

POOJA THAKUR-WERNZ

Williams School of Commerce, Economics & Politics
Washington and Lee University
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EDUCATION

Ph.D. in Management, Rutgers University, USA 2010
MBA, Indiana University of Pennsylvania, USA 2003
B. Commerce (Honors), Osmania University, India 2001

ACADEMIC POSITIONS

Assistant Professor of Strategy and International Business 2020-
Department of Business Administration
Williams College of Commerce, Economics & Politics
And Affiliate Faculty at Middle East and South Asia (MESA)
Washington & Lee University

Assistant Professor of Strategy and International Business, 2018-2020
Department of Management
W. Frank Barton School of Business
Wichita State University

Assistant Professor of International Business 2010-2018
Department of Management,
Pamplin College of Business
Virginia Tech

Instructor of Strategy and International Business, 2008- 2010
Department of Management and Global Business,
Rutgers Business School,
Rutgers University

VISITING POSITIONS

Visiting Research Fellow 2022
Gordon Institute of Business Studies
University of Pretoria, South Africa

Visiting Faculty 2019-2020
Department of Management
Robins School of Business
University of Richmond

Visiting Faculty 2017-2018
Department of Management
School of Business
Virginia Commonwealth University

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AWARDS AND SCHOLARSHIPS

<i>Finalist, Best Reviewer Award, European Academy of International Business</i>	2022
<i>Lenfest Summer Fellowship Award, Washington & Lee University</i>	2021 & 2022
<i>Best Reviewer Award, Academy of International Business (AIB)</i>	2019
<i>Runner up, Best Paper Award, Corporate Governance: An International Review</i>	2017
<i>Best Reviewer Award, Academy of International Business (AIB)</i>	2017
<i>Finalist, AOM Carolyn Dexter Best International Paper Award</i>	2015
<i>Finalist, AOM IM Division Best Paper Award on Emerging Markets</i>	2015
<i>Best Reviewer Award, Academy of International Business (AIB)</i>	2012
<i>Finalist, AIB Richard Farmer Best Dissertation Award</i>	2011
<i>Research Fellowship, Rutgers Business School</i>	2009
<i>Best Doctoral Thesis Proposal Award, EIBA</i>	2008
<i>Promising Dissertation Proposal Award, IM Division, AOM</i>	2008
<i>Dissertation Research Award, Technology Management Research Center</i>	2008
<i>Second Place Runner Up, Best Proposal, TAMIU Doctoral Consortium</i>	2007
<i>Summer Research Scholarship, Rutgers Business School</i>	2007-2009

RESEARCH INTERESTS

Emerging Economy Firms, Internationalization, Innovation, Offshoring, Outsourcing, Bio-Pharmaceutical Industry, India.

PUBLICATIONS

- (17) **Thakur-Wernz, P.**, & Bosse, D. (2023) Configurational Framework of Learning Conduits Used by Emerging Economy Firms to Improve their Innovation Performance. *Journal of Business Research*, 157.
- (16) Piscitello, L., & **Thakur-Wernz, P.** (2023) Impact of Domestic and Foreign Knowledge Mechanisms on the Innovation Performance of Indian Firms, *International Business Review*, 102107. (Authors listed alphabetically)
- (15) **Thakur-Wernz, P.** Bruyaka, O. & Contractor, F. (2022) Sourcing portfolio diversity in new product development: Antecedents and performance implications. *Journal of Business Research*, 150:179-193.
- (14) **Thakur-Wernz, P.** & Wernz, C. (2022) Impact of Stronger Intellectual Property Rights Regime on Innovation by Indian Bio-pharmaceutical firms: De Alio Versus De Novo Firms. *Journal of Business Research*, 138: 457-473.
- (13) Samant, S., **Thakur-Wernz, P.** & Hatfield, D. (2021) The Impact of Differences in Internationalization Processes on Innovation in Emerging Economy Firms. *International Journal of Emerging Markets*. DOI 10.1108/IJOEM-11-2020-1331.

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- (12) **Thakur-Wernz, P.** & Wernz, C. (2020) Does R&D Offshore Outsourcing Improve Innovation in Vendor Firms from Emerging Economies? A Study of Bio-pharmaceutical Industry in India. *International Journal of Emerging Markets*. DOI 10.1108/IJOEM-03-2020-0308.
- (11) **Thakur-Wernz, P.** Bruyaka, O. & Contractor, F. (2020) Impact of Offshoring and Outsourcing of Complex Activities on Performance: Global Clinical Trials in Pharmaceutical R&D. *Technovation*, 90-91: 102097.
- (10) Samant, S., **Thakur-Wernz, P.** & Hatfield, D. (2020) Does the focus of Policy Impact the Nature of Innovation? Evidence from Renewable Energy Sector in Emerging Economies. *Energy Policy*, 137:111119.
- (9) **Thakur-Wernz, P.**, Cantwell, J. & Samant, S. (2019) Impact of International Entry Choices on the Nature and Type of Innovation: Evidence from Emerging Economy Firms from the Indian Bio-Pharmaceutical Industry. *International Business Review*, 28(6):101601.
- (8) **Thakur-Wernz, P.** & Samant, S. (2019) Relationship between International Experience and Innovation Performance: Importance of Organizational Learning for EMNEs, *Global Strategy Journal*. 9(3): 355-487.
- (7) **Thakur-Wernz, P.** (2019) A Typology of Backsourcing: Short-Run Total Costs and Internal Capabilities for Re-internalization. *Journal of Global Operations and Strategic Sourcing*, 12(1): 42-61.
- (6) **Thakur-Wernz, P.** & Bruyaka, O. (2017) Evolution of Offshoring and Outsourcing Configurations: Evidence from the Biopharmaceutical Industry, *Management International Review*, 57(6): 909-946.
- (5) Gove, S., Junkunc, M., Bruyaka, O., Ricardo, L., Mingo, S., Song, Y., & **Thakur-Wernz, P.** (2017) Reexamining CEO Duality: The Surprising Problematic Issue of Conceptualization and Measurement, *Corporate Governance: An International Review*, 25(6): 411-427.
- (4) **Thakur-Wernz, P.** & Samant, S. (2015) Curvilinear Relationship between Internationalization and Innovation: Evidence from firms in an Emerging Economy, *Academy of Management Best Paper Proceedings*, 2015(1): 18345.
- (3) Wernz, C., **Thakur-Wernz, P.** & Kongkiti P. (2014) Service Convergence and Service Integration in Medical Tourism, *Industrial Management & Data Systems*, 114(7): 1094-1106.
- (2) Bruyaka, O., Zeitzmann, H., Chalamon, I., Wokutch, R. & **Thakur, P.** (2012) Strategic Corporate Social Responsibility and Orphan Drug Development: Insights from the US and the EU Biopharmaceutical Industry, *Journal of Business Ethics*, 117(1): 45-65.

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(1) Newburry, W. & **Thakur, P.** (2010) Multi-Level Impacts on Perceived Career Opportunity from Global Integration, *International Journal of Human Resource Management*, 21(13): 2358-2380.

MANUSCRIPTS UNDER REVIEW

Thakur-Wernz, P., Barnard, H., & Matthee, M. Foreign direct investment into countries where civilian lives are at risk: Policy recommendations for violence-prone countries Revise and Resubmit: *Journal of International Business Policy*.

Thakur-Wernz, P. & Bruyaka, O. Who Spends Beyond the Mandatory CSR Requirement and Why? Evidence on CSR Spending of MNEs and Domestic Firms in India. Under Review: *Journal of International Business Studies*.

WORKING PAPERS

Bassiouny, A., **Thakur-Wernz, P.** & ElShinnawy, M. Overcoming institutional voids: family-owned versus non-family-owned firms in Egypt. Target Journal: *Journal of International Business*.

Thakur-Wernz, P. & Wernz, C. Configurational Framework to understand the Disruptive Innovation in the Automobile Industry. Target Journal: *Research Policy*.

Thakur-Wernz, P. & Samant, S., Hatfield, D., Innovation, and Technology Development in Emerging Economies: A Cross-National Comparison. Target Journal: *Strategic Management Journal*.

Bruyaka, O., **Thakur-Wernz, P.** & Prange, C. Value Creation versus Rent Appropriation: Differential Effects of Foreign Location Portfolio on Innovation Performance of Emerging Economy MNEs. Target Journal: *Journal of International Business Studies*.

Thakur-Wernz, P. What Drives Differences in Offshoring Decisions? Multi-Level Analysis of Drug Development in the Biopharmaceutical Industry. Target Journal: *Journal of International Business Studies*.

CONFERENCE PRESENTATIONS

Thakur-Wernz, P., & Bosse, D. Configurational Framework of Learning Conduits Used by Emerging Economy Firms to Improve their Innovation Performance. *European Academy of International Business Annual Conference, 2022*.

Thakur-Wernz, P. & Piscitello, L. Learning from (Domestic vs. Foreign) External Sources by Emerging Economy Firms. The Moderating Role of Longitudinal and Latitudinal Absorptive Capacity. *European Academy of International Business Annual Conference, 2021*.

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Samant, S., **Thakur-Wernz, P.** & Hatfield, D. Do Fools Rush In? The Impact of Aggressive Internationalization on the Nature of Innovation by Emerging Economy MNEs. *Academy of International Business Annual Conference*, 2020 (Accepted but not presented due to COVID).

Thakur-Wernz, P. Impact of R&D Offshore Outsourcing on Innovation Performance of Outsourcing Vendors from Emerging Economies. *Academy of International Business Annual Conference*, 2019.

Samant, S., **Thakur-Wernz, P.** & Hatfield, D. Effects of Differences in Internationalization Processes on Technology Innovations by Emerging Economy Multinationals, *Academy of International Business Annual Conference*, 2019.

Samant, S., **Thakur-Wernz, P.** & Hatfield, D. How Does the Focus of Support Matter? The Impact of Government Push and Market Pull Policies on Innovation in Emerging Economies. *Academy of International Business Annual Conference*, 2018.

Thakur-Wernz, P. & Contractor, C. Impact of Sourcing Portfolio Diversity on Firm Performance. *Academy of Management Annual Conference*, 2017.

Thakur-Wernz, P., Cantwell, J. & Samant, S. How adopting Competence-Creating Organizational forms abroad affects MNE Innovation at Home: Indian EMNEs in the Biopharmaceutical Industry. *Academy of International Business Annual Conference*, 2016, and *Academy of Management Annual Conference*, 2016.

Thakur-Wernz, P. & Samant, S. Curvilinear Relationship between Internationalization and Innovation: Evidence from Firms in an Emerging Economy. *Academy of International Business Annual Conference*, 2015, and *Academy of Management Annual Conference*, 2015.

Wernz, C., **Thakur-Wernz, P.** & Kongkiti P. Service Convergence and Service Integration in Medical Tourism. *Academy of International Business Annual Conference*, 2014.

Thakur-Wernz, P. & Wernz, C. What Drives Differences in Offshoring Decisions? Multi-Level Analysis of Drug Development in the Biopharmaceutical Industry. *European International Business Academy (EIBA) Annual Conference* 2013.

Thakur-Wernz, P. & Wernz, C. Backsourcing: A Theoretical Framework. *European International Business Academy (EIBA) Annual Conference*, Bremen, Germany, December 2013, and *Academy of International Business Annual Conference*, 2012.

Thakur-Wernz, P. Backsourcing: Beneficial Strategic Change or Strategy Failure. *Academy of International Business Annual Conference*, 2011.

Thakur, P. & Contractor, C. Strategic Versus Operational Determinants of Offshoring and Outsourcing, *Academy of Management*, 2010.

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Thakur, P. & Piepenbrink, A. Motives for Offshoring: Offshore Outsourcing versus Captive Offshoring, *Academy of International Business Annual Conference*, 2010.

Thakur, P. Evolution of Sourcing Strategies of Firm's Core Activities: Case Study Evidence from the Pharmaceutical Industry, *European International Business Academy Annual Conference*, 2009.

Thakur, P. & Contractor, F. Impact of Offshoring and Outsourcing of Clinical Trials on Firm Performance", *European International Business Academy Annual Conference*, 2008 and *Academy of International Business Annual Conference*, 2009.

Contractor, F. & **Thakur, P.** The Determinants of the Externalization of Clinical Trials and their Geographical Coverage: In-House versus Outsourcing versus Offshoring, 2nd Annual *Offshoring Research Network Conference and Workshop*, Temple University, 2008, and *Conference on Offshoring and Offshoring*, SDA Bocconi, 2008.

Thakur, P. Impact of FDI Strategy on the Performance of Indian Pharmaceutical Subsidiaries, *Academy of International Business Annual Conference*, 2008.

Thakur, P. Impact of Organizational Acculturation on Subsidiary Performance: Competence Exploiting versus Competence Creating Subsidiaries, *European International Business Academy Annual Conference*, 2007.

Thakur, P. & Zhang, F. Host Country Determinants of Cross-Border Acquisitions: The Case of Chinese and Indian Firms, *European International Business Academy Annual Conference*, 2007.

Jiang, G., Zhang, F. & **Thakur, P.** The Location Choice of Cross-border Mergers and Acquisitions: The Case of Chinese Firms, *European International Business Academy Annual Conference*, 2007.

Newburry, W. & **Thakur, P.** Multi-Level Impacts on Perceived Career Opportunity from Global Integration, *Academy of International Business Annual Conference*, 2007.

Thakur, P. & Feinberg, S. Role of R&D Expenditure and Agglomeration in the Performance of Canadian Subsidiaries, *European International Business Academy Annual Conference*, 2006 and *TAIMU Doctoral Consortium*, 2007.

Thakur, P. Impact of Cross-Border M&A on Economic Growth in Developing Countries, *Academy of International Business Annual Conference*, 2006.

INVITED PRESENTATIONS

Thakur-Wernz, P. The impact of foreign-based and domestic-based learning on innovation by Indian MNEs, Gordon Institute of Business Science, University of Pretoria, South Africa, 2022.

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Thakur-Wernz, P. How Adopting Competence-creating Organizational Forms Abroad Affects MNE Innovation at Home: Indian EMNEs in the Biopharmaceutical Industry, University of Victoria, Victoria, Canada, 2016.

Thakur-Wernz, P. Research in Management, Kasetsart University, Bangkok, Thailand, 2013.

Thakur, P. Offshoring and Outsourcing of Clinical Trials, Alto University, Helsinki, Finland, 2011.

Thakur, P. Backsourcing: Beneficial Strategic Change or Strategy Failure, Copenhagen Business School, Copenhagen, Denmark, 2011.

Thakur, P. Externalization of Core Activities and their Geographical Coverage: In-House versus Offshoring versus Outsourcing of Clinical Trials, Blanche and Irwin Lerner Center for Pharmaceutical Management Studies, Rutgers Business School, 2010.

Thakur, P. Outsourcing and Offshoring of Clinical Trials, International Quality and Productivity Center, 2nd Clinical Trial Logistics Conference, 2010.

TEACHING INTERESTS

Business Policy and Strategy, Global Strategic Management, International Business, and International Management.

TEACHING EXPERIENCE

Washington and Lee University

Strategic Management for Undergraduates	2020-
International Business	2022-
Study Abroad to India	2023-

Wichita State University

Advanced Strategy for MBAs	2018-2019
International Business for Undergraduates (Online)	2018-2019

Virginia Tech

International Business for MBAs	2011-2015
International Business for Undergraduates	2010-2018
International Management for Undergraduates	2011-2017

Rutgers University

International Business for EMBA's	2010
International Business for Undergraduates	2008-2009
Business Policy and Strategy for Undergraduates	2009-2010

POOJA THAKUR-WERNZ

GRADUATE STUDENT ADVISING

Ph.D. Student

Co-Advisor for Shantala Samant, New Technology Development in Emerging Economies: An Examination of the Antecedents of International Patenting Activity

Dissertation Defense, December 2016

Tenure Track position at Western Washington University since Fall of 2016

MBA Students

Joshua Zilke, May 2014

Kevin Lang, May 2013

Sara Horsey, May 2013

Arijita De, May 2011

CURRICULUM DESIGN AND DEVELOPMENT

Study Abroad to India	2021
International Business for Undergraduates at WLU	2020
International Business for Undergraduate at VT (2000 level)	2016-2017
International Business for Undergraduates at VT (3000 level)	2010

MEDIA PRESENCE

The News-Gazette “Paper Examines R&D Outsourcing” March 10, 2021.

Clinical Trials Week “Technology- Innovation and Technology; Recent Findings in Innovation and Technology Described by Researchers from Wichita State University (Antecedents and Relative Performance of Sourcing Choices for New Product Development Projects)” April 20, 2020: p.1556.

Economics Week “Energy - Renewable Energy; Recent Findings from Western Washington University Has Provided New Information About Renewable Energy (Does the Focus of Renewable Energy Policy Impact the Nature of Innovation? Evidence from Emerging Economies).” April 3, 2020: 689.

Drug Week “Drugs and Therapies - Biopharmaceuticals; New Biopharmaceuticals Study Findings Reported from Wichita State University (Impact of International Entry Choices on the Nature and Type of Innovation: Evidence from Emerging Economy Firms from the Indian Bio-Pharmaceutical Industry).” December 6, 2019: 2642.

Obesity, Fitness & Wellness Week “New Biopharmaceuticals Study Findings Reported from Wichita State University (Impact of International Entry Choices on the Nature and Type of Innovation: Evidence from Emerging Economy Firms from the Indian Bio-pharmaceutical Industry)” December 7, 2019.

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Politics & Government Week “New Data from Virginia Technical University Illuminate Findings in Global Strategies (Relationship between International Experience and Innovation Performance: The Importance of Organizational Learning and Innovation)” September 12, 2019.

Roanoke Times “Trump tariffs loom over Pulaski County’s global trade” April 15, 2018.

Economics Week “Study Results from Virginia Commonwealth University Broaden Understanding of Biopharmaceuticals (Co-evolutionary Perspective on Sourcing Portfolios: Examining Sourcing Choices for Clinical Trials of Bio-pharmaceutical Firms)” December 22, 2017.

INDUSTRY EXPERIENCE

E-Center Manager, Pennsylvania State Employees Credit Union 2003-2005

SERVICE AND LEADERSHIP

Member, Harte Center Advisory Board 2022

Member, Global Learning Advisory Committee, Washington and Lee 2021-

Member, Faculty Search Committee, Wichita State University 2018

Chair, Research Series for Management Department, Virginia Tech 2013-2018

Chair and Member, International Programs Committee, Virginia Tech 2010-2017

Member, Pamplin Advisory Committee-International Programs 2010-2014

Co-Chair, Faculty Search Committee, Virginia Tech 2012

International Faculty Development Program, Virginia Tech 2011

Session Chair, Academy of International Business 2011, 2013

Chair, Doctoral Students Committee, AOM - IM 2009

Program Assistant, AIB 2008

Program Administrator, Offshoring and Outsourcing Conference, Bocconi 2008

EDITORSHIP

Senior Editor, International Journal of Emerging Markets 2022-

REVIEWER

Journal of International Business Studies

Research Policy

Global Strategy Journal

Journal of World Business

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International Business Review
Journal of Management
Management International Review
Journal of International Management
Asia Pacific Journal of Management
British Journal of Management
European Management Journal

AFFILIATIONS AND PROFESSIONAL MEMBERSHIP

International Management Division of Academy of Management (AOM)
Member and Reviewer (since 2006)
Doctoral Students Committee Chair (2007-2009)
Academy of International Business (AIB)
Member and Reviewer (since 2006)
European International Business Academy (EIBA)
Member and Reviewer (since 2006)