

Kenneth J. Petersen

Leading to Serve | Serving to Improve Lives | Inspiring Innovation

Senior Associate Dean for Faculty & Research Innovation

Helen Robson Walton Endowed Chair in Marketing and Supply Chain Management

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Executive Summary

I am an academic leader committed to strengthening faculty excellence, expanding high-impact research, and improving student success and belonging. Across senior administrative roles—including Senior Associate Dean for Faculty & Research Innovation, a prior deanship, an interim deanship, and a directorship—I have built high-performing academic cultures, modernized curricula, secured major philanthropic commitments, and advanced transformative institutional priorities.

My leadership integrates three core commitments:

1. **Excellence in research and faculty development**, supported by strategic hiring, mentoring, and research infrastructure expansion;
2. **Student access, belonging, and achievement**, strengthened through improved advising systems, experiential learning, and university-wide collaborations; and
3. **Mission-aligned resource stewardship**, including oversight of academic components of a \$250M endowment, implementation of multi-year resource models and leadership of a \$15M annual college budget. I have also built and scaled revenue-generating academic programs across undergraduate, graduate, online, and professional portfolios.

My leadership is deeply collaborative and interdisciplinary, advancing research, innovation, and academic programming through partnerships across colleges, as well as with industry, government, and community organizations.

I cultivate transparent, inclusive, data-informed academic cultures that empower faculty, staff, and students to thrive. I bring extensive experience navigating complex faculty and staff personnel matters with discretion, fairness, and a focus on building healthy, high-performing academic environments.

Leadership Highlights

Strategic Faculty & Research Leadership

- Led the faculty and research mission of a business college serving 7,000+ students during significant enrollment growth.
- Led successful AACSB reaccreditation processes at both the University of Oklahoma (2025) and Boise State University (2017), strengthening faculty qualifications, assurance of learning systems, and continuous-improvement cultures across two distinct institutional contexts.

- Recruited 33 new faculty in two years, strengthening research productivity, instructional excellence, and disciplinary breadth.
- Supported the successful promotion of 21 faculty (2024–2026) through strengthened faculty resourcing, mentoring, and transparent evaluation.
- Built and scaled multiple revenue-generating academic programs across undergraduate, graduate, online, and professional portfolios, strengthening financial sustainability and market relevance.
- Co-founded the Blue Sky Institute, a university-wide interdisciplinary center advancing applied research, innovation, and regional economic development through partnerships with industry, government, and community organizations.
- Served as Workforce Development Lead for the \$168M NSF Engines WeatherForge proposal, a multi-college, multi-sector initiative supporting national-scale innovation and regional economic development.
- Enhanced doctoral student research support by expanding research funding and travel opportunities that increased student engagement and scholarly development.

Resource Stewardship & Institutional Strategy

- Steward the faculty- and research-facing portion of a \$250M endowment, aligning long-term resource allocation with mission-critical academic priorities.
- Developed multi-year, mission-aligned budgeting and resource-allocation models supporting faculty hiring, research productivity, doctoral research funding, and strategic academic priorities.
- Managed an annual operating budget of approximately \$15M, ensuring effective resource deployment, faculty support, instructional quality, and sustainability.
- Served on the university leadership team that developed and implemented a Responsibility Center Management (RCM) budget model.

Academic Innovation & Program Growth

- Achieved 90% credit-hour growth in Marketing and Supply Chain Management undergraduate programs and 137% enrollment growth in graduate supply chain programs.
- Modernized curricula and launched new undergraduate majors, minors, and certificates in digital marketing, business of healthcare, and supply chain management. Expanded access to business education through new minors designed for non-business majors.
- Successfully launched a new Online MS in Supply Chain Management.
- Revitalized doctoral education in Marketing and Supply Chain Management, improving program quality and faculty supervision capacity.
- Strengthened global engagement through residencies and institutional partnerships across Europe and Asia, enhancing cross-border learning and research opportunities.
- Expanded corporate partnerships and executive education programs, strengthening regional economic development.

Student Success & University-Wide Impact

- Oversaw advising and student success systems for 4,000+ first-year students, improving belonging, coordination, and early engagement.
- Led major organizational realignment, improving service delivery and institutional alignment.
- Strengthened campus-wide advising integration and pathways to retention and academic success.

Inclusive Excellence & Culture Building

- Implemented inclusive hiring, transparent evaluation, and mentoring systems supporting diverse faculty communities.
- Improved student belonging and equitable outcomes through strengthened advising structures, early-engagement initiatives, and evidence-based student success practices.
- Fostered collaborative, data-informed cultures grounded in shared governance and academic integrity.

Leadership Experience

Senior Associate Dean for Faculty & Research Innovation

Michael F. Price College of Business, University of Oklahoma (2024–Present)

- Support the faculty and research mission of a high-growth college serving 7,000+ students.
- Steward the faculty- and research-facing portion of a \$250M endowment.
- Lead faculty lifecycle processes: annual review, promotion and tenure, and post-tenure review.
- Led strategic research initiatives, advanced interdisciplinary collaborations, and strengthened faculty development systems aligned with institutional priorities.
- Recruited 33 new faculty across two years.
- Supported the promotion of 21 faculty over two years.
- Led successful AACSB reaccreditation (2024–2025).
- Enhanced faculty success and retention through transparent evaluation processes, improved faculty policies, increased access to resources, and expanded professional-development programming.
- Advanced major interdisciplinary initiatives, including leadership roles in the \$168M NSF Engines WeatherForge proposal.
- Expanded support for doctoral student research and professional development, including competitive research awards and conference travel funding.

Interim Dean, University College

University of Oklahoma (2023–2024)

- Oversaw advising and academic-support systems for 4,000+ first-year students.
- Stabilized and repositioned University College during structural transition, and led its reorganization into two new administrative units.
- Strengthened cross-campus collaboration to improve belonging and persistence.

Director, Division of Marketing and Supply Chain Management

Michael F. Price College of Business, University of Oklahoma (2019–2024)

- Achieved major enrollment growth and revitalized research culture.
- Recruited 14 new Marketing and Supply Chain Management faculty.
- **Strengthened gender diversity in faculty hiring**, with 9 of 14 new faculty hires in Marketing and Supply Chain being women, reflecting intentional and inclusive recruitment practices.
- Modernized curricula and introduced high-impact experiential learning.
- Implemented data-driven systems for enrollment, graduation, and diversity analytics.
- Rebuilt and revitalized doctoral education in Marketing and Supply Chain Management, restarting dormant programs, modernizing structures, and strengthening faculty supervision capacity.

Dean, College of Business and Economics

Boise State University (2014–2018)

- Expanded faculty by nearly 25%.
- Increased graduate enrollment by more than 40%.
- Implemented required academic undergraduate advising and a dedicated career center.
- Secured **\$10M+** in philanthropic commitments supporting scholarships, global learning, student success initiatives, and strategic academic programming.
- Expanded international partnerships supporting student mobility and dual-degree pathways.
- Guided Online MBA to Top 60 national ranking.
- Co-founded the Blue Sky Institute, establishing an interdisciplinary platform for applied research, innovation, and community impact that connected faculty across business, engineering, and public policy and supported regional economic development initiatives.
- Managed an annual operating budget of approximately \$15M.
- Led successful AACSB reaccreditation, strengthening faculty qualifications and curricular alignment.
- Improved graduation and retention through advising and curricular modernization.
- Awarded United Nations PRME Award for Excellence in Responsible Management Education.
- Played a key role on the university leadership team that developed and implemented an RCM budget model.

Prior Academic Roles

- John H. “Red” Dove Professor, University of Tennessee (2011–2014)
- Professor, Colorado State University (2005–2011)
- Assistant Professor, Arizona State University (2001–2005)
- Assistant Professor, University of Oregon (1999–2001)

Military Service

- Lieutenant Commander (submarine qualified), U.S. Navy Supply Corps (1985–2002)

Education

- Ph.D., Operations and Sourcing Management, Michigan State University
Dissertation: *The Effect of Information Quality on Supply Chain Performance*
- M.B.A., Management, University of Akron — Beta Gamma Sigma
- B.S., Finance and Economics, University of Alabama — Phi Kappa Phi, Golden Key

Research Summary and Impact

Scholarly Influence

- **32 peer-reviewed journal articles; 16,115 citations; h-index 30; i10-index 35** (Google Scholar).
- Named among the **Most Influential Researchers in the World** (PLOS Biology).
- Publications in leading journals, including *Journal of Operations Management*, *Academy of Management Journal*, *Journal of Supply Chain Management*, *Decision Sciences*, *Journal of Business Logistics*, and *California Management Review*.

Areas of Contribution

- Supplier integration, innovation, and new product development
- Supply chain risk and resilience
- Sustainability and environmental performance
- Relational governance, trust, and interorganizational collaboration

Research Leadership & Vision

My research vision centers on building a high-impact, externally engaged research enterprise that advances knowledge, improves practice, and elevates the college's national and global reputation. I prioritize strategic hiring, interdisciplinary collaboration, doctoral excellence, and supportive research infrastructure to enable faculty to produce influential, societally meaningful scholarship. I view research excellence as central to institutional reputation, faculty success, doctoral education, and societal impact, and I prioritize long-term strategies that position the college among the nation's leading business schools.

- Led strategic research initiatives to enhance research quality, increase A-journal placement, and strengthen external and national research visibility.
- Strengthened research infrastructure through seed funding, faculty mentoring, and doctoral research support.
- Advanced large-scale research collaborations, including the \$168M NSF Engines initiative.
- Positioned the college's research profile for national visibility through hiring, resource allocation, and external partnerships.

Selected Publications

(Representative selection; full publication list available upon request.)

- Petersen, K., Handfield, R., & Ragatz, G. (2005). *Supplier Integration into New Product Development: Coordinating Product, Process, and Supply Chain Design*. **Journal of Operations Management**, 23(3–4), 371–388.

- Handfield, R., Ragatz, G., Petersen, K., & Monczka, R. (1999). *Involving Suppliers in New Product Development*. **California Management Review**, 42(1), 59–82.
- Lawson, B., Petersen, K. J., Cousins, P. D., & Handfield, R. B. (2009). *Knowledge Sharing in Interorganizational Product Development Teams: The Effect of Formal and Informal Socialization Mechanisms*. **Journal of Product Innovation Management**, 26(2), 156–172. (Emerald Highly Cited Paper)
- Bode, C., Wagner, S., Petersen, K., & Ellram, L. (2011). *Understanding Responses to Supply Chain Disruptions: Insights from Information Processing and Resource Dependence Perspectives*. **Academy of Management Journal**, 54(4), 833–856.
- Brandon-Jones, E., Squire, B., Autry, C., & Petersen, K. J. (2014). *A Contingent Resource-Based Perspective of Supply Chain Resilience and Robustness*. **Journal of Supply Chain Management**, 50(3), 55–73.
- Cousins, P., Handfield, R., Lawson, B., & Petersen, K. (2006). *Creating Supply Chain Relational Capital*. **Journal of Operations Management**, 24(6), 851–863.

Advancement & External Engagement

- Secured **\$10M+** in philanthropic commitments supporting scholarships, global learning, student success initiatives, and strategic academic programming.
- Expanded corporate partnerships for applied research, experiential learning, and workforce development.
- Strengthened executive education and global program portfolios.
- Revitalized advisory boards with high-impact industry leaders.
- Advanced regional economic development through interdisciplinary and public-sector collaborations.

Global Engagement

- Led and participated in global academic programs across Europe and Asia, including residencies or instructional programs in Italy, Belgium, Poland, South Korea, China, Hungary, and the United Kingdom, expanding international learning and strengthening global business competencies.
- Expanded international academic partnerships with institutions in Vietnam, Taiwan, China, and South Africa, strengthening global student pipelines, widening access to international study opportunities, and supporting cross-border program development.
- Co-designed and taught in the University of Tennessee's globally oriented Executive MBA in Supply Chain Management, a high-end international program featuring multi-country residencies, corporate immersion, and applied global consulting projects.
- Delivered executive education and industry presentations worldwide, including invited sessions in Ireland, Mexico, and the United Kingdom.
- Engaged in international research collaborations with scholars and institutions in Europe and the UK, including service as a Senior Visiting Fellow at Manchester Business School, and co-authorship with global research partners across multiple publications.