
Bruce A. Heiman

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Present Position Assistant Professor, Strategy, Management Department, San Francisco State University, College of Business.

Previous Positions

University of San Francisco (California).

Adjunct Professor of Strategy & Marketing, School of Business and Management. 5/01-9/02.

Universiteit Maastricht (The Netherlands).

Assistant Professor, Faculty of Economics & Business Administration; Strategy & International Business. 8/96-9/00.

Education

University of California at Berkeley, Haas School of Business (Berkeley, CA).

Ph.D. Business and Public Policy (5/02).

Thesis: Knowledge and Governance in Collaborations.

Thesis Committee: Professors Trond Petersen (Chair), Oliver Williamson, Chris Ansell.

Coursework in economics, sociology, political science, statistics, methodology.

Nijenrode University (The Netherlands).

M.B.A. (9/91).

Thesis area: Telework.

Thesis received Hewlett Packard Strategy Prize in the category "Strategy and Technology."

Class Rank: 1 (Valedictorian).

Stanford University (Stanford, CA).

M.S. Mechanical Engineering, Product Design (6/83).

Master's project: Design for Fun and Intimacy in the Family Dining Experience.

Coursework in industrial and human interface design; brainstorming, prototyping, automated manufacturing.

Computer programming in FORTH, Pascal, SAIL and several assembly languages.

Teaching Assistant: Advanced Computer-aided Design (CAD).

Stanford University (Stanford, CA).

B.A. Psychology (6/81).

Studied human memory, cognition, creativity, and perception.

Experience in video production, experiment design, data analysis.

Publications/Conference/Working Papers/Invited Presentations

Best Paper Award-- Second International Business and Economy Conference, San Francisco, CA (January, 2003)--
"Exploring the tension between Knowledge Sharing and Knowledge Expropriation in Collaborations." Presented at Plenary Session, paper included in Proceedings.

Invited Speaker, Global Knowledge Economics Council Meeting, New York City, November, 2002. Topic:
"Transaction Cost Economics meets the Knowledge-Based View of the Firm."

Keynote Speaker, Knowledge Economics Summit, 30 July, 2002, San Francisco, CA; Title: "Folding Transaction Costs into Knowledge Economics: What are the implications for Managers?"

Dissertation, "Knowledge and Governance in Collaborations," (2002), U.C. Berkeley Main Library, Dissertation for Haas School of Business.

"Towards Reconciling Transaction Cost Economics and The Knowledge-based View of the Firm: The Context of Interfirm Collaborations," (with Jackson Nickerson), International Journal of the Economics of Business, 9, 1 (2002): 97-116.

Publications... continued

- "Government credible commitment in the nuclear power industry" with M. Delmas (UCSB) Journal of Policy Analysis and Management Summer, 2001.
- "Knowledge attributes, knowledge management practices and governance choice: Towards reconciling transaction-cost and knowledge-based views of the firm" Proceedings, EIBA Conference, Maastricht, The Netherlands. December, 2000.
- "An Empirical Exploration of Knowledge-based Transaction Attributes and Governance Choice" Proceedings, EUNIP Conference, Tilburg, The Netherlands. December, 2000.
- "Company Law and Corporate Governance Renewal in Transition Economies: The Bulgarian Dilemma" European Journal of Law and Economics, (with B. Marinov), v6 #3, Nov. 1998, 231-262.
- "Sometimes Three Heads are better than Two: Opportunism and Impaired Learning in Multiparty Interfirm Relationships" ISCORE seminar presentation, Universiteit Utrecht, August, 1995.
- "Bounded Rationality and Opportunism Hazards in Multiparty Interfirm Agreements" Proceedings: International Social Networks Conference, July, 1995.
- "On Broadening Conceptions of Governance: Multilateral Interfirm Agreements" Stanford Conference on Organization Research (SCOR), Spring 1995 Meeting.
- "Meltdown: A Positive Political Comparison of French and American Nuclear Power Programs" Proceedings, Strategic management Society, 1994 Annual Meeting, September, 1994.
- "Some Power-Free Measures of Network Properties." Proceedings, Social Science Information Technology '94, October, 1994.
- "Comparative efficiency in Workgroup Networks" Proceedings, Interdisciplinary Students of Organization Annual Meeting, Seattle, WA, Fall, 1993.
- "Neutron Shielding for Hot Cells" The American Glovebox Society: Proceedings, August 1988.
- "The State of the Art" The Stanford Magazine, March 1984 (short story).
- "Cognitive Human Factors" Computer Graphics World, June 1983.

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Teaching Experience

Educational Institution	Job Title, Description	Class Size	Dates
San Francisco State University	Assistant Professor, summer session, then tenure-track (9/02), Depart of Management, College of Business. Capstone strategy for undergraduates & MBA students.	26-32	6/02-present.
University of San Francisco	Adjunct Professor, Marketing, Strategy. Instruct MBA students in Consumer Behavior, Strategic Competitive Advantage, Global Trends and Alliances.	15-30	5/01-9/02.
Universiteit Maastricht (NL)	Assistant Professor; teaching multinational students in International Business degree Programs; courses included International Business Strategy (undergrad., exec); Strategy in a European Context (graduate), others. Advisor on Master's theses. Utilized Problem-Based Learning pedagogical technique. Language (teaching): English. Administration: Dutch.	10-450	9/96-9/00
Nijenrode University, (NL)	Guest Professor, Alternative Perspectives on Strategy.	42	4/97-5/97
St. Mary's College, International MBA Program	Adjunct Faculty, Strategy.	8	6/94-10/94
University of San Francisco, McLaren School of Business	Adjunct Faculty, Strategy.	25	10/94-12/94
U.C. Berkeley, Undergraduate Business Program, Haas School of Business	Graduate Student Instructor, Political Environment of Business.	35	8-93-12/93, 1/94-5/94
Princeton Review	Site Director, Math Teacher: Standardized Test Preparation Course.	12 - 125	9/88-9/89
Stanford University Art Department	Laboratory Assistant: Photography.	5-20	9/82-6/83
Stanford University Department of Mechanical Engineering	Teaching Assistant: Advanced Study in CAD.	Tutor	1/83-6/83
Stanford University Department of Music	Assistant Manager, Manager: Stanford Univ. Marching Band.	160	9/79-9/81
Aragon High School	Math Teacher: Advanced Algebra, Trigonometry.	12-15	9/75-6/77

Academic Service, Professional Associations, Other

Member, Executive Committee, 2002-2003, Global Knowledge Economics Council, an accredited ANSI Standards-setting organization. GKEC aspires to set "knowledge management" standards (e.g., vocabulary, best practice).

Co-Chair for Reviews, Third International Business and Economy Conference, New York, 2004.

Participant, CUSP II, "The Academic Experience at San Francisco State University." Pan-University group drafted vision statement.

Appointed to Executive Committee, ANSI Standards for Knowledge Management. Participated in several Ex. Comm. meetings. Active in the administrative and content-oriented tasks associated with creating and publishing an ANSI Standard through Global Knowledge Economics Council, an accredited ANSI standards-making organization.

Team member, TUM (translates as "Language Education, Univ. Maastricht) a distance-learning project for teaching international business students how to write in English. Assisted with prototype ergonomics-critique, product testing, and development of teacher-administration tools using advanced multimedia technologies (ToolBook™ development environment). Worked on inter-disciplinary team.

Academic Service...Other, Continued

Founding Member, UniMMUG (Univ. Maastricht Macintosh Users' Group). Provided free support and assistance to Macintosh users via this voluntary organization in the South Limburg Region and UM community.

Multi-year experience teaching business plan writing to graduate business students (classes of up to 400 people per year working in teams of seven people). Conceived and managed implementations of class-related yearly business plan competition.

Advocate for Ph.D. Student Computing, U.C. Berkeley Association of Doctoral Students in Business Administration; 1992-1994. Acted in the interests of doctoral students regarding computing hardware/software, support and training needs.

At Univ. Maastricht, pioneered implementation of useful web-based solutions to facilitate teaching and student-teacher communications.

Received 1997 Faculty "Encouragement" Prize for Excellence in Education.

Experienced advisor to international graduate students, the majority of whom use English as a second language.

Have participated enthusiastically in MBA program recruiting/information events for various schools, including Nijenrode (NL) Universiteit Maastricht (NL) and USF (San Francisco, CA).

Languages—English (native speaker, advanced writing, advising skills); Dutch (advanced speaking, elementary writing); French (elementary speaking, writing). Six years total residing as an American in the Netherlands (2 years Amsterdam region, Breukelen; 4 years South Limburg, Maastricht).

Experience teaching Masters-level students in the International Business Studies Program using student-centered Problem-Based Learning pedagogy (PBL).

Summer Research Fellow, Nijenrode University, University of Amsterdam, 1995. Received scholarship to pursue transaction cost economics and network analysis research interests in the Netherlands.

Experience with multiple programming and application environments, operating systems, hardware platforms, and applications, including Macintosh (expert), Windows (intermediate), unix (intermediate). Experience with web page design and many common office and research applications. Analytical: TSP, SPSS, LimDep, Stata, JMP, UCINET, Krackplot.

Other interests include 20 years experience as a percussionist in the roles of both performer and teacher; additional interests: digital photography, swimming, SCUBA diving, cycling, European travel.

Other Employment**Reactor Experiments, Inc. (San Carlos, CA).**

Vice President, Marketing. Prepared and executed marketing plan; met or exceeded sales revenue goals of small, industrial plastics manufacturing firm. Engaged in extensive government procurement activities as well as industrial sales/marketing. Applied engineering knowledge of nuclear physics, plastics properties and manufacturing technologies to meet customer needs. Member, Health Physics Society. Participated as board member/shareholder in the successful sale of the firm. Reported to the President. 7/84-12/88.

Visicorp (San Jose, CA).

Human Interface Software Engineer. Worked with other engineers to increase user-friendliness of business productivity software. Performed focus group studies to validate and refine the design of user interface models. Reported to the Director of Advanced R&D. 6/83-6/84.

Independent Consultancy—selected.

BH Associates (Maastricht, NL). Authored business plan for Univ. Maastricht Office of International Cooperation, Maastricht McLuhan Institute; plan was funded by founding partners (regional governments, schools) at a level of ~10m Euros over several years.

Heiman, Roukens & Associates (Amsterdam, NL; Portola Valley, CA). Strategic management consultancy focused on rapid response for short duration projects that provided clients with concise, audit-format, cost-effective strategy assessment/verification and recommendations. Clients included Philips, SKODA. 9/91-9/92.

Nijenrode University (Breukelen, NL). Business Plan Consultant. Edited/re-wrote university business plan to integrate existing operating units into a coherent whole organization reflecting unified vision under new leadership. 2/91-4/91.

Terry Morse Software, Inc. (Palo Alto, CA). Marketing Consultant for the launch of successful software product for Macintosh: DiskDoubler™, a file-compression software product. Reported to the President. 6/90-8/90

Davis and Company (Fremont, CA). Business Plan Consultant. Authored marketing plan chapter of multimedia startup firm's business plan; plans were presented to venture capital firms. Reported to Principal. 3/95-4-95.

Health Physics Dept. Stanford University (Stanford, CA). Laser Safety Physicist. Conceived, planned and executed pilot laser safety program for university-wide application. Reported to Senior Physicist. 6/82-10/82.