

JEFFREY G. YORK

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ACADEMIC APPOINTMENTS

University of Colorado

Assistant Professor of Management and Entrepreneurship, 2010-Present

EDUCATION

University of Virginia

Doctor of Philosophy in Management, 2009

Dissertation: *The Entrepreneurial Creation of Public Goods: Evidence from the Green Building and Renewable Energy Industries*

Committee: Saras D. Sarasvathy (Chair), Michael J. Lenox, Dean A. Shepherd, Sankaran Venkataraman

University of Tennessee

Master of Business Administration, 1999

University of Georgia

Bachelor of Arts in Journalism, 1994

INTERESTS

Research: Strategy, Entrepreneurship, Organization Theory, Institutional Entrepreneurship, Green Building, Renewable Energy

Teaching: Strategy, Entrepreneurship, Business Ethics, Organizations and the Natural Environment

PUBLICATIONS

York, Jeffrey G., Sarasvathy, Saras D., Wicks, Andrew C. Forthcoming. "Dialogue: An Entrepreneurial Perspective on Value Creation in Public-Private Ventures." *Academy of Management Review*.

Pacheco, Desiree F., Jeffrey G. York, Timothy J. Hargrave. 2011. "The Co-evolution of Industries, Social Movements and Institutions: The Case of Wind Power." *Best Paper Proceedings of the Academy of Management*.

York, Jeffrey G. and S. Venkataraman. 2010. "The Entrepreneurship-Environment Nexus: Uncertainty, Innovation and Allocation." *Journal of Business Venturing*. 25(5): 449-463.

*Meek, William R., Pacheco Desiree F. and Jeffrey G. York. 2010. "The Impact of Social Norms on Entrepreneurial Action: Evidence from the Environmental Entrepreneur Context." *Journal of Business Venturing*. 25(5): 493-509. *Equal authorship.

Pacheco, Desiree F., Jeffrey G. York, Thomas J. Dean, Saras D. Sarasvathy. 2010. "The Co-Evolution of Institutional Entrepreneurship: A Tale of Two Theories." *Journal of Management*, 36 (4):974-1010.

York, Jeffrey G. 2009. "Pragmatic Sustainability: Translating Environmental Ethics into Competitive Advantage." *Journal of Business Ethics*, 85(1):97-109.

de Colle, Simone and Jeffrey G. York. 2009. "Why Wine is not Glue: The Unresolved Problem of Socially Responsible Investing." *Journal of Business Ethics*, 85(1):83-95.

HONORS AND AWARDS

Academy of Management Organization and Management Theory (OMT) Division Outstanding Reviewer Award, 2011

Academy of Management Organizations and the Natural Environment (ONE) Division Best Dissertation Award, 2010

Strategic Management Society Annual Meeting Best PhD Paper, 2009

Society for Business Ethics Best Dissertation Award, 2009

HONORS AND AWARDS

Research Fellow, 2009, Property and Environment Research Center

Research Fellow, 2007, 2009, The Aspen Institute

Ewing Marion Kauffman Fellowship Recipient, 2006, Summer Intensive PhD

Research Fellow, 2005-2010, The Batten Institute, Darden Graduate School of Business

PAPERS UNDER REVIEW

York, Jeffrey G. and Michael J. Lenox. "It's Not Easy Building Green: The Intersection of Private and Public Institutions in the Adoption of Voluntary Certification Standards." Under review at *Organization Science*.

WORKING PAPERS

Pacheco, Desiree F., Jeffrey G. York, Timothy J. Hargrave. "The Co-evolution of Industries, Social Movements and Institutions: A Study of Wind Power." For submission to *Organization Science*.

York, Jeffrey G. and Michael J. Lenox. "Building Green Industries: Socio-Cultural Determinants of Entrepreneurial Entry." For submission to *Strategic Management Journal*.

Wry, Tyler and Jeffrey G. York. "For Love and Money: Logic-Bridging Identities, the Entrepreneurial Self, and the Creation of Caring, Compassionate Organizations." For submission to *Academy of Management Review*.

York, Jeffrey G. and Saras Sarasvathy. "Collective Action without Selective Incentives: How Self-Selected Stakeholders in the Entrepreneurial Process Create a Surplus of the Commons ." For submission to *Academy of Management Journal*.

Smit, Willem, Rene Mauer, William Forster and Jeffrey G. York. "Speed to Venture: The Temporal Dynamics of Non-predictive Strategy in New Firm Formation." For submission to *Strategic Management Journal*.

PAPERS IN DEVELOPMENT

York, Jeffrey G., Mary Margaret Frank and Michael J. Lenox. "Tax Incentives and Green Patents: Do State Level Incentives Foster Environmental Innovations?" For submission to *American Economic Review*.

Conger, Michael, Jeffrey G. York. and Tyler Wry. "The Entrepreneurial Creation of Public Goods: Social Identity and Opportunity Recognition." For submission to *Academy of Management Journal*.

TEACHING EXPERIENCE

University of Colorado, Boulder, CO
Sustainable Business Venturing (MBA)
Fall, 2010, 2011

Business Plan Preparation (MBA)
Fall, 2011

Entrepreneurial Environments (Undergraduate)
Fall, 2010, 2011

University of Virginia, Charlottesville, VA
Entrepreneurship (Undergraduate)
Fall, 2006
Spring, 2008

BOOK CHAPTERS

Lenox, Michael J. and Jeffrey G. York. 2012 “Environmental Entrepreneurship.” *Oxford Handbook of Business and the Environment*. Oxford University Press.

Thompson, Neil, Kip Kiefer and Jeffrey G. York. 2011. “Distinctions not Dichotomies: Exploring Social, Sustainable, and Environmental Entrepreneurship.” *Advances in Entrepreneurship, Firm Emergence and Growth, Volume 13*, Emerald Publishing.

York, Jeffrey G., Saras D. Sarasvathy and Andrea Larson. 2010. “The Thread of Inchoate Demand in Social Entrepreneurship.” in K. Hockerts (Ed.). *Values and Opportunities in Social Entrepreneurship*. Palgrave Macmillan: New York, NY.

Archer, Geoff, Andrea Larson, Mark White and Jeffrey G. York. 2008. “Sustainable EVA: Green Chemistry Links to Financial Analysis and Business Strategy.” in J. Stoner and C. Wankel (Eds.). *Innovative Approaches to Global Sustainability*. Palgrave-Macmillan. New York, NY.

REFEREED CONFERENCE PRESENTATIONS

York, Jeffrey G. and Michael J. Lenox. 2012. “Building Green Industries: Exploring the Socio-Cultural Determinants of De Novo vs. De Alio Entry.” Strategic Management Society, Annual Meeting, Prague, Czechoslovakia.

Forster, William and Jeffrey G. York. 2012. “Entrepreneurial Action as a 3-Legged Stool: Uncertainty, Entrepreneurship and Intersubjective Knowledge.” Strategic Management Society, Annual Meeting, Prague, Czechoslovakia.

York, Jeffrey G. and Michael J. Lenox. 2012. “Building Green Industries: Socio-Cultural Determinants of Entrepreneurial Entry.” Alliance for Research on Corporate Sustainability Annual Conference, Yale University, New Haven, Connecticut.

Conger, Michael and Jeffrey G. York. 2012. “We Do What We Are: The Role of Values and Identity in Entrepreneurship.” Darden Entrepreneurship and Innovation Conference, University of Virginia, Charlottesville, Virginia.

York Jeffrey G. and Tyler Wry. 2012. “Love and Money: Why do Entrepreneurs Pursue Non-Economic Goals?.” 1st Annual Sustainability, Ethics and Entrepreneurship Conference. Denver, Colorado.

Conger, Michael and Jeffrey G. York. 2011. “We Do What We Are: Values, Identity and Entrepreneurship.” 8th Annual Satter Conference on Social Entrepreneurs, NYU, New York, New York.

York Jeffrey G. and Tyler Wry. 2011. “Love and Money: The Role of the Self in the Entrepreneurial Process.” Academy of Management Annual Meeting, San Antonio, Texas.

York, Jeffrey G. and Rebecca Henn. 2011. “Collective Institutional Entrepreneurship: The Creation of the US Green Building Council.” Academy of Management Annual Meeting, San Antonio, Texas.

York, Jeffrey G. and Michael J. Lenox. 2011. “Determinants of the Direction of Innovation: The Case of Renewable Energy.” Academy of Management Annual Meeting, San Antonio, Texas.

Pacheco, Desiree F., Jeffrey G. York, Timothy J. Hargrave. 2011. “The Co-evolution of Industries, Social Movements and Institutions: The Case of Wind Power.” Academy of Management Annual Meeting, San Antonio, Texas.

Conger, Michael and Jeffrey G. York. 2011. “Entrepreneur Makes Good: Social Entrepreneurship and Opportunity Recognition.” Babson College Entrepreneurship Research Conference, Syracuse University, Syracuse, New York.

Forster, William and Jeffrey G. York. 2011. “When the Second Person Enters the Scene: Intersubjective Knowledge and Perceived Environmental Uncertainty.” Babson College Entrepreneurship Research Conference, Syracuse University, Syracuse, New York

Pacheco, Desiree F., Jeffrey G. York, Timothy J. Hargrave. 2011. “The Co-evolution of Industries, Social Movements and Institutions.” Alliance for Research on Corporate Sustainability Annual Conference, Wharton Business School, Philadelphia, Pennsylvania.

York, Jeffrey G. and Tyler Wry. 2010. “The Spaces Between: Opportunity Recognition in Institutional Voids.” Strategic Management Society Annual Meeting, Rome, Italy

- York, Jeffrey G. and Michael J. Lenox. 2010. "Policy Drivers and the Direction of Innovative Activity: Renewable Energy and Innovation." Strategic Management Society Annual Meeting, Rome, Italy
- York, Jeffrey G. and Michael J. Lenox. 2010. "The Role of Entrepreneurial Intermediaries in Environmental Innovations: Evidence from the Green Building Industry." Academy of Management Annual Meeting, Montreal, Quebec, Canada
- York, Jeffrey G., Mary Margaret Frank and Michael J. Lenox. 2010. "Tax Incentives and Green Patents: Do State Level Incentives Foster Environmental Innovations?" Academy of Management Annual Meeting, Montreal, Quebec, Canada
- York, Jeffrey G. and Rene Mauer, Willem Smit, William Forster. 2010. "Curry In a Hurry? A Longitudinal Study on the Acceleration of Performance through Effectuation by Nascent Entrepreneurs." Babson College Entrepreneurship Research Conference, IMD, Lausanne, Switzerland
- York, Jeffrey G. and Michael J. Lenox. 2010. "The Role of Entrepreneurial Intermediaries in Environmental Innovations: Evidence from the Green Building Industry." Constructing Green Conference, University of Michigan, Ann Arbor, Michigan
- York, Jeffrey G., Mary Margaret Frank and Michael J. Lenox. 2010. "Tax Incentives and Green Patents." Alliance for Research on Corporate Sustainability Annual Conference, Harvard University, Cambridge, Massachusetts
- York, Jeffrey G. 2009. "The Role of Entrepreneurial Intermediaries in Environmental Innovations: Evidence from the Green Building Industry." 6th Annual Satter Conference on Social Entrepreneurs, NYU, New York City, New York
- York, Jeffrey G. 2009. "Institutions, Entrepreneurship and the Adoption of Voluntary Standards: Evidence from the Green Building Industry." Strategic Management Society Annual Meeting, Washington, D.C.
- York, Jeffrey G. and Michael J. Lenox. 2009. "The Role of Entrepreneurship in the Adoption of Voluntary Standards." Academy of Management Annual Meeting, Chicago, Illinois
- York, Jeffrey G. and Saras D. Sarasvathy. 2009. "Collective Action without Selective Incentives: Renewable Energy Companies and the State." Academy of Management Annual Meeting, Chicago, Illinois
- York, Jeffrey G., William Meek, and Desiree Pacheco F. 2009. "The Impact of Social Norms on Entrepreneurial Action: Evidence from the Solar Industry." Academy of Management Annual Meeting, Chicago, Illinois
- York, Jeffrey G. 2009. "Collective Action without Selective Incentives: How Self-Selected Stakeholders in the Entrepreneurial Process Create a Surplus of the Commons." Babson College Entrepreneurship Research Conference, Babson College, Babson Park, Massachusetts
- York, Jeffrey G. and Michael J. Lenox. 2009. "Public and Private Institutions and Adoption of Voluntary Certification Standards." Alliance for Research on Corporate Sustainability Annual Conference, University of Michigan, Ann Arbor, Michigan
- York, Jeffrey G. 2008. "The False Dichotomy between Business and the Natural Environment: Are We Asking Useful Questions?" Academy of Management Annual Meeting, Anaheim, California
- York, Jeffrey G. and Saras Sarasvathy. 2008. "Entrepreneurship as Collective Action: Creating Public Goods and Selective Incentives." Academy of Management Annual Meeting, Anaheim, California
- York, Jeffrey G. and Geoff Archer. 2008. "Financial Implications of Green Chemistry." Academy of Management Annual Meeting, Anaheim, California
- Forster, William and Jeffrey G. York. 2008. "The Effects of Effectual Logic: Nascent Entrepreneur Performance and Effectuation." Babson College Entrepreneurship Research Conference, Chapel Hill, North Carolina
- York, Jeffrey G. 2008. "The Unresolved Problem of Socially Responsible Investing." Society for Business Ethics Annual Meeting, Anaheim, California
- York, Jeffrey G. 2008. "Ethical Stances and Renewable Energy: A Pragmatic Approach." Energy and Responsibility: A Conference on Ethics and the Environment, Knoxville, Tennessee

REFEREED CONFERENCE PRESENTATIONS

York, Jeffrey G. 2007. "The Entrepreneurship-Environment Nexus: Uncertainty, Innovation and Allocation." Academy of Management Annual Meeting, Philadelphia, Pennsylvania

York, Jeffrey G. 2007. "Effectual Action to Address Social Issues: A Micro-Theory of Social Entrepreneurship." Academy of Management Annual Meeting, Philadelphia, Pennsylvania

Forster, William and Jeffrey G. York. 2007. "The Effects of Effectual Logic: Nascent Entrepreneur Performance and Effectuation." PSED Research Consortium, Charleston, South Carolina

York, Jeffrey G. 2007. "Collapsing the Fact/Value Dichotomy in Environmental Business Ethics." European Business Ethics Network Research Conference, Bergamo, Italy

York, Jeffrey G. 2007. "The Thread of Inchoate Demand in Social Entrepreneurship." International Social Entrepreneurship Conference, Copenhagen, Denmark

York, Jeffrey G. 2007. "Environmental Entrepreneurship: Achieving Environmental Sustainability through Entrepreneurial Action." 13th Annual International Sustainable Development Research Conference, Vasteras, Sweden

York, Jeffrey G. and Simone DeColle. 2007. "Why Wine is Not Glue: The Intersection of SRI and CSR." Vincentian Conference on Business Ethics, Chicago, Illinois

York, Jeffrey G. 2007. "Stakeholder Green." Society for Business Ethics Annual Meeting, Philadelphia, Pennsylvania

York, Jeffrey G. 2007. "Cold Hard Facts: The False Dichotomy between Business and the Natural Environment." Business Ethics in a Global World Conference, Santa Clara, California

York, Jeffrey G. 2006. "Pragmatic Sustainability: Translating Environmental Ethics into Competitive Advantage." Society for Business Ethics Annual Meeting, Atlanta, Georgia

CASES, TEACHING NOTES, AND ADDITIONAL PUBLICATIONS

Meir, Mark, Andrea Larson and Jeffrey G. York. 2011. Rating Environmental Performance in the Building Industry: Leadership in Energy and Environmental Design (LEED). Darden Business Publishing Case Collection.

Freeman, R. Edward, Jeffrey G. York and Lisa Stewart . 2009. "Nurture Your Money Plant Towards Sustainability." *The Human Factor* (India), June: 62-65.

Freeman, R. Edward, Jeffrey G. York and Lisa Stewart. 2008. "Shades of Green: Business, Ethics and the Environment." Darden Publishing: Charlottesville, VA.

York, Jeffrey G. 2007. "Natureworks: Biotech Innovation, Sustainability, and Corn-Based Plastic." Darden Business Publishing Case Collection.

York, Jeffrey G. 2007. "Shaw Industries: Ecoworx and Cradle-To-Cradle Innovation in Carpet Tile." Darden Business Publishing Case Collection.

York, Jeffrey G. 2007. "Method - Sustainable Designs for the Home as a Corporate Strategy." Darden Business Publishing Case Collection.

York, Jeffrey G. 2007. "Rohner Textil AG: Cradle-to-Cradle Innovation and Sustainability," Darden Business Publishing Case Collection.

York, Jeffrey G. 2007. "East West Partners: Sustainable Business Strategy in Real Estate and Ski Resorts." Darden Business Publishing Case Collection.

York, Jeffrey G. 2007. "Natureworks: Biotech Innovation, Sustainability, and Corn-Based Plastic." Darden Business Publishing Case Collection.

CASES, TEACHING NOTES, AND ADDITIONAL PUBLICATIONS

York, Jeffrey G. 2007. "Shaw Industries: Ecoworx and Cradle-To-Cradle Innovation in Carpet Tile." Darden Business Publishing Case Collection.

Archer, Geoff, Andrea Larson, Mark White and Jeffrey G. York. 2006. "Illustrating the Financial Benefits of Green Chemistry." Darden Business Publishing Case Collection.

INVITED PRESENTATIONS AND ADDITIONAL CONFERENCE ACTIVITIES

Invited Discussant, 2012, "Doing the Right Thing: Social and Ethical Responsibility." Academy of Management Annual Meeting, Boston, Massachusetts.

Invited Speaker, 2012, "Personal Identity and Entrepreneurship." EPFL, Lausanne, Switzerland.

Invited Speaker, 2012, "Innovations and Trends in Green Building." 23rd Annual Production and Operations Management Society Conference, Chicago, Illinois.

Invited Panel Member, 2011, "The Future of Social Entrepreneurship Research." Academy of Management Annual Meeting, San Antonio, Texas.

Invited Discussant, 2011, "ONE Division - Focus on Preservation." Academy of Management Annual Meeting, San Antonio, Texas.

Invited Discussant, 2011, Darden Entrepreneurship and Innovation Research Conference, Charlottesville, Virginia.

Invited Speaker, 2011, "The Co-evolution of Industries, Social Movements and Institutions: The Case of Wind Power." Deming Center for Entrepreneurship Board Breakfast.

Invited Speaker, 2011, "The Co-evolution of Industries, Social Movements and Institutions: The Case of Wind Power." Faculty Summer Research Seminar Series, Leeds School of Business.

Invited Speaker, 2009, "It's Not Easy Building Green: The Intersection of Private and Public Institutions in the Adoption of Voluntary Certification Standards." University of Maryland, University of Oregon, University of Colorado, University of Mississippi, University of Tennessee

Invited Speaker, 2009, "Drivers of Entrepreneurship and Innovation: Examples from Cleantech." Innovation Imperative Conference, Knoxville Convention Center, Knoxville, Tennessee

Invited Speaker, 2009, "Creating a New Sustainable Paradigm for Society: Students as Motivators of Change in a World at the Tipping Point." Global Challenges for Sustainability International Colloquium, Colorado State University, Fort Collins, Colorado

Selected Participant, 2008, West Coast Research Symposium Doctoral Consortium on Technology Entrepreneurship, Palo Alto, California

Selected Participant, 2008, Academy of Management Entrepreneurship Division Doctoral Consortium, Academy of Management Annual Meeting, Anaheim, California

Invited Speaker, 2008, "Social Entrepreneurship: Why Should We Care? The Questions Academics Ask" (PDW), Academy of Management Annual Meeting, Anaheim, California

Invited Speaker, 2008, "Leading and Managing for Global Sustainability: A Conversation for Possibility and Action," Academy of Management Annual Meeting, Anaheim, California

Selected Participant, 2008, Babson Doctoral Consortium, Babson College Entrepreneurship Research Conference, Chapel Hill, North Carolina

Selected Participant, 2007, Social Issues in Management (SIM) Division Paper Development Workshop, Academy of Management Annual Meeting, Philadelphia, Pennsylvania

Invited Reviewer, 2007, International Social Entrepreneurship Conference, Copenhagen, Denmark

INVITED PRESENTATIONS AND ADDITIONAL CONFERENCE ACTIVITIES

Ewing Marion Kauffman Fellowship Recipient, 2006 PSED Workshop, Charleston, South Carolina

Selected Participant, 2006, Doctoral Consortium, Social Issues in Management (SIM) Division, Academy of Management Annual Meeting, Atlanta, Georgia

MEDIA CITATIONS

GOOD Magazine. 4/12/2012. "Sell Less, Share More: OpenTable's Founder Moves Toward Social Impact" By Sarah Stankorb.

SERVICE

Advisory Board Member, Sustainability Ethics and Entrepreneurship Research Conference, 2011-Present

PhD Advisor, Michael Conger, Leeds School of Business, 2010-Present

Committee Member, Undergraduate Curriculum Program Committee, Leeds School of Business, 2011-2012

Faculty Representative, Sustainability Committee, Leeds School of Business, 2011

Committee Member, ONE Best Dissertation Award, Academy of Management Annual Meeting, 2011

Associate Editor, ONE Division Program, Academy of Management Annual Meeting, 2011

Faculty Mentor, Kaufman Entrepreneurship Mentoring Workshop, 2011

Reviewer, Journal of Business Venturing, Journal of Business Ethics, Journal of Management Studies

Reviewer, Academy of Management Annual Meeting, Strategic Management Society Annual Meeting, ARCS PhD Sustainability Academy

Member, Academy of Management, Strategic Management Society, Society for Business Ethics

PROFESSIONAL EXPERIENCE

Director, Marketing Operations Development, Capital One Services, Inc.

1999-2005, Richmond, Virginia

- Led diverse group of managers and suppliers to develop 3-year business strategy for database marketing including competitive positioning, scenario analysis, and development of vision and mission statements
- Managed team of 13 associates to integrate email marketing across account management, acquisition and operational activities
- Wrote market opportunity analysis, business plan, and patent application for unique, content-driven banner advertising technology

Consultant, Technology 2020 Business Incubator

1999, Oak Ridge, Tennessee

- Conducted market opportunity analysis for healthcare Internet software start-up
- Advised CEO, CIO, and CFO on trends and demographics of occupational healthcare industry

Project Manager, Professional MBA Program Start-Up

1998-1999, University of Tennessee, Knoxville, TN

- Created marketing, budget, and pro-forma cash flow statements to track new part-time MBA program
- Implemented lean registration process to provide exceptional service for new students

River Manager, Pigeon River Rafting Outpost

1995-1997, Recreational Management Services, Hartford, TN

- Led the startup and daily operation of whitewater rafting company

REFERENCES

Michael J. Lenox

Samuel L. Slover Professor of Business Administration
Associate Dean & Executive Director, Batten Institute
Darden School of Business
University of Virginia
Charlottesville, VA 22903
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Associate Professor of Business Administration
Darden School of Business
University of Virginia
Charlottesville, VA 22903
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Dean A. Shepherd

Randall L. Tobias Chair in Entrepreneurial Leadership
Professor of Entrepreneurship
Kelley School of Business
University of Indiana
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Darden School of Business
University of Virginia
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