

Robert Roebuck Wiggins

Curriculum Vitae

Fogelman College of Business and Economics
University of Memphis
202 Fogelman Administration Building
Memphis, TN 38152
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ACADEMIC EXPERIENCE

Teaching

- Associate Professor** **University of Memphis**, Fogelman College of Business & Economics, Fall 2004—present
Assistant Professor **University of Memphis**, Fogelman College of Business & Economics, Fall 2002—August 2004
Teach required capstone course, *Strategic Management*, in undergraduate curriculum, and required capstone course, *Global Strategic Management*, in MBA, IMBA, EMBA and CDMBA programs. Taught Ph.D. course *Seminar in Strategy and Planning Research* in doctoral program.
- Assistant Professor** **Tulane University**, A.B. Freeman School of Business, Fall 1995—Spring 2002
Taught information systems electives *Emerging Information Technologies* and *Information Technology Application*, part of *Economic Environment of Global Business*, and capstone course, *Strategic Management*, in new MBA curriculum introduced 1999-2000. Taught Ph.D. seminar *Strategic Management*, MBA elective course *Competition and Strategy*, which covers high-tech industries and hypercompetition, and BSM capstone course, *Management Policy*.
- Assistant Instructor** **University of Texas at Austin**, Spring 1993—Spring 1995
Co-developed capstone course, *Strategic Analysis for High-Tech Industries*, for IM MBA program. Taught two sections of BBA capstone course, *Business Policy and Strategy*

Administration and Service

- Continuous Improvement Committee **University of Memphis**, Fogelman College of Business & Economics, Fall 2023—present
- Master's Program Coordinator **University of Memphis**, Fogelman College of Business & Economics, Fall 2013—present
- Graduate Studies Committee **University of Memphis**, Fogelman College of Business & Economics, Fall 2002—present
- Faculty Senator **University of Memphis**, Fall 2008—Spring 2012
- IT Research Advisory Committee **University of Memphis**, Fall 2006—Spring 2009
- EMBA Curriculum Review Committee **University of Memphis**, Fogelman College of Business & Economics, Spring 2005—Fall 2006
- Information Technology Committee **University of Memphis**, Fogelman College of Business & Economics, Fall 2003—Fall 2009
- Undergraduate Studies Committee **University of Memphis**, Fogelman College of Business & Economics, Fall 2002—Fall 2003
- Information Systems Curriculum Committee **Tulane University**, A.B. Freeman School of Business, Fall 2000—Spring 2002
- MBA Core Faculty Coordination Committee **Tulane University**, A.B. Freeman School of Business, Spring 1999—Spring 2001
- MBA Curriculum Committee **Tulane University**, A.B. Freeman School of Business, Fall 1998—Spring 2000
- Faculty Senate **Tulane University**, Committee on Computing, Fall 1997—Spring 2000
- Recruiting Committee **Tulane University**, A.B. Freeman School of Business, Fall 1997—Spring 2000
- Freshman Advisor **Tulane University**, Paul Tulane College, Fall 1996—Spring 1998
- Computer Committee **Tulane University**, A.B. Freeman School of Business, Spring 1996—Fall 1997
- BSM Curriculum Committee **Tulane University**, A.B. Freeman School of Business, Fall 1995—Fall 1996
- Assistant Director** Information Systems Management MBA Concentration, Fall 1992—Fall 1993
University of Texas at Austin, Graduate School of Business

RESEARCH INTERESTS

The organization and behavior of complex systems, including:

- (1) The content of corporate strategy, including (a) the sustainability of competitive advantage,

- (b) applications of economic theories in strategic management, (c) hypercompetition.
(2) Strategic networks and strategic alliances.

TEACHING INTERESTS

- (1) Business policy and strategy
- (2) Strategic analysis in high-tech industries
- (3) Organizational economics
- (4) Management of technology
- (5) Information systems management

EDUCATION

University of Texas at Austin, Ph.D., 1995

Major: Strategic Management Minor: Statistical Methods

Dissertation Title: "Sustained Competitive Advantage: Temporal Dynamics and the Myth of Persistent Superior Economic Performance"

Committee: Timothy W. Ruefli (Chair), William W. Cooper, David B. Jemison, Paul Y. Mang, R. Preston McAfee

University of Texas at Austin, Graduate School of Business, M.B.A., 1977

Major: Management Information Systems

Vassar College, A.B., 1975

Double Major: Computer Science and Drama

RESEARCH

Publications

Hypercompetition in the 21st Century: A Look Back and a Look Forward

Robert R. Wiggins and Frances Fabian (University of Memphis)

In *Strategic Management in the 21st Century*, Timothy Wilkinson (Montana State University Billings), Editor
Praeger, 2013, ISBN 978-0-313-39741-7

William W. Cooper

Timothy W. Ruefli (The University of Texas at Austin) and Robert R. Wiggins

In *Profiles in Operations Research*, Arjang Assad (University at Buffalo) and Saul I. Gass (Maryland), Editors
Springer, 2011, ISBN 978-1-4419-6280-5

Schumpeter's Ghost: Is Hypercompetition Making the Best of Times Shorter?

Robert R. Wiggins and Timothy W. Ruefli (The University of Texas at Austin)

Strategic Management Journal 2005, Volume 26, Number 10, October 2005, pp. 887-911

Selected by **Emerald Management Reviews** as one of the top 50 management articles of 2005

Citations: SSCI: 156; Google Scholar: 734

Response to McGahan and Porter's Comment on 'Industry, Corporate, and Segment Effects and Performance: A Non-Parametric Approach'

Timothy W. Ruefli (The University of Texas at Austin) and Robert R. Wiggins

Strategic Management Journal 2005, Volume 26, Number 9, September 2005, pp. 881-886

Citations: SSCI: 24; Google Scholar: 36

Industry, Corporate, and Segment Effects and Business Performance: A Non-Parametric Approach

Timothy W. Ruefli (The University of Texas at Austin) and Robert R. Wiggins

Strategic Management Journal 2003, Volume 24, Number 9, pp. 861-879

Citations: SSCI: 35; Google Scholar: 261

Sustained Competitive Advantage: Temporal Dynamics and the Incidence and Persistence of Superior Economic Performance

Robert R. Wiggins and Timothy W. Ruefli (The University of Texas at Austin)

Organization Science 2002, Volume 13, Number 1, pp. 81-105

Citations: SSCI: 111; Google Scholar: 691

The Digital Technological Environment

Timothy W. Ruefli (The University of Texas at Austin), Andrew Whinston (UT Austin) and Robert R. Wiggins

In *Digital Marketing*, Vijay Mahajan (UT Austin) and Jerry Wind (Wharton), Editors

John Wiley & Sons, 2001, ISBN 0471361224

Citations: Google Scholar: 15

Longitudinal Performance Stratification: An Iterative Kolmogorov-Smirnov Approach

Timothy W. Ruefli (The University of Texas at Austin) and Robert R. Wiggins

Management Science 2000, Volume 46, Number 5, pp. 685-692

Citations: SSCI: 12; Google Scholar: 38

Downscoping versus Downscaling: Spinoffs and Parent, Subsidiary, and Combined Performance

Hemang Desai (Southern Methodist University), Robert D. Nixon (Tulane) and Robert R. Wiggins
Best Paper Proceedings, Academy of Management, Annual Meeting, Chicago, 1999

Necessary Conditions for the Predictive Validity of Strategic Groups: Analysis without Reliance on Clustering Techniques
Robert R. Wiggins and Timothy W. Ruefli (The University of Texas at Austin)
Academy of Management Journal 1995, Volume 38, Number 6, pp. 1635-1656
Citations: SSCI: 29; Google Scholar: 113

When Mean Square Error Becomes Variance: A Comment on "Business Risk and Return: A Test of Simultaneous Relationships"
Timothy W. Ruefli (The University of Texas at Austin) and Robert R. Wiggins
Management Science 1994, Volume 40, Number 6, pp. 750-759
Citations: SSCI: 14; Google Scholar: 42

Presented Papers

A review and test of the emerging markets concept
Nicholas D. Rhew (University of Memphis), Frances Fabian (University of Memphis) and Robert R. Wiggins
Presented at the **Southwest Academy of Management, Dallas, 2014**

Regulation and deregulation in restricted markets: Implications for strategy implementation
Rachida Aissaoui (Ohio University), Frances Fabian (University of Memphis) and Robert R. Wiggins
Presented at the **Annual Meeting of the Southern Management Association, New Orleans, 2013**
Also workshopped by invitation at **Strategic Management Society Annual Conference, Atlanta, 2013**

Market Structure and Market Growth in Restricted Demand Markets
Rachida Aissaoui (University of Memphis) and Robert R. Wiggins
Presented at the **Annual Meeting of the Academy of Management, Boston, 2012**

Managerial Hubris Revisited: A Fantasy Realization Approach
Frank A. Bosco (University of Memphis) and Robert R. Wiggins
Presented at the **Annual Meeting of the Academy of Management, Montreal, 2010**

Peeking Under the Sheet of Schumpeter's Ghost: Further Investigations into Hypercompetition
Timothy W. Ruefli (The University of Texas at Austin) and Robert R. Wiggins
Presented at the **Annual Meeting of the Academy of Management, Honolulu, 2005**
Also presented by invitation at the **University of Missouri at Columbia, November, 2005**
Also presented by invitation at the **University of Houston, November, 2005**

The Role of Managerial Discretion and CEO Attributes in Creating and Sustaining Superior Performance
David A. Fritz (University of Memphis) and Robert R. Wiggins
Presented at the **Annual Meeting of the Southwest Academy of Management, Orlando 2004 (also in Proceedings)**

Hypercompetitive Performance: Are the Best of Times Getting Shorter?
Robert R. Wiggins and Timothy W. Ruefli (The University of Texas at Austin)
Presented at the **Annual Meeting of the Academy of Management, Washington, DC, 2001**
Also presented by invitation at **Texas Christian University, December, 2003**
Also presented by invitation at the **University of Texas at Dallas, March, 2002**
Also presented by invitation at the **University of Memphis, February, 2002**
Also presented by invitation at the **University of Missouri at Columbia, October, 2001**

Downscoping versus Downscaling: Spinoffs and Parent, Subsidiary, and Combined Performance
Hemang Desai (Southern Methodist University), Robert D. Nixon (Tulane) and Robert R. Wiggins
Presented at the **Annual Meeting of the Academy of Management, Chicago, 1999**

Digital Marketing: The Digital Technological Environment
Timothy W. Ruefli (The University of Texas at Austin), Andrew Whinston (UT Austin) and Robert R. Wiggins
Presented at **Digital Marketing Conference, The Wharton School, October, 1998**

Nonlinearity and Outliers: Putting Performance in its Place
Frances Hauge Fabian (Tulane University) and Robert R. Wiggins
Presented at Sun-Break 98, **Nonlinearity & the Organization Conference, Las Cruces, NM, 1998**

Sustaining Competitive Advantage: Temporal Dynamics and the Rarity of Persistent Superior Economic Performance
Robert R. Wiggins
Presented at the **Annual Meeting of the Academy of Management, Boston, 1997**
Also presented by invitation at **McKinsey & Company, New York, NY, September, 1996**
Also presented by invitation at the **State University of New York at Buffalo, January, 1995**

Also presented by invitation at the **University of South Carolina**, November, 1994

Commercializing Intellectual Property Assets: Efficient Boundaries and Strategic Networks
Robert R. Wiggins and David B. Jemison (The University of Texas at Austin)
Presented at the **Annual Meeting of the Academy of Management**, Atlanta, 1993

When Mean Square Error Becomes Variance: A Comment on "Business Risk and Return: A Test of Simultaneous Relationships"
Timothy W. Ruefli (The University of Texas at Austin) and Robert R. Wiggins
Presented by invitation at the Fall **TIMS/ORSA Meeting**, 1993
Also presented by invitation at the **ITESM Graduate School**, Mexico City, Mexico, March, 1993

The Number of Unique Return Distributions Across a Set of Firms and its Implications for the Mean/Variance Approach to Risk and Return
Timothy W. Ruefli (The University of Texas at Austin) and Robert R. Wiggins
Presented by invitation at the Fall **TIMS/ORSA Meeting**, 1991

HONORS AND AWARDS

George Johnson Teaching Fellowship, Fogelman College of Business and Economics, **University of Memphis**, 2017
Best Empirical Paper Award, Fogelman College of Business and Economics, **University of Memphis**, 2005
Emerald Management Reviews Citation of Excellence, 2005
Suzanne Downs Palmer Research Professorship, **University of Memphis**, 2004-2005
BSM Teaching Honor Roll, **Tulane University**, Spring 2002
MBA Teaching Honor Roll, **Tulane University**, Spring 2001
Freeman Faculty Fellow, **Tulane University**, 2000-2001
MBA Teaching Honor Roll, **Tulane University**, Spring 2000
Freeman Faculty Fellow, **Tulane University**, 1999-2000
MBA Teaching Honor Roll, **Tulane University**, Fall 1998
Freeman Professor of Doctoral Studies and Research, **Tulane University**, 1998-1999
J.F., Jr., & Jessie Lee Seinsheimer Research Fellow, **Tulane University**, 1997-1998
BPS New Faculty Consortium, **Academy of Management**, 1997
BSM Teaching Honor Roll, **Tulane University**, Fall 1996
University Continuing Fellowship, **University of Texas at Austin**, 1994-1995
BPS Doctoral Consortium, **Academy of Management**, 1994
Honor Society of **Phi Kappa Phi**, inducted 1994
Dean's Award for Academic Excellence, **University of Texas at Austin**, 1977
Sord Scholar Award for Academic Excellence, **University of Texas at Austin**, 1976

PROFESSIONAL AFFILIATIONS

Officer/Leadership Positions

Webmaster, BPS Division, Academy of Management, 2004-2007
Executive Committee Member (Ex Officio), BPS Division, Academy of Management, 2004-2007

Ad hoc reviewing

Academy of Management Discoveries
Academy of Management Journal
Administrative Science Quarterly
Management Science
Organization Science
Strategic Management Journal
National Science Foundation
Academy of Management annual meetings (BPS Division)
British Journal of Management
Long Range Planning
Operations Research
OMEGA
Review of Industrial Organization

BUSINESS EXPERIENCE

Consulting

The Wiggins Group — Palo Alto, CA, Austin, TX, New Orleans, LA, and Memphis, TN

Principal Consultant January 1987–present. Offer consulting and expert witness services to clients such as **McKinsey & Co.**, New York, NY, **Novell Corporation**, Provo, Utah, **Borland Corporation**, Scotts Valley, California, and **FedEx Corporation**, Memphis, Tennessee.

Roebuck Wiggins Associates, Inc. — New York, NY

President January 1982–December 1986. Information systems management consultant to the following clients: **Goldman Sachs & Co.** 1985–1987, **Manufacturers Hanover Trust** Corporate Computer Facility 1985-1986, **American Express International Bank** 1985, **Manufacturers Hanover Trust** Central Technology Services 1983-1984, **Chemical Bank** 1982–1983, **Manufacturers Hanover Trust** Corporate Computer Facility 1982

Writing

Contributing Editor *MediaDirect CD-ROM* magazine (Japan), 1993–1995
Contributor *Home Office Computing* magazine, 1993
Contributor *Mobile Office* magazine, 1993
Contributing Editor *Windows User* magazine, 1992–1993
Contributor *Computer Shopper* magazine, 1991–1992
Contributing Editor *MacUser* magazine, 1986–1991
Wrote a monthly column titled “The Pinstripe Mac,” regarding business uses of the Apple Macintosh. Also contributed occasional feature articles.

Other Business Experience

Ray West Warehouses, Inc. — Corpus Christi, TX

Director 1998–present
Serve on the Board of Directors of the privately-held logistics firm which has provided bonded warehousing services in South Texas since 1953.

Micronetworked Computer Users, Inc. — Hicksville, NY

Sysop January 1985–August 1991 and January 1993–May 1995
Provided services as a system operator in the MAUG forums on **CompuServe**.

Ziff Communications — New York, NY

Chief Sysop *Computer Shopper* Forum on CompuServe, August 1991–December 1992

International Business Machines Corporation — New York, NY

Systems Engineer Data Processing Division, June 1977– December 1981
Responsible for sales and installation of over \$40 million of computer hardware and software at customers such as Blue Cross/Blue Shield of Greater New York and TIAA/CREF