

Robert A. Baron*

2024 Award Winner

Career

Born 1943, United States

BA (Psychology), City University of New York (1964)

MSc (Psychology), University of Iowa (1967)

PhD (Psychology), University of Iowa (1968)

Assistant Professor, University of South Carolina (1968–1971)

Associate Professor, Purdue University (1971–1975)

Professor, Purdue University (1975–1987)

Program Director, National Science Foundation (1979–1981)

Professor, Lally School of Management and Technology (1987–2009)

Chercheur Etranger Invite de Haut Niveau, Laboratoire interdisciplinaire de recherche sur
les ressources humaines et l'emploi (2000–2002)

Professor, Bruggeman Chair of Entrepreneurship, Rensselaer Polytechnic (1993–2009)

Professor, Spears Chair in Entrepreneurship, Regents Professor, Oklahoma State
University (2009–2019)

Major Scientific Contributions in the Fields of the Award

Books and edited Volumes

Robert A. Baron and Donn Byrne (1974–2019). *Social Psychology*. Boston, MA and New
Delhi: Allyn & Bacon and Prentice-Hall. (14 editions)

* This biography covers a selection of Robert A. Baron's work until January 2024.

- Baron, Robert A. and Scott Shane (2007). *Entrepreneurship: A Process Perspective*. 2nd edition. Cincinnati, OH: Thomson/South-Western.
- Baum, J. Robert, Michael Frese and Robert A. Baron, eds. (2007). *The Psychology of Entrepreneurship*. New York, NY and London: Psychology Press.
- Greenberg, Jerald and Robert A. Baron (2010). *Behavior in Organizations*. London: Pearson Education.
- Baron, Robert A. and Keith M. Hmieleski (2018). *Essentials of Entrepreneurship: Changing the World, One Idea at a Time*. Northampton, MA: Edward Elgar Publishing.

Journal Articles

- Baron, Robert A. (1998). "Cognitive Mechanisms in Entrepreneurship: Why and When Entrepreneurs Think Differently Than Other People." *Journal of Business Venturing* 13(4), 275–294.
- Baron, Robert A. and Gideon D. Markman (2000). "Beyond Social Capital: How Social Skills Can Enhance Entrepreneurs' Success." *Academy of Management Perspectives* 14(1), 106–116.
- Markman, Gideon D., David B. Balkin and Robert A. Baron (2002). "Inventors and New Venture Formation: The Effects of General Self-Efficacy and Regretful Thinking." *Entrepreneurship Theory and Practice* 27(2), 149–165.
- Baron, Robert A. and Gideon D. Markman (2003). "Beyond Social Capital: The Role of Entrepreneurs' Social Competence in Their Financial Success." *Journal of Business Venturing* 18(1), 41–60.
- Markman, Gideon D. and Robert A. Baron (2003). "Person-Entrepreneurship Fit: Why Some People are More Successful as Entrepreneurs Than Others." *Human Resource Management Review* 13(2), 281–301.
- Baron, Robert A. (2004). "The Cognitive Perspective: A Valuable Tool for Answering Entrepreneurship's Basic 'Why' Questions." *Journal of Business Venturing* 19(2), 221–239.
- Markman, Gideon D., Robert A. Baron and David B. Balkin (2005). "Are Perseverance and Self-Efficacy Costless? Assessing Entrepreneurs' Regretful Thinking." *Journal of Organizational Behavior* 26(1), 1–19.
- Baron, Robert A. and Michael D. Ensley (2006). "Opportunity Recognition as the Detection of Meaningful Patterns: Evidence from Comparisons of Novice and Experienced Entrepreneurs." *Management Science* 52(9), 1331–1344.
- Baron, Robert A. (2006). "Opportunity Recognition as Pattern Recognition: How Entrepreneurs 'Connect the Dots' to Identify New Business Opportunities." *Academy of Management Perspectives* 20(1), 104–119.

- Baron, Robert A. (2007). "Behavioral and Cognitive Factors in Entrepreneurship: Entrepreneurs as the Active Element in New Venture Creation." *Strategic Entrepreneurship Journal* 1(1–2), 167–182.
- Ozgen, Eren and Robert A. Baron (2007). "Social Sources of Information in Opportunity Recognition: Effects of Mentors, Industry Networks, and Professional Forums." *Journal of Business Venturing* 22(2), 174–192.
- Baron, Robert A. (2008). "The Role of Affect in the Entrepreneurial Process." *Academy of Management Review* 33(2), 328–340.
- Hmieleski, Keith M. and Robert A. Baron (2009). "Entrepreneurs' Optimism and New Venture Performance: A Social Cognitive Perspective." *Academy of management Journal* 52(3), 473–488.
- Baron, Robert A. and Jintong Tang (2011). "The Role of Entrepreneurs in Firm–Level Innovation: Joint Effects of Positive Affect, Creativity, and Environmental Dynamism." *Journal of Business Venturing* 26(1), 49–60.
- Nambisan, Satish and Robert A. Baron (2013). "Entrepreneurship in Innovation Ecosystems: Entrepreneurs' Self–Regulatory Processes and Their Implications for New Venture Success." *Entrepreneurship Theory and Practice* 37(5), 1071–1097.
- Shepherd, Dean A., Holger Patzelt and Robert A. Baron (2013). "I Care about Nature, but...': Disengaging Values in Assessing Opportunities That Cause Harm." *Academy of Management Journal* 56(5), 1251–1273.
- Baron, Robert A., Rebecca J. Franklin and Keith M. Hmieleski (2016). "Why Entrepreneurs Often Experience Low, Not High, Levels of Stress: The Joint Effects of Selection and Psychological Capital." *Journal of Management* 42(3), 742–768.

Book chapters

- Baron, Robert A. (2002). "OB and Entrepreneurship: The Reciprocal Benefits of Closer Conceptual Links." In Barry M. Staw and Roderick Kramer, eds., *Research in Organizational Behavior*. Greenwich, CT: JAI Press, 225–269.
- Baum, J. Robert, Michael Frese, Robert A. Baron and Jerome A. Katz (2007). "Entrepreneurship as an Area of Psychology Study: An Introduction." In J. Robert Baum, Michael Frese and Robert A. Baron, eds., *The Psychology of Entrepreneurship*. New York, NY and London: Psychology Press, 1–18.
- Baron, Robert A. (2007). "Entrepreneurship: A Process Perspective." In J. Robert Baum, Michael Frese and Robert A. Baron, eds., *The Psychology of Entrepreneurship*. New York, NY and London: Psychology Press, 19–39.

Baron, Robert A., Michael Frese and J. Robert Baum (2007). "Research Gains: Benefits of Closer Links Between I/O Psychology and Entrepreneurship." In J. Robert Baum, Michael Frese and Robert A. Baron, eds., *The Psychology of Entrepreneurship*. New York, NY and London: Psychology Press, 347–373.

Baron, Robert A. and Rebecca A. Henry (2010). "Entrepreneurship: The Genesis of Organizations." In Sheldon Zedeck, ed., *Handbook of Industrial-Organizational Psychology. Vol 1*. Washington, DC: American Psychological Association.