

JASON F. D'MELLO

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EDUCATION

- Ph.D, Entrepreneurship** (2010 – 2015)
College of Business
University of Louisville, Louisville, Kentucky
- Masters of Business Administration, Loyola Marymount University** (2008-2010)
Los Angeles, CA
Concentration: Entrepreneurship & Finance
- Bachelor of Business Administration, Western Michigan University** (2004-2006)
Kalamazoo, MI
Haworth College of Business Major: Marketing/Advertising
- Michigan State University**
- Lyman Briggs College (Natural Sciences) (2002)
Telecommunications/Media Arts (2003)
East Lansing, MI
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RESEARCH

Interests: New Venture Teams. Perceptions of Time, Allocation of Attention, Entrepreneurial Behavior, Stakeholder Theory, Motivations, Trauma, Pay-What-You-Want Pricing, Power, Board Governance

Dissertation

The Time Frames of New Venture Teams

The purpose of this dissertation is to see if temporal perceptions can factor into how reactive entrepreneurs are to environmental changes and threats within the context of a new venture team.

Committee: Dr. Jim Fiet (Chair), Dr. Howard Aldrich, Dr. Robert Garrett, Dr. Sharon Kerrick

Accepted Journal Articles

Barone, M., Bae, T.J., Qian, S., D'Mello, J.F., (2017) Power and the Appeal of the Deal: How Exchange Processes Promote Power Regulation, *Marketing Letters*

Cumberland, D., Kerrick, D'Mello, J.F., Nonprofit Board Balance and Perceived Performance, *Nonprofit Management & Leadership*.

Vance, C., McNulty, Y., Paik, Y., D'Mello, J.F. (2016) The Expat-Preneur: conceptualizing a growing international career phenomenon *Journal of Global Mobility*

Paik, Y., Vance, C., D'Mello, J.F., McNulty, Y.M., (forthcoming) Exploring Expat-preneur Similarities and Differences between Self-initiated and Company-Assigned Transitioned Expatriates. *Journal of Organizational Psychology*

Choi, D.Y., D'Mello, J., & Fukuji, D. (2017). Advances in Study of Entrepreneurship, Innovation, and Economic Growth (AISEIEG). Volume 27: The Great Debates in Entrepreneurship. Edited by Donald F. Kuratko and Sherry Hoskinson (Forthcoming Book Chapter)

Submitted Journal Articles

D'Mello, J.F., Elaydi, R., (Under Review) Regaining Identity After Negative Life Experiences: Entrepreneurship as Sensemaking Behavior,

Cumberland, D. M. D'Mello, J.F. Schuck, B. Ghosh, R. Church-Nally, M. (Under Review) Franchisee Associations: How Mentoring Programs Impact Psychological Capital and Franchisee Engagement

Selected Working Papers

D'Mello, J.F. The Time Frames of New Venture Teams. *Targeted Journal of Management Inquiry*

Elaydi, R., D'Mello, J.F., Post-Traumatic Growth: An experiential model of social entrepreneurial motivations *Targeted Journal: Entrepreneurship Theory and Practice*

D'Mello, J.F. and Paik, Y. The Discovery of Opportunities by Expat-preneurs *Targeted Journal: Journal of Global Mobility*

Refereed Conference Presentations

D'Mello, J.F., Gray, E., Alnusf, A., Blanco, A., Nurimba, C., Pantaja, A., Reed, A., Schreiner, T., Simmons, M. (2010), Social Entrepreneurs In The Community Development Sector: A Comparison Of Social Ventures In The United States, Czech Republic, Germany, Switzerland, And Italy. Paper presented at the 7th Annual NYU Stern Conference on Social Entrepreneurship, New York City, NY.

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- D'Mello, J.F. (2011) A Stakeholder Theory Approach to Social Entrepreneurship: Managing Conflict. Paper presented at the 8th Annual NYU Stern Conference on Social Entrepreneurship, New York City, NY.
- D'Mello, J.F., Elaydi,R.(2012), Social Entrepreneurship as a Process and Outcome for Post-Traumatic Growth: An experiential model of social entrepreneurial motivations. Presented at the 9th Annual NYU Stern Conference on Social Entrepreneurship, New York City, NY.
- D'Mello, J.F. (2011), Social Entrepreneurs, Social Networks and Stakeholders: Global vs. Local. Presented at the Facing East Facing West, Kalamazoo, MI.
- D'Mello, J.F. (2011), Prior Knowledge and Discovering Opportunities for Social Entrepreneurship. Presented at the Ivey PhD Sustainability Academy, London, Ontario
- D'Mello, J.F., Mattingly, E.S., Kushev, T. (2012) Explaining Conflicts Among Stakeholders in Social Enterprises. Presented at the Babson College Entrepreneurship Research Conference, Fort Worth, TX.
- Ma, D., Qian, S., D'Mello, J.F. (2012) Entrepreneurs' Opportunity Discovery Decisions" The Link Between Informational Economics and Resource-dependence Theory. Presented at the Babson College Entrepreneurship Research Conference, Fort Worth, TX.
- D'Mello, J.F. (2012) Regaining Identity After Negative Life Experiences: Entrepreneurship as Sensemaking Behavior. Presented at the Annual Meeting of the Academy of Management, Boston, MA.
- D'Mello, J.F. and Paik, Y. (2017) The Discovery of Opportunities by Expat-preneurs. Presented at the Western Academy of Management Conference
- D'Mello. J.F., and Wolske, J. (2017) Producing Empathy In A Classroom For Decision Making: A Workshop For Turning Professors Into Filmmakers Through Scenaio-Based-Learning: Presented at 2017 USASBE conference in Philadelphia)

TEACHING

Overall Teacher Effectiveness – 4.3/5.00

- **Introduction to Entrepreneurship** –Loyola Marymount University (2014-present)
- **Entrepreneurial Marketing** - Loyola Marymount University (Spring 2015)

- created new course for department
- **Social Entrepreneurship** – Loyola Marymount University (Spring 2016)
- **Social Entrepreneurship MBA** – Loyola Marymount University (Fall 2016)
 - Partner advisor/team coach for inaugural LA Mayor’s Cup Challenge
 - 5 LMU teams placed in semi-finals and one team advanced to final round among over 100 entrants from LA.
- **Entrepreneurship MBA** (Summer 2017)
- **Entrepreneurial Acquisitions** – Loyola Marymount University (Fall 2017)
 - created new course for department
- **Instructor, Principles of Marketing** –University of Louisville (Fall/Spring)
- **Instructor, New Venture Marketing*** –University of Louisville (Fall/Spring)
 - Created new undergraduate elective for College of Business undergraduates
 - In-class pitch competition involving 10 real-life entrepreneurs as judges and extensive peer feedback/voting on winning team.
- **Instructor, Fundraising for Entrepreneurs*** – MBA, University of Louisville (Summer)
 - Created new graduate class in collaboration with Dr. Ted Smith (UofL College of Business Executive-In-Residence and Chief Economic Growth and Innovation at Louisville Metro Government).
 - Course Overview: Applying behavioral economics principles to fundraising within an entrepreneurial context.
- **Advisor, Renewable Energy Engineering Entrepreneurship (Speed School of Engineering)**, University of Louisville 2013-2014
 - Collaborated with Dr. Thad Druffel (Conn Center for Renewable Energy) on entrepreneurship curriculum for a mechanical engineering course developed from a NCIIA grant
 - Flipped classroom approach that utilized a new lab of laser cutters, 3D printers, and other rapid prototyping technologies

Teaching Awards

- **2012-2013 Faculty Favorite: An Outstanding Professor Nominated by Students** (University wide).
 - Student testimonial: *“You know it’s a pretty rare occasion when I actually anticipate an early morning class, especially one outside of my major. Prior to taking Marketing 301 with Professor D’Mello, I expected the usual, PowerPoints, reading out of the book, just a simple lecture. Contrary to that, we rarely had a focus on that. Jason switched things up, classes were different, even our assessments were different. I honestly can say I learned a lot, and the way I learned it was through applications of the information, rather than being taught the information directly. I honestly wish more teachers in the business school were like him, because I think I’d be a better student and more importantly a better business man in the future.”*
- **PhD Teaching Award 2012-2013**
- **Nominated as Business First “40 under 40” in Louisville, 2014**

SERVICE

Professional Service

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- CNBC Disruptor 50 Advisory Council (2017)
- Entrepreneurship Subject-Matter-Expert for Caseworkx.co (EdTech company)
- Ad Hoc Reviewer
 - *Entrepreneurship Theory and Practice*
 - *Academy of Management (AOM) annual conference*
 - *United States Association for Small Business and Entrepreneurship (USASBE)*
 - *North American Case Research Association (NACRA)*
 - *Routledge Publishing*
- California Entrepreneurship Educators Conference participant
- Academy of Management member
- The Experiential Classroom – University of Florida certificate of completion (2016)
- C.E.O. (Collegiate Entrepreneurs Conference Faculty advisor)
- Social Entrepreneurship Conference participant (USC 2016)
- Doctoral Consortium mentor for WAM (2017)

University Service

- Faculty Advisor for Entrepreneurship Society (ES) at LMU
- Department student advisor (2016-2017)
- IBES advisory board (Institute of Business Ethics and Sustainability)
- Faculty Advisor for Alternative Breaks (Puerto Rico 2016)
- Supporter and Volunteer for Startup Weekend
- Sogang University Social Entrepreneurship Mentor and Instructor
- Graduate Student Council Representative (2010-2013)
- Volunteer Organizer
 - Cardinal Challenge UofL Business Plan Competition (2011-2013)
 - Walmart Business Plan Competition (2011)
- Panelist/Judge
 - Global MBA Business Plan Competition (2013)
 - Students from Hamburger Fern-Hochschule (Germany), Akademie Wuerth Business School (Germany), Perm State National Research University (Russia), and the German Graduate School of Management and Law (Germany).
 - Conn Center for Renewable Energy Research Conference, J.B. Speed School of Engineering

Community Service

- Volunteer Instructor/Mentor GRID 110 Fashion Tech Accelerator – Downtown LA
 - Created and led startup bootcamp and Angel Investing bootcamps (2015-2016)
- Save-It-Forward Initiative – Financial Literacy Bootcamp
 - Helped cofound the program with Ron Rishegan, David Choi and Paul Orfalea in 2014

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- Recruited, hired and trained student instructors to lead educational programming for middle and high school students
- Incubator School Advisory Board
 - Hosted two annual Incubator Showcases at LMU for Inc. School families and entrepreneurial community (2016 and 2017)
 - Supported fundraising efforts and marketing/branding
 - Created mentorship partnership between LMU and Incubator School for 8th grad business creation.
- Junior Social Entrepreneurship Summit – Santa Monica (2014)
 - Led two workshops with a group of 11-16 year old students developing a social business concept plan.
 - Mentored students and helped craft a pitch that was delivered at the end of the program.
- WaterStep – Hack2o – Louisville & Costa Rica (2014)
 - Designed a social entrepreneurship program for UofL students in collaboration with WaterStep CEO Mark Hogg, UofL Speed School of Engineering Dr. Thad Druffel, and other partners from GE, FirstBuild, Leadership Louisville and other community stakeholders in Louisville
 - Recruited a team of 6 UofL Engineering students to manage a crowdfunded “hackathon” to develop and implement a new technological solution for improving clean water situations in Costa Rica.
- Idea Mornings (2011-2013)
 - Breakfast talk series/community project aimed to spark new ideas to make Louisville better through social entrepreneurship, civic engagement and the arts.
 - Curated/Organized/Hosted over 30 consecutive monthly events for over 2000 total people, including partnership with Louisville’s annual IdeaFestival (www.ideafestival.com)
 - Travelled with the Millennial Trains Project (www.millennialtrain.co) in 2013 on a transcontinental train trip to expand Idea Mornings into 7 new cities during a two week trip after crowd funding \$5,600 online.
 - Kept the event free to the public by obtaining sponsorships from local businesses.
- **RISE** – Refugees and Immigrants Succeeding in Entrepreneurship (2012-2013)
 - RISE is a nonprofit that provides education, financing, and mentorship to refugees and immigrants wishing to start businesses in Louisville.
 - Initiative of Mayor Fischer’s Office of Globalization.

Instructor/Mentor

- Iraqi Young Leaders Exchange Program for High School Students (IYLEP)
 - Organized by the World Affairs Council of Kentucky.
 - Lectured and facilitated discussions and pitch competition during a one week workshop on entrepreneurship to international high school students
- Jewish Family Career Services (JCFS) – Navigate Enterprise

- Mentored convicted felon/veteran going through their microloan program. Helped write a business plan and acquire small seed capital for a startup social enterprise to provide housing for homeless veterans.

Other Volunteer Services

- Mayor Greg Fischer's "Give a Day"
 - Measured performance outcomes for 2012/2013 Mayor's Week of Service (Over 150,000 volunteers in Louisville the week before the KY Derby).
- Restorative Justice Louisville
 - Nonprofit that uses restorative justice practices (Family group counseling) to keep non-violent youth offenders out of the juvenile justice system.
- Forecastle Music/Arts/Activism Festival
 - Conducting an Economic Impact Study for annual music festival (over 75k attendees) in Louisville.
- Coach - DuPont Manual High School's "Idea Festival" (2011)

DOCTORAL TRAINING

Theoretical Training

Contemporary Entrepreneurship
Entrepreneurship from an Economics Perspective
Finance Theories
Microeconomics & Economic Modeling
New product Strategies/Marketing
Psychology & Cognition in Entrepreneurship Research
Organizational Behavior Theories
Quantitative Entrepreneurship
Sociology & Evolutionary Theories
Strategy & Business Policy Theories
Strategy & Organizational Theories
Venture Capital Theories

Scott Shane
Simon Parker
David Dubofsky
Yong Chao
Robert Carter
Dean Shepherd
Sherry Thatcher
Per Davidsson
Howard Aldrich
Jay Barney
Melissa Baucus
James Fiet

Methodological Training

Advanced Multivariate Statistics
Conjoint Analysis & Discrete Choice
Experimental Design
Research Methods
Hierarchical Linear Modeling
Structural Equation Modeling
Qualitative Methods

Joseph Petrosko
Robert Carter
Michael Barone
Manju Ahuja
Jill Adelson
Jill Adelson
Bradley Carpenter

4th ARCS PhD Sustainability Academy (2011) – Ivey School of Business, University of Western Ontario

- Week-long intensive research and teaching program themed "Passion and Compassion for Sustainability"
- Interactive paper development workshop led by Oana Branzei, Melissa Cardon, Jane Dutton, Michael Pratt, Chris Steyaert.

- Living Case Study visits and a seminars for Ivey Case Publishing/Writing/Teaching

PROFESSIONAL EXPERIENCE

- **Assistant Professor, Loyola Marymount University (Los Angeles, CA) 2015- present**
- **Visiting Professor, Loyola Marymount University (Los Angeles, CA) 2014-2015**
 - Teaching two sections of Introduction to Entrepreneurship - ENTR 3310 (2014)
 - Introducing a new course – New Venture Marketing – in the spring.
- **Co-Founder, AMPED-Academy of Music Production & Education (Louisville, KY)**
 - Social venture in partnership with Level Seven Recording Studios for at-risk youth to compose, record, perform, and market music (2014 – current)
 - Raised over \$15k through crowdfunding and sponsorships and over \$200k of in-kind donations of equipment and instruments.
 - Organized over 20 volunteers of local musicians, artists, educators, and others to build a summer program and ongoing afterschool program with free food and transportation.
 - Built and exhibited a “mobile record studio booth” at the 2014 Idea Festival with local maker community (LVL1 Hackerspace, GE FirstBuild, Maker Mobile).
 - The booth will be rented throughout the year to earn income for AMPED, which also receives profits from Level Seven and income from production of “AMPED UP!” web series produced by AMPED kids (age 11-17).
 - Featured AMPED artists have included Grammy award nominee Janelle Monáe and the legendary Preservation Hall Jazz Band in the AMPED studio.
- **Research Assistant - The Founders Distillery – Ewing Marion Kauffman Foundation (July 2013)**
 - Collaborated with Dr. Ted Smith as a researcher to examine the role of OP development during new venture formation.
 - Responsible for recruiting and interviewing 8 startup teams, a law firm, and angel investors for a 1 day workshop.
 - Co-authored Kauffman whitepaper/produced video describing program design/outcomes/next steps based on user feedback
- **Co-Founder, CEO – TheWedLink by Cleland D’Mello LLC. (Detroit, MI)**
 - Raised seed capital and launched online/mobile startup in the wedding industry (2007-2010).
 - Relocated to Hyderabad, India (4 months) to manage offshore technology team.
 - Provided mobile search platform for 8,000 bridal couples searching for wedding vendors.
- **MBA Consultant/Analyst – Ranker.com (Los Angeles, CA)**
 - Worked with serial entrepreneur in a variety of roles to launch social media website (2009).

- Ranker.com is currently funded with \$5.1 million, hosting 8 million monthly visitors (as of July 2013)
- Installed web analytic software/reporting systems.
- SEO implementation/product enhancement.
- Helped pitch angel investors and prepared accounting/financial reporting
- **Marketing Manager – Guitar Salon International (Los Angeles, CA)**
 - Launched a new website for the world's leading dealer of classical and flamenco guitars (2008).
 - Managed photography/graphic design/merchandising for instruments valued from \$10k - \$100k.
 - Created SEO campaign to improve Google search results for several search terms.
- **Marketing Analyst – Walmart.com (San Francisco, CA)**
 - Launched Walmart Online Photo-Center and Video Downloads site in partnership with Snapfish and Hewlett-Packard (HP).
 - Designed a content management software tool for both websites.
 - Coordinated multiple marketing campaigns with Coke, Pepsi, P&G, Samsung etc.
 - Reported web analytics and business metrics weekly to executive management.

Other Past Experience

- Volunteer Mentor/Coach – Upwardly Global and NFTE
- Video Editor – CBS.com - The Amazing Race's Elimination Station
- Private Tutor/Guitar instructor
- Studio musician/performing artist (bass guitar/lead guitar)
- Marketing Research Assistant – RPA Process Technologies
- Intern – Walt Disney Internet Group (London, UK)
- Graphic Designer – Western Herald Newspaper
- Summer Intern, Organic, Inc. (Interactive Advertising Agency for Chrysler)
- Research Assistant, Michigan State University Department of Marketing
- New York Film Academy
- Dean's Student Advisory Board – Haworth College of Business

REFERENCES

References can be provided upon request