San Francisco, CA (M. Stanko, F. Castillo, J. Bohlmann).

“Projective Customer Competence: Understanding Difficult-to-Articulate Customer Needs That Drive Innovation and Financial Performance” American Marketing Association Summer Educators’ Conference 2010, Boston, MA (M. Stanko, J. Bonner, M. Montoya).

“Should You Speed Innovative New Products to Market?” American Marketing Association Summer Educators’ Conference 2010, Boston, MA (F. Castillo, M. Stanko).

“Incumbent Inertia: Review and Recommendations for a Demand-Side Perspective” American Marketing Association Summer Educators’ Conference 2010, Boston, MA (J. Bohlmann, M. Stanko).

“All You Need Is ... Innovation, or Not?” AEMARK National Marketing Congress 2010, Oviedo, Spain (F. Castillo, M. Stanko, R. Calantone).

“Development Speed for Innovative Products: Blessing or Curse?” International Product Development Management Conference 2010, Murcia, Spain (F. Castillo, M. Stanko).

“Finding the Balance Between Outsourcing and Internalization: The Key to Innovative Success?” Product Development and Management Association Research Forum 2008, Orlando, FL (M. Stanko).

“Does Emotional Intensity Matter in Inter Firm Relationships?” American Marketing Association Summer Educators’ Conference 2006, Chicago, IL (M. Stanko, J. Bonner, R. Calantone).

“International Absorptive Capacity: A More Comprehensive Theoretical Discussion of Absorptive Capacity” Academy of International Business Annual Meeting 2006, Beijing, China (M. Stanko).

“An Assessment of the Use of Structural Equation Modeling in International Business Research” Academy of International Business Annual Meeting 2006, Beijing, China (G.T. Hult, D. Ketchen, Jr., A. Cui, A. Prud'homme, S. Seggie, M. Stanko, A. Xu, and S.T. Cavusgil).

### **TEACHING EXPERIENCE**

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NCSU	2010-2016	MBA 560	Marketing Management and Strategy
		Mean student evaluation: 4.62/5	
	2015-2017	MBA 590/610 (online)	Open Innovation
		Mean student evaluation: 4.52/5	
	2008-2017	BUS 468	Marketing Strategy
		Mean student evaluation (most recent 10 sections): 4.70/5	
MSU	2005, 2007	MSC 300/327	Introduction to Marketing
	2006	MSC 351	Retail Management
	2005	MSC 805	Marketing Management
	2004	MSC 310	International Business

### **CONTINUING EDUCATION**

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- 2015 Google AdWords Certification
- 2013 Harvard Case Method Teaching Seminar Part 1

### **PROFESSIONAL EXPERIENCE**

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2001 to 2002	Marketing Communications Specialist <b>Applanix Corporation</b> – Richmond Hill, Ontario – <i>Precision Positioning</i> Lead all aspects of global communications including new product launch
2000 to 2001	Marketing Manager <b>JAWZ Incorporated</b> – Toronto, Ontario – <i>Information Security</i>
1997-1998 Internships	Marketing Associate, <b>Microsoft Canada Corporation</b> – Mississauga, Ontario Project Lead, <b>Lucent Technologies Canada</b> – Toronto, Ontario Business Analyst, <b>Canadian Tire Corporation</b> – Toronto, Ontario

## **INTERNAL SERVICE**

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- 2012-17 Undergraduate Curriculum Committee Member
- 2014-17 Marketing Seminar Series Coordinator
- 2015-16 Teaching Awards Committee Member
- 2014-15 AACSB Committee
- 2013-14 Recruiting Committee Member
- 2012-13 Consumer Innovation Consortium, Recruiting Committee Member
- 2011-12 AACSB Learning Objectives Taskforce
- 2010-11 Recruiting Committee Member
- 2010-11 Honors Program Taskforce Member
- 2009-10 Marketing Seminar Series Coordinator
- 2009-10 Undergraduate Curriculum Committee Member
- 2008-09 Library Collections Committee Member

## **EDITORIAL, REVIEWING AND EXTERNAL SERVICE**

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### Editorial Board Member

- *Journal of Product Innovation Management* (2013 to present)

### Ad Hoc Reviewer

- *International Journal of Research in Marketing* (2011 to present)
- *Research Policy* (2015 to present)
- *Journal of Management Studies* (2017 to present)
- *Management Information Systems Quarterly* (2014 to present)
- *Journal of Business Research* (2016 to present)
- *Industrial Marketing Management* (2017 to present)
- *Journal of International Marketing* (2008 to present)

### Conference Co-Chair

- PDMA Research Forum (2015)

### Conference/Research Competition Reviewing and Related Service

- PDMA Research Forum (2009, 2011-16)
- International Conference on Information Systems (2016)
- AMA Educators' Conference (Winter 2006, 2014, Summer 2006, 2010, 2011)
- Academy of Marketing Science (2007, 2008, 2012, 2016, 2017)
- Marketing Management Association Annual Conference (2009)
- Society for Marketing Advances Conference (2007)
- Academy of International Business Annual Conference (2006)
- Decision Sciences Conference (2006)
- PDMA Dissertation Proposal Competition (2012, 2013, 2016, 2017)
- PDMA Research Competition (2011)
- Session Chair: PDMA Research Forum (2012-14, 2016)
- Session Chair: AMA Educators' Conference (Summer 2011, Winter 2012)
- Session Chair: Academy of International Business Annual Meeting (2006)
- Discussant: AMA Educators' Conference (Winter 2009)