

March 18, 2016



## CURRICULUM VITAE

### **Bruce James Hanson**

Professor of Business  
Director of the Center for Global Business  
School of Business  
Concordia University Irvine

517 Termino Ave., Long Beach, CA 90814

Cell: 949-228-0492

Email: dochanson@mac.com

## EDUCATION

PH.D. 1995 Organizational Behavior, Case Western Reserve University, Cleveland, Ohio

M.A. 1981 Urban Studies, University of Akron, Akron, Ohio

Visiting Scholar 1978 Town and Country Planning, University of Aston, Birmingham, U.K.

B.A. 1977 Sociology, Augustana College, Sioux Falls, South Dakota

## ACADEMIC EXPERIENCE

### **August 2005-present, Concordia University Irvine, Irvine, California**

**Director of the Center for Global Business** – initiating a new center within the newly formed School of Business to better connect the school of Business with Global Business. The two primary efforts of this center is to develop joint programs and recruit students from many parts of the globe, and to connect with global business community located in Orange County.

**MBA Program Director** (2006-2014), responsible for the development of a new MBA program in Business Practice which include the development, coordination, and staffing of the curriculum. The major innovation is that each student can custom tailor their major from elective courses taught by advanced business practitioners in very specific skill sets. The adjunct professors are paid on a per student basis and therefore a large

number of courses are available at any given time.

**Professor of Business**, Courses Taught: masters and undergraduate management, entrepreneurship, and organizational behavior.

**2008- present, Assumption University, PhD program in organizational development, Bangkok, Thailand. Adjunct Professor.** Teach organizational theory and design course as well as advisor to PhD students on their dissertations in Bangkok Thailand and Yangon, Myanmar programs.

**2012- 2013, Shanghai University, PRC, MBA Program, Adjunct Professor** teaching Organizational Behavior & Processes, International Human Resource Management, Executive Soft Power Workshop during a sabbatical from CUI.

**Sept 2001 - 2005 Colorado Technical University, Colorado Springs, Colorado Chair of Doctorate Program in Management**, chair and lead professor in new doctorate of management curriculum, responsible for recruiting adjunct professors, developing curriculum and managing corporate and academic relations. Also assists the development of the new doctoral programs in computer science and enterprise information systems.

**Professor of Management**, Courses taught: masters and executive programs - Organizational Frontiers, Organizational Behavior, Management of Technology, and a number of other courses in the General Management curriculum; doctoral program – teaching Organizational Behavior and Theory, conducting Comprehensive Exams, directing Dissertation Proposal development. Dissertation committee member in computer science.

**2005- 2008, Wuhan University, EMBA program. Wuhan , PR China. Adjunct professor of management.** Taught principles of management courses in TaiYuan City and Chungqing.

**2004- 2005, Touro University International, Ph.D. Program in Management.** Adjunct professor in ethics & management, and doctoral committee chair.

**2003- 2009, Graduate School of Education and Psychology, Pepperdine University, West Los Angeles, CA.** Dissertation committee member in Ed.D. program in Organizational Development and Change.

**Sept 1996 – 2001, The George L. Graziadio School of Business and Management, Pepperdine University, Culver City, CA**  
**Assistant Professor of Organizational Theory**, courses taught: Organization Theory &

Management, Critical Thinking and Managerial Decision-making, Business Ethics. Directed Masters of Technology Management student trip to corporate sites in Hong Kong & Beijing, China and Osaka & Kyoto, Japan. Represented the Business School in WASC and AACSB accreditation.

**1995 - May 1996, Weatherhead School of Management, Case Western Reserve University, Cleveland, OH.**

**Lecturer**, courses taught: Organizational Behavior & Analysis

**Feb. 1992 - May 1995, Augustana College, Sioux Falls, SD**

**Assistant Professor of Business Administration**, courses taught: Senior Business Administration Seminar, Advanced Organizational Administration, Introduction to Organizational Administration, Senior Capstone -Magical Mystery Tour: the aesthetics of daily life.

**1989 - 1991 Case Western Reserve University**

**Instructor**, Courses taught: Organizational Behavior, Introduction to Organizational Behavior and Management, Management of Self, Group Process, Organizational Analysis

## **PROFESSIONAL EXPERIENCE**

**1992-1995 Augustana College, Sioux Falls, SD**

**Director Of The Center For Small Business Development And Entrepreneurship**  
Responsible for Small Business Administration grants for consulting projects between senior students and regional businesses.

**1990- Visiting Researcher @ Hitachi Central Research Laboratory, Kokobunji, Japan.**

Conducted a six month, two phase study of the success factors in independent research at the central research laboratory. Initially conducting extensive interviews with managers and senior scientists, and then designed a survey instrument to track contributions from independent research projects through commercial projects, production and market introduction.

**1987-present - Consultant In Organization Development and Action Research**

Socio-technical systems redesign with organizations including, LTV Steel, Red Cross, and Proctor & Gamble. Process interventions including Compass Aerospace and a wide variety of aerospace and technology companies in Southern California, Kaiser Permanente, Lake Hospital Systems, and several churches. Training materials & presentation in computer systems STS design consulting with Anderson Consulting. Consultant with Boeing on workforce development, facilitating several sessions at the

World Space Congress and ongoing conferences in the Space sector.

**1981-87 Fingerhut Corp., Minnetonka, MN.**

**Senior Marketing Analyst**, Various positions starting with targeted marketing in base business, project management, evaluation of merger and acquisition candidate companies, and market segmentation for acquired companies. Responsible for creating the PLACER & CACHE automated marketing analysis systems for Figi's Data Center, a subsidiary of Fingerhut. Requiring frequent sales and consulting calls on FDC clients regarding their unique system requirements. Clients included Eddie Bauer, DAK, Sharper Image.

**1980, Project Urban Planner**

Project work with City of Saint Paul, MN in Neighborhood and Community Planning, and The Metropolitan Council in Housing.

**SCHOLARSHIP AND RESEARCH**

**Publications And Presentations:**

Hanson, B. (in progress). Organic Organizational Design. Book proposal

Hanson, B. (in progress). Sustainable Organizational Design: contributions from AN Whitehead's Philosophy of Organism.

Hanson, B (in progress). Leadership as Stature: Process Philosopher Bernard Loomer's contribution to Leadership Studies.

Hanson, B. (in progress). Guide for Writing Vignettes: the role of Prehension in business case writing and analysis.

Keerativutisest, V. & B. Hanson (2015). "What does it mean to be a truly high performance team in Thailand? A case study of the CLV engineering company." Presentation at *International Conference on Management Cases 2015*, Birla Institute of Management Technology, Delhi India, Dec 4<sup>th</sup> -5<sup>th</sup>

Wolf, D. & B. Hanson (2015). "Resilience in Student Organizations." Presentation at *International Conference on Management Cases 2015*, Birla Institute of Management Technology, Delhi India, Dec 4<sup>th</sup> -5<sup>th</sup>

Hanson, B (2015). "The Social Art of Vignettes" a presentation at the Organizational Behavior Teaching Conference at the University of Laverne, in LaVerne CA June 17-20, 2015.

Hanson, B. (2015). "Vignettes and Prehension: Redemption and Appreciation", The 10<sup>th</sup> Whitehead Conference, Pomona College, Claremont, CA June 4-7, 2015.

Lyn, N. & B. Hanson (2015). "Designing a Cellular Organization? A case study of Sense-making in the National Prosperity Gold Production Group Ltd" *South Asian Journal of Business and Management Case*. 4(1):54-61, Sage, New Delhi, India.

Lyn, N & B. Hanson (2015). "How do you run a gold mine? A Case Study of Sense Making in the National Prosperity Gold Production Group Ltd", book chapter in *Understanding Work Experiences from Multiple Perspectives: New Paradigms for Organizational Excellence*. Sardana & Thachenkari EDS pp.71-84. Bloomsbury India, New Delhi

Lyn, N & B. Hanson (2014). "How do you run a gold mine?" Presentation at *International Conference on Management Cases 2014*, Birla Institute of Management Technology, Delhi India, Dec 4<sup>th</sup> -5<sup>th</sup>

Hanson, B (2014). "Conversation as Consciousness: on the social nature of consciousness." presentation at the *Organizational Behavior Teaching Conference 2014*. Vanderbilt University June 11<sup>th</sup> -14<sup>th</sup>

Hanson, B. (2014). "Sustainable Organizational Design: possible lessons from the world's oldest companies." *Vision, Action. Outcome*. 2 (1): 7-32. Assumption University Bangkok, Thailand.

Hanson, B. (2014). "Principles of Organic Organizational Design" 9<sup>th</sup> International Forum on Ecological Civilization, Pitzer College, Claremont, CA April 25-26

Wongtrakul, V & B. Hanson (2012). "Harmonizing Western OD Methods and Thai Hospitality Culture: A Case Study of a Hotel" book chapter in *Reframing Human Capital for Organizational Excellence*, , Sardana & Thachenkari EDS, pp. 354-367 Bloomsbury,,: Academic Reference Series, New Delhi, India.

Wongtrakul, V & B. Hanson (2012). "Harmonizing Western OD Methods and Thai Hospitality Culture: A Case Study of a Hotel" Presentation at International Case and Management Conference, Birla Institute of Management Technology, Delhi India, Nov 28-30

Hanson, B (2011). "The Other World Trek: exploring metaphors for understanding cross cultural experience". The Organizational Behavior Teaching Conference, Marquette University, Milwaukee, WI June 8-11

Hanson, B (2007). "Getting Real: on the challenge of doing research in your own organization." The Organizational Behavior Teaching Conference, Pepperdine University, Malibu, CA June 14-16

Hanson, B (2006) "Pedagogical Considerations for a Project Driven MBA Curriculum" The Organizational Behavior Teaching Conference, Nazarene University, Rochester, NY June 16-19

- Hanson, B (2006) "Action Research in Executive Doctoral Education" Executive Doctoral Colloquium, The Academy of Management Annual Conference, Atlanta, GA August 11-15
- Hanson, B. (2005). "Developing Critical Reviews of Literature to Inform Action Research for Executive Doctoral Students." Presentation at 2005 Academy of Management Conference in Honolulu, Hawaii – Executive Doctoral Colloquium Pre-conference.
- Hanson, B (2004). "Six Degrees of Separation: an exercise in community building for new doctoral students." A presentation at the *Academy of Management* preconference workshop for ODC, OT & OMT doctoral students. New Orleans, August.
- Hanson, B & D. Schley (2003). "The development of projects through critique." The Organizational Behavior Teaching Conference. Chapman University, June 12-15.
- Hanson, B (2001). "Project Development - How Repetition Leads to Innovation: The role of recursive conversation in product development." *Projects & Profits*, special issue on Effective Project Management, Oct 1(2): 61-64, Hyderabad, India. ref# 17-01-10-11
- Hanson, B (2001). "How Repetition Leads to Innovation: The critical role of recursive conversation in product development." Re-published in [www.manyworlds.com](http://www.manyworlds.com) business and IT strategy portal.
- Tenkasi, R. & B. Hanson (2001). "Conducting Research in Your Own Organization" Presentation at the Academy of Management Conference in Washington D.C. August 3-8.
- Hanson, B. (2001). "Aesthetic Critique of Project Work" presented at the annual conference of the European Group of Organization Studies in Lyon, France; July 5-7, 2001. (to be included in both a special issue of *Organization Studies*, and a book of readings in *organizations & aesthetics*, Stephen Linstead, Ed.)
- Hanson, B. (2001) "How Repetition Leads To Innovation: The Critical Role of Recursive Conversation in Product Development." *Graziadio Business Report*. Winter 2001.
- Kruger, M & B. Hanson (2000). "A Value-Based paradigm for creating truly healthy organizations," in *Work & Spirituality: A Reader of New Spiritual Paradigms for Organizations*. J. Biberman and M. Whitty (Eds). University of Scranton Press: Scranton, NJ.
- Hanson, B.; Hamlin, M. & M. Fisher (2000). "When Cultures Collide: Teaching About Organization Development with Virtual Teams," in *Proceedings of the Sixth Annual Symposium on Collegiate School of Business Teaching*. March 10, 2000, Long Beach, CA.

- Hanson, B. (2000). "Creating common ground between managers and project teams," paper presented at the Western Academy of Management Annual Conference, April, 2000, Kona, Hawaii.
- Hanson, B. (1999) "The Road & the Stream: on the method of crossing over to a "wet" culture", in *Modern Organizations and Emerging Conundrums: Exploring the Post-industrial Sub-culture in the Third Millenium* ; Richard Goodman, editor. Lexington Books: New York pp.321-332.
- Kruger, M & Hanson, B. (1999) "A Value-Based Paradigm For Creating Truly Healthy Organizations" *Journal for Organizational Change Management* 12(4), MCB:London.
- Hanson, B. & Mallinger, M. (1999). "Wisdom & Teaching: Creating the Aha! in the classroom." Presentation at the Organizational Behavior Teaching Conference. Las Cruces, NM.
- Hanson, B (1998) *Reflections in a Pond: On the value of constraint & intimacy in the laboratory setting.* Paper and presentation at Western Academy of Management, Portland Oregon, March 3-5.
- Hanson, B. (1998). "Right action: intended and actualized values in the classroom." Presentation and paper at the Organizational Behavior Teaching Conference. University of LaVerne, CA.
- Hanson, B. (1998). "Learning to Walk in Tokyo" a presentation at CIBER Cross Cultural Collegium, Anderson School of Management, UCLA, Los Angeles, Nov. 12, 1998.
- Tenkasi, R. & Hanson, B. (1997). "Non Routine STS: Moving from rational, information processing approaches to interpretation and meaning making." Presented paper for symposium on Re-theorizing Sociotechnical Systems Theory: An Anniversary Commemorative. The Academy of Management Annual Conference, Boston, MA 1997.
- Hanson, B. (1997). "The Proverbial Manager" Presentation at the Organizational Behavior Teaching Conference. CWRU, June, 1997.
- Rockey, E. & B. Hanson (1997) "Classroom Implications of Learning Styles & Cycles" presentation at the Pepperdine Faculty Conference, Feb, 1997.
- Hanson, B. (1996). "The Road and the Stream: on the method of crossing over between cultures." Presentation at the Standing Conference on Organizational Symbolism. UCLA, July, 1996.
- Hanson, B. & Gurley, K. (1991). "Managing the Gap Between New Product Teams and Management," Presentation to the Product Development and Management Organization Annual Conference, Nov. 1991, Boston, Mass.

Balachandra, B. & Hanson, B. (1990). "Research in a Japanese Product Development Organization." A presentation at the R&D Network conference, a consortium of scholars and practitioners from the socio-technical systems approach, Case Western Reserve University.

Lynn, L. & Hanson, B. (1990). "Micro and Macro Perspectives of R&D in US and Japan." A presentation at the CMOST Conference on International R&D.

Hanson, B. (1989). "Success Factors in Independent Research Projects." A working paper for Hitachi Central Research Laboratory. Kokobunji, Japan.

Hanson, B. (1989). "Measuring the Intermediate Products of New Product Research Projects" A working paper for Hitachi Central Research Laboratory. Kokobunji, Japan

### **PROFESSIONAL ACTIVITIES**

Journal of Applied Behavioral Science – member of Editorial Review Board

Reviewer for:

Emerging Markets Case Studies (Emerald)  
Journal of Small Group Research  
Journal of Organization Development & Change Management  
Human Relations  
Management International Review  
Vision, Action, Outcome

Academy of Management divisions:

Organization Development & Change  
Management Education  
Organization & Management Theory  
Research Divisions

### **PROFESSIONAL MEMBERSHIPS**

Academy of Management  
Asian Organizational Development Network  
Western Academy of Management  
Organizational Behavior Teaching Society  
European Group on Organizational Studies  
Standing Conference on Organizational Symbolism



## **REFERENCES**

Dr. William Pasmore, Columbia University, Professor of Practice,

[pasmoreb@ccl.org](mailto:pasmoreb@ccl.org) (336) 549-5153

Program in Social-Organizational Psychology

Department of Organization and Leadership

Teachers College

Columbia University

Box 6, 525 W. 120<sup>th</sup> St.

New York, NY 10027-6696

212-678-7408

Dr. Joseph Raelin, Northeastern University, Asa Knowles Chair of Practice-Oriented Education and  
Professor of Management and Organization Development, D'Amore-McKim School of Business,

[j.raelin@neu.edu](mailto:j.raelin@neu.edu) (617) 373-7074

Dr. Tojo Thatchenkary, George Mason University Professor of Organizational Learning,

[thatchen@gmu.edu](mailto:thatchen@gmu.edu) (703) 993-3808