

B.J. ZIRGER, PhD
Associate Professor of Management

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EDUCATION

Ph.D., Stanford University, Management Science & Engineering	1991
M.B.A., Stanford University, Graduate School of Business	1982
B.S.I.E., University of Florida, Industrial Engineering with honors	1978

ACADEMIC APPOINTMENTS

Associate Dean and Associate Professor of Strategic Management, College of Business, University of Cincinnati	2011-present
Associate Professor of Strategic Management, College of Business, University of Cincinnati	2011
Interim Department Head, Management, College of Business, University of Cincinnati	2009-2010
Associate Professor of Strategic Management, College of Business, University of Cincinnati	2007-2009
Interim Director of the Center for the Enhancement of Teaching and Learning (CET&L), University of Cincinnati & Associate Professor	2006-2007
Director of Learning Technologies and Program Director, Cleveland Foundation grant, \$1.5 M to enhance business education, College of Business, University of Cincinnati	2000-2006
Assistant Professor of Strategic Management, College of Business, University of Cincinnati	1991-1997
Visiting Instructor of Management, College of Business and Public Administration, University of Louisville	1990-1991
Research Associate, College of Engineering, Stanford University	1983-1985
Teaching Assistant, College of Engineering, Stanford University	1986-1987 1981-1982

Teaching Assistant, College of Engineering, University of Florida

1976-1978

SELECTED PUBLICATIONS (REFEREED JOURNALS)

[Gales, L., Welsh, M.A. and Zirger, B.J., March – June 2008, "Research on Management of Technology and Innovation in a Global Context: An Introduction." *Journal of Engineering and Technology Management*. 25\(1-2\): 1-2.](#)

Privitera, M.B. & Zirger, B.J., 2007, "Transdisciplinary Product Development Education: Letting the Grain Out of the Silo," *Innovation*, Winter 2006, pp. 49-51.

Adler, T.R. & Zirger, B.J., 1998. "Organizational Learning: Implications of a Virtual Research and Development Organization," *American Business Review*.16(2): 51-60.

Zirger, B.J., 1997. "The Influence of Development Experience and Product Innovativeness on Product Outcome," *Technology Analysis and Strategic Management*. 9(3): 287-297.

Hartley, J.L., Zirger, B.J. & Kamath, R.R., 1997. "Managing Suppliers for On-Time Performance in Product Development," *Journal of Operations Management*. 15(1): 57-70.

Comer, J.M & Zirger, B.J., 1997. "Building a Supplier-Customer Relationship using Joint New Product Development," *Industrial Marketing Management*. 26: 203-211.

Zirger, B.J. & Hartley, J.L., 1996. "The Effect of Acceleration Techniques on Product Development Time." *IEEE Transactions on Engineering Management*. EM-41(5): 143-152.

Zirger, B.J. & Hartley, J.L., 1994. "A Conceptual Model of Product Development Cycle Time." *Journal of Engineering and Technology Management*. 11(3/4): 229-251.

Zirger, B.J. & Maidique, M.A., 1990. "A Model of New Product Development: An Empirical Test." *Management Science*. 36(7): 867-883.

Maidique, M.A. & Zirger, B.J., 1985. "The New Product Learning Cycle." *Research Policy* 14: 299-313. [Also reprinted in Burgelman, R.A. and Maidique, M.A. 1988. *Strategic Management of Technology and Innovation*. Homewood: R.D. Irwin & Company and in K. Gronhaug and G. Kaufmann (eds). 1988. *Innovation: A Cross Disciplinary Perspective*. Norwegian University Press.]

Maidique, M.A. & Zirger, B.J., 1984. "A Study of Success and Failure in Product Innovation: The Case of the U.S. Electronics Industry." *IEEE Transactions on Engineering Management*. EM-31(4): 192-203.

BOOKS/MANUALS

Zirger, B.J., Burgelman, R.A. & Maidique, M.A., 1988. Strategic Management of Technology and Innovation Instructor's Manual. Homewood: R.D. Irwin & Company.

NON-REFEREED PUBLICATIONS

Zirger, B.J. and Privitera, M.B., May 2009, "New Models of Cross-Disciplinary Collaborative Education," Metropolitan Universities Journal. 20(1): 130-146.

Zirger, B.J., 2000. Book review of The Innovation Premium by R.S. Jonash and T. Sommerlatte. Journal of Engineering and Technology Management, 17(1): 113 – 115.

Zirger, B.J., 1997. Book review of The Development Factory by G. Pisano. Journal of Engineering and Technology Management, 14(3-4): 337-340.

Zirger, B.J., 1996. "Perspectives on Defining Technology," Academy of Management TIM Division Newsletter, 8(3):2-3.

Zirger, B.J., 1995. Book review of Dynamics of Innovation by J.M. Utterback. Academy of Management TIM Division Newsletter, 7(2):3-4.

SELECTED CONFERENCE PRESENTATIONS/PROCEEDINGS

Zirger, B.J., Boyd, D., Rutz, E. and Tappel, J., "Creating Pathways to Higher Education: A Cross-disciplinary MOOC with Graduate Credit," Nominated for best paper and presented at ISEC 2014 Conference, Princeton, NJ, March 2014.

Welsh, M.A., Dehler, G.E., Murray, D.L., Privitera, M., & Zirger, B.J. 'Designing to scale'. Poster presentation for The Second Global Forum for Business as an Agent of World Benefit/2009 Global Forum: Managing as designing in an era of massive innovation. Case Western Reserve University, June 2009.

Zirger, B.J., Privitera, M.B., Vogel, C., Murray, D. and Welsh, M.A. "Multi-Disciplinary Collaborations: The UC Experience," panel moderated by A. Chasser, 14th CUMU (Coalition of Urban and Metropolitan Universities) annual conference, Oct. 18-21, 2008.

Zirger, B.J., Chasser, A., Murray, D., Privitera, MB, Welsh, A. "Leveraging Intellectual Property in Academic and Industrial Partnerships," Proceedings of the 2008 IDSA National Education Symposium, September 2008, Phoenix, AZ, Presentation and proceedings.

Privitera, MB, Zirger, BJ, Welsh, MA, Murray, D. and Chasser, A., "The Collaborative University – Achieving Superior Learning and Project Outcomes using Multidisciplinary Development Teams," IDSA National Education Symposium, September 2008, Phoenix, AZ, Presentation.

Privitera, M.B. and Zirger, B.J. "Teamwork is a Strategic Choice," NCIIA (National Collegiate Inventors and Innovators Alliance), 11th annual meeting, March 2007.

Privitera, M.B. and Zirger, B.J. "Letting the Grain Out of the Silo," Proceedings of the 2006 IDSA National Education Symposium, August 2006, Presentation and refereed proceedings.

Zirger, B.J. and Hittle, M. "Using Distance Learning Techniques to Enhance Traditional Courses," ODCE, March 2005, Columbus, OH.

Zirger, B.J., Evans, J., and Levy, M., "Effective Use of Video-streaming for Support of Traditional and Distance Learning Courses," OLN/ITEC, March 2003, Columbus, OH.

Levy, M., Evans, J. and Zirger, B.J., "Web-Enhanced Learning of Statistical Computational Tools, OLN/ITEC, March 2003, Columbus, OH.

Leonard, A.S., Katerberg, R. and Zirger, B.J. "Distance Learning Pedagogies," Informs, November 2001, San Antonio, TX.

Zirger, B.J. and Lewis, M.A., "Enhancing Courses through Experiential Methods," TIM Division Teaching Consortium, Academy of Management, August 2000, Dallas, TX

Zirger, B.J. & Comer, J.M., "Learning and Leveraging from Product Development Experience," INFORMS (ORSA/TIMS). October 1995. New Orleans, LA.

Comer, J.M., Zirger, B.J. and Kamath, R.R., "Industrial New Product Development: A Case Study in the Management of the Strategic Relationship between Buyer and Seller." Proceedings of the World Marketing Conference, July 1995. Melbourne, Australia.

Adler, T.R. & Zirger, B.J., "Organizational Learning and the Use of Virtual Technology and Product Development Organizations," TIMS Division. Academy of Management. August 1995. Vancouver, B.C.

Hartley, J.L., Kamath, R.R. & Zirger, B.J., "Managing Suppliers for Fast Product Development," POM Division. Academy of Management. August 1995. Vancouver, B.C.

Hartley, J.L. & Zirger, B.J., "Accelerating Product Development: A Conceptual Model." TIMS Poster Session. Academy of Management. August 1993. Atlanta, GA.

Zirger, B.J., "Research Directions in Engineering Management." Industrial Engineering Research Conference. May 1993. Los Angeles, CA.

Zirger, B.J. & Maidique, M.A., "Does Experience Improve the Likelihood your Product will Succeed?" ORSA/TIMS. November 1992. San Francisco, CA.

Zirger, B.J., "Managing the Organization through the Year 2050." IIE International Meeting. May 1991. Detroit, MI.

Zirger, B.J. & Maidique, M.A., "A Model of the New Product Development Process." ORSA/TIMS. November 1985. Atlanta, GA.

Maidique, M.A. & Zirger, B.J., "A Study of Success in Product Innovation: The Case of the U.S. Electronics Industry." Product Development and Management Association. November 1984. Chicago, IL.

GRANT(S)

Zirger, BJ and Privitera, MB, 2009, Co-PI for NIH/NIBIB Core 4, "Point of Care Center for Emerging Neurotechnologies," 2009 – present. Total grant is \$9.4M.

Heikenfeld, J., Kazmierczak, M., Harfmann, A. and Zirger, BJ, 2008, "Smart Light: Solar Collection, Conversion and Distribution in Urban Structures," \$20,000, funded.

Zirger, BJ. and Hall, W., 2007, "Building Teaching Competencies that Enhance 21st Century Learning." UC/21 Grant proposal, \$50,000, funded.

Tsao, C., Harfmann, A., Christoforidis, A. and Zirger, BJ., 2006, "3-D Enabled Lean Project Delivery," URC Grant proposal, \$20,000, Not funded but good reviews.

Tsao, C., Harfmann, A., Christoforidis, A. and Zirger, BJ., 2006, "Building Information Modeling (BIM) in the Design Industry", AIA LFRT (Large Firm Round Table) grant proposal, \$650,000. Not funded.

Murray, D., Harfmann, A., Davis, C., Kazmierczak, M., Welsh, M.A. and Zirger, B.J. "reform: UC's DOE Solar Decathlon Proposal," December 2005. \$100,000.

Privitera, M.B., Zirger, B.J., Vogel, C. and Degen, S., 2005, "Developing an Innovative Workforce for the Medical Device Industry," \$500,000, NSF proposal, fund if funds available, not funded.

Zirger, B.J., 2002, "Last Mile Funding: Broadband Networking for Video Conferencing and Streaming," UCit, University of Cincinnati, \$10,500.

Zirger, B.J. (with Barton, S.L. and Lewis, M.), 1998. "Future Faculty Grant Proposal: Management Department," funded by the UC Preparing Future Faculty Program, \$5,000.

Zirger, B.J., 1997. "Train the Trainer," funded by the UC Faculty Development Council, \$3,250.

Zirger, B.J., 1996. "The Factors that Effect Team Learning during New Product Development and its Impact on Product Performance," funded by the University Research Council (URC). \$4,000.

Zirger, B.J., 1996. "Building an Integrative Course Curriculum: Development of the Faculty Skills and Technology Learning Resources for the Management Integration Capstone Course," funded by the UC Faculty Development Council. \$5,000.

Zirger, B.J., Comer, J.M. & Kamath, R.R., 1994. "Leveraging Organizational Memory in the Product Development Process," seed funding awarded by the Institute for the Study of Business Markets. \$2,500.

HONORS

UC's Innovative Use of Technology award	2014
AOM Service award (Orlando, FL)	2013
UC's Faculty Service award	2012
Fellow of the Academy of Teaching and Learning	2010
Outstanding Service award-AoM TIM Division	2006

SERVICE & PROFESSIONAL AFFILIATIONS

UNIVERSITY

UCForward Director Search Committees – Chair, Committee	Spring/Sum 2012, 2013
CIO Search Committee	Fall 2011
Committee to Assess UC Vendors for Online Program Support	Fall 2011
Blue Ribbon AIT Committee-co-chair–Provostal appointment	Summer 2010-2011
Academy of Fellows for Teaching and Learning- Sec/Treas	Fall 2010-present
Innovation Council	2009-present
Faculty Senate – Faculty Representative on IP Committee	2011-present
ITIE/OBR Subcommittee–Provostal appointment	Summer – Dec 2009
Faculty Senate BoT Representative – Elected by faculty	Fall 2009 – Sum 2011
Solar Decathlon Advisory Committee	Fall 2009
Undergraduate Grade Appeals Committee	Fall 2007, Winter 2008
CET&L Search Committee – Chair	2007
Faculty Development Council	2004-‘07
Faculty Senate – Rep at Large	2007-2011
Faculty Senate CoB rep and Faculty Senate Cabinet	2005-‘07; 2009-2011
Faculty Senate IT Committee – Chair	2005-‘07; 2009
ITIE and ATPC Committees – All University	2005-‘07, 2009
ICL Steering Committee - All University	2006-‘07
Faculty Orientation – Faculty Senate	Fall 2006
Executive Technology and Strategy Committee – All University	2005-‘07
Innovation Imperative Committee	2005-‘06
Solar Decathlon Steering Committee and CoB Faculty Advisor	2006-‘07
Biomedical Engineering Program – CoB Faculty Advisor	2005-present
UCDirect UC 21 Task Force	2005-‘08
CET&L Advisory Board	2001-‘04
CET&L Summer Institute Facilitator	2001-‘05
Distance Learning Advisory Council	2001–2007
University Strategic Planning Process - UC/21	2004
Preparing Future Faculty Technology session	Fall 2004
Graduate Program Review Committee	2002-‘03
New Faculty Orientation - Speaker	Fall 1997-‘01

& Committee	1998-'01
Faculty Mentoring Program & Committee	1998-'03
Mentor only	2005-'08
Provostal Search Committee	1999
NCA Site Visit – Assessment of Student Learning	1999
Cincinnati Competition Assessor	1997-'98
Decanal Search Committee – Provostal appointment	1994-'95
Program Reviewer – Univ. of Toledo's Global MOT program	1993
Kent State MS in Technology Program	1998

COLLEGE

College Teaching Committee-co-chair	2010-present
Undergraduate Programs Committee – Chair	2008-'09
International Study Abroad Program	
China	Fall 2008
Linz, AT & Prague, CZ	2000, 2003, 2005
Lindner Energize Task Force	2006-'07
BBA Extend program – faculty and technology development	2005-'06
Technology Council	2002-'05
Engineering ACCEND/MBA program development	2004-'05
Summer High School Honors Institute	Spring/Sum 2004
MBA Commencement Speaker Selection Committee	2004
BBA/MS Program Assessment Committee, Chair	2003-'04
Marketing Department Search Committee	2001-'02
College Instructional Technology Committee, Chair	1997-'99; 1995-'99
Doctoral Programs Committee	1998-'99
CBA Space Committee	1997-'98
Faculty Commencement Speaker at CBA Spring ceremonies	1995
MBA Case Competition	1993, 1994, 1996, 1997
UCEP Business Strategy Competition judge	1997

DEPARTMENT

Business Capstone (BA 580) Course Coordinator	2008-'11
Department FDC proposal – co-wrote, \$16,000 award	2005
Department Head Evaluation Committee	2004
RPT Committee	1995-'96; 2005-'07
Chair or co-chair	1997-'98; 2000-'04
PhD Program – chair, co-chair	1998-'99; 1999-'01
Faculty Search Committee	1996-'97
Departmental IT & Multimedia Coordinator	1996-'99; 2003-'06
Ph.D. comprehensive exam – Chair	1993-'98, 2004
Evaluator	1991-'95; 1997-'98;
	2003, 2006
Course Development Committee - OB, OT, BP course	1995-'96
Doctoral Research Colloquium coordinator	1994-'95

Curriculum Revision Task Force 1991-'93

PROFESSIONAL SERVICE

Academy of Management (AoM)
 TIM Division Webpage creator and webmaster 1996-present
 TIM Division –Treasurer/Sec 2010-present
 Reviewer-Paper Matching for annual meeting 2005-present
 Session Discussant - AoM 2012
 Listserv creator and manager 2004
 All Academy Representative for TIM Division 2002-'04
 TIM Division Executive Committee-Member at Large 1996-'98
 TIM Division Newsletter Committee 1994-'97
 Doctoral Colloquium - AoM, San Diego, CA. 1998
 Session Discussant – AoM, Boston, MA. 1997
 E-Media Issues- AoM 1998; 2001-'05; '09
 Session Chair–AoM 1996; 1998
 Editorial Board – IEEE Transactions on EM 2002-'10
 Editorial Board – JETM 1997-'01
 Book Review Editor – JETM 1997-'00
 Session Chair - INFORMS, Dallas, TX. 1997

AD HOC REVIEWER

Academy of Management-TIMS Division-annual meeting
 IEEE Transactions on Engineering Management
 Journal of Engineering and Technology Management
 Journal of Organizational Behavior
 Management Science
 National Science Foundation grant proposals
 Production and Operations Management
 Organization Science

AFFILIATIONS

Academy of Management
 Strategic Management Society

TEACHING EXPERIENCE

University of Cincinnati 1991-present
Undergraduate & Honors Plus
 Business Policy
 Management Integration
 Strategy Implementation
 Strategic Management of Technology & Innovation
 Issues in Science and Technology
 Biomedical Engineering – Capstone Course

MBA

Competitive Analysis
 Corporate Strategy
 Strategic Management
 Strategic Management Capstone
 Strategic Management of Technology & Innovation

PhD

Seminar in Strategic Management
 Seminar in Using Technology to Enhance Business Education

Johannes Kepler University-Linz, Austria	2008 - present
Managing Technology for Business Advantage	2008, 2009, 2011

University of Louisville	1990-'91
Business Policy	
Management Science	

Stanford University Research Associate/Teaching Assistant	1981-'85
Industrial Management	
Managing Technical Companies I	
Managing Technical Companies II	
Management of Technology Doctoral Research Seminar	

EXECUTIVE EDUCATION & MANAGEMENT PRESENTATIONS

- UC CET&L, "The Art and Science of Multi-Disciplinary Collaboration," with Murray, D. Welsh, MA and Privitera, MB. May 2008.
- Consultant, Effat College, Saudi Arabia, Led faculty team to facilitate a four day faculty development program for all faculty at Effat College. Also, advised the Director of the Teaching Center on strategic priorities for the next five years. February 2008.
- UC CET&L, Sessions on Survey Monkey and Syllabus Development, 2006-present
- Beijing Jiaotong University Delegation Presentation, "Improving Teaching and Student Learning," Zirger and Hall, Cincinnati, OH. October 2007
- Cincinnati Center for Management & Executive Development, "Competitive Analysis Seminar Series," Guangxi Executive group, Cincinnati, OH. Summer 2002
- Center for Economics Education & Executive Development, "Competitive Analysis Seminar Series," Guangzhou Executive group, Cincinnati, OH. Fall 2001
- Cincinnati Center for Management & Executive Development, "Competitive Analysis Seminar Series," Inner Mongolia Executive group, Cincinnati, OH. Summer 2001
- Cincinnati Center for Management & Executive Development, "Strategic Management of Technology," Cincinnati, OH. 1998
- Cincinnati Center for Management & Executive Development, Women's Leadership Conference, "The Process of Strategy Formulation and Implementation," Cincinnati, OH. 1997.

- Eagle Picher Corporate Vice Presidents' Annual Meeting, "Models of New Product Development," Jacksonville, FL. 1993.
- BioMerieux-Vitek Corporate Seminar, "Optimizing Research and Development in the Corporate Organization," St. Louis, MO. 1993.
- Stanford-AEA Executive Institute for Management of High Technology Companies, Stanford University, Stanford, CA. 1986-87.
- Santa Clara Program for Small Business Executives, University of Santa Clara, Santa Clara, CA. 1986.

OTHER PROFESSIONAL EXPERIENCE

- Consultant, Episcopal Church, Survey design, implementation and data analysis. 2009-'10
- Consultant, Conducted business analyses and recommended strategic action plans for growth-oriented firms. Addressed issues of strategic positioning, market segmentation and market development, product feasibility, product development, technology management and financial forecasting and planning. Consulting clients included Xerox Corporation 1988-91, MRI Diagnostic Center 1988-89, Stanford-AEA Executive Institute 1983-87.
- New England Medical Center 1986, American Health Corporation 1985, Nashville Consulting Group 1984-1985, Stanford University 1985, Hambrecht and Quist 1984, Main Hurdman 1983-84, Finial Technology 1984, Logitech 1984, HP International Users Group 1983.
- Associate, Booz-Allen & Hamilton, Inc., Operations Management Services Group. 1982-83; Summer 1981.
- Production Team Manager & Process Engineer, Procter & Gamble Paper Products Division, 1978-80; Summers 1976 & 1977.

REFERENCES

Available upon request