

John F. Burr, Ph.D.
1217 Wiley Drive
West Lafayette, Indiana 47906
765-404-4114

Education

Ph. D., Strategic Management, Finance Minor Purdue University	December 2006
M.S. Industrial Administration, Purdue University	August 1991
B.S. Mechanical Engineering Technology, Purdue University	December 1988

Professional Experience

Clinical Assistant Professor – Krannert School of Management Purdue University West Lafayette, Indiana Strategic Management, Consulting Tools and Skills, Operations Strategy, Competitive Dynamics. Graduate teaching corporate consulting. Strategic Management – Online format	8/17 to Present
Continuous Term Lecturer – Krannert School of Management Purdue University West Lafayette, Indiana Strategic Management, Entrepreneurship, Operations Strategy. Graduate teaching in Entrepreneurship. Strategic Management – Online format	8/10 to 8/17
Visiting Assistant Professor - Consumer Sciences and Retailing Purdue University West Lafayette, Indiana Selling and Sales Management.	5/09 to 5/10
Knowledge Management Director Purdue University West Lafayette, Indiana Managed e-Enterprise Center technical team in Purdue’s Discovery Park which proves IT infrastructure for research, web development and application development	9/01 to 5/09
Business Director – DuPont IntegriSsm (a division of DuPont Corian®) DuPont Inc. , Wilmington, Delaware Launched and managed DuPont IntegriS, a services business for DuPont Surfaces providing complete installed packages for commercial construction. Increased revenue by \$2 million first year while increasing variable margin by 9%	1/00 to 9/01

Marketing Manager – Corian®

DuPont Inc., Wilmington, Delaware

10/97 to 1/00

Developed marketing strategy resulting in reorganization of sales efforts and 30% revenue growth. Increased marketing expense productivity by 25% through focusing efforts on key segments. Repositioned Corian® brand in commercial specified market

Marketing/Strategy Consultant

DuPont Inc., Wilmington, Delaware

1/95 to 10/97

Provided marketing and strategy training for 10 business units in 28 countries throughout Asia and Eastern Europe. Established consumer products business in Russia leading to first year \$1.5 million at 110% ROI. Provided marketing strategy for Dacron® in Turkey leading to licensing revenue from market leader. Provided brand support for Teflon® and Lycra® businesses

Market Development Engineer- Engineering Polymers

DuPont Inc., Wilmington Delaware

9/91 to 1/95

Defined opportunity and was responsible for 50% revenue increase in new parts business. Established use of QFD in product development for target segments. Initiated PACE (similar to Stage Gate) process for new product development in growth segment

Publications

Dissertation: Innovation, Leverage and Internal Controls. This research focuses on some of the determinants of corporate innovation, what is necessary to facilitate innovation, and the interaction of policies and beliefs within the fields of strategy and finance

Conference Papers

Dietz, J.E., Drifmeyer, J.E., Leonard, K.E., Hsieh, C., Dunlop, S., Braun, D., Burr, J., Chaturvedi, A., and Black, D.R. (2010, April 6-7). Pandemic Preparedness Training for Schools (PTS). 3rd Annual International Conference on Computer Games Multimedia & Allied Technology (CGAT 2010) – Singapore

Burr, J., Iyer, D., Exploration, Exploitation and Financial Performance: Finding the right balance. Accepted at Strategic Management Society 2009 Burr, J.,

Burr, J., Drenevich, P., Withers, M., Knowledge Breadth versus Knowledge Depth; Clarifying Competing Measures of Absorptive Capacity, Accepted at Strategic Management Society 2007

Burr, J., Iyer, D., Do firms get rewarded for exploration?; Strategic Management Society meeting 2005

Articles

Cary A. Mitchell, Arend-Jan Both, C. Michael Bourget, John F. Burr, Chieri

Kubota, Roberto G. Lopez, Robert C. Morrow, Erik S. Runkle (2012) LED's: The Future of Greenhouse Lighting! Chronica Horticulturae. Vol 52:1

C.A. Mitchell · M.P. Dzakovich · C. Gomez · R. Lopez · J.F. Burr · R. Hernández · C. Kubota · C.J. Currey · Q. Meng · E.S. Runkle Light-Emitting Diodes in Horticulture, Horticultural Reviews, Edition: 43, Chapter: 1, Publisher: John Wiley and Sons, Inc., Editors: Jules Janick, pp.1-87

H. Zhang, J. Burr, F Zhao, A Comparative Life Cycle Assessment (LCA) of Lighting Technologies for Greenhouse Crop · Jan 2016 · Journal of Cleaner Production

Book Chapters

J Mitchell, C. A., Both, A.-J., Bourget, C. M., Burr, J. F., Kubota, C., Lopez, R. G., ... Runkle, E. S. (n.d.). LED's the Future of Greenhouse Lighting! Chronica Horticulturae

Burr, John F (2012) Pandemic Planning, Five Motivating Dimensions, Advances in Homeland Security: Pandemic Planning. Ed. Black, R and Dietz, J.E., CRC Press, Boca Raton

Grants

Developing LED Lighting Technology and Practices for Sustainable Specialty Crop Production

Role: Co-PI (2010-15) \$2,441,296

Crossroads Smart Grid Workforce Development Program

Role: Co-PI (2008-9) \$ 2,200,760

Indiana Advanced Electric Drive Vehicle Research and Education Consortium

Role: Co-PI (2006-7) \$6,000,000

Teaching Awards

Krannert Top Undergraduate Teacher Student Voted (2013)

Krannert Outstanding and/or Distinguished Undergraduate Instructor (*Term #of courses*, Sp20 2x, Fa19 2x, Sp19 4x, Fa18 2x, Su18 2x, Sp18 3x, Fa17 2x, Sp17 4x, Su16 2x, Sp16 1x, Fa15 2x, Su15 1x, Sp15 3x, Fa14 4x, Su14 1x, Sp14 4x)