

JIM WHITBECK
UNIVERSITY OF COLORADO, COLORADO SPRINGS
ASSISTANT PROFESSOR

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RESEARCH AND TEACHING INTERESTS

My research explores questions at the intersection of entrepreneurship and organization theory. I examine the nuanced relationships between entrepreneurial cognition, culture mobilization strategies, and performance outcomes. This agenda deepens our understanding of entrepreneurship as a dynamic and culturally embedded process, a topic which has fascinated me since the early days of my own experience as an entrepreneur founding, managing and successfully exiting my own venture.

My teaching interests focus on undergraduate and graduate level entrepreneurship, innovation and creativity.

EDUCATION

PhD	Oregon State University, Innovation and Entrepreneurship	June 2025
	Advisor: Violetta Bacon-Gerasymenko	
	OSU Committee: Jonathan Arthurs, Manuela Hoehn-Weiss, Xiaohui Chang	
	External Committee Member (Indiana University): Greg Fisher	
	Dissertation: "Entrepreneurial failure and flourishing: Unveiling the dynamic interplay of experience, culture, and entrepreneurial outcomes"	
	Proposal Defended: May 2024	
MS	Portland State University, International Supply Chain Management	June 2014
BA	University of Oregon, Philosophy	September 2007
	Minors in Business Administration and Journalism	

PUBLICATIONS

Peer Reviewed Publications

Whitbeck, J. and Bacon-Gerasymenko, V. (Forthcoming) "A blessing and a curse? Re-examining the role of entrepreneurial experience in response to crowdfunding failure," *Frontiers of Entrepreneurship Research*.

Manuscripts Under Review

Whitbeck, J. "So many stories left to tell: A review of entrepreneurial storytelling literature."
Revise and resubmit at Journal of Business Venturing

Karami, M. and Whitbeck, J. "From deskilling to upskilling: The role of cognitive ethical engagement in human-AI collaboration."

Under review at Academy of Management Review

Whitbeck, J. and Bacon-Gerasymenko, V. "Seeking success after failure: The role of entrepreneurial experience in response to failures of varying severity."

Under review at Strategic Entrepreneurship Journal

*Bacon-Gerasymenko, V., Kulchina, E., and Whitbeck, J. "The new old game: How do accelerators affect startups?"

Under review at Strategic Management Journal

Conference Papers and Presentations

Karami, M. and Whitbeck, J. "From deskilling to upskilling: The role of cognitive ethical engagement in human-AI collaboration," 2025 Academy of Management Conference.

Burnell, D., Preedom, J.C., Whitbeck, J., Fisher, G., Grimes, M., Hampel, C., Snihur, Y., and Soublière, J.F. "The art of lean startup: A conversation about experimental strategy and cultural entrepreneurship," 2025 Academy of Management Conference. *Co-organizer of panel symposium.*

Whitbeck, J. "Storytelling in entrepreneurship: Looking beyond performance outcomes." 2024 Academy of Management Conference. *Primary organizer of panel symposium.*

Whitbeck, J. "So many stories left to tell: A review of entrepreneurial storytelling literature," 2024 Academy of Management Proceedings.

Whitbeck, J. and Bacon-Gerasymenko, V. "Unpacking the role of entrepreneurial experience in response to failures of varying severity," 2024 Academy of Management Proceedings.

*Bacon-Gerasymenko, V., Kulchina, E., and Whitbeck, J. "The new old game: How do accelerators affect startups?" 2023 Strategic Management Society Conference.

Whitbeck, J. "So many stories left to be told: A review of the literature on entrepreneurial storytelling," Cultural Entrepreneurship PDW. 2023 Academy of Management Annual Meeting.

Whitbeck, J. and Bacon-Gerasymenko, V. "A blessing and a curse? Re-examining the role of entrepreneurial experience in response to crowdfunding failure," 2023 Babson Entrepreneurship Research Conference. *Received Top 40 Paper Award.*

*Bacon-Gerasymenko, V., Kulchina, E., and Whitbeck, J. "The new old game: How do accelerators affect startups?" 2023 Babson Entrepreneurship Research Conference.

Whitbeck, J. and Bacon-Gerasymenko, V., “Caught in a game of tug of war: Attribution bias and problemistic search in entrepreneurial responses to crowdfunding failure,” 2022 Academy of Management Proceedings.

Works In Progress

Whitbeck, J., Bacon-Gerasymenko, V., and Fisher, G. “Toward multidimensional distinctiveness: Balancing aesthetics and interactivity in tabletop board games”
Status: hypotheses and theory developed, data collected and analyzed, drafting paper
Target: Organization Science

Whitbeck, J. “When more is not more: Repeat collaboration and resource networks in comic books”
Status: hypotheses and theory developed, data collected, drafting paper
Target: Organization Science

Whitbeck, J. “Taylor’s version: Creative self-disruption as resource reclamation in music streaming”
Status: early theorizing and data collection
Target: TBD

Saylor, R., Whitbeck, J., and Taylor, N. “The dangers of entrepreneurial storytelling: Entrepreneurialism’s history of hampering entrepreneurship.”
Status: finalizing for submission
Target: Entrepreneurship Theory & Practice

Practitioner Magazine Articles

Norman, E. M. and Whitbeck, J. 2010. “Expatriate talent market trends: Making every penny count,” *Workspan Magazine*, 58.

*Denotes equal coauthorship

TEACHING EXPERIENCE

Business Administration 361 – Creativity and Ideation. Focuses on the creative process applied toward business and societal problems, specifically, on identifying and developing innovative solutions to complex problems, fostering a creative culture, and providing practical tools for enhancing individual and team creativity. Uses exercises, simulations, and real-world business scenarios.

- In person, Spring 2023 (5.9/6.0 for course overall, 6.0/6.0 for instructor)

Business Administration 260 – Introduction to Entrepreneurship. Required for entrepreneurship concentration. Topics include evaluating entrepreneurial capabilities, creativity, business plan creation, opportunity assessment and feasibility analysis, business implementation, new product introduction, and seeking funds. Uses exercises, simulations, and real-world business scenarios and culminates in pitch competition across several sections.

- Online, Spring 2024 (5.5/6.0 for course overall, 5.8/6.0 for instructor)

PROFESSIONAL AFFILIATIONS

Academy of Management, ENT, MOC and OMT divisions (2020-Present)

Strategic Management Society, Knowledge & Innovation, Entrepreneurship & Strategy Interest Groups (2023-Present)

PROFESSIONAL SERVICE

Storytelling in Entrepreneurship: Looking Beyond Performance Outcomes – AOM 2024 Panel Symposium – Chair and Lead Organizer

Academy of Management Review Ad Hoc Review (2024-Present)

Journal of Business Venturing Ad Hoc Review (2024-Present)

Academy of Management Review Bridge Reviewer Program (2023-2024)

Journal of Business Research Ad Hoc Review (2023-Present)

Strategic Management Society Conference Peer Review – Knowledge & Innovation, Entrepreneurship & Strategy Interest Groups (2023-Present)

Academy of Management Conference Peer Review – ENT division (2021-Present)

CONSORTIA PARTICIPATION

ENT Doctoral Consortium – Academy of Management Annual Meeting – August 2024

BCERC Doctoral Consortium – Babson Entrepreneurship Conference – June 2024

SMS Doctoral Workshop – Strategic Management Society – 2023

OMT Doctoral Consortium – Academy of Management Annual Meeting – 2023

RM-CARMA Consortium – Virtual – 2023

Carnegie School of Organizational Learning Academy – Virtual – 2022

SELECTED NON-ACADEMIC EXPERIENCE

Oregon State University – Graduate Assistant, Corvallis, OR (2020-Present)

Blue Mountain Outfitters – Founder, La Grande, OR (2014-2021)

Lenovo – Culture Manager, Raleigh, NC (2011-2013)

Sibson Consulting – Sr Associate Consultant, Los Angeles, CA (2008-2011; promoted from Associate Consultant 2010)

COMMUNITY SERVICE

Eastern Oregon Small Business Development Center
Board Member, La Grande, OR, 2017-2021

La Grande City Council
Councilor, La Grande, OR, 2018-2020

SKILLS

Languages: English (native language), Spanish: (intermediate listening, speaking, reading and writing)

Programming: high proficiency in Stata and Excel, intermediate proficiency in R and Python

PERSONAL INTERESTS

Ski mountaineering, backcountry skiing, backpacking, mountain biking

REFERENCES

Dr. Violetta Bacon-Gerasymenko, Associate Professor
College of Business
Oregon State University
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Dr. Elena Kulchina, Associate Professor
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North Carolina State University
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Dr. Rohny Saylor, Associate Professor
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