

## MITZI M. MONTOYA

### EDUCATION

**Michigan State University**, East Lansing, Michigan.

Ph.D. (1995) Business Administration (Major: Marketing, Minor: Statistics).

B.S. (1990) General Engineering (Applied Engineering Science), High honor.

### ACADEMIC EXPERIENCE

#### **North Carolina State University**

*Assistant Dean of Research, College of Management* 2009-present

*Zelnak Professor of Marketing & Innovation* 2006-present

*Full Professor* 2003-present

*Associate Professor* 1999- 2003

*Assistant Professor* 1995-1999

#### **University of Surrey**

*Lecturer* Summer 2008, 2009

#### **Duke University**

Fall 1998

*Fuqua School of Business – Adjunct Assistant Professor*

#### **Michigan State University**

*Assistant Director, Industrial Development Institute* 1991-1992

*Graduate Research Assistant* 1991-1995

### INDUSTRY EXPERIENCE

#### **Consulting and training for industry:**

Gates Foundation, Xerox, Center for Creative Leadership, EQUATE, Syngenta, MeadWestvaco, Ixia, McCain Foods Limited, Dow Chemical Company, Spirent Communications, Nortel Networks, Industrial Extension Service at NCSU, Raytheon Corporation, COTEC (Portuguese Government-Industry Economic Development Initiative), Martin Marietta Materials, SquareD Electric, IBM, Cotton Incorporated, EDUCAUSE, DH Hill Libraries, ABB, Fusion Ventures, The ITB Group, Ltd., Menasha Corporation - Paperboard Division, Allied Signal, Inc.

### SERVICE & ADMINISTRATIVE ACTIVITIES

#### **NCSU Service and Administrative Appointments**

Director, Service & Product Innovation Initiative, (2007-present)

Assistant Department Head, Business Management Department (2004-2005)

Marketing Area Coordinator, Business Management Department (2003-present)

Innovation Management Program Founder and Coordinator, MBA Program (1998-present)

University Intellectual Property Committee (2002-present)

MBA Curriculum Committee member (1995-2007),

MBA Curriculum Committee chair (2001, 2004, 2005)

University Park Faculty Scholar for Class of 2007 (2003-2007)

Search Committee, Vice Chancellor for Research and Graduate Studies (2003, 2008)

#### **Service to the Profession**

Session Chair and Discussant, 2005 Summer AMA Educators' Conference

Track Chair, 2004 Winter AMA Educators' Conference

Session Chair, 2002 Winter AMA Educators' Conference

Track Chair, 2001 AMS International Conference, Miami, Florida. Product Innovation Track.

Track Chair, 2000 AMA International Educators' Conference, Buenos Aires, Argentina. Marketing and Technology Track.

Research Conference Chair, 2000 PDMA International Conference, New Orleans, LA.  
Vice-Chair, 1999 PDMA Dissertation Competition.  
Session Chair, 1999 PDMA International Conference, Marco Island, Florida.  
Workshop Leader, "Using Information Technology in Marketing Education". 1997 AMA Summer Marketing Educators' Conference.  
Workshop Leader, "Relevant Issues in New Product Development Research". 1995 Midwest DSI Annual Meeting.  
Workshop Leader, "Contemporary Issues in New Product Management". 1992 National DSI Conference.

### **RESEARCH FUNDING (Total Funding To Date: \$1,584,500)**

Service & Product Innovation Initiative Research Competition Fund. Funded by *Xerox Corporation*. Total funding \$40,000: 9/08-6/09.

Service & Product Innovation Initiative Research Competition Fund. Funded by *John Deere*. Total funding \$20,000: 9/08-6/09

Montoya-Weiss, M and Marian McCord. "Advanced Medical Technology Portal". Funded by *NCSU Extension, Engagement, and Economic Development* and *Wake County Economic Development*. Total funding \$20,000: 9/08-6/09.

Montoya, M. and M. Devetsikiotis, "Collaboration for Innovation in Virtual Environments". Funded by *CACC at NCSU*. Total funding \$50,000: 6/08-6/09.

Service & Product Innovation Initiative Research Competition Fund. Funded by *Xerox Corporation*. Total funding \$105,000: 9/07-6/08.

Massey, Anne P. and M. Montoya, "Innovation in Health Care through the Application of Game Technology". Funded by *Robert Wood Johnson Foundation*. Total funding \$271,000: 7/08-7/09.

Montoya-Weiss, M. and Anne P. Massey, "Collaboration for Innovation in Virtual Worlds". Funded by *Xerox*. Total funding \$20,000: 12/07-12/08.

Montoya-Weiss, M., John McCreery and Harry Perros, "Service Innovation Lab at NCSU: Course Sponsorship". Funded by the *IBM Corporation*. Total funding \$30,000: 1/08-5/08.

Montoya-Weiss, M and Marian McCord. "Advanced Medical Technology Sector: Developing a Virtual Innovation Portal". Funded by *NCSU Extension, Engagement, and Economic Development*. Total funding \$80,000: 8/07-6/08.

Montoya-Weiss, M., "Service Acceptance: Drivers of New Service Adoption and Success". Funded by *Nortel Networks*. Total funding \$50,000: 8/07-7/08.

Montoya-Weiss, M. and Anne P. Massey, "Adoption of Integrated Collaboration Environments and the Effects on Productivity". Funded by the *Eli Lilly Corporation*. Total funding \$80,000: 1/06 to 12/07.

Montoya-Weiss, M. and Harry Perros, "Service Management Introduction at NCSU: New Course Development". Funded by the *IBM Corporation*. Total funding \$30,000: 8/06-12/06.

Kang, Woosong and M. Montoya-Weiss, "Portfolio Balance and Financial Performance". Funded by the *Center for Innovation Management Studies (CIMS)*. Total funding \$10,000: 10/06 to 10/07.

Voss, Glenn B., M. Montoya-Weiss, Zannie Voss, “Investigating the Effects on Firm Performance of Product Portfolio Innovativeness and Organizational Learning through Experimentation”. Funded by the *National Science Foundation (NSF)*. Total funding \$83,000: 9/03-9/04.

Montoya-Weiss, M. and Anne P. Massey, “Global Virtual Teams: Overcoming Temporal Challenges and Managing Conflict Effectively”. Funded through a competitive research award by the *Center for Innovation Management Studies (CIMS)*. Total funding \$40,000: 1/1/01 to 1/31/02.

Winchester, Samuel, Padmini Hands, and M. Montoya-Weiss, “Constraint Based Coordination of New Product Development in the Textiles Supply Chain,”. Funded by the National Textiles Center (NTC). Total funding \$153,000: 9/00-6/02.

Center for Universal Design. “Promoting the Practice of Universal Design”. Funded by the National Institute on Disability and Rehabilitation Research, *US Department of Education*. Total funding \$374,920: 1/1/98 to 12/31/00.

O’Keefe, Bob, Anne Massey, and M. Montoya-Weiss, “From User Interface to Consumer Interface”. Funded by *NCR Financial Services Knowledge Lab*. Total funding \$50,000: 10/98 to 3/99.

Montoya-Weiss, M. and Anne P. Massey, “Network Relationships in Technological Innovation”. Funded through a competitive research award by the *Center for Innovation Management Studies (CIMS)* at Lehigh University (NSF Center). Total funding \$40,000: 3/1/96 to 12/31/98.

Montoya-Weiss, M. and Anne P. Massey, “Network Relationships in New Product Development”. Funded through a competitive research award by the *Product Development and Management Association (PDMA)*. Total funding \$2,500: 6/1/96 to 7/1/97.

Massey, Anne P. and M. Montoya-Weiss, “Knowledge Management: Linking Business Processes and IT”. Funded through a competitive research award by the *Advanced Practices Council of the Society of Information Management International*. Total funding \$50,000: 9/96 to 12/98.

Montoya-Weiss, M. “Escalation of Commitment in New Product Development Teams”. Funded through the competitive research award by the Faculty Research and Professional Development fund at *North Carolina State University*. Total funding \$5,000: 1/1/97 to 1/1/98.

### **OTHER FUNDING INITIATIVES (Total gifts approximately \$200,000)**

Innovation Lab project sponsors and financial supporters:

WorldCat, Guilford Mills, MeadWestvaco, WakeMed Hospital, Advanced Energy, K2 – Shakespeare Division, Martin Marietta, Progress Energy, Medline, Medicab, Altec, Glaxo-Wellcome, Square D, Michelin Tire, ToastMaster, John Deere, Andersen Sterilizers, Caterpillar, UNC Children’s Hospital, DaimlerChrysler, Levolor, Needlepoint.com, Oriel Therapeutics, Inc., IBM, Nortel.

### **HONORS & AWARDS**

American Council on Education (ACE) Fellowship	2009
Zelnak Professorship in Marketing & Innovation	2006
Outstanding Extension Service Award for the College of Management (NCSU)	2005
Best Conference paper - Annual Hawaii International Conference on System Sciences	2001
Best Paper in Marketing-Technology SIG - AMA Summer Educators’ Conference	2000
2 <sup>nd</sup> place, Society for Information Management International Conference	1999
Best Paper in Market Research Track - AMA Summer Educators’ Conference	1998
Nominee, NCSU University Research Award	1998
Overall Best Academic Paper Award - International PDMA Conference	1996

AMA Doctoral Consortium Fellow	1994
ISBM Doctoral Dissertation Competition Finalist	1995
Eli Broad Graduate School Fellow	1994-1995

### PAPERS IN REFEREED JOURNALS

Schmidt, Jeffrey B., Kumar Sarangee, and M. Montoya, "Exploring New Product Development Project Review Practices," forthcoming in *Journal of Product Innovation Management*.

Montoya-Weiss, M., Anne P. Massey, Caisy Hung, and Brad Crisp "Can you Hear Me Now? Communication in Virtual Product Development Teams," forthcoming in *Journal of Product Innovation Management*.

Massey, Anne P., Vijay Khatri and M. Montoya-Weiss (2007), "Usability of Online Services: The Role of Technology Readiness and Context," *Decision Sciences Journal*, 38 (2), 277-308.

Voss, Glenn B., M. Montoya-Weiss, and Zannie Voss (2006), "Aligning Innovation with Market Characteristics in the Nonprofit Professional Theater Industry", *Journal of Marketing Research*, 43 (2), 296-302.

Massey, Anne P. and M. Montoya-Weiss (2006), "Unraveling the Temporal Fabric of the Knowledge Conversion Process: A Dynamic Theory of Media Selection and Use", *MIS Quarterly*, 30 (1), 99-114.

Schmidt, Jeffrey B., Roger Calantone, Abbie Griffin, M. Montoya-Weiss, (2005), "Do Certified Mail Third Wave Follow-Ups Really Boost Response Rates and Quality?", *Marketing Letters*, 16 (2), 129-141.

Massey, Anne P., M. Montoya-Weiss, Tony O'Driscoll (2005), "Human Performance Technology and Knowledge Management: A Case Study," *Performance Improvement Quarterly*, 18 (2), 37-55.

Montoya-Weiss, M., Glenn B Voss, Dhruv Grewal (2003), "Determinants of Online Channel Use and Overall Satisfaction with a Relational, Multichannel Service Provider," *Journal of the Academy of Marketing Science*, 31 (4), 448-458.

Massey, Anne P., M. Montoya-Weiss, Yu-Ting Hung (2003), "Because Time Matters: Temporal Coordination in Global Virtual Project Teams," *Journal of Management Information Systems*, 19 (4), 129-156.

Di Benedetto, C. Anthony, Roger J Calantone, Erik VanAllen, M. Montoya-Weiss (2003), "Purchasing Joins the NPD Team," *Research-Technology Management*, 46 (4), 45-51.

Massey, Anne P., M. Montoya-Weiss, Tony M O'Driscoll (2002), "Performance-centered Design of Knowledge-intensive Processes," *Journal of Management Information Systems*, 18 (4), 37-59.

Massey, Anne P., M. Montoya-Weiss, Tony M O'Driscoll (2002), "Knowledge Management in Pursuit of Performance: Insights from Nortel Networks," *MIS Quarterly*, 26 (3), 269-290.

Patrick Y K Chau, Melissa Cole, Anne P Massey, Mitzi Montoya-Weiss, Robert M. O'Keefe (2002), "Cultural Differences in the Online Behavior of Consumers," *Communications of the ACM*, 45 (10), 138-143.

Brown, Susan A., Anne P. Massey, M. Montoya-Weiss, James R. Burkman (2002), "Do I Really Have To? User Acceptance of Mandated Technology," *European Journal of Information Systems*, 11 (4), 283-295.

Schmidt, Jeffrey B., Montoya-Weiss, M., Anne Massey (2001), "New Product Development Decision-Making Effectiveness: Comparing Individuals, Face-to-Face Teams, and Virtual Teams," *Decision Sciences*, 32 (4), 575-601.

- Montoya-Weiss, M., Anne P Massey, Michael Song (2001), "Getting it Together: Temporal Coordination and Conflict Management in Global Virtual Teams," *Academy of Management Journal*, 44 (6), 1251-1263.
- Tatikonda, Mohan V. and M. Montoya-Weiss (2001), "The Influence of Project Execution Factors on Operational and Market Outcomes in New Product Development," *Management Science*, 47 (1), 151-172.
- Tatikonda, Mohan V. and M. Montoya-Weiss (2001) [reprint in French], "SÉLECTION INTERNATIONALE; De l'intégration des perspectives opérationnelles et marketing sur l'innovation produit: l'influence des facteurs portant sur les processus organisationnels et des compétences sur le développement de la performance" *Recherche et Applications en.*, 16 (4), 71-97.
- Massey, Anne P., Mitzi Montoya-Weiss, and Kent Holcom (2001), "Reengineering the Customer Relationship: Leveraging Knowledge Assets at IBM," *Decision Support Systems*, 32 (2), 155-170.
- Massey, Anne P., M. Montoya-Weiss, Caisy Hung, V. Ramesh (2001), "Cultural Perceptions of Task-Technology Fit," *Communications of the ACM*, 44 (12), 83-84.
- Song, X. Michael and M. Montoya-Weiss (2001), "An Examination of the Effect of Perceived Technological Uncertainty on Japanese New Product Development," *Academy of Management Journal*, 44 (1), 61-80.
- Massey, Anne P., M. Montoya-Weiss, and Sue Brown (2001), "Reaping the Benefits of Innovative IT: The Long and Winding Road," *IEEE Transactions on Engineering Management*, 48 (3), 348-357.
- Montoya-Weiss, M. and Tony O'Driscoll (2000), "From Experience: Applying Performance Support Technology in the Fuzzy Front End of NPD," *Journal of Product Innovation Management*, 17 (2), 143-161.
- O'Keefe, R.M., Cole, M., Chau, P., Massey, A.P., Montoya-Weiss, M., and Perry, M. (2000), "From the User Interface to the Customer Interface: Results from a Global Experiment," *International Journal of Human Computer Studies*, 53 (4), 611-628.
- Montoya-Weiss, M. and Roger Calantone (1999), "A Model for Segment Selection in Industrial Product-Markets," *Marketing Science*, 18 (3), 373-395.
- Song, X. Michael and M. Montoya-Weiss (1998), "Critical Development Activities for Really New versus Incremental Products," *Journal of Product Innovation Management*, 15:2 (March), 124-135.
- Montoya-Weiss, M. and Anne P. Massey, Danial Clapper (1998), "On-Line Focus Groups: Conceptual Issues and A Research Tool," *European Journal of Marketing*, 32:7/8, 45-54.
- Song, X. Michael, M. Montoya-Weiss, And Jeffrey B. Schmidt (1997), " The Role of Marketing in Developing Successful New Products in South Korea And Taiwan," *Journal of International Marketing*, 5:3, 47-69.
- Song, X. Michael, M. Montoya-Weiss, and Jeffrey B. Schmidt (1997), "Antecedents and Consequences of Cross-Functional Cooperation: A Comparison of Marketing, R&D, and Manufacturing Perspectives," *Journal of Product Innovation Management*, 14:1 (January), 35-47.
- Montoya-Weiss, M. and Roger Calantone (1994), "Determinants of New Product Performance: A Review and Meta-Analysis," *Journal of Product Innovation Management*, 11:5 (November), 397-417.

## **BOOKS, CHAPTERS, & OTHER**

Massey, Anne P., M. Montoya-Weiss and V. Ramesh. (2007) "A Multi-level Performance Framework for Knowledge Management". In Jennex, M. (Ed.), *Knowledge Management in Modern Organizations*, Idea Group, Inc.

Massey, A.P. and Montoya-Weiss M (2003). Enhancing performance through knowledge management: A checklist for action. *2003 Handbook of Business Strategy*, New York, NY: Thomson, 137-141.

Montoya-Weiss, M. (1998), Book Review of *Innovation Management: Strategies, Implementation, and Profits* (A. Allufah), *Journal of Product Innovation Management*, 15:6 (November), 578-580.

Calantone, Roger, and M. Montoya (1994), "Product Launch and Follow On," in *Managing New Technology Development*, W.J. Souder and J. D. Sherman (Eds.), New York: McGraw-Hill, Inc.

Calantone, Roger, Daniel L. Wardlow, Glenn S. Omura, M. Montoya-Weiss, Madhu Agrawal (1993), *A Selected Bibliography of Entrepreneurship Literature*, Michigan State University Press: East Lansing, MI.

Ted Haggblom, M. Montoya-Weiss, Roger J. Calantone, and C. Anthony diBenedetto (1993), *Instructor's Manual to Accompany the Product Manager's Toolbox*, NY: McGraw-Hill, Inc.

## **PAPERS UNDER REVIEW**

Im, Subin, M. Montoya-Weiss, and John Workman, "Innovation Team Characteristics, Creativity, and Product Competitive Advantage in High-Tech Firms", under 3<sup>rd</sup> review at *Journal of Product Innovation Management*.

Montoya, Massey and Khatri, "Connecting IT Service Operations to Service Marketing Practices: Trust in IT Service Providers", under 2<sup>nd</sup> review at *Journal of Management Information Systems*.

Montoya, Massey, Samuel, Lockwood, "PVP: Measuring Perceived Virtual Presence in Collaborative Virtual Environments", under 1<sup>st</sup> review at *Management Information Systems Quarterly*.

*Conference Proceedings available upon request.*

## **TEACHING EXPERIENCE**

- Global Service and Product Innovation short courses (England, Portugal)
- Strategic Management of Technology and Innovation (Graduate)
- Product Management (Graduate and Undergraduate)
- Product Innovation Lab (Graduate and Undergraduate)
- Service Innovation Lab (Graduate)
- Service Management (Graduate)
- Marketing Management and Strategy (Graduate)
- Marketing Principles (Undergraduate)

## **PROFESSIONAL MEMBERSHIPS & REVIEWER ACTIVITY**

- American Marketing Association (AMA)
- Product Development and Management Association (PDMA)

### **Scholarly Journal Reviewer Activities**

*Journal of Marketing, Management Science, Journal of Retailing, Journal of the Academy of Marketing Sciences, Journal of International Marketing, IEEE Transactions on Engineering Management, American Marketing Association Conferences, PDMA Conferences and Dissertation Competitions.*