

JAMEY AUSTIN DARNELL

EDUCATION

- D.B.A. Doctor of Business Administration: University of Florida, Gainesville, FL. 2017 AACSB & regionally accredited.
- M.B.A. Thunderbird, School of Global Management (part of Arizona State University), Glendale, AZ. International Management, 1999. AACSB & regionally accredited.
- B.S. Pepperdine University, Malibu, CA. International Business, 1998. AACSB & regionally accredited.

ACADEMIC EXPERIENCE (selected)

Clinical Associate Professor, Darla Moore College of Business, The University of South Carolina, Columbia, SC 2026 – present. AACSB & regionally accredited. Responsible for teaching undergraduate courses in Entrepreneurship.

Clinical Associate Professor of Entrepreneurship, Smeal College of Business, The Pennsylvania State University (aka Penn State), University Park, PA 2018 – 2026. AACSB & regionally accredited. Responsible for teaching undergraduate courses Entrepreneurial Mindset and New Venture Creation (also serving as lead instructor), and an MBA course Corporate Innovation and Entrepreneurship. Center for Global Business Studies Board Member, Member Academic Integrity committee. Director of the Center for Penn State Student Entrepreneurship (CPSSE) and the inter-college minor in Entrepreneurship and Innovation (ENTI) January 2024 – 2026 (interim director, 2020, and assistant director 2018-2023). Responsible for leading an academic program with almost 500 students from various colleges / majors across the university, a team of 10 faculty directors, and numerous teaching faculty. We also facilitate many extracurricular activities for students. Director for Smeal's New Ventures cluster in the ENTI minor 2018 – present.

Clinical Assistant Professor 2018 – 2023.

Visiting Instructor in Management, College of Business Administration, University of South Florida Sarasota-Manatee, Sarasota, FL 2016 – 2018. AACSB & regionally accredited. Responsible for teaching courses in management (Principles of Management, International Management, Entrepreneurship/Small Business Management, & Negotiation). Coordinator for online Principles of Management courses. Member Core Curriculum committee. Adjunct Instructor in Management, Muma College of Business, University of South Florida, Tampa, FL 2014-2015, 2016 – present. Responsible for teaching courses in International Management (both undergraduate and graduate).

Adjunct Faculty, Business Division Seaver College, Pepperdine University, Malibu, CA Summer 2021 & 2022. Taught Venture Initiation, Entrepreneurial Thinking, and New Venture Research, Design, & Implementation.

Assistant Professor & Mr. and Mrs. Seymour B. Robinson Endowed Chair (2015-2016), College of Central Florida, Ocala, FL 2011 - 2016. Responsible for teaching various business & management courses (in a variety of formats: in person, online, & hybrid) in the AS (Business Administration) and BAS (Business and Organizational Management) programs as well as for the Career Academy. Member of the Teaching Learning Institute steering committee.

Program Director & Instructor: Business Administration Program, Durham Technical Community College, Durham, NC 2008 – 2010. Taught various business classes, advised students, supervised faculty and staff, and was responsible for all leadership & management functions of the multi campus program including supervising faculty, budgeting, marketing, recruitment, etc. Created a new certificate in Entrepreneurship. Member of the college's study abroad task force and committee member for the Center for the Global Learner.

Graduate Research Assistant: Department of Management, Virginia Commonwealth University, Richmond, VA 2007-2008.

Assistant Professor (tenure track): School of Business, Barton College, Wilson, NC 2004 – 2007. Taught various business/management classes, advised students, and was the school liaison for study abroad relationships. Created a new online course offerings as well as a new minor in International Business.

Program Chair & Instructor: Business Administration Program, Ivy Tech Community College, Kokomo, IN 2001-2004. Taught various business classes and was responsible for all leadership & management functions of the multi campus program. SIFE team advisor, representative on the statewide Committee on Business Administration Programs, and state college representative to the Indiana Council for Economic Education (K-12).

PUBLICATIONS (refereed)

Darnell, J. & Sirakaya, B. (2027). The Biotech Boardroom Program: Coaching Interdisciplinary Entrepreneurs for Sustainable Innovation. In D. Taylor, J. Owens, G. Round, N. Greenley, & C. Hands (Eds.), *Cases on Experiential Learning in Higher Education for Cultivating Leadership, Connection, and Community* (pp. 189-220). IGI Global Scientific Publishing. <https://doi.org/10.4018/979-8-2600-2596-3.ch007>

Darnell, J. A., (2026). Entrepreneurship: Artificial Intelligence and Entrepreneurship. In SAGE Skills: Business. SAGE Publications, Inc., <https://doi.org/10.4135/9798348856427>

- Darnell, J. A. & Gopalkrishnan, S. (2024). Entrepreneurship Teaching Exercises: integrating generative AI. *Discover Education*, 3(1), 172-181. Achieved a SSRN Top Ten list status.
- Darnell, J. A. & Gopalkrishnan, S. (2023). Digital Information Overload: how leaders can strategically use AI to prevent innovation paralysis. In N. Pfeffermann & M. Schaller (Eds), *New Leadership Communication – Inspire Your Horizon*. Springer Nature. Achieved a SSRN Top Ten list status.
- Darnell, J. A. (2022). A Funny Thing Happened on the way to the Entrepreneurship Classroom. In K. Vaidya (Ed.), *Teach Business Studies with a Sense of Humor: Why (and How to) be a Funnier and More Effective Business Studies Teacher and Laugh All the Way to Your Classroom*. Curious Academic Publishing.
- Darnell, J. A. (2021). Corporate Social Responsibility and Firm Reputation Risk: bettering firm reputational risk through socially responsible activities. *Strategic Management Quarterly*, 9(1), 1-13. Achieved a SSRN Top Ten list status.
- Darnell, J. A., Darnell, M. R., & Gopalkrishnan S. (2020). Drivers of National Differences on Corporate Social Responsibility: the role of dominant ethical thought. *International Journal of Business and Social Science*, 11(10).
- Darnell, J. A. & Jacobs, K. C. (2019). Yada, Yada, Yada...Successful Business! Using Seinfeld Clips to Teach Business Model Evaluation. *Journal of Entrepreneurship Education*, 22(2).
- Darnell, J. A. (2017). The Experiential Exercise about Nothing: using comedy to teach creativity. *Experiential Entrepreneurship Exercises Journal*, 2(SI), 30-35.
- Darnell, J. A. & Means, T. S. (2017). What do People, Prototyping, Problem Solving, and Play-Doh have in Common? Team-based Learning! *American Journal of Management*, 17(2).
- Darnell, J. A. & Rahn, D. R. (2017). E-business for Entrepreneurs: a turnkey experiential based course for teaching faculty. *Journal of Higher Education Theory & Practice*, 17(5).
- Darnell, J. A., Darnell, M. R., & Means, T. S. (2017). Resistance is Futile: using Team Based Learning (TBL) to teach change and create an Idea Champion collective. *American Journal of Management*, 17(4).

PROCEEDINGS (refereed)

- Darnell, J. A. (2017). The Experiential Exercise about Nothing: using comedy to teach creativity, in *Proceedings of the annual meeting of the United States Association of Small Business and Entrepreneurship*, Philadelphia, PA.

Darnell, J. A. (2008) Leader Influence on Follower Emotion (2008), in *Proceedings of the 45th Annual Meeting of the Eastern Academy of Management*, Washington, D.C.

PUBLICAITONS (other)

Darnell, J. A. (2018) Advice from a Seasoned Pro: Day Trading is Risky. In E. T. Garman and R. E. Fogue *Personal Finance*, 13th ed. Boston: Cengage.

RESEARCH SUPERVISION

DBA Dissertation committee member. The Credibility of Companies' Sustainability Claims: does it impact Purchase Intention. Colm Martin, Golden Gate University, 2024.

Schreyer Honors College undergraduate research project. Visual tech applications for New Venture Creation. Aditi Pallod, Penn State University 2023.

Schreyer Honors College undergraduate research project. Biotech app case student for The Entrepreneurial Mindset. Aditi Pallod, Penn State University 2022.

Schreyer Honors College undergraduate thesis committee member. Effective Online Learning: Zoom Guidelines to Accommodate Students Who Are Hard-of-Hearing. Talia Potochny, Penn State University 2021.

Schreyer Honors College undergraduate research project. No-Code apps for New Venture Creation. Donald Opp, Penn State University 2021.

Schreyer Honors College undergraduate research project. Walmart and Creating Shared Value – a literature review for New Venture Creation. Nathan Woodman, Penn State University 2019.

RESEARCH IN PROGRES

Darnell, J. A. An idyllic setting for self-sufficient, sustainable innovation and entrepreneurial ventures: the case for Iceland reaching the 2030 Sustainable Development Goals.

PRESENTATIONS (refereed)

Hallucinations Included: Teaching Students to Critique AI-Generated Industry Analysis. Accepted for presentation at the Teaching and Learning with AI in Europe conference, Breda, Netherlands October 2026.

Hallucinations Included: Teaching Industry Analysis in the Age of Creative Algorithms. Presentation at the 2026 California Educators Conference (CEEC), San Diego, CA. Co-presented with Kurt Jacobs.

Generative AI Exercises for Entrepreneurs. 2nd Annual Entrepreneurs Meet, Dubai, UAE May 2025. Co-presented with Shalini Gopalkrishnan.

No founding team? No problem! Use AI for that. Presentation at the 2025 California Entrepreneurship Educators Conference (CEEC). Co-presented with Shalini Gopalkrishnan.

Level 2 Generative AI teaching exercises for Entrepreneurship. Presentation at the 2025 California Entrepreneurship Educators Conference (CEEC). Co-presented with Kurt Jacobs.

Artificial Intelligence: Boon or Curse to Management Research. Caucus facilitated at the 84th annual meeting of the Academy of Management, Chicago August 2024. Co-presented with Gopalkrishnan, Robbins, Jackson, Yoo & Horne.

Entrepreneurship Teaching Exercises: integrating generative AI. Presentation at the 2024 Teaching and Learning with AI Conference at the University of Central Florida, Orlando, FL. Co-presented with Shalini Gopalkrishnan.

Using Generative AI to Create a Terms Sheet: no lawyer or accountant necessary. Presentation at the 2024 California Entrepreneurship Educators Conference (CEEC). Co-presented with Kurt Jacobs.

No Code App Ventures for the Post Pandemic Economy. Presentation at the 2023 California Entrepreneurship Educators Conference (CEEC). Co-presented with Kurt Jacobs.

MVP what to do? Know your options and focus on the basics. Presentation at the 2023 California Entrepreneurship Educators Conference. Co-presented with Kurt Jacobs.

Teaching In The Metaverse: using virtual reality (VR) to improve student engagement and retention. Presentation at the 2022 annual meeting of the Academy of Management (Teaching and Learning Conference). Co-presented with Shalini Gopalkrishnan.

Beyond Zoom University: teach Entrepreneurship remotely in a VR space. Presentation at the 2021 California Entrepreneurship Educators Conference. Co-presented with Shalini Gopalkrishnan.

Advanced Digital Entrepreneurship for Student Success. Presentation at the 2021 California Entrepreneurship Educators Conference. Co-presented with David Rahn.

There's an App for That: apps for startups no coding skills required. Presentation at the 2021 California Entrepreneurship Educators Conference. Co-presented with Kurt Jacobs.

Series A – Utilizing Term Sheets for Fundraising Strategy. Presentation at the 2021 California Entrepreneurship Educators Conference. Co-presented with Kurt Jacobs.

Effects of Entrepreneurship Education on Career Readiness, Entrepreneurial Intent, and Growth Mindset. Presentation at the 2021 annual USASBE conference. Co-presented with Anne Hoag and Sarah Zappe.

Term Sheets: you do not get what you want, you get what you negotiate. Presentation at the 2021 annual USASBE conference. Co-presented with Kurt Jacobs.

A Bias Towards Action: make a dollar on the internet. Presentation at the 2021 annual USASBE conference. Co-presented with Kurt Jacobs.

Beyond MVP: Using a website to create an exceptionally viable product for student startup. Presentation at the 2020 California Entrepreneurship Educators Conference – reimaged online.

Teaching Students How To Tell A Good Story: the importance of using a blog for startups. Presentation at the 2020 annual USASBE conference in New Orleans, LA. Co-presented with David Rahn.

eBusiness Essentials for Entrepreneurs. Presentation at the 2020 annual USASBE conference in New Orleans, LA. Co-presented with David Rahn.

Entrepreneurship at Penn State – an interdisciplinary approach. Presentation at the 2020 annual USASBE conference in New Orleans, LA. Co-presented with Anne Hoag.

The Opioid Crisis as Case Study. Presentation at the 2019 annual APPE conference in Baltimore, MD.

Implementing Dynamic Equity Programs in Student Startups. Presentation at the 2019 annual USASBE conference in St. Pete Beach, FL. Co-presented with David Rahn.

Mapping the Lean Canvas to the Business Website for Strategic Effectiveness. Presentation at the 2019 annual USASBE conference in St. Pete Beach, FL. Co-presented with David Rahn.

The Opioid Crisis: An Opportunity for an Innovative and Ethical Solution. Presentation at the 2019 annual USASBE conference in St. Pete Beach, FL. Co-presented with Michelle Darnell.

What Bothers You? A Problem-Based Ideation Exercise. Presentation at the 2019 annual USASBE conference in St. Pete Beach, FL.

Yada, Yada, Yada...Successful Business! Using Seinfeld clips for business model evaluation. Presentation at the 2018 annual USASBE conference in Los Angeles, CA. *Finalist for the 3E national awards. Co-presented with Kurt Jacobs.

E-business for Entrepreneurs: a turnkey experiential based model for teaching faculty. Presentation at the 2017 annual USASBE Conference in Philadelphia, PA. Co-presented with David Rahn.

Resistance is futile: using Team Based Learning (TBL) to teach change and create an Idea Champion collective. Presentation at the 2017 annual USASBE Conference in Philadelphia, PA. Co-presented with Tawnya Means and Michelle Darnell.

The Experiential Exercise about Nothing: using comedy to teach creativity. Presentation at the 2017 annual USASBE Conference in Philadelphia, PA.

Drivers of National Differences on Corporate Social Responsibility; the role of dominant ethical thought. Presentation at the 7th International CSR-Conference in Berlin, Germany, September 2016. Co-authored with Shalini Gopalkrishnan and Michelle Darnell.

Examining the Relationship between CSR and Firm Performance through the Lens of Risk: strategic implications for managers. Presentation at the doctoral workshop at the 7th International CSR-Conference in Berlin, Germany, September 2016.

What do People, Prototyping, Problem Solving, and Play-Doh have in Common? Team Based Learning! Presentation at the annual meeting of USASBE, San Diego January 2016. Co-presented with Tawnya Means.

Antecedents and Correlates of Ethical Leadership in a Public Sector Organization Undertaking an Entrepreneurial Endeavor: What Motivates Change? Presentation at the annual meeting of USASBE, San Diego January 2016.

Entrepreneurship Education at the Community College: How to Facilitate a Comprehensive Approach. Presentation at the annual meeting of USASBE, San Diego 2016. Co-presented with Shalini Gopalkrishnan.

Governance in Benefit Corporations: Trials and Tribulations. Caucus facilitated at the 75th annual meeting of the Academy of Management, Vancouver August 2015. Co-presented with Shalini Gopalkrishnan.

Leader Influence on Follower Emotion. Paper presented at the 45th Annual Meeting of the Eastern Academy of Management, Washington, D.C. 2008

PRESENTATIONS (other)

ESG, CSR, and Firm Strategy. Invited speaker to the Penn State Business Ethics Case Competition Team. State College, PA October 2019.

The Relationship between CSR and Firm Strategy. Invited speaker to the Penn State Business Ethics Case Competition Team. State College, PA October 2018.

Resources for Teaching Entrepreneurship. Invited speaker at the annual meeting of the Penn State Entrepreneurship and Innovation Minor (intra-college) faculty and staff. University Park, PA September 2018.

Team Based Learning and Entrepreneurship Education. Invited speaker at the College of Business, University of South Florida Sarasota-Manatee. Sarasota, FL December 2017.

Corporate Social Responsibility and Firm Reputational Risk. Invited speaker at the Langdale College of Business at Valdosta State University, Valdosta, GA October 2017.

Corporate Social Responsibility and Firm Risk. Invited speaker at Rick's Research Café at the University of South Florida Sarasota-Manatee. Sarasota, FL October 2017.

The Relationship between CSR and Firm Strategy. Invited speaker to the University of Florida Business Ethics Case Competition Team. Gainesville, FL January 2017.

Doing Well by Doing Good: Social Entrepreneurship and Benefit Corporations. College of Central Florida, Ocala November 2015. Co-presented with Shalini Gopalkrishnan.

Corporate Social Responsibility: Can It Be a Source of Sustained Competitive Advantage? Paper presented at the 11th Annual Graduate Research Symposium and Exhibit of Virginia Commonwealth University, Richmond, VA. 2008

AWARDS/GRANTS/MEDIA (selected)

- <https://www.wsj.com/articles/what-aspiring-entrepreneurs-can-learn-from-seinfeld-11588946535?shareToken=stc960a04c3eea4075ad7c2bf16ae3d07c>
- International Management syllabus recognized by McGraw-Hill as an exemplar to accompany *Global Business Today* by Hill & Hult 2017.
- Endowed Chairs for Excellence at the College of Central Florida: the Mr. and Mrs. Seymour B. Robinson Endowed Chair (grant to develop Experiential Entrepreneurship Education 2015-2016).
- UF Graduate Grant 2014, 2015
- Southern Management Association Doctoral Consortium Travel Stipend 2007.
- VCU Graduate School Scholarship 2007/2008
- Indiana Department of Workforce Development Grant (to develop a training program for new frontline managers) 2004.
- Best Educator nominee, Kokomo Tribune 2004.
- Thunderbird Grant 1999.

PROFESSIONAL ACTIVITIES & DEVELOPMENT (selected)

- The Center Leader Academy (affiliated with GCEC) certificate program 2023.
- Associate at Stratafy, small business consulting, 2023.

- Member: USASBE (The United States Association for Small Business and Entrepreneurship), GCEC (Global Consortium of Entrepreneurship Centers), AOM (Academy of Management), Beta Gamma Sigma, and Sigma Nu Tau.
- Ad hoc paper reviewer, the annual meeting of USASBE 2016 – .
- Paper reviewer, *Entrepreneurship Education*, 2024
- Paper reviewer, *Global Strategy Journal*, 2022 - .
- Paper reviewer, *Journal of Business Ethics*, 2019 - .
- Paper reviewer, *Managerial Finance* 2019, 2024.
- Paper reviewer, *Entrepreneurship Education & Pedagogy*, 2018 & 2019.
- Ad hoc paper reviewer, the annual meeting of the Academy of Management, 2015 – .
- Ad hoc paper reviewer, the annual meeting of GCEC 2022.
- Session Chair at the annual meeting of USASBE, 2020.
- Marketplace Trainers Certificate. Innovative Learning Solutions, Inc. (simulation software), 2017.
- The Experiential Classroom. The Center for Entrepreneurship and Innovation at the Warrington College of Business, University of Florida. Certificate, 2016.
- Canvas LMS certification course. The University of South Florida. Certificate, 2016.
- Session Chair at the annual meeting of the APPE, 2013, 2014, & 2015.
- Career and Technical Education Teaching & Administration, Perkins Professional Development Institute Florida. Certificates, 2012 & 2013.
- Business Ethics: Education and Organizational Best Practices. The University of New Mexico. Certificate, 2010.
- Invited reviewer for: Solomon, M.R., Poatsy, M. A., and Martin, K. *Better Business*. Upper Saddle River: Prentice Hall, 2010.
- Invited reviewer for: Van Sykle, B. & Tietje, B. *Anybody's Business*. Upper Saddle River: Prentice Hall, 2010.
- Best paper committee member, international management track, at the annual meeting of the Southern Management Association, 2008.
- Ad hoc paper reviewer, the annual meeting of the Southern Management Association, 2008.
- Ad hoc paper reviewer, the 45th annual Meeting of the Eastern Academy of Management, Washington, D.C. 2007.
- Session facilitator (Organizational Change) at the 45th annual Meeting of the Eastern Academy of Management, Washington, D.C. 2007.
- Barrier-free E-learning. Equal Access to Software and Information (EASI). Certificate, 2003.

COURSES TAUGHT

Various management courses in person, online, and hybrid/blended including but not limited to: Entrepreneurship / Small Business Management, International Management / Business, Strategic Management, Principles of Management, and Business / Managerial Ethics.