

William R. Meek

Department of Management/Marketing
School of Business Administration
University of Dayton
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EDUCATION

Ph.D., May 2010, University of Louisville College of Business

M.B.A., 2004, Bradley University

B.S. with honors in Business Management & Administration, 2003, Bradley University

RESEARCH INTERESTS

Program of research: Franchising; environmentally responsible entrepreneurship, Academic Entrepreneurship, family business, gender and entrepreneurship.

Specific interests: Research at the intersection of the family business and entrepreneurship, franchising, Environmental entrepreneurship, Academic Entrepreneurship.

REFEREED JOURNAL ARTICLES

Meek, W.R. & Wood, M.S. (2015). Navigating a Sea of Change: Identity Misalignment and Adaptation in Academic Entrepreneurship. *Entrepreneurship Theory & Practice*

Cumberland, D.M., Meek, W.R. and Germain, R. (2015). Entrepreneurial Self-efficacy and Firm Performance in Challenging environments: Evidence from the Franchise Context. *Journal of Developmental Entrepreneurship*, 20(1).

Meek, W.R., Sullivan, D. & Mueller, J. (2014). Gender Differences in Entrepreneurial Relationships within the Franchise Context. *Journal of Developmental Entrepreneurship*, 19(4).

Sullivan, D. & Meek, W.R. (2012). Gender and Entrepreneurship: A Review : Process Model. *Journal of Managerial Psychology*.

Meek, W.R, Davis-Sramek, E., Baucus, M. & Germain, R. (2011). Commitment in Franchising: The Role of collaborative communication and a franchisee's propensity to leave. *Entrepreneurship Theory & Practice*.

Meek, W.R., Pacheco, D.P., & York, J.G. (2010). The impact of social norms on entrepreneurial action: Evidence from the environmental entrepreneurship context. *Journal of Business Venturing*, 25 (5), 493-509.

Kemelgor, B.H., & Meek, W.R. (2008). Employee Retention in Growth-Oriented Entrepreneurial Firms: An Exploratory Study. *Journal of Small Business Strategy*, 19(1), 74-86.

Baucus, M., Norton, W.I., Davis-Sramek, B.D., & Meek, W.R. (2008). Cheating and NASCAR: Who's at the Wheel. *Business Horizons*, 51(5), 379-389

REFEREED BOOK CHAPTERS

Meek, William, R. (2010). The Role of Family Member Support in Entrepreneurial entry, continuance, and exit: An Autoethnography. *Advances in Entrepreneurship, Firm Emergence, and Growth*. Vol. 12. Eds., Lumpkin, Tom, Katz, J., & Stewart, Alex.

WORK IN PROGRESS

Baucus, Melissa, Davis, Beth, Germain, Richard, & Meek, William R. (2012). A latent growth approach for examining franchisor quality signals to franchisees. (Currently under review at *Small Business Economics*)

Kiewitz, C. & Meek, W.R. Why entrepreneurship is stressful: Integrating resource-based theory and conservation of resources theory. (Targeted towards *Entrepreneurship Theory & Practice*)

Kushev, T. & Meek, W.R. Franchisee Cooperation: The Effects of Justice Perception, Trust, & Affective Commitment on Citizenship Behavior. (Targeted towards *Journal of Business Ethics*)

Meek, W.R., Mueller, J. & Sullivan, D.M. Gender Differences in Franchisee Performance: The Role of Trust and Conflict in Relation to Multiple Performance Metrics. (Targeted towards *Journal of Small Business Management*)

Meek, W.R., Williams, D.W. & Kiewitz, C. Entrepreneurial Behavior in the Long Run: An Ethnographic Study of Persistence and Start-up Behaviors. (Targeted towards *Entrepreneurship Theory & Practice*)

Meek, W.R. Sullivan, D.M. The influence of Gender and Self-Identity on Environmental Sustainability Orientation – Evidence from Existing Entrepreneurs. (Targeted towards *Journal of Business Venturing*)

Meek, William R, & Bruce, Reginald. Career motivation among nascent entrepreneurs and its impact on entrepreneurial intensity (Targeted towards *Journal of Small Business & Entrepreneurship*)

Meek, William R. Toys in the Attic: Generalists vs. Specialists in the Evolution of the Retail Toy Industry – the Generalists Strike Back (Targeted towards *Strategic Organization*).

Meek, William R., & Crum, Michael. Ready for Takeoff: The Emergence of the Light Sport Aircraft Industry. (Targeted towards *Strategic Entrepreneurship Journal*).

Meek, William R., & Mitteness, Cheryl. The Impact of Social Norms on the Perceived Desirability of Creating an Independent Business or Buying a Franchise

Sullivan, D.M. & Meek, W.R. Co-evolution is a slow process: A resource-based investigation of new ventures and their networks.

Sullivan, D.M. & Meek, W.R. How Family and Non-Family Tie Action Sets are Associated with Early Venture Performance. (Targeted towards *Entrepreneurship Theory & Practice*)

PRESENTATIONS

Meek, William R., Singing to the “Crowd”: Examining Whether Environmentally Sustainable Messaging and Norm Illustration Impact the Success of Crowdfunding Efforts. Presented at the 2015 Babson College Entrepreneurship Research Conference (BCERC) in Boston, Massachusetts. June, 2015.

Meek, William R. and Sullivan, D.M. “Kickstarting New Businesses: Exploring the Dynamics of Gender and Crowdfunding. Presented at the 2015 DIANA International Research Conference (BCERC) in Boston, Massachusetts 2015 DIANA Conference, Wellesley, MA. June 2015

Meek, William R. and Gianiodis, P. The Dark Side of Academic Entrepreneurship. Presented at the 2015 International Association of Business and Society (IABS) Conference, Guanacaste, Costa Rica.

Meek, William R. Social and Sustainable Gender Differences in Entrepreneurship: Assessing the Extent of Mission Achievement Among Men and Women Social and Sustainable Entrepreneurs. Presented at the 2014 Babson College Entrepreneurship Research Conference (BCERC) in London, Ontario, Canada.

Meek, William, R. Mission Accomplished or Mission Aborted: Examining the Extent of Mission Achievement Among Men and Women Social and Sustainable Entrepreneurs. Presented at the 2014 Sustainability, Ethics, and Entrepreneurship (SEE) Conference in Denver, Colorado. May, 2014.

Meek, William R. and Antolin-Lopez, Raquel. Entrepreneurial Sustainability Orientation: Development of a New Measure to Drive the Emergence and Adoption of Research on Environmental/Sustainable Entrepreneurship. Presented at the 2014 Sustainability, Ethics, and Entrepreneurship (SEE) Conference in Denver, Colorado. May, 2014

Meek, William, R. Williams, D., and Kiewitz, Christian. Entrepreneurial Behavior in the Long Run: An Ethnographic Study of Persistence and Start-up Behaviors. Presented at the 2013 SMA Conference, New Orleans, LA, November 8, 2013.

Meek, William, R. Triple Bottom Line Technology as a Moral Imperative: The Special case of Land-Grant, Sea-Grant, and Sun-Grant Universities in the U.S. Presented at the 2013 Sustainability, Ethics, and Entrepreneurship (SEE) Conference in Denver, Colorado. April, 2013.

Meek, William, R. and Sullivan, Diane M. Gender Differences in Entrepreneurship: Assessing Perceptions of Entrepreneurial outcomes among Men and Women Entrepreneurs. Presented at the 2013 Babson College Entrepreneurship Research Conference. Lyon, France. June 7, 2013.

Sullivan, Diane M. Meek, William R & Ford, C. How Entrepreneurs' Knowledge and Reliance on Network Ties Relate to Startup Performance. Presented at the 2013 Babson College Entrepreneurship Research Conference. Lyon, France. June 6, 2013.

Baucus, Melissa, Davis, Beth, Germain, Richard, & Meek, William R. A latent growth approach for examining franchisor quality signals to franchisees. Presented at the 2012 Academy of Management Meeting in Boston, MA.

Kushev, Trayan, Meek, William R., Davis-Sramek, Beth. Franchisee Cooperation: The effects of Justice Perception, Trust, and Affective Commitment on Citizenship Behavior. Presented at the 2012 Academy of Management Meeting in Boston, MA.

Meek, William R., & Sullivan, D.M. The influence of gender and self-identity on Environmental Sustainability Orientation – Evidence from existing entrepreneurs. Presented at the 2012 Babson College Entrepreneurship Research Conference (BCERC) in Ft. Worth, Texas.

Meek, William, R., Pacheco, Desiree, P., & York, Jeff. The impact of social norms on entrepreneurial action: Evidence from the environmental entrepreneurship context. Presented at the 2009 Academy of Management Meeting in Chicago, IL.

Crum, Michael & Meek, William R. Ready for Takeoff: The Emergence of the Light Sport Aircraft Industry. Presented at the 2008 Academy of Management Meeting in Anaheim, CA.

Kemelgor, Bruce & Meek, William R. Employee Retention in Growth Oriented Firms. Presented at International Council for Small Business (ICSB) World Conference June 2007 in Turku, Finland.

Meek, William R. & Bruce, Reginald. Do Career Reasons Have an Impact on Nascent Entrepreneurs: Effect of Career Reasons on Entrepreneurial Intensity. Presented at the SMA 2007 Meeting in Nashville, TN.

Meek, William R, & Bruce, Reginald. Career motivation among nascent entrepreneurs and its impact on entrepreneurial intensity. Presented at the 2007 Society of Entrepreneurship Scholars (SES) Conference and Manuscript Boot-camp at Ohio State University.

Meek, William R. An Ethnographic Account of Family Influence on New Firm Founding. Presented at the Family Enterprise Research Conference (FERC) 2008 Meeting in Milwaukee, WI.

Meek, William R., & Mitteness, Cheryl. The Impact of Social Norms on the Perceived Desirability of Creating an Independent Business or Buying a Franchise. Presented at the 2008 Academy of Management Meeting in Anaheim, CA.

Mitteness, Cheryl, Meek, William, Baucus, Melissa S., & Bruce, Reginald. Impact of Fear of Failure on Intention to Create an Independent or Franchise Business. Presented at the SMA 2007 Meeting in Nashville, TN.

PROFESSIONAL EXPERIENCE

University of Dayton – Dayton, OH Assistant Professor of Management/Marketing
8/2009 - Present

Caterpillar Logistics Services, Inc. – Morton, IL Marketing Account Representative
11/2004 -8/2005

- Research – Responded to clients request for proposals regarding the service offering capabilities of Cat Logistics.
- Representation – Represented Caterpillar Logistics at industry trade shows.
- Event Planning – Planned national sales conferences for new and existing customers in North America and Europe.
- Sales – Traveled as part of the business development team and conducted customer visits with new prospects in Mexico, Canada, and the U.S..

Competitive Analysis Coordinator 6/2003 -11/2004

- Research – Conducted analysis of competitor profitability and target markets, industry trends, competition, average return on investment, and merger and acquisition activity.
- Database Development – Developed and populated extensive database of current and potential customers with sales leads, customer contacts, and targeted services.
- Financial Analysis – Calculated and compared industry profitability levels for different segments of the market and gave recommendations for which segments to target.
- Training - Trained business development managers how to use research databases.

Bradley University Small Business Development Center – Peoria, IL

Graduate Assistant 8/2003 - 12/2004

- Coordinating – Found and qualified local small businesses to work with student consulting teams in the SBI (Small Business Institute) Capstone Class in Strategy.

- Development – Helped existing and nascent entrepreneurs develop marketing and business plans for their business ideas.
- Certification – Earned a certificate in Small Business Management.

University of Louisville Office of Technology Transfer – Louisville, KY

Graduate Intern 1/2007 - 5/2007

- Qualitative interviews – Conducted several interviews with venture capitalists and top management team members of academic spin-offs concerning the processes and criteria they used to select and develop their initial top management teams and employees.
- Research – Learned how to research patent and trademark information using the U.S. Patent and Trademark Office (USPTO) Databases.
- Interaction – Discovered how sponsored industry research, university research laboratories and technology transfer personnel interact in technology transfer applications.

ENTREPRENEURIAL EXPERIENCE

Royal Star Properties, LLC

Founder/Owner 8/2004 - Present

- Development – Developed multi-family home in new development in central Illinois.
- Rental – Operate five residential rental real-estate properties.
- Rehabilitation – Rehabilitated two properties that were subsequently resold for a profit.

Meek's Motorsports Incorporated – Neoga, IL

Chief Strategist 11/2004-12/2007

- Founding Team – Worked with my father to develop business plan, negotiated with potential financiers, incorporated the business and located physical premises for new powersports dealership.
- Strategy Formulation – Developed multi-stage plan for retailing growth and development and alternative product line additions.
- Operation – Interacted and assisted retail customers with purchasing decisions.