CURRICULUM VITAE

Bruce James Hanson
Professor of Business
Director of Graduate Programs
School of Business and Professional Studies
Concordia University Irvine

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Dr. Hanson comes from a background both as a manager of information technology and an academic. He worked for several years with project management and database optimization in the direct response marketing industry. During this time he headed up a new product development effort and saw it through its successful market introduction. Based on this experience, he returned to school to learn how to better optimize the social and technical systems in organizations, earning his PhD through consulting and organizational redesign projects in a wide variety of firms. He has a continuing interest in action research approaches to education and organization development, particularly focusing on developing learning organizations that jointly optimize technology and social systems. A focal question in his consulting, research and teaching is: how can we assist the development of the true, good and beautiful through our project work?

Interested in MAIS Advising topics of:

❖ Chinese business practice
❖ Entrepreneruism
❖ Organizational behavior
❖ General management
❖ Joint ventures

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

Sept 2006-present, Concordia University Irvine, Irvine, California
Director of Graduate Programs, 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.

**Sept 2001- 2005 (presently adjunct), 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- present, 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-present, 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 & Bejing, 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.

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.

CONSULTING WORK

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.

PUBLICATIONS AND PRESENTATIONS

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." Annual 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 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.

Kriger, 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.

Kriger, 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 Marco 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

Session Chair and Discussant:
        "ODC Teaching and Training" paper presentation session (4 papers)
        Organizational Development and Change Division, The Academy of Management
        Annual Conference, Atlanta, GA August 11-15, 2006.

        "Commitment & Resistance" paper presentation session (4 papers)

Organizational Development and Change Division, The Academy of Management Annual Conference, Atlanta, GA August 11-15, 2006.

Organizer of the Executive Doctoral Colloquium at the 2005 Academy of Management Conference in Honolulu, Hawaii.

Reviewer for:
  Journal of Small Group Research
  Journal of Organization Development & Change Management
  Human Relations
  Accounting Management and Information Technology Journal
  Management International Review

  Academy of Management divisions:
    Organization Development & Change
    Management Education
    Organization & Management Theory
    Research Divisions

PROFESSIONAL MEMBERSHIPS

Academy of Management
Western Academy of Management
Organizational Behavior Teaching Society
European Group on Organizational Studies
Standing Conference on Organizational Symbolism
Center for International Business Education and Research (CIBER) @ UCLA