

# JAMES B. BEZJIAN

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## EDUCATION

- 2017 **University of Edinburgh, Scotland, UK**  
Ph.D. -Strategic Management  
*Dissertation Title: Capabilities, Recipes, & Firm Performance: How Industry Recipes Influence the Application of Dynamic Managerial Capabilities in the Hollywood Film Industry*
- 2011 **University of St Andrews, Scotland, UK**  
M.A. -International Business
- 2010 **Azusa Pacific University, Los Angeles, California**  
MBA -Management  
Bachelor of Science -International Business

## TEACHING EXPERIENCE

- 2017-Present **Assistant Professor-Strategy & Entrepreneurship, The Citadel**
  - Developed lectures and learning material on Small Business Management/Entrepreneurship
  - Taught how to develop a business plan and the components necessary for starting a business
  - Utilized guest speakers on venture capital, negotiations, strategic implementation & pitch's
  - Integrated the importance of recipes, capabilities, and relationship theory into my lectures
- 2015-2017 **Adjunct Professor-Marketing; Economics, Vanguard University**
  - Developed lectures and learning material on marketing and microeconomics theory
  - Taught the identification of areas for improvement across firms using gap analysis
  - Developed interactive marketing and economics courses catered to millennial's
  - Integrated business capabilities, best practices, and strategic implementation lectures

## AWARDS

- 2018-2019 **The Grimsley Award for Excellence in Undergraduate Teaching, The Citadel**
  - The recipient of this award is chosen by the senior class from among permanent faculty members nominated by students, faculty and department heads
  - Cadets chose the professor who has meant the most to them during their undergraduate careers
- 2018-2019 **Professor of the Year, The Citadel Baker School of Business**
  - Received the award for outstanding teaching and student development
  - Mentored several students to receive jobs/internships
- 2017-2018 **Professor of the Year, The Citadel Baker School of Business**
  - Received the award for outstanding teaching and student development
  - Mentored several students to receive jobs/internships
- 2009 **Outstanding Paper Award, International Journal of Business Disciplines**
  - Received outstanding paper award for research and empirical development

## PUBLICATIONS

**BEZJIAN, J.; STOYANOVA, V.; MACKAY, R.B., MCKIERNAN, P. (2020).** *Synthesizing Scenario Planning Through Industry Recipes: An Analysis of the Hollywood Film Industry. Technological Forecasting & Social Change.* 150 (C). 119777.

**BEZJIAN, J. & KIPLEY, D.**, (2009). *Creating Organizational Legitimacy for Small and Medium Sized Not-For-Profits Through Knowledge Management and Information Coupling*. **International Journal of Business Disciplines (IJBD)**. 2 (2).

**BEZJIAN, J., HOLMSTROM, W., & KIPLEY, D.**, (2009). *Creating Not-for-Profit Organizational Legitimacy During Periods of Economic Constraints and Diminishing Donor Resources*. **Business Renaissance Quarterly**. 4 (4). 49.

## WORKING PAPERS

**BEZJIAN, J.; STOYANOVA, V.; MCKIERNAN, P.; MACKAY, R.B.** (Write-up Phase). *Anticipating disruptive innovation using scenario planning tools: an inquiry into the Hollywood film industry*. Proof reading phase. Target publication: **Technological Forecasting & Social Change**.

**BEZJIAN, J.; MACKAY, R.B.; DANBOLT, J.; MCKIERNAN, P.** (Submitting 2019). *Capabilities, Recipes, & Firm Performance: How Industry Recipes Influence the Application of Dynamic Managerial Capabilities*. Target publication: **Strategic Management Journal**.

**BEZJIAN, J.; RIGGLE, R.** (Write-Up). *Marketing Strategy from a Recipe Perspective: The 5 P's of the Hollywood Film Industry*. Special Issue: **Journal of Strategic Marketing**

**BEZJIAN, J.** (Editing phase). *21<sup>st</sup> Century Monuments Men & Women: Providing Cultural & Heritage Protection Through the Use of Portable 3D Scanning & Scenario Strategies*. Data Analysis and Creation phase. Target publication: **Journal of Business Education**.

## CONFERENCE PAPERS

**BEZJIAN, J.; SWEETMAN, R.** (2017, Mar). *21<sup>st</sup> Century Monuments Men & Women: Providing Cultural & Heritage Protection Through the Use of Portable 3D Scanning & Scenario Strategies*. Paper presented at the **Language, Regional, and Cultural Symposium** at Maxwell Air Force Base.

**BEZJIAN, J.; RISHEL, T.** (2017, Mar). *Determining an Industry Recipe of Success for NASCAR: A Historical Quantitative Approach to Variable Construction*. Paper presented at the **Southeast Decision Sciences Institute**.

**BEZJIAN, J.; POMAROV S.** (2017, Mar). *The Role of Firm Innovativeness & The Creation of Successful Industry Recipes During Times of Disruption*. Paper presented at the **Southeast Decision Sciences Institute**.

**BEZJIAN, J.; MACKAY, R.B.; DANBOLT, J.** (2017, May). *How Industry Recipes Influence the Application of Dynamic Managerial Capabilities*. **Strategic Management Society. Transforming Entrepreneurial Thinking in Dynamic Capabilities**. Banff Canada

**BEZJIAN, J.; MACKAY, R.B.; DANBOLT, J.** (2016, Aug). *Capabilities, Recipes, & Firm Performance: How Industry Recipes Influence the Application of Dynamic Managerial Capabilities*. Paper presented at the **Academy of Management Conference: Making Organizations Meaningful**. Anaheim, California.

## CAREER DEVELOPMENT

2019

**Harvard University, Cambridge, MA**

Teaching with Cases-Part 1

- Learned how to teach with case studies for MBA classes
- Utilized qualitative approaches to explain complex problems

## MEDIA CREDITS

**BEZJIAN, J.** (2018, Dec). Scanning Through History. *The Citadel Magazine*, PP. 32-35

HARTSELL, J. (2018, Dec 25). The Citadel named one of 10 most innovative schools in the South. *Post & Courier*. Retrieved: <https://www.postandcourier.com/news/>

BOWERS, P. (2018, Jan 12). The world's antiquities are in danger. Citadel students hope to save them with a scanner. *Post & Courier*. Retrieved: <https://www.postandcourier.com/news/>

KENNEDY, V. (2018, Jan). Scottish National Television. News Segment. *Providing Cultural & Heritage Protection Through the Use of Portable 3D Scanning & Scenario Strategies*.

MILLER, T., & HOLMES, K. (2009). *2009 Index of Economic Freedom*. Washington DC: *The Heritage Foundation & Wall Street Journal*.

ROBERTS, J., & LEAHY, D. (2009). *The 2009 Index: How to Escape the "Curse of Oil"*. *The Heritage Foundation*. Web Memo #1983

**BEZJIAN, J.** (2006). The Great Firewall of China. *Living Abroad in China*. Avalon Travel Publishing. Pg 195.

## ACADEMIC SERVICE

2018 -Present

### **Awards Committee, *The Citadel***

- Helped organize university wide standards for faculty and staff awards
- Met regularly with colleagues to revise standards

2019 -Present

### **Student Affairs Committee, *The Citadel***

- Revise Committee Charter As Needed.
- Make recommendations for all Student Scholarships.
- Establish procedure and timeline for all student scholarships.
- Establish and publish a procedure and timeline for the awarding of all BSB student awards

2019

### **Search Committee for Professor of Entrepreneurship/Strategy, *The Citadel***

- Participated in the organization and search for a new faculty member
- Conducted a pre-selection process
- Coordinated candidate interviews and site visits

2019

### **Search Committee for Professor of Data Analytics, *The Citadel***

- Participated in the organization and search for a new faculty member
- Conducted a pre-selection process
- Coordinated candidate interviews and site visits

2018

### **Search Committee for Professor of Entrepreneurship, *The Citadel***

- Participated in the organization and search for a new faculty member
- Helped craft the criteria for recruitment

2018-2019

### **Ad HOC Committee Chair for Entrepreneurship, *The Citadel***

- Worked with colleagues to create an entrepreneurship minor offering
- Coordinated efforts across schools and departments
- Facilitated the team that created the working model and framework for minor

2018-2019

### **Search Committee for Professor of Entrepreneurship, *The Citadel***

- Participated in the organization and search for a new faculty member
- Helped craft the criteria for recruitment

2017-Present

### **Director-Business Innovation Lab, *The Citadel***

- Founded the Baker School of Business Innovation Lab-BADM 490

- Procured 3 high-power portable 3D scanners and computers
- Signed 3 memorandums-University of St Andrews, Ft Bragg, & Charleston Museum
- Completed scanning projects for the University of St Andrews & Charleston Museum
- Presentation accepted to the Air Force Culture & Language Center on 3D Scanning
- Received national and international coverage for the Lab's efforts

2017-Present

**Innovation & Entrepreneurship Speaker Series, *The Citadel***

- Secured eight speakers a year for Citadel Students to learn about entrepreneurship
- Worked with contacts across the country to secure speakers for students
- Organized the Baker School of Business Leadership Symposium Speakers
- Partnered with Medical University of South Carolina on speaker forum

2017-Present

**NGAL Program, *The Citadel***

- Coordinated a study abroad experience for students involved with Start-ups
- Represented the Citadel among local organizations in Estonia
- Mentored students and helped them develop MVP's for a pitch competition

**PUBLIC SERVICE**

2019-Present

**Reserve Deputy Sheriff, *Richland County South Carolina***

- Conduct critical infrastructure assessments for local organizations, and religious institutions
- Participate in vehicle patrols within Richland County
- Completed over 160 hours of law enforcement training
- Successfully passed the South Carolina Criminal Justice Academy Exam

2018-Present

**Intelligence Oversight Officer (Captain), *South Carolina State Guard***

- Conduct intelligence oversight for the state of South Carolina
- Handled security & protection protocols for the Director of National Intelligence
- Provide critical support for state-level missions with the S.C. National Guard
- Work in conjunction with Federal, State, & Local law enforcement
- Participated in several undercover operations providing security
- Oversee overt and covert security operations
- Conduct critical infrastructure assessments throughout the state
- Teach the Anti-Terrorism Level 1 to all new recruits
- **Selected Certifications:** Anti-Terrorism Level I/II Certified, WMN/Terrorism for Emergency Responders, Counter-intelligence awareness and reporting for DoD employees, Foreign disclosure training, Insider threat awareness, Integrating counter-intelligence and threat awareness, Critical infrastructure and security resilience, Critical infrastructure protection

**PROFESSIONAL EXPERIENCE**

2010-Present

**Associate/Chairman of the Board, *Robotic Hand Therapy***

- Provided strategic leadership to Board of Directors
- Identified/developed products & strategic models to achieve a long-term vision
- Provided insights and analysis of ideas through forecasting & strategic planning
- Conducted corporate strategic evaluations regarding market position & competitors
- Created internal/external teams to meet the current issues and future challenges of the firm

2009-2010

**Associate Strategist, *Outside Eyes Crisis Management & Branding***

- Developed venture capital proposal for the CEO earning \$2.5 million in 6 weeks
- Increased research output by 60% through information coupling and capability dynamics
- Produced presentations addressing the status quo and firm needs for future market position
- Created customized pitch documents & strategy plans to achieve quarterly benchmarks
- Established projects, plans, and deadlines through framing and structuring of problems

2007-2010

**External Relations Assistant, *Azusa Pacific University-School of Business***

- Established corporate visits with corporate and non-profit organizations in NYC and DC
- Crafted & contributed the strategy & logistics for a global MBA degree program
- Created a 5 year marketing strategy plan for the global MBA
- Assisted strategic management professor with research, writing, & publications

- Established relations with east coast based organizations and corporations
- 2008 **Economic Research Intern, *The Heritage Foundation***
- Compiled investment & tax data from 183 nations for analysis
  - Investment & tax research contributed to the 2009 Index of Economic Freedom
  - Supported scholars with research on poverty in oil rich countries
- 2008 **International Marketing Intern, *Universal Music Group***
- Assisted with promotional events, PR activities, market research & event planning
  - Assessed marketing strategies used throughout Europe and North America
  - Created budgeting reports for musician's international tours
- 2007 **Chief of Staff to Sir Patrick Duffy (MP), *Former President (North Atlantic Assembly)***
- Arranged travel plans, itineraries, & speeches at Azusa Pacific University
  - Coordinated meetings with business professionals and government officials
  - Performed extensive research on geopolitical events for speaking engagements
- 2007 **Strategic Operations Intern, *Foundation for Economic Education***
- Contributed marketing strategies to broaden the organization's exposure to its target audience
  - Directed the travel logistics for 200+ students from around the world
  - Worked alongside the directors to solve organizational issues and challenges
- 2006 **External Relations Intern, *The Heritage Foundation***
- Managed administrative duties and logistical support for VP and staff
  - Obtained data on US domestic energy policy for VP in speeches and papers
  - Attended meeting on Capitol Hill on national environmental policy

## **GLOBAL EXPERIENCE**

- 2017-2019 **NGAL (Network Locally Act Globally) Program, *Estonia***
- Immersed students in the start-up community of Tallinn Estonia
  - Network budding entrepreneurs to local organizations in Estonia
  - Taught course at the University of Tartu on MVP development
- 2016 **The Israel Collective, *Israel***
- Assess and understand the Syrian refugee crisis along the Israeli border with local leaders
  - Participated in closed door meetings surrounding the current security issues
  - Worked with officials to understand the political climate of the region
- 2013-2016 **University of Edinburgh, *Scotland***
- Active member of the management society at the University of Edinburgh Business School
  - Acted as room representative, mitigating and solving any problems amongst colleagues
  - Residence advisor of Mylnes Court at the University of Edinburgh Residence Life Group.
- 2011 **University of St Andrews, *Scotland***
- Lived, worked, and studied in a multi-cultural environment
  - Participated in research projects and proposals with colleagues from all over the world
  - Successfully built relationships and contacts that span across the globe
- 2010 **Zhejiang University, *Shanghai, China***
- Analyzed foreign firm market entry strategies used in the Chinese market
  - Conducted corporate visits of national and multi-national firms based in China
  - Assessed strategy plans of national corporations seeking to internationalize
- 2006 **Oxford University-Trinity College, *United Kingdom***
- Evaluated the economic & political challenges of European reunification
  - Studied the rise of multinational corporations in emerging markets