

Dr. Jeffrey R. Cornwall
Jack C. Massey Chair in Entrepreneurship
Massey Graduate School of Business
Director, Center for Entrepreneurship
Belmont University



Office:

433 Barbara Massey Hall
Belmont University
1900 Belmont Boulevard
Nashville, TN 37212
615-460-6816
cornwallj@mail.belmont.edu

Education

D.B.A.: University of Kentucky, 1983
Major: Management and Organization

M.B.A.: University of Kentucky, 1980
Concentration: Finance

B.S.: University of Wisconsin Stevens Point, 1979
Major: Business Administration
Minor: Economics

Employment

2003 - present Belmont University, Nashville, TN
Jack C. Massey Chair in Entrepreneurship
Professor of Management
Director, Center for Entrepreneurship

1997 - 2003 University of St. Thomas, St. Paul, MN
Sandra Schulze Chair in Entrepreneurship
Professor of Entrepreneurship
Chair, Department of Entrepreneurship (Founding Chair), 2000 – present.
Program Director, Undergraduate Entrepreneurship Program, 1997 –
2000.

- 1988 - 1997 Atlantic Behavioral Health Systems, Inc., Raleigh, NC
 President/CEO, Chairman of the Board and Co-founder.
 Company began as a series of start-up ventures that were merged into this holding company. Responsible for overall executive management of the company. Business operated a full continuum of behavioral health programs, including outpatient clinics, community based services, and residential facilities throughout North Carolina.
- Grew from seven to over 350 employees.
 - Revenues over \$12 million.
 - Raised over \$5 million in debt and equity financing to fund growth.
 - Negotiated successful sale of majority of business holdings in 1996, remainder of business sold in 1998.
- 1983 - 1988 University of Wisconsin Oshkosh
 Associate Professor in College of Business Administration, 1988.
 Co-director of Office of Entrepreneurship, 1986 – 1988.
 Assistant Professor in College of Business Administration, 1983 – 1988.
- 1979 - 1983 University of Kentucky
 Instructor in Department of Management, 1982 – 1983.
 Research Assistant and Part-time Instructor in Management, 1981 – 1982.
 Academic Fellow, 1979 – 1981.

Publications

Books

- Cornwall, J., Vang, D., and Hartman, J. *Entrepreneurial Financial Management*. Englewood Cliffs, NJ: Prentice-Hall, 2004.
- Cornwall, J. *Starting a School: Lessons from Successful Entrepreneurs*. Lanham, MD: Scarecrow Press, forthcoming 2003.
- Brown, R. and Cornwall, J. *The Entrepreneurial Educator*. Lanham, MD: Scarecrow Press, 2000.
- Cornwall, J. and Perlman, B. *Organizational Entrepreneurship*. Homewood, IL: Irwin, 1990.

Journal Publications

- Cornwall, J. and Naughton, M. "Creating an Integrating Capstone for Entrepreneurship Students." *Journal of the Academy of Business Education*, forthcoming 2003.
- Cornwall, J. and Naughton, M. "Who is the Good Entrepreneur? An Exploration within the Catholic Social Tradition." *Journal of Business Ethics*, 2003, 44 (1), 61-75.

Cornwall, J.R. "The Entrepreneur as a Building Block for Community." *Journal of Developmental Entrepreneurship*, 1998, 3, 141-148.

Sebora, T.C. and Cornwall, J.R. "Competitive Context and Adaptation: An Investigation of Specialists in Small Business." *Academy of Entrepreneurship Journal*, 1998, 4 (2), 31-44.

Sebora, T.C. and Cornwall, J.R. "Expected Utility Theory: Implications for Strategic Decision Makers." *Journal of Managerial Issues*, 1995, 7 (1), 41-61.

Cornwall, J.R. "The Road to Empowerment in Mental Health Organizations: Speed Bumps, Detours, and Road Blocks." *Administration and Policy in Mental Health*, 1994, 22(1), 19-25.

Tower, C.B., Sebora, T.C., Hartman, E.A. and Cornwall, J.R. "Measurement of Organizational Innovation: A Process Approach." *Journal of Business and Entrepreneurship*, 1993, 5(2), 23-26.

Cornwall, J.R. and Grimes, A.J. "Cosmopolitan-Local: A Cross-lagged Correlation Analysis of the Relationship between Professional Role Orientations and Behaviors in an Academic Organization." *Human Relations*, 1987, 40, 281-298.

Grimes, A.J. and Cornwall, J.R. "The Disintegration of an Organization: A Dialectical Analysis." *Journal of Management*, 1987, 13, 69-86.

Articles Published in Proceedings

Cornwall, J. and Naughton, M. "Integrating Entrepreneurship with the Liberal Arts: Theology for Entrepreneurship Students." *Academy of Business Education Proceedings*, 2002.

Naughton, M. and Cornwall, J. "The Good Entrepreneur and the Role of Virtue." 11th International Symposium on Ethics, Business and Society *Proceedings*, 2001.

Cornwall, J., Rexeisen, R., Mason, T., Wilson, G. "Reflections on the Collaborative Development of an Introduction to Business Course." *Academy of Business Education, Proceedings*, 2000.

Cornwall, J. "A Communitarian Perspective of the Responsibilities of Entrepreneurs and Small Businesses." *Allied Academies, Proceedings*, 1998.

- Sebora, T. and Cornwall, J. "Competitive Context and Innovation: An Investigation of Specialists in Small Business." *Allied Academies Proceedings*, 1998.
- Sebora, T.C., Hartman, E.A., Tower, C.B. and Cornwall, J.R. "Organizational Entrepreneurship in Context: A Multi-measurement Approach to the Innovation Process." *Association of Management Proceedings*, 1992.
- Hartman, E.A., Sebora, T.C., Tower, C.B. and Cornwall, J.R. "Organizational Entrepreneurship in Small Business: Measurement of the Innovation Process." *United States Association for Small Business and Entrepreneurship Proceedings*, 1991 (paper was nominated for best competitive paper).
- Cornwall, J.R. and Hartman, E.A. "A Model of Organizational Entrepreneurship." *World Conference International Council for Small Business Proceedings*, 1988.
- Cornwall, J.R. and Gudmundson, D. "Business Ethics and Decision Making: The Differences Between Small and Large Businesses." *World Conference International Council for Small Business Proceedings*, 1988.
- Cornwall, J.R. "The Process of Corporate Decision Making and Social Responsiveness: Ethics versus Dependence." *Midwest Academy of Management Proceedings*, 1987.
- Cornwall, J.R. "Dialectics and Strategy: An Issue of Level of Analysis." *Midwest Academy of Management Proceedings*, 1986.
- Hartman, E.A., Cornwall, J.R., and Perlman, B. "A Cross-lagged Correlation Analysis of Multidimensional Work and Nonwork Satisfaction." *Midwest Academy of Management Proceedings*, 1985.
- Cornwall, J.R. "Interorganizational Analysis: An Examination of a Dialectic Ethnomethodological Approach." *Southern Management Association Proceedings*, 1983.

Papers Given at Professional Meetings

- Naughton, M. and Cornwall, J. "The Virtue of Courage in the Risk-taking World of Entrepreneurship." Presented to the Conference on 'New' New Things at the University of Notre Dame, April 2002, South Bend, IN.
- Cornwall, J., and Hartman, J. "Integrating Entrepreneurship and Accounting Curricula in Business Education." Presented to the Annual Meeting of the United States Association of Small Business and Entrepreneurship, February 2001, Orlando, FL.

Rexeisen, R., Cornwall, J., Mason, T., and Wilson, G. "The Design and Implementation of a New Business Core Curriculum." Presented to the Annual Meeting of the Association of Private Enterprise Education, April 2000, La Vegas, NV.

Cornwall, J.R. "South Coast." Case presented to the Annual Academy of Management meetings, August 1998, San Diego, California.

Cornwall, J.R., and Sebor, T. "A Laboratory Study of the Appropriateness of Expected Utility Theory as a Descriptive Model for the Process of Strategic Decision Making." Presented to the Annual Academy of Management meetings, August 1988, Anaheim, California.

Cornwall, J.R. and Totten, J. "Wisconsin Sealcoating." Presented to the Midwest Society for Case Research Workshop, 1988.

Hartman, E.A., Mumford, M.D., Mueller, S.W., Cornwall, J.R., and Feinauer, D.M. "Robustness of Job Classification Systems: An Examination of Alternative Indicators." Presented to the Annual American Psychological Association Convention, Division 14, August 1987, New York.

Cornwall, J.R. and Grimes, A.J. "Cosmopolitan-Local: A Cross-lagged Correlation Analysis of the Relationship Between Professional Role Orientations in an Academic Organization." Presented to the Annual Academy of Management meetings, August 1984, Boston.

Grimes, A.J. and Cornwall, J.R. "Disintegration of an Organization: A Dialectic Analysis." Presented to the Annual Academy of Management meetings, August 1984, Boston.

Cornwall, J.R. and Grimes, A.J. "Organizational Technology: An Assessment of a Shift in Paradigms." Presented to the Annual Academy of Management meetings, August 1982, New York.

Workshops, Paper Presentations, and Panels

Cornwall, J., & Naughton, M. 2002 USASBE Outstanding Entrepreneurship Course Award: Second Year Update to USASBE annual meeting, Hilton Head, SC, January 2003.

Cornwall J., Brown, R., & Perlman, B. Competitive Workshop: "Moving Entrepreneurship Beyond Traditional Settings: Educating Educators on Entrepreneurial Management Skills," United States Association of Small Business and Entrepreneurship, Reno, NV, January 2002.

- Cornwall, J. 2000 USASBE Model Undergraduate Program: Second Year Update to USASBE annual meeting, Orlando, FL, February 2001.
- Cornwall, J. Panelist for "Entrepreneurship Teaching: Sharing Good Ideas," Collegiate Entrepreneur Organization, Chicago, IL, November 2000.
- Cornwall, J. Panelist for Workshop: "Using Web-CT and WebBoard to create a Web-aided course" at ACTC's Classrooms of the Future VI conference, St. Paul, May 2000.
- Cornwall, J. Panelist for "Introduction/Orientation to the Field of Entrepreneurship," United States Association of Small Business and Entrepreneurship, San Antonio, TX, February 2000.
- Cornwall, J. 1999 Model Undergraduate Entrepreneurship Program Update presentation to United States Association of Small Business and Entrepreneurship, San Antonio, TX, February 2000.
- Carlock, R. and Cornwall, J. Professional Development Workshop: "Developing Practitioners for Teaching in the Entrepreneurship Classroom: Issues and Recommendations" at the Academy of Management meetings, Chicago, IL, August 1999.
- Brown, R. and Cornwall, J. "Entrepreneurial Principal," National Association of Secondary School Principals annual meeting, New Orleans, LA, March 1999.
- Cornwall, J. Panelist for "Best Practices in Entrepreneurship Education," American Association for Collegiate Schools of Business (AACSB) annual meeting, Atlanta, GA, April 1999.
- Cornwall, J. Model Undergraduate Entrepreneurship Program presentation to United States Association of Small Business and Entrepreneurship, San Diego, CA, January 1999 (UST won this national award).
- Cornwall, J. Invited Panelist "Innovations and Issues in Entrepreneurship Education," Collegiate Entrepreneur Organization, 1999 annual meetings.
- Cornwall, J. Invited Panelist "Innovations and Issues in Entrepreneurship Education," Collegiate Entrepreneur Organization, 1998 annual meetings.
- Cornwall, J. Invited Panelist "Non-Business Entrepreneurship Training/Education," United States Association of Small Business and Entrepreneurship, 1998 annual meetings.

Cornwall, J. Invited Panelist "Beyond Guest Speakers: Connecting Students to the Entrepreneurial Community," Collegiate Entrepreneur Organization, 1997 annual meetings.

Cornwall, J.R. "Innovation and Entrepreneurship in Established Mental Health Care Organizations." Presented to the Annual Association of Mental Health Administrators meetings, September 1990, New Orleans.

Chapters/Cases in Texts and Ancillaries

Naughton, M. and Cornwall, J. "The Virtue of Courage in Entrepreneurship: Of Risk and Character Development." In *'New' New Things in Catholic Social Teaching*. South Bend, Indiana: The University of Notre Dame Press, 2004.

Totten, J. and Cornwall, J. "Wisconsin Sealcoating." In F.L. Fry, *Entrepreneurship: A Planning Approach*. Minneapolis/St. Paul, 1993.

Cornwall, J.R. "Critique of 'Work force reduction policy'." In J.M. Champion and J.H. James, *Critical Incidents in Management* (Sixth edition). Homewood, Illinois: Irwin, 1988.

Cornwall, J.R. "Business and Society Module: Social Responsibility and Strategic Planning." and "Business Ethics Module: Basic Views and Theories of Business Ethics." Part of ancillary to accompany Holt's *Management: Principles and Practices*, 1987.

Grants

\$49,500 grant from the Kauffman Foundation to help fund the expansion of our entrepreneurship internship program. The grant request was funded for 2000-2001.

\$24,7500 grant from the Kauffman Foundation to help fund the expansion of our entrepreneurship internship program. The grant request was funded for 2002-2003.

Awards

Course *Christian Faith and the Management Professions: An Entrepreneurial Perspective* team-taught with Michael Naughton named **Outstanding Entrepreneurship Course for 2002** by the United States Association of Small Business and Entrepreneurship.

Chaired review of undergraduate curriculum University of St. Thomas, 1998. Curriculum was named **National Model Undergraduate Entrepreneurship Program for 1999** by the United States Association of Small Business and Entrepreneurship.

Curriculum Development

Created five new courses in Entrepreneurship at St. Thomas, and redesigned one other.

Served on curriculum committee that created new gateway course for business majors and served on initial teaching team.

Participated in review and redesign of MBA in New Venture Management curriculum University of St. Thomas.

Designed life long learning seminars for John M. Morrison Center for Entrepreneurship:

- Re-igniting the Entrepreneurial Fire (16 hour course)
- Beyond Start-up: The Transition to Successful Growth (40 hour course)
- Building Your Business (30 hour course)
- Pre-venture mini-courses (three, 2 hour courses)
- From Feasibility to Business Plan (9 hour course)

Developed undergraduate Entrepreneurship Concentration for University of Wisconsin Oshkosh. Developed specific courses for this curriculum.

Developed MBA Entrepreneurship course, Entrepreneurship and Venture Management for University of Wisconsin Oshkosh.

Courses Taught

Undergraduate:

Entrepreneurship: Management and Strategies
 Launching a New Venture
 New Venture Strategies
 Entrepreneurship in Practice
 Entrepreneurial Financial Resource Management
 Ethics and Practice: Foundations in Business
 Christian Faith and the Management Professions: An Entrepreneurial Perspective
 Business Strategy and Policy
 Organizational Behavior
 Fundamentals of Management

Graduate:

New Venture Strategies
 Organizational Theory
 Organizations and Their Environments (Business & Society)

Professional Activities

Vice President for Special programs for United States Association for Small Business and Entrepreneurship, 2000 – present.

National Faculty Advisory Board member for Collegiate Entrepreneurs Organization, 1999 – present.

Reviewer for *Journal of Business Venturing*, 2002 – present.

Reviewer for *Journal of Developmental Entrepreneurship*, 1999 – present.

Discussant for the Annual Academy of Management meetings, 1998, 1986, 1984.

Discussant for the Annual United States Association for Small Business and Entrepreneurship meetings, 1987.

Professional Associations

American Academy of Management

Sigma Xi, The Scientific Research Society

International Council of Small Business

United States Association for Small Business and Entrepreneurship

Academy of Business Education

Omicron Delta Kappa, National Leadership Honor Society (faculty inductee)

Board Memberships (selected)

Academia Caesar Chavez Charter School, St. Paul, MN. 2000 – present.

Marquette Capital Bank N.A., Minneapolis, MN. 2000 – 2002.

Marquette Bank N.A., Centennial Lakes Park, Edina, MN. 1998 – 2000.

Junior Achievement of the Upper Midwest. 1998 – present.

Chairman of the Board, Atlantic Behavioral Health Systems, Inc. (and predecessor companies), Raleigh, NC. 1988 - 1999.

Chairman of the Board, Three Springs of North Carolina, Pittsboro, NC. 1989 - 1996.

Lucy Daniels Center for Early Childhood (a therapeutic pre-school), Cary, NC. 1993 - 1997.

Board Member and Officer (President 1996-97), North Carolina Association of Behavioral Health Care. 1989 - 1997.

Board Member of the Wake Medical Center Foundation Board, Raleigh, NC. 1996 - 1997.

Speeches and Lectures (selected)

"Six Levers for Successful Entrepreneurial Growth," speech to the Growth Strategies Conference, Minneapolis, MN, June 2001.

"Strategies for Successful Growth," speech to the annual international dealer convention for EcoWater, Blaine, WA, June 2001.

"The Impact of the Community on Economic Development," keynote speech for regional economic development conference for western Wisconsin sponsored by UW-River Falls, March 2001.

"Harvesting Your Business: Creating Winning Exit Strategies," Taking Flight: Releasing Your Entrepreneurial Spirit Conference, Minneapolis, April 2000.

"The Transition to Successful Growth," Taking Flight: Releasing Your Entrepreneurial Spirit Conference, Minneapolis, April 2000.

"Family Business Transitions: The Entrepreneurial Spirit and the Transition for Growth," Center for Family Enterprise, Minneapolis, May 2000.

Keynote speech for Yankton, SD, Chamber of Commerce annual meeting, February 1999.

"How Inventions get to the Marketplace," Young Inventors Program of Metro ECSU, St. Paul, May 1999.

"Assessing your Entrepreneurial Readiness," Minnesota High Tech Association, Eagan, MN, June 1999.

"Entrepreneurship: Rekindling the Entrepreneurial Fire at MFC," Featured speech at the Annual Executive Conference of Marquette Financial Company, Phoenix, AZ, September 29, 1998.

"Re-igniting the Entrepreneurial Fire at Marquette Banks," Annual Management Meeting of Marquette Banks N.A. of Minnesota, August 24, 1998, Brainerd, MN.

"Financing Options for Small Business," May 18, 1998, North Central Association of Hearth Products, Nisswa, MN.

"Marketing Plans for Small Business," November 13, 1997, Lakeville Chamber of Commerce, Lakeville MN.

"Learning to be an Entrepreneur," Camp Enterprise sponsored by the Edina Rotary Club, November 7, 1997, Maple Lake, MN

Consulting (selected)

GSC Industries, LLC, Miami, FL January 1998 – present.

EcoWater, Woodbury, MN, February 2001—2002.

Blue Plate Restaurant Co., St. Paul, MN November 2000 – 2002.

Corporate Interns, St. Paul, MN, June 1998 - present.

Resideware.com, Minneapolis, MN, April 2001 – present.

University of Mary, Bismarck, North Dakota, March 2001 – 2002.

Go-e-biz.com, Eagan, MN, December 2000 – 2002.

Westwood Professional Services, Inc., Eden Prairie, MN, September 2000 – 2002.

iWonder, Minneapolis, MN, September 1999 – May 2000.

University of Wisconsin Learning Innovations, Madison, WI, August 1999 – March 2000.

Mount Marty College, Yankton, SD, February 1999.

Marquette Financial Companies, Minneapolis, MN, Oct 1998 – 2001.

East Carolina Health Organization, Greenville, NC, September 1997– June 1998.

HealthSystem Minnesota, St. Louis Park, MN, May – June 1998.

Personal Data

Born 28 July 1957. Married, two children.

References

E. Alan Hartman, Dean
College of Business Administration
University of Wisconsin Oshkosh
Oshkosh, WI 54901
920-424-1424
hartman@uwosh.edu

Dr. C. Burk Tower
College of Business Administration
University of Wisconsin Oshkosh
Oshkosh, WI 54901
920-424-0351
tower@uwosh.edu

Dr. Terrence Sebor
Department of Management
University of Nebraska
Lincoln, NE
402-472-3353
tsebor@unl.edu

Dr. Richard Rexeisen
Department of Marketing
University of St. Thomas
2115 Summit Avenue
St. Paul, MN 55105
651-962-5079
rjrexeisen@stthomas.edu

Dr. Robert Brown
School of Education
University of St. Thomas
2115 Summit Avenue
St. Paul, MN 55105
651-962-4992
rjbrown@stthomas.edu

Dr. Michael Naughton
University of St. Thomas

2115 Summit Avenue
St. Paul, MN 55105
651-962-5712
mjnaughton@stthomas.edu