

CYRUS B. PARKS IV

120 Aster Lane
Lake Jackson, Texas 77566
979-248-1345
cbparks@uh.edu

EDUCATION

- Doctor of Philosophy candidate in Strategic Management (ABD) Expected
May 2020
Research Assistant and Teaching Fellow
University of Houston – C.T. Bauer College of Business
Committee: C. Chet Miller (chair), Curtis Wesley, Wynne Chin &
Laura B. Cardinal (University of South Carolina)
Dissertation topic: “Three Essays on the Meaning and Assessment of Firm
Performance”
- Master of Science in Environmental Health Engineering December 1993
University of Texas at Austin – Cockrell School of Engineering
Thesis topic: “Biofiltration of Volatile Organic Chemicals”
- Bachelor of Science in Environmental Engineering June 1991
Northwestern University – McCormick School of Engineering

RESEARCH INTERESTS

Stakeholder contributions to firm performance:

- Industrial partners, value chains, and alliances
- Resilience in crisis management and recovery
- Sustainability, ethics, and corporate social responsibility

Exploratory methodologies: Quantitative (PLS-SEM Path Modeling, Monte Carlo simulation) and Qualitative (case study, grounded theory)

PUBLICATIONS AND WORKS UNDER REVIEW

Parks, C.B., & Cardinal, L.B. (2018). Family firms and stakeholder management: The case of Blue Bell ice cream. Ch. 21 in R.P. Gephart, C.C. Miller & K.S. Helgesson (Eds.), *The Routledge Companion to Risk, Crisis and Emergency Management* (pp. 341-361). New York: Routledge.

Parks, C.B., Cardinal, L.B., & Chin, W.W. Measurement of corporate social performance using proxy data: The case for weighted stakeholder perspectives. *Under first round review*.

Wesley, C.L., Parks, C.B., Gilbert, B.A., & Johnson, K. Initial public offerings and signals for alliance formation: Evidence from new ventures in the software industry. *Under first round review*.

CONFERENCE PRESENTATIONS & SYMPOSIA

Parks, C.B., & Miller, C.C. (2019, October). *Towards more useful conceptualizations and measures of firm performance: How strategy can effectively move forward*. Paper to be presented at the 39th Annual Conference of the Strategic Management Society, Minneapolis.

Flynn, J., Fornaciari, C., Parks, C.B., et al. (2019, June) *The perpetual questions of a management faculty career: How to manage the “service” responsibilities*. Symposium panel at the Conference of the Management & Organizational Behavior Teaching Society, Mahwah, NJ.

Parks, C.B. & Carlin, B. (2019, April) *Keeping course quality in large classes*. Symposium conducted at the Innovative Teaching & Learning Symposium at the University of Houston, Houston, TX.

Li, M., Hatfield, D.E., Cardinal, L.B., and Parks, C.B. (2018, September). *Horizon problem or mirage? The surprising synergy of CEO age and technological innovation*. Paper presented at the 38th Annual Conference of the Strategic Management Society, Paris.

Parks, C.B., & Cardinal, L.B. (2018, August). *Operationalizing corporate social performance through exploration and structuring of proxy data*. Paper presented at the 78th Annual Meeting of the Academy of Management, Chicago.

Parks, C.B. & Carlin, B. (2018, June) *Scaling Up: Maintaining course quality with increased class size*. Symposium conducted at the Management & Organizational Behavior Teaching Society Conference, Conway, SC.

Parks, C.B., Cardinal, L.B. & Chin, W.W. (2018, March). *Rethinking KLD structure: An exploration of corporate social performance proxy data*. Paper presented at the 7th Sustainability, Ethics and Entrepreneurship (SEE) Research Conference, Washington, DC.

Parks, C.B., & Cardinal, L.B. (2017, October). *Family firm strategy under pressure: The case of Blue Bell Ice Cream*. Paper presented at the 37th Annual Conference of the Strategic Management Society, Houston.

Parks, C.B., & Cardinal, L.B. (2017, August). *Governance and stakeholder coupling for family firms: The case of Blue Bell Ice Cream*. Paper presented at the 77th Annual Meeting of the Academy of Management, Atlanta.

Parks, C.B., & Chin, W.W. (2017, June). *Corporate social performance exploration using partial least squares path modeling*. Paper presented at the 9th International Conference on PLS and Related Methods (PLS'17), Macau.

Rude, D., & Parks, C.B. (2017, June). *Establishing the identity of the class and instructor*. Symposium conducted at the Organizational Behavior Teaching Conference, Providence, RI.

Parks, C.B. (2016, October). *A transactional cost perspective of organizational resilience*. Paper presented at the Conference of the Southern Management Association, Charlotte.

Parks, C.B. (2016). *The summer of withdrawal – A study in customer-based firm resilience*. Paper presented at the 76th Annual Meeting of the Academy of Management, Anaheim.

WORK IN PROCESS

Parks, C.B., & Miller, C.C. Toward a useful construct of firm performance. Target: *Strategic Management Journal*.

Parks, C.B., & Miller, C.C. The implications of a better model of firm performance: Replication and extension of an influential strategy paper. Target: *Strategy Science*.

Gilbert, B.A., Johnson, K., Wesley, C.L., & Parks, C.B. Alliances of technology pioneers: How regions and technological capabilities influence new venture alliances with stakeholders. Target: *Journal of Business Venturing*.

Parks, C.B., and Chin, W.W. Use of PLS for demonstrating construct validity from proxy data. Target: *Organizational Research Methods*.

Parks, C.B., Miller, C.C., Fabian, F.H., & Cardinal, L.B. Strategic management at 40 years: Four views toward the future. Target: *Strategic Management Journal*.

ACADMERIC AWARDS AND HONORS

University of Houston Teaching Excellence Award	2018
University-wide prize award given in recognition of outstanding achievement in teaching; Graduate Teaching Assistant category (\$3500 cash prize); selection criteria included reviews, feedback, and recommendation from students, faculty, and administration as well as several in-class observations by a select committee	
Best Paper Prize nominee, Strategic Management Society Annual Conference	2017
Cullen Fellowship, University of Houston	2016
Presidential Fellowship, University of Houston	2014 – 2016
Phi Kappa Phi Honor Society	1993
Tau Beta Pi Engineering Honor Society	1992
J.E. Quon Prize in Environmental Engineering, Northwestern University	1991
National Science Foundation Research Fellowship, University of Notre Dame	1990

TEACHING EXPERIENCE

University of Houston 2017 – 2019

- Business Ethics and Corporate Social Responsibility
 - Large hybrid course (53, 76, 66 students)
 - Full preparation and multimedia course design
 - Writing intensive with personal journaling exercises and online discussion
 - Feedback (on a 5-point scale) = 4.25, 4.64, TBD

- Introduction to Organizational Behavior and Management
 - Large in-person lecture course (77 students)
 - Design of progressive case study project
 - Online course (50 students)
 - Full preparation and writing intensive course design
 - Feedback (on a 5-point scale) = 4.55, TBD
- Introduction to Strategic Management (upcoming - fall 2019)
 - Online course (50 students)
 - Full preparation and multimedia course design
 - Feedback TBD

ACADEMIC AFFILIATIONS AND SERVICE

Reviewer Activities

- Academy of Management – Annual Conference 2015 – 2019
- Strategic Management Society – Annual Conference 2017, 2019
 - Banff Special Conference 2017
- Southern Management Association – Annual Conference 2015 – 2017
- Management & OB Teaching Society Conference 2017 – 2019

Society Membership

- Academy of Management
 - Divisions: STR, SIM, SAP & RM
 - The Error Management Initiative (international network)
 - Doctoral student representative for SAP 2017 – 2018
- Strategic Management Society
 - Extension coordinator for SMS-Houston 2018
 - SMS-Houston, SMS-Denver conference service 2016, 2018
 - Interest groups: Stakeholder Strategy & Strategy Practice
- Southern Management Association
- Management & Organizational Behavior Teaching Society

Workshops and Development Activities (* awarded scholarship)

- AMD Paper Development Workshop at Texas A&M University 2018
- Southern Management Association Late Stage Doctoral Consortium* 2018
- Sustainability, Ethics and Entrepreneurship (SEE) Junior Faculty and Doctoral Consortium* 2018
- Strategic Management Society - Stakeholder Strategy Interest Group and Research Methods Community Workshop for Advanced Doctoral Students and Junior Faculty 2017

- Management & OB Teaching Society Conference – Doctoral Institute* 2017
- Southern Management Association Early Stage Doctoral Consortium* 2016
- Academy of Management – Strategies, Activities and Practices Interest Group, Doctoral and Early Career Program 2016
- Academy of Management – New Doctoral Student Consortium 2016

PROFESSIONAL EXPERIENCE

Dow Chemical Company

- Senior Production Manager – Texas Operations 2013 – 2014
 - Leadership of large-scale integrated chemical operations
- Lean Six Sigma Master Black Belt – Chlor-Alkali & Vinyls Businesses 2010 – 2013
 - Internal consultant for Gulf Coast manufacturing and Chlor-Vinyl commercial operations in North America
 - Productivity improvement program leadership (\$54M/yr impact)
 - Instruction for Black Belt and Green Belt curricula – classroom, hybrid and online environments
- Environmental Technology Subject Matter Expert 2001 – 2010
 - Technical expertise for water and waste issues in Texas, California, Louisiana, Argentina, Spain, Colombia, Brazil & China

Union Carbide Corporation

- Remediation technology, operations, and project manager 1993 – 2001

PREVIOUS PUBLICATIONS (ENGINEERING)

Parks, C.B., & Loehr, R.C. (1994). Biofilter design for VOC remediation. In *Proceedings of the Conference on Petroleum Hydrocarbons and Organic Chemicals in Groundwater: Prevention, Detection, and Remediation*. Houston, Texas: American Petroleum Institute & National Ground Water Association.

Schnell, D.L., Boland, T.M., Schuring, J.R., & Parks, C.B. (1998). Pneumatic injection of iron to treat chlorinated solvents. In H.I. Inyang & V.O. Ogunro (Eds.), *Proceedings of the 4th International Symposium on Environmental Geotechnology and Global Sustainable Development*. Lowell, Mass.: University of Massachusetts.

PROFESSIONAL CERTIFICATIONS

- Lean Six Sigma Master Black Belt 2011
- Six Sigma Black Belt 2008

PROFESSIONAL TEACHING EXPERIENCEDow Chemical Company

2007 – 2013

- Lean Six Sigma and Project Management Training
 - Black Belt curriculum (80 hours classroom)
 - Green Belt Project Leader curriculum (80 hours classroom, 80 hours hybrid/blended)
- Sponsored and facilitated over 25 training sessions, taught over 1000 professionals, and certified over 40 Black Belts and Green Belts in the Chlor-alkali, Vinyls, Environmental Operations, and Engineering SBUs in the United States, Germany, and Brazil

INDUSTRY PRESENTATIONS AND MAJOR PROJECTS

Use of ANCOVA techniques for validating changes in inventory	2012
Monte Carlo simulation and modeling for the analysis of capital spending	2011
Value Stream Mapping and analysis of Texas chlorine manufacturing	2011
South Charleston, WV infrastructure and site strategy	2010
Qingpu, China wastewater site strategy	2009
Barranquilla, Colombia wastewater site strategy	2009
Freeport, TX furan excursion root cause investigation	2009
Bristol-Croydon, PA wastewater site strategy	2009
Deer Park, TX wastewater cyanide risk assessment	2009
Louisville, KY waste and flooding risk assessment	2009
Pittsburg, CA site water strategy	2008
Freeport, TX site flooding prevention and storm water asset upgrade	2006
White Paper: Creating sustainability in emerging geographies (China)	2005
Texas City, TX wastewater plant design and construction	2005
Seadrift, TX site waste and sustainability strategy	2002
Kansas City, KS ground water remediation & site closure	1997
White Paper: Dual-stage membrane technology and design for treatment of latex white water	1997
White paper: Mitigation of spent glycol-based aircraft deicers	1997
ASTM Guidance for human health risk assessment: Methodology for probabilistic risk assessment	1996
Technology development and field demonstration of pneumatic injection of iron for chlorinated organics treatment	1995
White Paper: Natural attenuation of chlorinated solvents	1995
Brownsville, TX risk assessment for site closure	1994
White Paper: Environmental fate and toxicity of acrylic monomers	1993
Bound Brook, NJ site ecological assessment and environmental design	1993