

James W. Berry

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ACADEMIC POSITIONS

- 2012- present **Lecturer (Assistant Professor) University College London** in the Management Science & Innovation Department. Conducting research in creativity and teaching organizational behavior in the Masters of Management program.
- 2011-present **Lecturer (Adjunct Assistant Professor) University of North Carolina at Chapel Hill** in the Organizational Behavior Department of Kenan-Flagler Business School. Currently teaching Negotiations in the executive OneMBA program

EDUCATION

Ph.D. in Organizational Behavior, 2012, University of North Carolina at Chapel Hill
M.A. in Higher Education Leadership and Administration, 2008, University of Florida
B.A. in Philosophy, 1993, The College of William and Mary in Virginia

EXPERTISE AND RESEARCH INTERESTS

Creativity – how creative ideas are generated, evaluated, selected, and ultimately implemented
Decision Making – how leaders and entrepreneurs identify new opportunities and commit to these decisions
Knowledge – how organizations and scholars create, evaluate, and advance learning and understanding

REFEREED PUBLICATIONS

Grant, A. M., & **Berry, J.** (2011). The necessity of others is the mother of invention: Intrinsic and prosocial motivations, perspective-taking, and creativity. *Academy of Management Journal*, 54, 73-96.

Edwards, J. R., & **Berry, J.** (2010). The presence of something or the absence of nothing: Increasing theoretical precision in management research. *Organizational Research Methods*, 13, 668- 689.

MANUSCRIPTS IN PREPARATION/ RESEARCH IN PROGRESS

Berry, J.W. “Linking theory and operation: Using the dimensions of novelty and usefulness to address a creative complexity” Status: Revising after friendly reviews. Target journal: *Organizational Behavior and Human Decision Processes*

Edwards, J.R., **Berry, J. W.**, & Kay, V. “Bridging the great divide between theoretical and empirical management research” Status: Initial draft accepted at AOM, completing version for journal submission . Target journal: *Academy of Management Journal*.

Berry, J.W., Hofmann, D., & Snyder, D. “Time to focus on innovation: Cross-level interaction of temporal distance and innovation climate on risk perception and innovative behaviors” Status: Presenting at AoM 2014, draft in progress. Target journal: *Academy of Management Journal*.

Berry, J.W. “Is there time to be creative: Temporal perspectives change the focus of creative judgments” Status: Developing paper out of dissertation data. Target journal: *Journal of Applied Psychology*.

Berry, J.W. “Dangers of developing knowledge for creativity: The complex linkage of domain expertise and creativity” Status: Preparing first draft for friendly reviews. Target journal: *Academy of Management Review*.

Berry, J.W. “If creative ideas have value why do we give them away” Status: Presenting at AoM 2014, draft in progress. Target journal: *Journal of Applied Psychology*.

CONFERENCE PRESENTATIONS

Edwards, J.R., **Berry, J. W.**, & Kay, V. (2014) Bridging the great divide between theoretical and empirical management research. Paper being presented at the 74th Annual Meeting of the Academy of Management in Philadelphia, PA.

Berry, J.W., Hofmann, D., & Snyder, D. (2014) Time to focus on innovation: Cross-level interaction of temporal distance and innovation climate on risk perception and innovative behaviors. Paper being presented at the 74th Annual Meeting of the Academy of Management in Philadelphia, PA.

Berry, J.W. (2014) If creative ideas have value why do we give them away. Paper being presented at the 74th Annual Meeting of the Academy of Management in Philadelphia, PA.

Berry, J. (2010). Impact of contextual framing on creativity judgments. Poster presented at the 31st Annual Meeting of the Society for Judgment and Decision Making in St. Louis, Missouri.

Sumanth, J., & **Berry, J.** (2010). Laughter in the face of danger: A two-stage cognitive model of voice. Paper presented at the 70th Annual Meeting of the Academy of Management in Montreal, Canada.

Berry, J., & Tugman, J. (2010). The impact of creativity’s components. Paper presented at the Annual Meeting for the Society for Industrial & Organizational Psychology in Atlanta, Georgia.

Grant, A. M., & **Berry, J.** (2009). The necessity of others is the mother of invention. Paper presented at the 69th Annual Meeting of the Academy of Management in Chicago, Illinois.

HONORS & AWARDS

Masters in Management Best Teacher Award, University College London, 2013

Outstanding Reviewer Award, Academy of Management Organizational Behavior Division, 2010 & 2011.

Future Faculty Fellowship, awarded by the Center for Teaching and Learning at the University of North Carolina to support teaching and professional development, 2009.

Leadership Development Award, selected and funded to complete a Graduate Certificate in Higher Education Leadership from the University of Florida, 2004.

TEACHING EXPERIENCE & INTERESTS

- Experience: **Leading and Managing:** Taught 46 *undergraduate* business students in the semester long core OB course with an overall teacher rating of 4.5 out of 5; facilitated small group discussions for the *MBA* and *Executive MBA* programs with a rating of 4.8 out of 5 for these interactive sessions.
- At Kenan-Flagler Business School
- Negotiations:** Taught six Executive Global MBA and full-time MBA sections with an average teacher rating of 4.6 out of 5. Taught session on negotiations for sales and senior executives.
- At University College London
- Organisational Behaviour:** Taught 78 masters of management students as part of the core masters curriculum. Received a teaching rating of 4.9 out of 5 from a very diverse student population. Awarded program teaching award in 2013.
- Interests: Negotiations, Organizational Behavior, Managing for Creativity and Innovation, Leadership, Ethics, Strategic Planning

PROFESSIONAL ACTIVITIES

ad hoc Reviewer - *Academy of Management Journal*, *Administrative Science Quarterly*, *Organizational Research Methods*, *Journal of Organizational Behavior*

Member: Academy of Management, Society of Industrial and Organizational Psychology, Society for Judgment and Decision Making, American Psychological Association, Association for Psychological Science

PROFESSIONAL EXPERIENCE

Manager - Collaborative Labs at St. Petersburg College 2005-2007

Helped found a facilitation and strategic planning consultancy practice as a business outreach for a large public college. Personally directed the construction of a dedicated facilitation center and created a mobile labs capability. Worked with top management teams to develop strategic planning initiatives. Facilitated sessions for clients such as Apple, Cox Target Media, Honeywell, PBS&J, U.S. Department of Labor, and the United Way.

Project Coordinator – National Terrorism Preparedness Institute 2002-2005

Published four anti-terrorism textbooks for the federal government and one for a for-profit enterprise. Served as primary author and led the production of over 10 hours of video examples and scenarios for classroom instruction. Led an effort to secure an initial government contract for \$1.2 million that grew to nearly \$22 million in follow-on funding. Moderated a nationally broadcast symposium, “Dealing with the Psychological Aftermath of Terrorism”.

Founder – Outlier Software 2000-2002

Founded and directed the development of a privacy/personalization software start-up. Wrote a comprehensive business plan, recruited two partners, led the software design, directed patent filing, and developed funding and corporate partner relationships. Invited to Washington to brief congressional advisors and submit official comments for a Federal Trade Commission hearing.

Internet Architect, Consultant – Andersen Consulting (now Accenture) 1998-2000
Served as a research and development team lead and as a strategic internet architect. Helped develop and build one of the first dynamic online training portals incorporating scenario-based logical branching. Won awards for recruiting, mentoring, and innovation.

NCAA Div. I Coach/ College Instructor/ Country Club Activities Director 1994-1998
Coached varsity swimming and diving programs at the College of William and Mary and the University of Florida. Taught over 250 college students in eight activity courses as a graduate student. Directed seasonal facilities and programs for over 500 members. Hired and managed seasonal staff. Oversaw the design and construction of new facilities and controlled accompanying budgets.

DISSERTATION

Title: “Do we have creative differences? How we construe creativity influences the salience of novelty and usefulness”

Committee: David Hofmann (chair), Jeffrey Edwards, Alison Fragale, Teresa Amabile (Harvard Business School), Adam Grant (Wharton)

Creativity is an organizational necessity for competing in a global economy. Organizational scholars have traditionally defined creativity as the production of ideas or products that are both novel and useful. It is often assumed that the components of novelty and usefulness are equal factors in determining the creativity of an idea or product. However, in some settings, managers and employees appear to prioritize novelty over usefulness, and in other settings, the opposite is true. Applying a decision making framework to how individuals evaluate creative ideas, I looked to test how the way people define creativity through their evaluation of proposed ideas, may be influenced by the framing of the problem to be addressed. Drawing on construal level theory, I proposed that increased psychological distance will increase the salience of novelty and decrease the salience of usefulness in making judgments of the ideas’ overall creativity. In testing this hypothesis across field and lab studies, my dissertation advances knowledge about how contextual factors create barriers to understanding creativity and offers practical steps for enhancing creative processes and output within organizations.

REFERENCES

Available upon request.