

POOJA THAKUR-WERNZ

Williams School of Commerce, Economics & Politics
Washington and Lee University
Pthakur-wernz@wlu.edu

126 Huntley Hall
Lexington, VA - 24450
(724) 840-1643

EDUCATION

PhD 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 Department of Business Administration Williams College of Commerce, Economics & Politics Washington & Lee University	2020-
--	-------

And Affiliate Faculty of Middle East and South Asia The College Washington & Lee University	2021-
--	-------

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

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

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

VISITING POSITIONS

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

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

POOJA THAKUR-WERNZ

RESEARCH INTERESTS

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

AWARDS AND SCHOLARSHIPS

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

PUBLICATIONS

(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.

(12) **Thakur-Wernz, P.** & Wernz, C. (2021) 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

POOJA THAKUR-WERNZ

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.

(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., Bruyaka, O. & Contractor, F. Sourcing Portfolio Diversity in New Product Development: Antecedents and Performance Implications. Under Review at *Journal of Business Research* (Second Round of Review).

Thakur-Wernz, P. & Piscitello, L. Comparison of Various Learning Mechanisms used by EMNEs to improve their Innovation Performance: Context of Indian Bio-pharmaceutical Industry. Under Review at *International Business Review* (Revise and Resubmit).

POOJA THAKUR-WERNZ

Thakur-Wernz, P., & Bosse, D. Technological Catching-up: What we know about Innovation in Emerging Economy Firms. Under Review at *Global Strategy Journal* (First Round of Review).

WORKING PAPERS

Thakur-Wernz, P. & Samant, S. Corporate Social Responsibility by Emerging Economy firms. Target Journal: *Journal of Business Ethics*.

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. & 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.

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, 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, 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, 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, 2018.

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

POOJA THAKUR-WERNZ

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, 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, 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, Bremen, Germany, December 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.*

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.*

POOJA THAKUR-WERNZ

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. 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.

POOJA THAKUR-WERNZ

REVIEWER

Journal of International Business Studies
Research Policy
Global Strategy Journal
Journal of World Business
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

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-

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

GRADUATE STUDENT ADVISING

PhD 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 2016

MBA Students

Joshua Zilke, May 2014

POOJA THAKUR-WERNZ

Kevin Lang, May 2013
Sara Horsey, May 2013
Arijita De, May 2011

UNDERGRADUATE STUDENT ADVISING

Davis William, W&L 2024
Henry Holliday, W&L 2024
Logan Moyer, W&L 2024
Becket Waters, W&L 2024
Samuel, Williams, W&L 2024

CURRICULAM DESIGN AND DEVELOPMENT

Study Abroad to India at W&L	2021
International Business at W&L	2021
International Business for Undergraduate at Virginia Tech (2000 level)	2016-2017
International Business for Undergraduates at Virginia Tech (3000 level)	2010

MEDIA PRESENCE

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.

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.

POOJA THAKUR-WERNZ

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, 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

AFFILIATIONS AND PROFESSIONAL MEMBERSHIP

International Management Division of Academy of Management (AOM)
Member and Reviewer (since 2006)
Doctoral Students Committee Member (2007-2009)

Academy of International Business (AIB)
Member and Reviewer (since 2006)

European International Business Academy (EIBA)
Member and Reviewer (since 2006)