




## Kathleen Eisenhardt

Stanford W. Ascherman, M.D. Professor in the School of Engineering  
Management Science and Engineering

 Curriculum Vitae available Online

### CONTACT INFORMATION

- **Administrator**

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### Bio

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#### BIO

Kathleen Eisenhardt is the Stanford W. Ascherman M.D. Professor and a faculty member in the Stanford Technology Ventures Program. Her recent book (w/Don Sull) is "Simple Rules: How to Survive in a Complex World" (Houghton Mifflin Harcourt) which explores how simplicity tames complexity in business, life, and nature. She is also co-author (w/Shona Brown) of "Competing on the Edge: Strategy as Structured" Chaos (Harvard Business School Press), winner of the George R. Terry Book Award for outstanding contribution to management thinking and an Amazon Top 10 Annual Business and Investing book. Professor Eisenhardt is also author of over 100 articles in research and business journals, and the first author featured in Harvard Business Review's OnPoint collection. She has been a Distinguished Visiting Professor with Insead's Entrepreneurship and Family Enterprise area.

Professor Eisenhardt's research focus is strategy and organization, especially in technology-based companies and high-velocity industries. She is currently studying the use of "simple rules" heuristics, strategic interaction in new markets and ecosystems, strategy making in marketplaces, and business model design. She often uses multi-case theory building methods and more recently machine learning for theory building. She has received the career Scholarly Contribution Award from the Academy of Management and the Global Award for Entrepreneurship Research. She has been honored by many other awards including the Irwin Award for her contributions in strategy, the Distinguished Scholar Award from the Organization Theory and Management (OMT) and Technology and Innovation Management (TIM) divisions, the ASQ Scholarly Contribution award for the most influential paper five years after publication, and Strategic Management Society's Schendel Best Paper prize. Professor Eisenhardt consults at senior levels with firms in industries ranging from Internet, telecommunications, software, and biotech to agribusiness, semiconductors, and clean tech.

Professor Eisenhardt was elected a Fellow of the Academy of Management and of the Strategic Management Society, and is an INFORMS member. She has served on the editorial boards of ASQ, Organization Science, Academy of Management Journal, Academy of Management Review, Strategic Management Journal and Strategic Entrepreneurship Journal. She has been a Fellow of the World Economic Forum (Davos), a member of General Motors' Science Advisory Committee, and a board member of MWH Global, an international engineering design and construction firm. She serves on the Advisory Board of Start-Up Chile. Eisenhardt received her B.S. in Mechanical Engineering (Brown University, cum laude and with honors). She holds an M.S. in computer science. Her Ph.D. is from Stanford's Graduate School of Business. Professor Eisenhardt has several honorary degrees including from London Business School, Aalto University, Chalmers University of Technology.

## **ACADEMIC APPOINTMENTS**

- Professor, Management Science and Engineering
- Affiliate, Stanford Woods Institute for the Environment

## **ADMINISTRATIVE APPOINTMENTS**

- Member, CUFUA, (2019- present)

## **HONORS AND AWARDS**

- Distinguished Scholarship Award, Strategy (STR) (2022)
- Brown Engineering Alumni Medal, Brown University (2019)
- Glueck Best Paper Award, Strategy (STR) (2019)
- Honorary Doctorate, BI Norwegian Business School (2019)
- Honorary Doctorate (Doctor Honoris Causa), ESSEC (2018)
- C.K. Prahalad Career Award, Strategic Management Society (2017)
- Fellow, British Academy of Management (2016)
- John Fayerweather Eminent Scholar Award, Academy of International Business (2016)
- ASQ Award for Scholarly Contribution, Administrative Science Quarterly (2015)
- Simple Rules, "Top Ten Summer Reads" 2015., Wall Street Journal (2015)
- Distinguished Scholar, Technology and Innovation Management (TIM) (2014)
- Honorary Doctorate, London Business School (2014)
- Global Award for Entrepreneurship Research, Swedish Foundation for Small Business Research (2012)
- Scholarly Contributions Award, in recognition of career accomplishments, Academy of Management (2009)
- Fellow (Inaugural), Strategic Management Society (2007)
- Finalist, Best Paper of the Decade, Academy of Management Review (2007)
- Richard Irwin Outstanding Strategy Educator Award, Business Policy and Strategy (BPS) (2007)
- Schendel Best Paper Award, Strategic Management Society (2007)
- C. L. Dexter International Paper Award, Academy of Management (2006)
- Ghoshal Award (Inaugural), Business Policy and Strategy (BPS) (2003)
- Distinguished Scholar, Organization and Management Theory (OMT) (2002)
- ASQ Award for Scholarly Contribution, Administrative Science Quarterly (2001)
- George R. Terry Book Award, Academy of Management (1999)
- Fellow, Academy of Management (1997)

## **BOARDS, ADVISORY COMMITTEES, PROFESSIONAL ORGANIZATIONS**

- Advisory Board, Start-Up Chile (2012 - present)

## **PROFESSIONAL EDUCATION**

- PhD, Stanford (1982)

## **LINKS**

- STVP: <http://stvp.stanford.edu/>
- Simple Rules: How to Thrive in a Complex World: <http://www.amazon.com/Simple-Rules-Thrive-Complex-World/dp/0544409906>

## Research & Scholarship

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### CURRENT RESEARCH AND SCHOLARLY INTERESTS

Theoretical approaches: Cognition, complexity, learning, and organizational theories

Methods: Multi-case Theory Building as well as machine learning, simulation, and econometrics

Recent research: Business model design, strategy as "simple rules" heuristics, strategic interaction in novel markets and ecosystems, strategy in marketplaces, communities v. firm organizational forms

## Teaching

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### COURSES

#### 2021-22

- Current Topics in Strategy, Innovation and Entrepreneurship: MS&E 370 (Aut, Win)
- Organizations: Theory and Management: MS&E 180 (Win)
- Strategy in Technology-Based Companies: MS&E 270 (Win)

#### 2020-21

- Current Topics in Strategy, Innovation and Entrepreneurship: MS&E 370 (Aut, Win, Spr)
- Organizations: Theory and Management: MS&E 180 (Aut)
- Strategy in Technology-Based Companies: MS&E 270 (Aut)

#### 2019-20

- Current Topics in Strategy, Innovation and Entrepreneurship: MS&E 370 (Aut, Win, Spr)
- Organizations: Theory and Management: MS&E 180 (Aut)
- Strategy in Technology-Based Companies: MS&E 270 (Aut)

#### 2018-19

- Current Topics in Strategy, Innovation and Entrepreneurship: MS&E 370 (Aut, Win, Spr)
- Organizations: Theory and Management: MS&E 180 (Aut)
- Strategy in Technology-Based Companies: MS&E 270 (Aut)

### STANFORD ADVISEES

#### Doctoral Dissertation Reader (AC)

Khonika Gope, Seyedeh Zahra Hejrati, Carrington Motley

#### Master's Program Advisor

Sarah Chen, Zachary Ettensohn, Kun Guo, Sherry He, Kevin Hicks, Victor Hua, Max Kilberg, Amy Shoch

## Publications

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### PUBLICATIONS

- **What is digital transformation? Core tensions facing established companies on the global stage** *GLOBAL STRATEGY JOURNAL*  
Furr, N., Ozcan, P., Eisenhardt, K. M.  
2022

- **BIG FISH VERSUS BIG POND? ENTREPRENEURS, ESTABLISHED FIRMS, AND ANTECEDENTS OF TIE FORMATION** *ACADEMY OF MANAGEMENT JOURNAL*  
Katila, R., Piezunka, H., Reineke, P., Eisenhardt, K. M.  
2022; 65 (2): 427-452
- **Organizing Form, Experimentation, and Performance: Innovation in the Nascent Civilian Drone Industry** *ORGANIZATION SCIENCE*  
Bremner, R. P., Eisenhardt, K. M.  
2021
- **Strategy and Uncertainty: Resource-Based View, Strategy-Creation View, and the Hybrid Between Them** *JOURNAL OF MANAGEMENT*  
Furr, N. R., Eisenhardt, K. M.  
2021
- **What is the Eisenhardt Method, really?** *STRATEGIC ORGANIZATION*  
Eisenhardt, K. M.  
2021; 19 (1): 147-60
- **Simple rules for a world of change: Reflections on "turning a process into a capability"** *STRATEGIC ENTREPRENEURSHIP JOURNAL*  
Furr, N. R., Eisenhardt, K. M., Bingham, C. B.  
2020
- **Decision weaving: Forming novel, complex strategy in entrepreneurial settings** *STRATEGIC MANAGEMENT JOURNAL*  
Ott, T. E., Eisenhardt, K. M.  
2020
- **Get rich or die trying horizontal ellipsis finding revenue model fit using machine learning and multiple cases** *STRATEGIC MANAGEMENT JOURNAL*  
Tidhar, R., Eisenhardt, K. M.  
2020; 41 (7): 1245-73
- **Parallel Play: Startups, Nascent Markets, and Effective Business-model Design** *ADMINISTRATIVE SCIENCE QUARTERLY*  
McDonald, R. M., Eisenhardt, K. M.  
2020; 65 (2): 483-523
- **The New-Market Conundrum In emerging industries the usual rules of strategy don't apply** *HARVARD BUSINESS REVIEW*  
McDonald, R., Eisenhardt, K.  
2020; 98 (3): 75-83
- **Bottlenecks, cooperation, and competition in nascent ecosystems** *STRATEGIC MANAGEMENT JOURNAL*  
Hannah, D. P., Eisenhardt, K. M.  
2019; 40 (9): 1333-35
- **How firms navigate cooperation and competition in nascent ecosystems** *STRATEGIC MANAGEMENT JOURNAL*  
Hannah, D. P., Eisenhardt, K. M.  
2018; 39 (12): 3163-92
- **Superior Strategy in Entrepreneurial Settings: Thinking, Doing, and the Logic of Opportunity** *STRATEGY SCIENCE*  
Eisenhardt, K. M., Bingham, C. B.  
2017; 2 (4): 246-57
- **Simple Rules: How to Thrive in a Complex World**  
Sull, D., Eisenhardt, K. M.  
Houghton Mifflin Harcourt.2015
- **RESPONSE TO VUORI AND VUORI'S COMMENTARY ON "HEURISTICS IN THE STRATEGY CONTEXT"** *STRATEGIC MANAGEMENT JOURNAL*  
Bingham, C. B., Eisenhardt, K. M.  
2014; 35 (11): 1698-1702
- **SIMPLE RULES FOR A COMPLEX WORLD** *HARVARD BUSINESS REVIEW*  
Sull, D., Eisenhardt, K. M.

2012; 90 (9): 68-?

● **Kathleen M. Eisenhardt on Case Study Research Methods**

Eisenhardt, K. M.  
edited by Li (Chinese Translation), P. P., Cao (Chinese Translation), F.  
Peking University Press.2012

● **RATIONAL HEURISTICS: THE 'SIMPLE RULES' THAT STRATEGISTS LEARN FROM PROCESS EXPERIENCE** *STRATEGIC MANAGEMENT JOURNAL*

Bingham, C. B., Eisenhardt, K. M.  
2011; 32 (13): 1437-1464

● **Optimal Structure, Market Dynamism, and the Strategy of Simple Rules** *ADMINISTRATIVE SCIENCE QUARTERLY*

Davis, J. P., Eisenhardt, K. M., Bingham, C. B.  
2009; 54 (3): 413-452

● **Competing on the Edge: Strategy as Structured Chaos.**

Brown, S. L., Eisenhardt, K. M.  
Harvard Business School Press.1998

● **A Curated Debate: On Using "Templates" in Qualitative Research** *JOURNAL OF MANAGEMENT INQUIRY*

Gioia, D., Corley, K., Eisenhardt, K., Feldman, M., Langley, A., Le, J., Golden-Biddle, K., Locke, K., Mees-Buss, J., Piekkari, R., Ravasi, D., Rerup, C., Schmid, et al  
2022

● **Ant colonies: building complex organizations with minuscule brains and no leaders (vol 10, pg 55, 2021)** *JOURNAL OF ORGANIZATION DESIGN*

Moffett, M. W., Garnier, S., Eisenhardt, K. M., Furr, N. R., Warglien, M., Sartoris, C., Ocasio, W., Knudsen, T., Bach, L. A., Offenberg, J.  
2021; 10 (3-4): 141-142

● **Analytic models in strategy, organizations, and management research: A guide for consumers** *STRATEGIC MANAGEMENT JOURNAL*

Hannah, D. P., Tidhar, R., Eisenhardt, K. M.  
2020

● **Finding Theory-Method Fit: A Comparison of Three Qualitative Approaches to Theory Building** *JOURNAL OF MANAGEMENT INQUIRY*

Gehman, J., Glaser, V. L., Eisenhardt, K. M., Gioia, D., Langley, A., Corley, K. G.  
2018; 27 (3): 284-300

● **Strategy Formation in Entrepreneurial Settings: Past Insights and Future Directions** *STRATEGIC ENTREPRENEURSHIP JOURNAL*

Ott, T. E., Eisenhardt, K. M., Bingham, C. B.  
2017; 11 (3): 306-25

● **Failure Is an Option: Institutional Change, Entrepreneurial Risk, and New Firm Growth** *ORGANIZATION SCIENCE*

Eberhart, R. N., Eesley, C. E., Eisenhardt, K. M.  
2017; 28 (1): 93-112

● **Who Takes You to the Dance? How Partners' Institutional Logics Influence Innovation in Young Firms** *ADMINISTRATIVE SCIENCE QUARTERLY*

Pahnke, E. C., Katila, R., Eisenhardt, K. M.  
2015; 60 (4): 596-633

● **The Opportunity Paradox** *MIT SLOAN MANAGEMENT REVIEW*

Bingham, C. B., Furr, N. R., Eisenhardt, K. M.  
2014; 56 (1): 29-?

● **Top management teams and the performance of entrepreneurial firms** *SMALL BUSINESS ECONOMICS*

Eisenhardt, K. M.  
2013; 40 (4): 805-816

● **The Role of the Entrepreneur in Technology Entrepreneurship** *STRATEGIC ENTREPRENEURSHIP JOURNAL*

Beckman, C. M., Eisenhardt, K., Kotha, S., Meyer, A., Rajagopalan, N.  
2012; 6 (3): 203-206

- **CATALYZING STRATEGIES AND EFFICIENT TIE FORMATION: HOW ENTREPRENEURIAL FIRMS OBTAIN INVESTMENT TIES** *ACADEMY OF MANAGEMENT JOURNAL*  
Hallen, B. L., Eisenhardt, K. M.  
2012; 55 (1): 35-70
- **Which Strategy When?** *MIT SLOAN MANAGEMENT REVIEW*  
Bingham, C. B., Eisenhardt, K. M., Furr, N. R.  
2011; 53 (1): 71-78
- **Rotating Leadership and Collaborative Innovation: Recombination Processes in Symbiotic Relationships** *ADMINISTRATIVE SCIENCE QUARTERLY*  
Davis, J. P., Eisenhardt, K. M.  
2011; 56 (2): 159-201
- **LIFE IN THE FAST LANE: ORIGINS OF COMPETITIVE INTERACTION IN NEW VS. ESTABLISHED MARKETS** *STRATEGIC MANAGEMENT JOURNAL*  
Chen, E. L., Katila, R., McDonald, R., Eisenhardt, K. M.  
2010; 31 (13): 1527-1547
- **Microfoundations of Performance: Balancing Efficiency and Flexibility in Dynamic Environments** *ORGANIZATION SCIENCE*  
Eisenhardt, K. M., Furr, N. R., Bingham, C. B.  
2010; 21 (6): 1263-1273
- **Success and Failure in Technology Acquisitions: Lessons for Buyers and Sellers** *ACADEMY OF MANAGEMENT PERSPECTIVES*  
Graebner, M. E., Eisenhardt, K. M., Roundy, P. T.  
2010; 24 (3): 73-92
- **REWIRING: CROSS-BUSINESS-UNIT COLLABORATIONS IN MULTIBUSINESS ORGANIZATIONS** *ACADEMY OF MANAGEMENT JOURNAL*  
Martin, J. A., Eisenhardt, K. M.  
2010; 53 (2): 265-301
- **CONSTRUCTING MARKETS AND SHAPING BOUNDARIES: ENTREPRENEURIAL POWER IN NASCENT FIELDS** *ACADEMY OF MANAGEMENT JOURNAL*  
Santos, F. M., Eisenhardt, K. M.  
2009; 52 (4): 643-671
- **ORIGIN OF ALLIANCE PORTFOLIOS: ENTREPRENEURS, NETWORK STRATEGIES, AND FIRM PERFORMANCE** *ACADEMY OF MANAGEMENT JOURNAL*  
Ozcan, P., Eisenhardt, K. M.  
2009; 52 (2): 246-279
- **Swimming with sharks: Technology ventures, defense mechanisms and corporate relationships** *ADMINISTRATIVE SCIENCE QUARTERLY*  
Katila, R., Rosenberger, J. D., Eisenhardt, K. M.  
2008; 53 (2): 295-332
- **Speed and strategic choice: How managers accelerate decision making (Reprinted from California Management Review, vol 32, 1990)** *CALIFORNIA MANAGEMENT REVIEW*  
Eisenhardt, K. M.  
2008; 50 (2): 102-?
- **Swimming with Sharks: Technology Ventures and Corporate Relationships** *Administrative Science Quarterly*  
Rosenberger, Jeff, D., Katila, R., Eisenhardt, Kathleen, M.  
2008
- **Swimming with Sharks: Technology Ventures and Corporate Relationships** *Administrative Science Quarterly, Strategies for New Venture Development, The International Library of Entrepreneurship*  
Rosenberger, Jeff, D., Katila, R., Eisenhardt, Kathleen, M.  
edited by Ginsburg, A.  
Edward Elgar Publishing Ltd, forthcoming..2008: 1
- **WHAT MAKES A PROCESS A CAPABILITY? HEURISTICS, STRATEGY, AND EFFECTIVE CAPTURE OF OPPORTUNITIES** *STRATEGIC ENTREPRENEURSHIP JOURNAL*

- Bingham, C. B., Eisenhardt, K. M., Furr, N. R.  
2007; 1 (1-2): 27-47
- **Developing theory through simulation methods** *ACADEMY OF MANAGEMENT REVIEW*  
Davis, J. P., Eisenhardt, K. M., Bingham, C. B.  
2007; 32 (2): 480-499
  - **Theory building from cases: Opportunities and challenges** *ACADEMY OF MANAGEMENT JOURNAL*  
Eisenhardt, K. M., Graebner, M. E.  
2007; 50 (1): 25-32
  - **Decoupling Resource from the Resource-based View: A Typology of Strategic Logics and Competitive Advantage** *Managerial Decision and Economics*  
Bingham, Christopher, B., Eisenhardt, Kathleen, M.  
2007
  - **Organizational boundaries and theories of organization** *ORGANIZATION SCIENCE*  
Santos, F. A., Eisenhardt, K. A.  
2005; 16 (5): 491-508
  - **Seller's Side of the Story: Acquisition as Courtship and Governance as Syndicate in Entrepreneurial Firms** *Administrative Science Quarterly*  
Graebner, Melissa, E., Eisenhardt, Kathleen, M.  
2005
  - **The Art of Continuous Change: Tying Complexity Theory and Time-Paced Evolution to Relentlessly Shifting Organizations** *Collection of the Administrative Science Quarterly Award-Winning Papers*  
Brown, Shona, L., Eisenhardt, Kathleen, M.  
edited by Tsui, A.  
Peking University Press.2005: 1
  - **Inter-temporal economies of scope, organizational modularity, and the dynamics of diversification** *STRATEGIC MANAGEMENT JOURNAL*  
Helfat, C. E., EISENHARDT, K. M.  
2004; 25 (13): 1217-1232
  - **The seller's side of the story: Acquisition as courtship and governance as syndicate in entrepreneurial firms** *ADMINISTRATIVE SCIENCE QUARTERLY*  
Graebner, M. E., Eisenhardt, K. M.  
2004; 49 (3): 366-403
  - **The global acquisition, leverage, and protection of technological competencies** *STRATEGIC MANAGEMENT JOURNAL*  
McEvily, S. K., EISENHARDT, K. M., Prescott, J. E.  
2004; 25 (8-9): 713-722
  - **Coping with decline in dynamic markets: Corporate entrepreneurship and the recombinative organizational form** *BUSINESS STRATEGY OVER THE INDUSTRY LIFE CYCLE*  
Martin, J. A., EISENHARDT, K. M.  
2004; 21: 357-382
  - **Acquisition, Leverage and Protection of Technology-based Resources** *Strategic Management Journal*  
McEvily, Susan, K., Prescott, John, E., Eisenhardt, Kathleen, M.  
2004
  - **Strategic Decision Making** *Classics in Business*  
Eisenhardt, Kathleen, M., Zbracki, Mark, J.  
edited by Jorgensen, B.  
2004: 1
  - **Speed and Strategic Choice: How Managers Accelerate Decision Making** *The Human Side of Managing Technological Innovation*  
Eisenhardt, Kathleen, M.  
edited by Katz, R.  
Oxford University Press.2004: 1

- **The Art of Continuous Change: Linking Complexity Theory and Time-based Evolution in Relentlessly Shifting Organizations** *Work: Context and Consequences*  
Brown, Shona, L., Eisenhardt, Kathleen, M.  
edited by Cooper, C., Starbuck, W.  
Sage.2004: 1
- **Strategic Decisions and All that Jazz** *Out of Context: A Creative Approach to Strategic Management*  
Eisenhardt, Kathleen, M.  
edited by Weick, C., W.  
Thomson South-Western.2004: 1
- **Multiple Case Research** *Encyclopedia of Research Methods for the Social Sciences*  
Santos, Filipe, M., Eisenhardt, Kathleen, M.  
edited by Lewis-Beck, M., Bryman, A., Liao, T.  
Sage Publications.2004: 1
- **Coping with Decline in Dynamic Markets: Corporate Entrepreneurship and the Recombinative Organizational Form** *Advances in Strategic Management – Business Strategy over the Industry Lifecycle*  
Martin, Jeffrey, A., Eisenhardt, Kathleen, M.  
edited by McGahan, A., Baum, J.  
Sage.2004: 1
- **FIVE ISSUES WHERE GROUPS MEET TIME** *Conference on Time in Groups*  
Eisenhardt, K. M.  
EMERALD GROUP PUBLISHING LIMITED.2003: 267–283
- **Dynamic Capabilities: What are They** *The Blackwell/Strategic Management Society Handbook of Organizational Capabilities: Emergence, Development, and Change*  
Eisenhardt, Kathleen, M., Martin, Jeffrey, A.  
edited by Helfat, C.  
Blackwell.2003: 1
- **Can Innovation Really be Routine?** *How Breakthroughs Happen: Technology Brokering and the Pursuit of Innovation*  
Eisenhardt, Kathleen, M.  
Harvard Business School Press.2003: 1
- **Patching: Restitching Business Portfolios in Dynamic Markets** *Harvard Business Review on Leading in Turbulent Times*  
Eisenhardt, Kathleen, M., Brown, Shona, L.  
2003: 1
- **How do Firms Learn from their Experience?** *National Science Foundation*  
Eisenhardt, Kathleen, M.  
2003
- **Austrian Insights on Strategic Organization: From Market Insights to Implications for Firms** *Strategic Organization*  
Roberts, Peter, W., Eisenhardt, Kathleen, M.  
2003
- **A Review of Research on Real Options**  
Rosenberger, Jeff, D., Eisenhardt, Kathleen, M.  
2003
- **Integrating knowledge in groups: How formal interventions enable flexibility** *ORGANIZATION SCIENCE*  
Okhuysen, G. A., Eisenhardt, K. M.  
2002; 13 (4): 370-386
- **Has strategy changed?** *MIT SLOAN MANAGEMENT REVIEW*  
Eisenhardt, K. M.  
2002; 43 (2): 88-?



- **Strategy as Simple Rules** *Harvard Business Review Advances in Strategy*  
Eisenhardt, Kathleen, M., Sull, Donald, N.  
2002
- **Organizational Complexity and Computation** *Companion to Organizations*  
Eisenhardt, Kathleen, M., Bhatia, Mahesh, M.  
edited by Baum, J.  
Blackwell Publishers.2002: 1
- **The Art of Continuous Change: Linking Complexity Theory and Time-based Evolution in Relentlessly Shifting Organizations** *Organizational Improvisation*  
Brown, Shona, L., Eisenhardt, Kathleen, M.  
edited by Kamoche, K., Cunha, M., Cunha, J.  
Routledge.2002: 1
- **Review of The Entrepreneurship Dynamic: Origins of Entrepreneurship and the Evolution of Industries** *Academy of Management Review*  
Eisenhardt, Kathleen, M., Companys, Yosem, E.  
edited by Schoonhoven, C. B., Romanelli, E.  
2002: 1
- **Lillie Fund for Joint Research between SOE and GSB**  
Eisenhardt, Kathleen, M.  
2002
- **Architectural innovation and modular corporate forms** *ACADEMY OF MANAGEMENT JOURNAL*  
Galunic, D. C., Eisenhardt, K. M.  
2001; 44 (6): 1229-1249
- **The hound revisited** *ACADEMY OF MANAGEMENT REVIEW*  
EISENHARDT, K. M.  
2001; 26 (3): 350-351
- **Strategy as Strategic Decision Making** *Strategic Thinking for the Next Economy*  
Eisenhardt, Kathleen, M.  
edited by Cusumano, M., Markides, C.  
Jossey-Bass.2001: 1
- **Knowledge-based View of the Firm: A New Theory of Strategy?** *Handbook of Strategy and Management*  
Eisenhardt, Kathleen, M., Santos, Filipe, M.  
edited by Pettigrew, A., Thomas, H., Whittington, R.  
Sage.2001: 1
- **Strategy in the New Economy: Simple, Fast, and Flexible, (Collection of “Strategy as Simple Rules” with D. Sull, “Patching: Restitching Business Portfolios in Dynamic Markets” with S. Brown, and “Coevolving: At Last, a Way to Make Synergies Work” with C. Galunic)** *Harvard Business Review – OnPoint Collection*  
Eisenhardt, Kathleen, M.  
2001
- **Strategy as Simple Rules** *Harvard Business Review*  
Eisenhardt, Kathleen, M., Sull, Donald, N.  
2001
- **Exploring Cross-Business Synergies**  
Martin, Jeffrey, A., Eisenhardt, Kathleen, M.  
2001
- **Exploring Cross-Business Synergies**  
Martin, Jeffrey, A., Eisenhardt, Kathleen, M.  
2001

- **Conversations on Entrepreneurial and Innovative Strategies**  
Eisenhardt, Kathleen, M.  
2001
- **Perspectives on Organizational Boundary Management**  
Santos, Filipe, M., Eisenhardt, Kathleen, M.  
2001
- **Paradox, spirals, ambivalence: The new language of change and pluralism** *ACADEMY OF MANAGEMENT REVIEW*  
EISENHARDT, K. M.  
2000; 25 (4): 703-705
- **Dynamic capabilities: What are they?** *CCC/Tuck Conference on the Evolution of Firm Capabilities*  
EISENHARDT, K. M., Martin, J. A.  
JOHN WILEY & SONS LTD.2000: 1105–21
- **Coevolving - At last, a way to make synergies work** *HARVARD BUSINESS REVIEW*  
EISENHARDT, K. M., Galunic, D. C.  
2000; 78 (1): 91-?
- **Patching: Restitching Business Portfolios in Dynamic Markets** *The McKinsey Quarterly*  
Brown, Shona, L., Eisenhardt, Kathleen, M.  
2000
- **Speed and Quality in New Product Development: An Emergent Perspective on Continuous Organizational Adaptation** *The Quality Movement & Organization Theory*  
Hargadon, Andrew, B., Eisenhardt, Kathleen, M.  
edited by Cole, R., Scott, W., R.  
Sage.2000: 1
- **Survival of the Swiftest** *Red Herring*  
Eisenhardt, Kathleen, M.  
2000
- **Competing on the Entrepreneurial Edge** *Entrepreneurship as Strategy: Competing on the Entrepreneurial Edge*  
Eisenhardt, Kathleen, M., Brown, Shona, L., Neck, Heidi, M.  
edited by Meyer, G., D., Heppard, K.  
Sage.2000: 1
- **Excel Through Group Process** *The Blackwell Handbook of Principles of Organizational Behavior*  
Okhuysen, Gerardo, A., Eisenhardt, Kathleen, M.  
edited by Locke, E.  
Blackwell Publishers.2000: 1
- **Effects of Top Management Teams on the Organization of Innovation through Alternative Types of Strategic Alliances** *Groups at Work: Advances in Theory and Research*  
Eisenhardt, Kathleen, M., Schoonhoven, C. B., Lyman, K.  
edited by Turner, M.  
Lawrence Elbaum Associates, Inc..2000: 1
- **Patching - Restitching business portfolios in dynamic markets** *HARVARD BUSINESS REVIEW*  
EISENHARDT, K. M., Brown, S. L.  
1999; 77 (3): 72-?
- **Introduction to the special issue: Applications of complexity theory to organization science** *ORGANIZATION SCIENCE*  
Anderson, P., Meyer, A., Eisenhardt, K., Carley, K., Pettigrew, A.  
1999; 10 (3): 233-236
- **Strategy as strategic decision making** *SLOAN MANAGEMENT REVIEW*  
EISENHARDT, K. M.

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1999; 40 (3): 65-?

- **Exploring the black box: An analysis of work group diversity, conflict, and performance** *ADMINISTRATIVE SCIENCE QUARTERLY*  
PELLED, L. H., EISENHARDT, K. M., Xin, K. R.  
1999; 44 (1): 1-28
- **Resource Based View of the Firm**  
Eisenhardt, Kathleen, M., Martin, Jeffrey, A.  
1999
- **Introduction: Application of Complexity Theory to Organization Science** *Organization Science*  
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