**Thomas E. Nelson**

**Director of Student Competitions, Melton Center for Entrepreneurship and Innovation**

**Assistant Professor**

**Office**

University of South Alabama

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**Education**

Ph.D. University in Louisville, August 23, 2012

Degree in Entrepreneurship

21 Hours in research methods

M.B.A. Ball State University, July 2006

Concentration: Entrepreneurship

B.S. Ball State University, July 2005, magna cum laude

Major: Management and Entrepreneurship

**Dissertation**

Effectuation and Something Good: Does the Use of Effectuation Lead to Positive Outcomes?

‘Just so’ stories abound, and lead one to conclude that some entrepreneurs build their businesses, at least in part, using effectual logics. The entrepreneurs and businesses featured in these stories are often household names, leading one to believe that the process of effectuation leads to positive outcomes. This dissertation tests that assumption by empirically searching for a link between effectuation and firm performance.

**Publications, Refereed**

Goldsby, Kuratko, Nelson, & Marvel (2017) Design Centered Entrepreneurship: A 4 Stage Iterative Process for Opportunity Development. Journal of Small Business Management

[Michael Crum](http://www.emeraldinsight.com/author/Crum%2C+Michael), [Thomas E. Nelson](http://www.emeraldinsight.com/author/Nelson%2C+Thomas+E)(2015) Stabilizing institutions for new venture investment decisions. Journal of Enterprising Communities: People and Places in the Global Economy, Vol. 9 Iss: 4, pp.344 – 360

Goldsby J. G., Kuratko D, & Nelson T. E.(2014) Design-Centered Entrepreneurship: A Process for Designing Opportunities. Annals Of Entrepreneurship Education And Pedagogy – 2014.

Goldsby, M.G. & Nelson, T.E. (2012) Entrepreneurial Design: A Design Based Theory of Entrepreneurship. Journal of Business & Entrepreneurship Vol. 23, #2 Winter, pgs 80-95.

Nelson, Thomas E. (2006) Book review of *“Startups That Work,”* by Joel Kurzman and Glen Rifkin. Journal of Small Business Strategy, 17(2): 105-108

**Under Review**

**Publications, Non-Refereed**

“The Talent Pool: Tips for Recruiting and Keeping Quality Employees” (By Thomas E. Nelson) West Virginia Executive, Winter 2012: 110-111

“Mind Your Own Business! *How to Successfully Choose the Venture That is Right for You*” (By Thomas E. Nelson) Extension Matters, Spring 2012: 4-5

**Refereed Conference Presentations and Papers**

“The Use of Cluster Analysis in Entrepreneurship Research: Review of Past Research & Future Directions” (By Michael Crum and Thomas Nelson) Accepted Babson’s annual conference, June 10-13, 2015 in Boston MA

“Can Corruption Create Productive Entrepreneurship” (By Michael Crum and Thomas Nelson) Presented at the Association of Private Enterprise Education annual meeting, April 2014

“Design-Centered Entrepreneurship: A Process for Designing Opportunities” (By Michael Goldsby, Donald Kuratko, & Thomas E. Nelson) Presented at USASBE’s Annual Meeting 2014 in Fort Worth, TX

“Publicly Traded Venture Capital: Malfeasance, Misfeasance, and Nonfeasance” (By Thomas E. Nelson) Presented at the Association of Private Enterprise Education annual meeting, April 2012

“Entrepreneurial Design: A Design-Based Theory of Entrepreneurship” (By Michael Goldsby and Thomas E. Nelson) Presented at USASBE’s Annual Meeting 2011 in New Orleans, LA

“A Five Logics Based Scale for Effectuation” (By Thomas E. Nelson and Michael Goldsby) Presented at Babson’s Annual Conference 2011 Syracuse University, Rochester NY.

“Entrepreneurs and Institutions: Three Institutional Factors and their Effects” (By Michael D. Crum and Thomas E. Nelson) Presented at USASBE’s Annual Meeting 2010 Hilton Head NC.

“A Cognitive View of Strategic Behavior” (By Robert Sinclair and Thomas E. Nelson) Accepted at SMS Annual Meeting 2009 Washington DC.

“A Co-Authorship Analysis of Entrepreneurship Literature” (By Thomas E. Nelson) Presented at the Strategic Management Society’s annual meeting October, 2008 In Cologne Germany.

“The Effects of Antecedents of Entrepreneurial Expectancy on Effort and Startup” (By Betty Conklin and Thomas E. Nelson) Presented at the Academy of Management at the August 2008 Meetings in Anaheim CA.

“The Potential Danger of Public Venture Capital Companies: An Agency Risk Perspective” (By Thomas E. Nelson) Presented at the Academy of Management at the August 2008 Meetings in Anaheim CA.

**Awards and Honors**

Dean’s List of Teaching Excellence, University of Cincinnati (2014, 2015, 2016)

Journal of Small Business Management Editor’s Choice Award for

“Design-Centered Entrepreneurship: A Process for Designing Opportunities” (By Michael Goldsby, Donald Kuratko, & Thomas E. Nelson) Presented at USASBE’s Annual Meeting 2014 in Fort Worth, TX

Participated in the USASBE Doctoral Consortium, 2009, Anaheim, CA

Participated in the Babson College Entrepreneurship Research Conference Doctoral Consortium, 2009, Boston, MA

University Fellowship, University of Louisville, 2007-2008

Research Assistantship, University of Louisville, 2009-2011

MBA Assistantship, Ball State University, 2006-2007, Full Tuition Remission

Hutson Scholarship, Ball State University, 2005-2006, Full Tuition Remission

J Scholarship, Ball State University, 2005-2006

**Teaching Experience**

**University of South Alabama**

2016-2017 New Venture Creation

Creativity & Innovation

**University of Cincinnati**

2014-2016 Business Startup Experience

Digital Entrepreneurship

New Venture Creation

2013-2014 Strategic Management

Digital Entrepreneurship

Business Startup Experience

Corporate Entrepreneurship

Capstone in Entrepreneurship

**West Virginia State University**

2011-2013 Marketing Research

Entrepreneurship

Introduction to entrepreneurship

Electronic Commerce

Fundamentals of Management

Introduction to Business

Organizational Behavior

**University of Louisville**

2008-2010 Introductory Statistics

Assisted student consulting projects with SBI Director Dr. Bruce Kemelgor

Teaching practicum in Entrepreneurial Creativity and Innovation with Dr. Melissa Baucus

**Courses Developed**

2013 Digital Entrepreneurship

Business Startup Experience

2011 Entrepreneurship

Introduction to Entrepreneurship

Electronic Commerce

Marketing Research

Designed based Entrepreneurship 1 & 2

New Venture Creation

Corporate Entrepreneurship

**Ball State University**

Taught business plan writing to students as part of assistantship program for Center for Media Design- Resulted in national award winning business plans and several ideation awards for students

**Entrepreneurship Experience**

Own Hickory Trail Incorporated

Founded and operated Auto Lock Service, 12 years

Founded and operated Thomas Nelson Consulting, 4 years

Owned and operated AV Painting franchise, 1 year

Owned and operated Business Services Unlimited, 10 years

**Academic and Professional Associations**

Academy of Management

* Entrepreneurship Division
* International Management Division
* Research Methods Division
* Management, Spirituality and Religion Interest Group

Association of Private Enterprise Education

Collegiate Entrepreneurship Organization

International Network for Social Network Analysis

Strategic Management Society

United States Association for Small Business and Entrepreneurship

Beta Gamma Sigma

Phi Kappa Phi

Delta Sigma Pi

**Service**

**University of South Alabama**

* Assisting in bringing ENACTUS to USA
* Writing curriculum for Build a Bridge Program to bring quality entrepreneurship education to local high schools
* Advised Mary B. Austin Elementary School students on their entrepreneurship projects
* Assisting local entrepreneur to transfer his business to Melton Center to facilitate student entrepreneurship
* Serve on Board of Directors for a local startup
* Support local companies in preparation for Alabama Launchpad
* Serve on the Mobile Chamber of Commerce’s Small Business Council
* Assist with Collegiate Entrepreneurs Organization local chapter
* Created and implemented Coastal Venture Competition
* Delivered Pitching Tips for Startup Weekend at local co-working space
* Acted as a mentor to Startup Weekend participants (X2)
* Attended iCore & developed new skill with Lean Canvas approaches to help university spawned businesses
* Created and implemented Causeway Pitch Competition
* Helped facilitate Lunch and Learns for MCOB
* Podcasting local entrepreneur interview series for Melton Center
* Member of Coastal Alabama Partnership

**University of Cincinnati**

* Represent entrepreneurship program on UPT committee
* Organizing 2015 IQ-E Pitch Competition
* Assumed Associate Directorship of the Small Business Institute
* Faculty advisor for student entrepreneurship club
* Judge for entrepreneurship events in community
* Judge for 2014 IQ-E Pitch Competition
* Extensive marketing of entrepreneurship program and class offerings
* Developed materials to bring University officials ‘up to speed’ regarding crowdfunding
* Assisted with the development of Business Startup Experience course
* Redeveloped Digital Entrepreneurship course
* Reviewer for Academy of Management Annual Meeting, 2014, 2015 in Entrepreneurship

**West Virginia State University**

* Judge for Future Business Leaders of America Case Competition
* Developed and implemented Business Film night for students of West Virginia State University
* Reviewer for Academy of Management Annual Meeting, 2013 in Entrepreneurship
* Assisted Steve Clark in implementing an entrepreneurship curriculum for Wyoming County High Schools resulting in college credit in entrepreneurship for high school juniors and seniors
* Assisted with many aspects of a major relocation project for West Virginia State University’s business department
* Assisted with opening a community and college Entrepreneurship center and Serve as Faculty Business Advisor to entrepreneurs associated with the Center
* Developed Masters in Entrepreneurship, undergraduate Entrepreneurship concentration, Entrepreneurship minor, and Cross Campus Entrepreneurship class for West Virginia State University
* Taught Personal Management merit badge workshop for Boy Scouts of America, 2011

**University of Louisville**

* Assisted in review process for Academy of Management Annual Meeting 2010, OCIS division
* Reviewer for Academy of Management Annual Meeting, 2009, 2010 in Entrepreneurship
* Judge for the 2008 duPont Manual High School Science Fair finalists competing on dimensions of creativity, innovativeness, and public policy implications

**Ball State University**

* Assisted the city of Winchester Indiana with technological and economic development plan