

NYDIA MACGREGOR

Management and Entrepreneurship Department, Leavey School of Business
Santa Clara University
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ACADEMIC POSITIONS

LEAVEY SCHOOL OF BUSINESS, SANTA CLARA UNIVERSITY

Faculty Director MBA and Online Programs	2017-Present
Lecturer (renewable term)	2017-Present
Assistant Professor of Management	2009-2017

EDUCATION

UNIVERSITY OF CALIFORNIA, BERKELEY, HAAS SCHOOL OF BUSINESS

Ph.D., Organizational Behavior and Industrial Relations Dec.
2011 Dissertation: "Survival of independent and chain retail establishments:
competition in California communities, 1990-2004" John Freeman (Chair), Heather
Haveman (Chair)

UNIVERSITY OF CALIFORNIA, DAVIS, GRADUATE SCHOOL OF BUSINESS

Masters of Business Administration, General Management 2002

UNIVERSITY OF CALIFORNIA, SANTA CRUZ

Bachelor of Arts, History 1992
Honors: Phi Beta Kappa, History Honors, Porter College Honors

RESEARCH

My research draws upon scholarship in strategic management, organizational theory and economic geography to study firm outcomes, such as performance and survival, and to examine the influence of social structures and geographic proximity on competition.

Publications

MacGregor, Nydia and Tammy L. Madsen. (2013) "Recovery Following Disruption To An Ecosystem: The Effects of the Internet Bust on Community Evolution." *Journal of Leadership and Organization Studies, Special Issue: Strategic Management*

Madsen, Tammy L. and Nydia MacGregor (2016). "The Effects of Regulation (Deregulation) on Strategic Positioning." in Helfat, C., D. Teece & M. Augier (eds.) *Palgrave Encyclopedia of Strategic Management*.

MacGregor, Nydia, and Tammy Madsen. (2018) "Regulatory Shock." *Oxford Research Encyclopedia of Business and Management*.

MacGregor, Nydia, and Tammy Madsen. (2018) "Cluster Evolution." *Oxford Research*

Work-in-progress

Woolley, J. L., & MacGregor, N. (2020). "Technology Start-Up Success at Private and University Business Incubators and Accelerators." Revise and Resubmit to *Entrepreneurship Theory and Practice*.

Woolley, J. L., & MacGregor, N. "Timing of Science, Technology, and Innovation Policy in Nascent Domains."

MacGregor, N., Madsen, T. L., & Vedula, S. "Cluster Shocks and Firm Failure: The Contingent Effects of Community Social Capital."

MacGregor, Nydia and Tammy L. Madsen. "An Enduring Regional Industrial Cluster: How Temporal and Organizational Heterogeneity Drive Post-Shock Recovery."

MacGregor, Nydia, Lo, Desmond (Ho-Fu), and Zhen (Richard) Tang. "The role of ownership size and proximate customers on survival: Evidence from multi-establishment restaurants."

MacGregor, Nydia, and Lo, Desmond (Ho-Fu). "Fostering California Clean Technology Clusters."

MacGregor, Nydia. "The Benefits of Size: Increasing Scale and Scope and the Survival of California retailers, 1990-2004."

MacGregor, Nydia. "Judging a book by its cover: Community activism and the survival of independent and branch bookstores in California."

CONFERENCES AND PRESENTATIONS

Presentation: "Community context and founding processes of banking organizations" (with John Freeman and Pino Audia), at the Annual Meeting of the Academy of Management. Honolulu HI, August 2005.

Presentation: "Market partitioning, survival of specialist organizations and community character: California retailers, 1990–2003" at London Business School Trans-Atlantic Doctoral Conference. London, England, May 2007.

Participant: OMT Division Doctoral Consortium, Academy of Management. Anaheim, CA, August 2008.

Participant: OMT Division Junior Faculty Consortium, Academy of Management. Montreal, Quebec, August 2010.

Presentation: "Organizational form and the survival of retail stores in California,

1990–2003” at the Annual Meeting of the Academy of Management, San Antonio, TX August 2011.

Participant: BPS Division New Faculty Consortium, Academy of Management. Boston, MA, August 2012; Paper presented: MacGregor, Nydia. “Organizational form and the survival of retail stores in California, 1990– 2003.”

Presentation: “The Story of Succession: Ruin & Recovery of Silicon Valley Industries following Disruption, 1990-2009” Strategic Responses to Change, Common Ground Session, Strategic Management Society Annual International Conference. Prague, October 2012.

Presentation: “The Benefits of Size: Increasing Scale and Scope and the Survival of California retailers” at the Atlanta Competitive Advantage Conference, Main Program. Atlanta, GA, May 2013.

Presentation: “The Benefits of Size: Increasing Scale and Scope and the Survival of California retailers” at the Academy of Management Annual Meetings, Division Paper Session. Lake Buena Vista, FL, August 2013.

Presentation: “An Enduring Regional Industrial Cluster: How Temporal and Organizational Heterogeneity Drive Post-Shock Recovery,” with Tammy Madsen, at Strategic Management Society International meetings. Atlanta, GA, Sept. 2013.

Presentation: “An Enduring Regional Industrial Cluster: How Temporal and Organizational Heterogeneity Drive Post-Shock Recovery,” with Tammy Madsen, at Druid Society meetings. Copenhagen, Denmark, June. 2014.

Presentation: “The Effect of Customer Mobility and Chain Size on Company Survival: Evidence from Multi-unit Restaurants,” with Desmond (Ho-Fu) Lo, at Strategic Management Society International meetings. Madrid, Spain, Sept. 2014.

Presentation: “The Effect Of Chain Size And Repeat Customers On Company Survival: Evidence From Multi-Unit Restaurants,” with Desmond (Ho-Fu) Lo, at Druid Society meetings. Rome, Italy, June. 2015.

Presentation: “The Effect Of Chain Size And Repeat Customers On Company Survival: Evidence From Multi-Unit Restaurants” with Desmond (Ho-Fu) Lo, at the Academy of Management Annual Meetings, Division Paper Session. Vancouver, B.C., August 2015.

Presentation: “An Enduring Regional Industrial Cluster: How Temporal and Organizational Heterogeneity Drive Post-Shock Recovery” with Tammy Madsen, at the Academy of Management Annual Meetings, Division Paper Session Anaheim, CA., August 2016.

Invited talk: “An Enduring Regional Industrial Cluster: How Temporal and Organizational Heterogeneity Drive Post-Shock Recovery” with Tammy Madsen, at the University of Kansas, October 2016.

FELLOWSHIPS AND GRANTS

2019 – 2020 Leavey School Faculty Research Grant, Santa Clara University
2018 – 2019 Leavey School Faculty Research Grant, Santa Clara University
2017 – 2018 Leavey School Faculty Research Grant, Santa Clara University
2016 – 2017 Leavey School Faculty Research Grant, Santa Clara University
2015 SCU Sustainability Research Initiative Professional Development Grant, \$25,000, co-awardee Desmond (Ho-Fu) Lo
2015 – 2016 Leavey School Faculty Research Grant, Santa Clara University
2014 – 2015 Leavey School Faculty Research Grant, Santa Clara University
2014 University Research Grant, Santa Clara University
2013 Junior Faculty Development Leave Grant, Santa Clara University
2010 -2012 Leavey School, Faculty Research Grants, Santa Clara University
2010 SCU Presidential Research Grant, Santa Clara University
2008–2009 Inst. of Management, Innovation and Organization Doctoral Fellowship
2005–2006 The Center For Responsible Business PhD Fellowship 2005-2006
2004–2005 The Crawford Doctoral Scholars Program Research Assistantship
2002–2003 Graduate Fellowship, Haas School of Business
2001–2002 Kenneth E. and Joanne M. Nitzberg Scholarship

PROFESSIONAL MEMBERSHIP & SERVICE (SCHOLARLY)

- 2020 Member Editorial Review Board Academy of Management Discoveries **EC**
- 2008 – present Academy of Management: Organization & Management Theory; Business Policy & Strategy; Academy of Management Annual conference reviewer and session chair
- 2008 – present Strategic Management Society: Competitive Strategy Division
- 2014- present Druid Society of Industry and Innovation; Druid14, Druid15, Druid16, Druid17 & Druit18 Conference reviewer
- 2007 – present American Sociological Association: Organizations, Occupation & Work and Economic Sociology Divisions

TEACHING

Teaching Interests

Strategic management, Innovation, Organizational Change

Teaching Awards and Recognition

2017 Faculty Recognition - for extraordinary performance in Teaching, Leavey School of Business, Santa Clara University
2016 Faculty Recognition - for extraordinary performance in Teaching, Leavey School of Business, Santa Clara University
2015 Faculty Recognition - for extraordinary performance in Teaching, Leavey

School of Business, Santa Clara University
2014 Faculty Recognition - for extraordinary performance in Teaching, Leavey School of Business, Santa Clara University
2013 Faculty Recognition - for extraordinary performance in Teaching, Leavey School of Business, Santa Clara University
2013 ACE Outstanding Faculty Award, Leavey School of Business, Santa Clara University
2012 Faculty Recognition - for extraordinary performance in Teaching, Leavey School of Business, Santa Clara University
2011 Faculty Recognition - for extraordinary performance in Teaching, Leavey School of Business, Santa Clara University
2010 ACE Outstanding Faculty Award, Leavey School of Business, Santa Clara University

OTHER PROFESSIONAL ACTIVITIES & SERVICE

Presentation: "Overcoming Assurance of Learning Challenges" Annual Part-Time MBA and Online MBA Conference at Eccles School of Business, University of Utah, October, 2019.

Moderator and Presentation: "Working with OPMs: Living with them, living without them." Online Learning Affinity Group Meeting AACSB International Associate Dean's Conference, November, 2019.

Attendee: Deconstructing and Rebuilding the MBA for Lifelong Learning, MBA Roundtable Curricular Innovation Symposium, Michigan State University, November 2019

Panelist: "Walk-in Strategy Teaching Clinic." Professional Development Workshop, Academy of Management Annual Meeting in Aug 2019, the professional meeting for management and organizations scholars.

Presentation and Organizer with Fiona Ji: "Symposium ePortfolios in Strategic Management." Teaching and Learning Conference, at the Annual Meeting of the Academy of Management, 2019.

Workshop Presentation: "Quick Start Design Thinking for Team Effectiveness." Jesuit Business School Network (JEBNet) Conference, Santa Clara University, April 2019.

Presentation and Panelist: "Houston, We have a Problem! What Can We Learn from Other Industries Transforming at Warp Speed" Annual Part-Time MBA and Online MBA Conference, UT Dallas, Oct 2018.

Attendee: Annual Online MBA Conference and MBA Roundtable Annual Curricular Symposium, Temple University, Oct 2017.

SERVICE TO UNIVERSITY, SCHOOL, AND DEPARTMENT

2018 – Present Faculty Affairs Subcommittee for Lecturers and Adjuncts, Nydia MacGregor, Chair, University Service, Committee Chair,
2017- Present Benefits Committee, Pat Cain, Chair, University Service, Member.
2018-2019 SCU Brutocao Awards Committee, Eileen Elrod, Chair; University Service, Committee Member.

2018 Fulbright Campus Committee, Naomi Levy, Chair; University Service, Committee Member and Applicant Mentor.
2016-2018 Course Coordinator MGMT 162 Strategic Analysis: The Capstone Course, Undergraduate Core Course, Department Service.
2016-2017 Search Committee for Tenure Track Strategy Position, T. Madsen and N. MacGregor, Department Service, Co-chair.
2014-2017 University Valedictorian Committee, University Service, Member.
2015-2016 Search Committee for Tenure Track Strategy Position, Tammy Madsen, Chair, Department Service, Member.

MAJOR ADMINISTRATIVE SERVICE

2017- Present Director MBA and Online Programs, responsibilities for Part-time and Online MBA programs and for maintaining partnership with Online Services Provider (Everspring) across three online programs for the Leavey School.

MAJOR COMMUNITY SERVICE

2017-2019 Vestry (Board of Governors) Community Organization: Trinity Episcopal Church, Vestry and Finance Committee Member

SELECT INDUSTRY EXPERIENCE

1997–2000	Jamba Juice Company Director Of Operations Services
1992–1997	Noah’s N.Y. Bagels Corporate Manager of Retail Support

Other information

Proficient in spoken and written French
Conversant in Spanish
Slow food enthusiast