

Asbjorn Osland, Ph. D.

(2004-2009 publications and presentations)

Refereed journal articles:

1. Wehling, C., Guanipa Hernandez, A., Osland, J., Osland, A., Deller, J., Tanure, B., Carvalho Neto, A., & Sairaj, A. (in press). An Exploratory Study of the Role of HRM and the Transfer of German MNC Sustainability Values to Brazil. European Journal of International Management.
2. Reade, C., Todd, A. M., Osland, A. & Osland, J. (2008) "Poverty and the multiple stakeholder challenge for global leaders." Journal of Management Education, 32 (6), pp. 820-842.
3. Osland, A. & Osland, J. (2007). Aracruz Celulose: Best Practices Icon but Still At Risk. International Journal of Manpower, 28 (5), 435-450. Digested in 2008 as "Aracruz Celulose counts on HR when the going gets tough: Locals cast icon of best practice as the villain in 30-year land dispute." HUMAN RESOURCE MANAGEMENT INTERNATIONAL DIGEST, VOL.16, NO.4, pp.20-22.
4. Osland, A. & Ankeny, M. (2007). The tug of war between cash flow and institutional values in a college-seminary merger. Journal of Research on Christian Education, 16 (1). 103-123.
5. Osland, A. & Osland, J. (2005). Contextualization and strategic international human resource management approaches – the case of Central America and Panama. The International Journal of Human Resource Management, 16 (12). 2218 – 2236.
6. J. Osland, J. & Osland, A. (2006). Expatriate Paradox and Cultural involvement. International Studies of Management & Organization 35(4).
7. Dean, B. V., Osland, A., & Solt, M. (2005). "Lessons learned in the implementation of E-Teams." International Journal of Engineering Education, 21 (2).

Refereed cases:

8. Garcia, D., Rovenpor, J. & Osland, A. (in press). "Wal-Mart's New Challenge: Reaching out to Socially Responsible Investors." Business Case Journal.
9. Osland, A. & Wells, P. 2008. Gunning down health assessment. Journal of Critical Incidents, 1: 35-41.
10. Osland, A. (2008). "Should Kiva pay interest to lenders?" IMA Educational Case Journal. (IMA=Institute of Management Accountants).
11. Osland, A., Ramnarayan, S. & Wells, P. (2006). How to grow Ten Thousand Villages. Annual Advances in Business Cases. 127-140.
12. Lawrence, A., Solt, M., & Osland, A. (2005). Yakima Filters: From Waste Tires to Clean Water. Case Research Journal, 25, (4). (note: this covers the dilemmas inherent in the business plan of the first winner of the SVCE business plan competition, Dr. Aslam Mohamed Ali, an SJSU M.B.A. graduate).
13. Osland, A. & Ankeny, M. (2005). The bottom line and the seminary. The Journal of Biblical Integration in Business: Business Cases with a Christian Worldview, 107-118.
14. Osland, A. & Lawrence, A. T. (2005). Peet's and the Berkeley Sustainable Coffee Initiative. Case Research Journal, 24, (2).
15. Osland, Asbjorn (2004). Alleged Dilution of Intel's "Inside" Trademark. Journal of Applied Case Research, 6, (November, Number 1), 75-79.
16. Osland, A., Feldman, H., Campbell, G., & Barnes, W. (Fall 2004). Kio-Tek at the Portland Venture Capital Fair. The Case Journal, 1, 39-61.

Chapters:

17. Osland, A.; Osland, J.; Tanure, B.; & Gabrish, R. (2008). Stakeholder Management: The Case of Aracruz Celulose in Brazil. In Eds. A. Davila & M. M. Elvira. Best Human Resource Management Practices in Latin America. Routledge. Ch. 2, pp. 10-24.
18. Dean, B. V., Osland, A., Richter, M., & Jiang, W. L. "The San José BioCenter: BioConvergence entrepreneurship in Silicon Valley" in Kocaoglu, Anderson, Daim, (ed's), Management of Converging Technologies, Portland International Conference on Management of Engineering and Technology Proceedings, 2007, pp. 2833-2843 (based on the PICMET conference of 5-9 August, Portland, Oregon).
19. Osland, J. S., Bird, A., Mendenhall, M. & Osland, A. (2006). Developing global leadership capabilities and global mindset. In Stahl, G. & Bjorkman, I. (Eds.), Handbook of International Human Resource Management Research. London: Elgar: 197-222.
20. Dean, B. V., Nagel, B. & Osland A. (2005). Entrepreneurial System: Application to Silicon Valley Nanotechnology Companies. In Anderson, T. R., Daim, T. U., Kocaoglu, D. F., Milosevic, D. Z. & Weber, C.M. (Eds.), "Technology Management: A Unifying Discipline for Melting the Boundaries," IEEE Catalog Number 05CH37666, 2005, pp. 433 - 443.
21. Roldan, M., Osland, A., Solt, M. Dean, B. V., & Cannice, M. V. (2005). Business Plan Competitions: Vehicles for Learning Entrepreneurship. In C. Wankel & R.DeFillippi (Eds.), Research in Management Education and Development: Educating Managers through Real World Projects, 4. Information Age Publishing, Inc.
22. Osland, A. & Osland, J. (2005). HRM in Central America and Panama. In M. M. Elvira and A. Davila (Eds.), Managing human resources in Latin America: An agenda for international leaders. Oxford, UK: Routledge: 129-147.

Cases in books/collections:

23. Brannen, M. Y., Doz, Y., Hunter, M., Hill, M., Osland, A. & Whaley, G. 2008. Renewing the Fujitsu-AMD Joint Venture (A). INSEAD.
24. J. Osland, P. Ferreira, & A. Osland. (forthcoming) Anatomy of a Paraguayan Strike. In International Cases in Management and Organizational Behavior. T. Tompkins, (Ed.) London: M.E. Sharpe.
25. Osland, A. & Wells, P. Weyco, in Joyce S Osland, Marlene E. Turner, David A. Kolb, & Irwin M Rubin. 2007. Organizational Behavior: An Experiential Approach (8th Edition). Prentice Hall.
26. Osland, J. Osland, B. Tanure & R. Gabrich. (2007) How Can Aracruz Mobilize Stakeholders to Resolve Dispute with Indians? FUNDAÇÃO DOM CABRAL, Brazil, Casos Casos – FDC: CF0709. Nova Lima.
27. Feldman, H. & Osland, A. (2006). The United Way and the Boy Scouts: Controversy in Portland, Oregon. In Buller, P. F. & Schuler, R. S. (Eds.) Cases in Management, Organizational Behavior and Human Resource Management. Thomson Learning Custom Publishing.
28. Levenhagen, M., Dean, B. & Osland, A. (2004). TeraGluon. In Digman, L. A. Strategic management: Cases for a global information age. Dame/Thomson Learning.
29. Osland, A. (2003). The role of the area manager. In Thomas, D. C. (Ed.). Readings and cases in international management: A cross-cultural perspective (pp. 357-363). Thousand Oaks, CA: Sage. Osland, A. (in press). The role of the area manager. In Tompkins, T. C. (Ed.). International Cases in Management and Organizational Behavior. M. E. Sharpe. Previously published in Thomas (2003).
30. Osland, A. (2004). Using Leadership to Promote TQM. In Buller, P. F. & Schuler, R. S. (Eds.) Cases in Management, Organizational Behavior and Human Resource

Management. Thomson Learning Custom Publishing. (previously published in their 2000 edition). Osland, A. (2002). Leading TQM in Panama. In Tompkins, T. C. (Ed.). Cases in management and organizational behavior, Volume 2. (pp. 43-47). Upper Saddle River, NJ: Prentice Hall. (previously published in 1998 in Oddou, G. & Mendenhall, M. 1998. Cases in International Organizational Behavior. Blackwell.). Osland, A. (in press). Osland, A. (1996). Using leadership to promote TQM. In Schuler, R. S. & Buller, P. F. Cases in management, organizational behavior and human resource management (pp. 441-446). Leading TQM in Panama. In Tompkins, T. C. (Ed.). International Cases in Management and Organizational Behavior. M. E. Sharpe.

31. Osland, A. & Shoul, S. (2004). Insubordination or Unclear Loyalties. In Buller, P. F. & Schuler, R. S. (Eds.) Cases in Management, Organizational Behavior and Human Resource Management. Thomson Learning Custom Publishing. (previously published in their 2000 edition and others listed below.) Also, Osland, A. & Shoul, S. (2002). Insubordination or unclear loyalties. In Tompkins, T. C. (Ed.). Cases in management and organizational behavior, Volume 2. (pp. 39-42). Upper Saddle River, NJ: Prentice Hall. Also Osland, A. & Shoul, S. (2001). Insubordination or Unclear Loyalties. In Wolff, S. B. & Wohlberg, J. W. OB in action: Cases and exercises. (pp. 396-401). Houghton Mifflin: Boston. (originally published in Koziol, K. G. (ed.). 1999. Insubordination or structural confusion. University of San Francisco's Nonprofit Management Case Collection.).

Book review:

32. Book review by Asbjorn Osland of *Redefining Global Strategy: Crossing Borders in a World Where Differences Still Matter*. By Pankaj Ghemawat. Cambridge, MA: HBS Press, 2007 to be published in the Journal of Asian Business.

Grant:

33. NOAA grant (2004): Proposal for an Environmental Entrepreneurship Program at California State University, Fresno, San Jose State University, and the Moss Landing Marine Laboratories. \$299,645. Co-director.

Presentations at professional conferences:

1. Wehling, C., Guanipa Hernandez, A., Osland, J., Osland, A., Deller, J., Tanure, B., Carvalho Neto, A., & Sairaj, A. 2008. An Exploratory Study of the Role of HRM and the Transfer of German MNC Sustainability Values to Brazil. Presented at the First European-Latin American-Caribbean International Management Conference, entitled European and Latin America-Caribbean Strategic Partnerships: Unleashing the Potential, October 15-17, 2008, ITESM, Monterrey, Mexico. The paper is also in revise and resubmit (with minor changes) to the European Journal of International Management.
2. Basu, A., Osland, A., & Solt, M. A New Course on Sustainable Entrepreneurship. The NCIIA 12th Annual Meeting, March 2008 in Dallas, TX.
3. Wells, P. & Osland, A. SHOULD AN EMPLOYER ASK ABOUT GUNS IN HEALTH ASSESSMENT? Brief case presented at the Society for Case Research March 2008 conference in Chicago.
4. Baker, E., Osland, A., & Wu, J. ROLE OF HOMEOWNERS' ASSOCIATION IN MITIGATION OF WATER CRISIS. Brief case presented at the Society for Case Research March 2008 conference in Chicago.
5. Osland, A., Osland, J. Tanure, B. & Gabrish, R. October 19, 2007. How should Aracruz Celulose interact with the Indians now that it lost its court case? Proceedings of the North American Case Research Association, 2007 Annual Meeting, Keystone, Colorado.

6. J. Osland, A. Bird, A. Osland & G. Oddou. (2007) "Expert Cognition in Global Leaders." NMD8 Conference Proceedings, Monterey, CA. June 2007 "Teaching Global Leadership." With A. Osland. Organizational Behavior Teaching Conference (OBTC), Malibu, CA.
7. Garcia, D., Rovenport, J. & Osland, A. 2007. Wal-Mart's New Challenge: Reaching out to Socially Responsible Investors. Case presented at the Annual Meeting of the International Associate for Business & Society. May 31-June 3, 2007. Villa La Pietra, Florence, Italy.
8. N. Fimbel, A. Osland, M. E. Turner, and W. B. Zachary. Getting Faculty On Board for Assessment: Using Organizational Change Principles to Enhance Faculty Participation. Presented at the Tenth Annual Western Region Assessment Conference, Fullerton, CA. March 17, 2006.
9. El-Shaieb, A., Fruin, M., Osland, A., Loomba, A. & Rajan, M. March 17, 2006. Creativity in course design and assessment: A conventional approach to a globalization strategy followed by a skunkworks approach to include the risks inherent in globalization., Presented at the Tenth Annual Western Region Assessment Conference, Fullerton, CA..
10. Osland, A & Wells, P. (2005). *Weyco. Proceedings of the North American Case Research Association*, Cape Cod, MA.
11. Ramnarayan, S., Wells, P. & Osland, A. (2005). Leveraging E-commerce: The case of Ten Thousand Villages. Society for Case Research Summer Workshop, Pocatello, Idaho.
12. Osland, A. & Dean, B. V. (2005). San Jose State University based incubators: Loosely coupled elements in Silicon Valley's entrepreneurial system. In *Conference Proceedings of the 2005 American Society for Engineering Education Annual Conference and Exposition*. Portland, OR.
13. Solt, M., Basu, A. & Osland, A. (2005). How to start a university business plan competition: the experience of San Jose State University. In *Conference Proceedings of the 2005 American Society for Engineering Education Annual Conference and Exposition*. Portland, OR.
14. Dean, B. V., Osland, A., Harmsen, F. & Greene, H. G. (2005). Fostering Entrepreneurship in Female Minority Marine Science Graduate Students. *Proceedings of the 2005 San Francisco-Silicon Valley Global Entrepreneurship Research Conference*, pp. 27-32. San Francisco, CA.
15. Dean, B. V., Nagel, B. & Osland, A. (2005). Entrepreneurial System: Silicon Valley Nanotechnology Companies. PICMET Portland, OR.
16. Dean, B. V., Nagel, B. & Osland, A. (2005). Entrepreneurial System: Silicon Valley Nanotechnology Companies. University of San Francisco Global Entrepreneurship Research Conference. San Francisco, CA.
17. Osland, A. & Dean, B. V. (2005). San Jose State University's University Based Incubators: Loosely Coupled Elements in Silicon Valley's Entrepreneurial System. Western Academy of Management. Las Vegas, NV.
18. Roldan, M., Osland, A., Solt, M. & Dean, B. V. (2004). Description and Assessment of a Business Plan Competition and New Venture Fair at San José State University. In *Conference Proceedings of the 2004 American Society for Engineering Education Annual Conference and Exposition*, Salt Lake City, UT.

19. Dean, B. V., Osland, A., Harmsen, F. & Greene, H. G.(2004). Fostering Entrepreneurship in Female Minority Marine Science Graduate Students. NOAA Educational Partnership Program Proceedings, pp. 183-187. New York, NY.
20. Roldan, M., Osland, A., Solt, M. Dean, B. V., & Cannice, M. V. (2004). Business Plan Competitions: Vehicles for Learning Entrepreneurship. In C. Wankel & R.DeFillippi (Chairs), *Actionable Knowledge and Project-based Learning: Implications for Management Education*. Symposium conducted at the meeting of the Academy of Management, New Orleans. LA.
21. Osland, A., Solt, M. & Lawrence, A. T. (2004). Yakima International: From Waste Tires to Clean Water. North American Case Research Association. Sedona, AZ.
22. Osland, A. & Ankeny, M. (2004). Structurationism: How the intersection of institutionalism, resource dependency, and leadership shaped decision-making in a college-seminary merger. Western Academy of Management, Anchorage, Alaska.
23. Dean, B. V., Osland, A. & Solt, M. (2004). Lessons learned in a first business plan competition at San Jose State University. *Proceedings of the NCIIA 8th Annual Meeting in San Jose, CA*.
24. Osland, A. & Osland, J. (2004). Human resources management in Central America and Panama. In M. Elvira & A. Davila (Chairs), *The HRM agenda in Latin America*. Professional Development Workshop at the meeting of the Academy of Management, New Orleans, LA.
25. Osland, A. (2004). Osland, A. How to handle alleged academic dishonesty. Society for Case Research Summer Workshop, Kansas City, MO.
26. Osland, A. (2004). Dilemmas of Human Resource Management - Case A: The role of the human resources manager; Case B: HR management in LITEP; Case C: Response to a natural disaster; Case D: LITEP and its subcontractors Society for Case Research Summer Workshop, Kansas City, MO.
27. Osland, A. & Ankeny, M. (2004). The bottom line and the seminary. Society for Case Research Summer Workshop, Kansas City, MO.
28. Osland, A. (2004). Presentation on forced transfer as learning experience. In G. Oddou (Chair), *Learning and Personal Experience*. Symposium conducted at the Western Academy of Management meeting, Anchorage, Alaska.
29. Osland, A. (2004). How will MentorNet remain viable? (revised). Western Casewriters Association, Anchorage, Alaska.