

Johnathan R. Cromwell

Assistant Professor
University of San Francisco | School of Management
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Curriculum Vitae

EDUCATION

Harvard Business School Dissertation: “Dynamic Problem Solving for Breakthrough
DBA Management, 2018 Innovation: The Case of a Social Robot.”
(Advisors: Teresa M. Amabile and Heidi K. Gardner)

Massachusetts Institute of Technology
S.B. Chemical-Biological Engineering, 2009

ACADEMIC POSITIONS

University of San Francisco Associate Professor, 2024 - present

Assistant Professor, 2018 - 2024

PUBLICATIONS

Cromwell, J. R. (2024). How combinations of constraint affect creativity: A new typology of creative problem solving in organizations. *Organizational Psychology Review*, 14(1), 3–24. <https://doi.org/10.1177/20413866231202031>
* Previously won “Best Paper Award” for the OB Division at Academy of Management.

Harvey, J.-F., **Cromwell, J. R.**, Johnson, K. J., & Edmondson, A. C. (2023). The dynamics of team learning: Harmony and rhythm in teamwork arrangements for innovation. *Administrative Science Quarterly*, 68(3), 601–647. <https://doi.org/10.1177/00018392231166635>

Cromwell, J. R., Harvey, J.F., Haase, J. & Gardner, H. K. (2023) Discovering where ChatGPT can create value for your company. *Harvard Business Review*. Available at <https://hbr.org/2023/06/discovering-where-chatgpt-can-create-value-for-your-company>

Cromwell, J. R., Haase, J., & Vladova, G. (2023). The creative thinking profile: Predicting intrinsic motivation based on preferences for different creative thinking styles. *Personality and Individual Differences*, 208. <https://doi.org/10.1016/j.paid.2023.112205>

Cromwell, J. & Kotelly B. (2021). A framework for innovation in the COVID-19 era and beyond. *MIT Sloan Management Review*. Available at <https://sloanreview.mit.edu/article/a-framework-for-innovation-in-the-covid-19-era-and-beyond/>

Cohen, A. K., & **Cromwell, J. R.** (2021). How to respond to the COVID-19 pandemic with more creativity and innovation. *Population Health Management*, 24(2), 153–155. <https://doi.org/10.1089/pop.2020.0119>

Cromwell, J. R., & Gardner, H. K. (2020). High-stakes innovation: When collaboration in teams enhances (or undermines) innovation in professional service firms. *Journal of Professions and Organization*, 7(1), 2–26. <https://doi.org/10.1093/jpo/joz017>

Cromwell, J. (2020). The social psychology of creativity skills: A reconceptualization of the componential model. In R. Reiter-Palmon, C. M. Fisher, & J. S. Mueller (Eds.), *Creativity at work. Palgrave studies in creativity and innovation in organizations*. (pp. 21–33). Palgrave Macmillan. https://doi.org/https://doi.org/10.1007/978-3-030-61311-2_3

Cromwell, J. R., Amabile, T. M., & Harvey, J.-F. (2018). An integrated model of dynamic problem solving within organizational constraints. In R. Reiter-Palmon, V. Kennel, & J. C. Kaufman (Eds.), *Individual creativity in the workplace* (pp. 53–81). Academic Press. <https://doi.org/10.1016/B978-0-12-813238-8.00003-6>

AWARDS AND RECOGNITION

Academy of Management Review – Outstanding Bridge Reviewer Mentor Award: 2024

INGRoup Conference – Outstanding Conference Paper: 2021

Academy of Management Review – Outstanding Reviewer Award: 2020

Academy of Management – Best Paper Award (OB Division): 2018

Academy of Management – Conference Proceedings (x6): 2022, 2020 (x2), 2018, 2017 (x2)

Academy of Management – Best Reviewer Award (TIM Division x6): 2016-2021

Academy of Management – Outstanding Reviewer (OB Division x2): 2016-2017

Academy of Management – Above & Beyond the Call of Duty Reviewer (OMT Division): 2015

MIT – William L. Stewart Institute Award: 2009

MIT – Larry Benedict Leadership Award: 2009

MIT – Senior Legacy Award: 2009

MIT – Order of Omega Honor Society: 2009

WORKS IN PROGRESS

Cromwell, J. R. & Harvey, J.F. A problem half-solved is a problem well-stated: Bridging the gap from idea to implementation through team problem discovery. (Revise & resubmit.)
*Previously won “Outstanding Conference Paper” at the annual INGRoup conference.

Cromwell J. R. What's a social robot to do? How innovation teams continuously revise versus reinforce the problem over time. (Preparing for submission.)

Cromwell J. R. The social process of developing a social robot: Dynamic problem solving in groups for breakthrough innovation. (Preparing for submission.)

Cromwell, J. R., Harvey, J.F & El-Zayaty, A. Envision the future or critique the past: A theory of evaluating problems for innovation. (Data collection and analysis.)

Cromwell, J. R., English, B. Moods of the creative mind: How emotions interact with cognitive styles to influence performance. (Data collection and analysis.)

Harvey, J.F. & **Cromwell, J. R.** Impression management in intergroup competition: The impact of knowledge diversity and external team dynamics on performance. (Preparing for submission.)

Cromwell, J. R., Shatrat, O., & Haase, J. In praise of emergent thinking: Highlighting a new cognitive process for problem solving based on a meta-analysis of creativity tasks. (Data collection and analysis.)

TEACHING

University of San Francisco

Creativity, Innovation & Applied Design (BUS 349, MSEI 501 & MBA 6603)

15 sections, 402 students (Average rating: 5.55/6)

The process of creativity and innovation can be inundated with uncertainty that makes it difficult for entrepreneurs to understand how they will develop a successful outcome. This course introduces students to a broad range of theories, concepts, and practical skills that will help them confront, overcome, and even embrace this uncertainty in the pursuit of developing a new product or service. Students learn this content by applying it to a personal creative project that culminates in a “product pitch” at the end of the course.

Product Engineering (BUS 374 & MSEI 512)

17 sections, 416 students (Average rating: 5.46/6)

Working with engineers can be challenging because it often seems like they have a completely different worldview and speak a completely different language. This course aims to give non-technical business students the ability to understand how engineers think, approach and solve problems, and ultimately, view the world around them. With these skills in hand, students will be able to better collaborate with, manage, and lead engineers throughout their careers.

Innovating with Emerging Technologies (EMBA 6999)

1 section, 18 students (Average rating: 5.71/6)

This course is tailored for the modern executive trying to leverage the transformative potential of emerging technologies in their business. By providing an in-depth look at specific technologies such as blockchain and Artificial Intelligence, students learn

general frameworks and practical tools that can be applied to any emerging technology encountered in their professional work. This course delivers practical skills to help students excel in ideation, strategy, and innovation, laying the groundwork for sustainable business models in the ever-evolving technological landscape.

REFEREED CONFERENCE PRESENTATIONS

Cromwell, J. R., Harvey, J.F & El-Zayaty, A. (2024). *Envision the future or critique the past: A theory of evaluating problems for innovation*. Paper presented at the annual meeting of the Academy of Management, Chicago, IL.

Cromwell, J. R. & English, B. (2023). *Moods of the creative mind: How emotions interact with creative thinking styles to influence performance*. Paper presented at the annual Creativity Conference, Ashland, OR.

Cromwell, J. R., Haase, J., & Vladova, G. (2022). *The creative thinking profile: Measuring individual preferences for multiple creative thinking styles*. Paper presented at the annual meeting of the Academy of Management, Seattle, WA.
* Conference Proceedings

Cromwell, J.R. & Harvey, J.-F. (2022). *A problem half-solved is a problem well-stated: How team problem discovery facilitates innovation project success*. Paper presented in a symposium at the annual meeting of the Academy of Management, Seattle, WA.

Cromwell, J. R. & Harvey, J.-F. (2021). *A problem half-solved is a problem well-stated: How team problem discovery facilitates innovation project success*. Paper presented at INGRoup, virtual conference.
* Winner of “Outstanding Conference Paper Award” (selected from >150 submissions).

Cromwell, J.R. (2020). *What’s a social robot to do? Resolving ambiguity through an emergent innovation process in groups*. Paper presented in a symposium at the annual meeting of the Academy of Management, virtual conference.
* Conference Proceedings

Cromwell, J.R. (2020). *The social process of developing a social robot: A model of dynamic problem solving in groups for breakthrough innovation*. Paper presented in a symposium at the annual meeting of the Academy of Management, virtual conference.
* Conference Proceedings

Cromwell, J. R. & Gardner, H. K. (2019). *When great minds think alike: The value of familiarity for collaborative creativity as the stakes become higher*. Paper presented at the annual meeting of the Academy of Management, Boston, MA.

Staats, T., Reyt, J.N., **Cromwell, J. R.**, & Harvey, J.F (2019). *Pitch to your audience: The effects of pitch concreteness and judge domain experience on pitch evaluations*. Paper presented at the annual meeting of the Academy of Management, Boston, MA.

Cromwell, J. R. (2019). *Further unpacking creativity with a problem-space theory of creativity and constraint*. Paper presented at the annual Creativity Conference, Ashland, OR.

Harvey, J.F., **Cromwell, J. R.**, Johnson, K. J., & Edmondson, A. C. (2018). *Learning pathways to performance in innovation project teams*. Paper presented at 5th annual World Open Innovation Conference, San Francisco, CA.

Cromwell, J. R. (2018). *Further unpacking creativity with a problem-space theory of creativity and constraint*. Paper presented at the annual meeting of the Academy of Management, Chicago, IL.

* Winner of “Best Paper Award” for OB Division (selected from >1,000 submissions).

* Conference Proceedings

Cromwell, J. R. (2018). *An integrated model of dynamic problem solving within organizational constraints*. Paper presented at the annual meeting of the Academy of Management, Chicago, IL.

Cromwell, J. R. & Gardner, H. K. (2017). *High-stakes innovation: When collaboration undermines (and sometimes enhances) innovation*. Paper presented at the annual meeting of the Academy of Management, Atlanta, GA.

* Conference Proceedings

Cromwell, J. R. & Amabile, T. M. (2017). *Toward resolving the paradox of creativity and constraints in organizations: A taxonomic approach*. Paper presented at the annual meeting of the Academy of Management, Atlanta, GA.

* Conference Proceedings

Cromwell, J. R. & Amabile, T. M. (2016) *Creativity and constraints: A theory of dynamic problem solving in organizations*. Paper presented at the Boston College Creativity Collaboratorium, Boston College, Boston, MA.

Cromwell, J. R., Harvey, J.F. & Sanchez-Burks, J. (2016). *Creators as curators: Exploring the process and consequences of idea curation in organizations*. Paper presented at the annual meeting of the Academy of Management, Anaheim, California.

Cromwell, J. R. & Gardner, H. K. (2016). *High-stakes legal innovation: When new partners fail and familiarity flourishes*. Paper presented at the EGOS international colloquium, Naples, Italy.

Cromwell, J. R. & Gardner, H. K. (2015). *High-stakes legal innovation: When new partners fail and familiarity flourishes*. Paper presented at the INGRoup Conference, Pittsburgh, PA.

INVITED TALKS (ACADEMIC & INDUSTRY)

2024 Zillow Group
MIEC
Institute for Public Relations

2023 University of California, Irvine

2022 Santa Clara University
MIT Innovation Lab
ThredUp

2021 HEC Montréal
Potsdam University
Weizenbaum Institute, Berlin

2019 University of California, Berkeley
HEC Montréal
University of Texas at Austin

2018 HEC Montréal
Harvard Business School

2017 University of San Francisco
Tuck School of Business, Dartmouth College
University of California, Santa Barbara

PROFESSIONAL & UNIVERSITY SERVICE

Professional Service

Editorial Review Board, *Academy of Management Review*, 2023-2026

Ad-hoc reviewer for *Administrative Science Quarterly*, *Academy of Management Journal*, *Organization Science*, *Psychological Review*, *Organizational Behavior and Human Decision Processes*, *Research Policy*, *Journal of Product Innovation Management*, *Journal of General Management*, *Journal of Creative Behavior*, *Journal of Applied Behavioral Science*, and *Mind & Language*.

Co-organizer of The ASQ Blog (www.asqblog.com) (2015-2017)

University Service

Faculty Director, Entrepreneurship & Innovation Initiative, University of San Francisco (2024-present).

Faculty Representative, Finance Committee in the Board of Trustees, University of San Francisco (2024-present).

Faculty Lead, Entrepreneurship & Innovation major, School of Management at the University of San Francisco (2023-present)

Faculty Chair, University Budget Advisory Council (UBAC), University of San Francisco (member 2021-2023; faculty chair 2023-2024).

Member, Strategic Planning Committee (SPC), School of Management at the University of San Francisco (2020-2023).

Member, Undergraduate Program Committee (UPC), School of Management at the University of San Francisco (2019-2023).

Member & Chair, Distinguished Research Committee, University of San Francisco (2020-2022; chair 2021-2022).

Affiliate member, Dpt. of Engineering, University of San Francisco (2019-present).

INDUSTRY EXPERIENCE

Dishcovery Inc., San Francisco, CA
Co-founder & CEO, Apr 2022 - Present

(Social Robot Company), Boston, MA
Design Researcher, Jun 2015 - May 2018

Harvard Business School, Boston, MA
Research Associate, Oct 2009 - Jun 2012

3M, St. Paul, MN
Displays and Graphics Research Lab Intern, May - Aug 2008