

ANNETTE CLAIR KENDALL

Assistant Teaching Professor – Management (Entrepreneurship)
Director – Center for Entrepreneurship and Innovation
Robert J. Trulaske, Sr. College of Business
University of Missouri-Columbia
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Education

Doctor of Philosophy – Division of Applied Social Sciences, University of Missouri-Columbia. 2019.

- Major: Agricultural & Applied Economics
- Dissertation topic: Changes in the structure and role of entrepreneur networks in an industry over time.

Master of Management – Massey University, New Zealand. 2015. *Merit*

- Thesis: Uncovering invisible values: An exploration of rhetoric in rural economic development within New Zealand

Master of Business Administration – Massey University, New Zealand. 2013. *First Class Honors*

- Thesis: Facilitation of entrepreneurship and innovation in rural New Zealand

Academic Employment

Aug 2019-Present – Assistant Teaching Professor – Management (Entrepreneurship) and Director of the Center for Entrepreneurship and Innovation – Robert J. Trulaske, Sr. College of Business, University of Missouri-Columbia

Jul 2018-Aug 2019 – Senior Research Associate – Entrepreneurship & Management, McQuinn Center for Entrepreneurial Leadership, University of Missouri-Columbia

Aug 2015-Jun 2018 – Graduate Research Assistant, McQuinn Center for Entrepreneurial Leadership, University of Missouri-Columbia

Research & Teaching Interests

Broadly, my research takes a network theory approach to entrepreneurship and strategic management and focuses on the social forces that shape entrepreneurial entry decision of individuals. I am specifically interested in four related areas: (i) social network role and structure, (ii) entrepreneurial-supportive and -inhibitive social capital, (iii) nascent industry formation, and (iv) innovation and creativity. In the classroom, I engage under-graduate students in the fundamentals of entrepreneurship and the entrepreneurial mindset through real-world application of visual tools that enable connections to be made between opportunity identification, evaluation, and exploitation processes. I emphasize a team-based approach over individualism, and demonstrate entrepreneurship as an activity rather than a personal characteristic.

Publications

James, H., Hendricksen, M., Kendall, A., & Sanders, C. (2018). [Network analysis and fairness of agricultural markets]. *Geoforum*

Works in Progress

Kendall, A. Coordinating legitimacy for a nascent industry.

Kendall, A. The legacy of past institutions in explaining variation in entrepreneurship rates across space.

Intended publication: *Small Business Economics*

Conference Presentations

Kendall, A. 2020. Developing an Entrepreneurship Program for Neurodiverse Students. United States Association for Small Business and Entrepreneurship. New Orleans, LA. *January 2020*

Kendall, A. 2018. Business Model Canvas. American Cheese Society Annual Conference. Pittsburgh, PA. *July 2018*

Kendall, A. 2018. Can I afford to cooperate? Intra-industry knowledge sharing and exchange. SMS Special Conference. Oslo, Norway. *June 2018*

Kendall, A. 2017. Legitimacy of new product categories: A story of cooperation and innovation. Frontiers in the Rough, Frontiers in MOC & TIM Conference, Academy of Management – MOC Division. Zurich, Switzerland. *June 2017*

Poster Presentations

Kendall, A. 2018. The legacy of past institutions in explaining variation in entrepreneurship rates across space. AAEA. Washington, DC. *August 2018*

Research Contracts Awarded

Kendall, A. State of the U.S. Artisanal/Specialty Cheese Industry - American Cheese Society, 2020 - \$25,000

Roach, A., Moreland, J., Kendall, A. State of the U.S. Artisanal/Specialty Cheese Industry - American Cheese Society, 2018 - \$25,000

Grants Awarded

Kendall, A., Pfeiffer, F., Hunt, H. Elevating Women in Tech-Based Entrepreneurship – VentureWell, 2020 - \$26,998

University Teaching Experience

University of Missouri-Columbia, Trulaske College of Business, 2017-Present.

- MGMT 4201: MU Institute/AT&T 5G Collaboration
- MGMT 3720: Entrepreneurial Mindset (undergraduate)
 - Fall 2019 – course mean: 4.69/5.00
 - Spring 2020 (2 sections)
- MGMT 4700: Principles of Entrepreneurship (undergraduate)
 - Fall 2018 – course mean: 4.68/5.00
 - Fall 2019 (2 sections) - course mean: 4.40/5.00 and 4.83/5.00
 - Spring 2020
- MGMT 4970: Strategic Management Capstone (undergraduate)
 - Spring 2018 – course mean: 4.81/5.00

University of Missouri-Columbia, Division of Applied Social Sciences, 2017-2019

- ABM 1042: Introductory Macroeconomics (undergraduate)
 - Spring 2019 – course mean: 4.18/5.00
- ABM 3283: Fundamentals of Entrepreneurship (undergraduate)
 - Fall 2018 – course mean: 4.52/5.00
 - Fall 2017 – course mean: 4.83/5.00

Professional Activities

Reviewing

- *Conference: Annual Meeting of the Academy of Management*
 - ENT Division, 2018
 - MOC Division, 2018

College & Department Service

2020

- Committee member – University of Missouri Sinclair School of Nursing T32 Renewal Executive Advisory Committee
- Committee member – Faculty Review Associate Vice Chancellor – Economic Development
- Faculty Advisor – National Agricultural Marketing Association undergraduate competition team – 2018-2020
- Speaker – Stamps Scholar Event, Trulaske College of Business
- Speaker – University of Missouri Sinclair School of Nursing PhD students virtual celebration
- Judge – 4H Young Entrepreneur Pitch Competition
- Judge – Novak Leadership Startup Competition

2019

- Affiliated Faculty – Center for Entrepreneurship and Innovation, 2018-2019
- Panel Moderator – Entrepreneurial Education Summit

2018

- Graduate Student Liaison Representative – Division of Applied Social Sciences – 2017-2018
- Instructor: Entrepreneurship Session – FFA Summers @ Mizzou – 2018
- Judge – Collegiate Entrepreneurship Organization Conference
- Mentor – UM System Entrepreneur Quest Pitch Competition
- President – Agricultural & Economics Graduate Student Association – 2017-2018
- Selection Committee – Assistant Professor, Division of Applied Social Sciences
- Speaker – Admitted Scholars Day, DASS
- Supervisor – Collegiate Entrepreneurship Organization Conference pitch competition students

2017

- Judge – Missouri Agri-Science Fair, MU Department of Agricultural Education & Leadership

Professional Affiliations

- Member, Academy of Management, 2017-Present
 - MOC, ENT Divisions
- Member, Agricultural & Applied Economics Association, 2018-2019

Related Experience

Graduate Teaching Assistant for Dr. Randall Westgren, University of Missouri-Columbia. 2015-2016.

- *Grading for two sections of AGEC 3283: Fundamentals of Entrepreneurship.*

Tutor, Massey Business School, Massey University; New Zealand. 2014-2016.

- *Grading for three sections of 152.250 Managing Organizations.*

Industry Experience

2013-2015 – Managing Director, Ankle Limited; New Zealand. *Consulting to aspiring and existing entrepreneurs & businesses, ranging from sole entrepreneur to 250 employees, located in New Zealand & Australia; consulting to district councils re economic development; government organization audits; and a wide variety of speaking engagements across New Zealand.*

2014-2015 – Chairperson, Tararua Community Youth Services; New Zealand.

2011-2015 – General Manager, Manawatu Masonic Association Trust; New Zealand. *Large charitable organization managing 250 employees across two retirement villages & an aged care resthome & hospital.*

2010-2011 – Systems Manager, Infracon Limited; New Zealand. *Responsible for design, development, and implementation of new financial management system for large (250+ employees) roading & construction company.*

2006-2010 – Practice Manager, MCI & Associates; New Zealand. *Managing merger of two accounting practices into one (40 employees); provision of management and HR consultancy services to clients; various speaking engagements.*

2001-2006 – Accounting Clerk, Holloway & Irwin; New Zealand.

2001 – Project Supervisor, Agriculture New Zealand; New Zealand. *Responsible for administration of training courses across New Zealand including recruitment materials & student/tutor relationships; conference organization.*

1994-2001 – Administration Manager, JV Bennett; New Zealand. *Designed and implemented new services for accountancy firm including secretarial & employment consultancy services; consulting and training services to other accountancy firms re specific accounting software.*

Industry Awards

Scholarship, New Zealand American Association, 2015.

National Scholarship, New Zealand Institute of Management, 2009. *(Total of three scholarships given.)*

Media Publications

2009-2015 – Weekly column writer, Hawkes Bay Today; New Zealand.

Kendall, A. Boosting NZ innovation: Bringing our A-game and celebrating tall poppies. *Idealog*, 2013.

Kendall, A. Fighting the underlying bias against local entrepreneurship. *Idealog*, 2013.

Kendall, A. Coffee shops on every corner. *Idealog*, 2013.

Kendall, A. Strategic management and the division of labor. *Idealog*, 2012.

Kendall, A. Is true equality a pipe dream? The realities of economic distribution. *Idealog*, 2012.

Personal Hobbies and Interests

Family, theatre, reading, travel.