

# Johnathan R. Cromwell

Associate Professor  
University of San Francisco | School of Management  
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## Curriculum Vitae

### EDUCATION

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

**Massachusetts Institute of Technology**  
S.B. Chemical-Biological Engineering

### ACADEMIC POSITIONS

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**University of San Francisco**  
2024-present    Associate Professor: School of Management

2024-present    Faculty Director: Entrepreneurship & Innovation Initiative @ USF

2023-2025      Faculty Lead: Entrepreneurship & Innovation Major

2018-2023      Assistant Professor: School of Management

### PUBLICATIONS

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**Cromwell, J. R.** & Harvey, J.F. (2025). A problem half-solved is a problem well-stated: Increasing the rate of innovation through team problem discovery. *Research Policy* 54(3). <https://doi.org/10.1016/j.respol.2025.105186>.  
\*Won “Outstanding Conference Paper” at the 2021 Annual INGRoup Conference.

Harvey, J.-F., **Cromwell, J. R.**, Johnson, K. J., & Edmondson, A. C. (2025). New research on the link between learning and innovation. *Harvard Business Review*. Available at <https://hbr.org/2025/07/new-research-on-the-link-between-learning-and-innovation>.

**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>  
\*Won “Best Paper Award” for the OB Division at the 2018 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](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

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### Research:

2024, '25 (x2) Outstanding Research Award (USF School of Management)

2021 Outstanding Conference Paper Award (INGroup Conference)

2018 Best Paper Award (Academy of Management Conference, OB Division)

2016-24 (x9) Conference Proceedings (Academy of Management Conference)

### Teaching & Service:

2020, '25 (x2) Outstanding Reviewer (*Academy of Management Review*)

2024, '25 (x2) Outstanding Bridge Reviewer Mentor (*Academy of Management Review*)  
2023 Outstanding Teaching Award (USF School of Management)  
2021 Outstanding Service Award (USF School of Management)  
2015-21 (x9) Best / Outstanding Reviewer (Academy of Management Conference)  
2009 William L. Stewart Institute Award; Larry Benedict Leadership Award (MIT)

## WORKS IN PROGRESS

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**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.,** English, B. Moods of the creative mind: How emotions interact with cognitive styles to influence performance. (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. &** Azarm, M. Advancing theory on human cognition by simulating thoughts, attitudes, and beliefs with AI. (Data collection and analysis.)

El-Zayaty, A & **Cromwell, J. R.** Exploring the AI penalty when producing versus evaluating products. (Data collection and analysis.)

Park, C. H., **Cromwell, J. R.,** & von Krogh, G. Comprehensive problem formulation in teams. (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

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### University of San Francisco

**Creativity, Innovation & Applied Design** (BUS 349; MSEI 501; MBA 6603X)  
*19 sections, 511 students (Average rating: 5.52/6)*

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 505)

*18 sections, 436 students (Average rating: 5.43/6)*

Working with engineers can be challenging because it seems like they have a completely different worldview and speak a 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** (Executive MBA)

*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.

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**REFEREED CONFERENCE PRESENTATIONS**

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**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.,** Park, C. H. (2024). *“Problems” with AI: How artificial intelligence helps frame and formulate problems in organizations*. Symposium organized for the annual meeting of the Academy of Management, Chicago, IL.

\* Conference Proceedings

**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).

\* Conference Proceedings

**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., Sanchez-Burks, J., Uzzi B., & Zhou, J. (2016).** *Recombination in teams*. Symposium organized for the annual meeting of the Academy of Management, Anaheim, California.

\* Conference Proceedings

**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

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### Academic

2023	UC Irvine
2022	MIT Innovation Lab, Santa Clara University
2021	HEC Montréal, Potsdam University, Weizenbaum Institute, Berlin
2019	UT Austin, UC Berkeley, HEC Montréal
2018	Harvard Business School, HEC Montréal
2017	Dartmouth Tuck School of Business, UC Santa Barbara, University of San Francisco

### Industry

2024	Zillow Group, Institute for Public Relations, MIEC, SF Tech Week
2023	Plug & Play Silicon Valley, Arcaea

2022            ThredUp

## PROFESSIONAL & UNIVERSITY SERVICE

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### Professional Service

2024- present Editorial Review Board, *Academy of Management Review*

2024- present Editorial Review Board, *Journal of Applied Behavioral Science*

2015- present Conducted 50+ reviews across: *Administrative Science Quarterly*, *Academy of Management Journal*, *Organization Science*, *Journal of Management Studies*, *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*, *Psychological Research*, and *Mind & Language*.

2015-2017 Co-organizer of The ASQ Blog ([www.asqblog.com](http://www.asqblog.com))

### Service at the University of San Francisco

2025-present Member of the Horizon Steering Committee (appointed by Provost).

2024-present Faculty Director of the Entrepreneurship & Innovation Initiative @ USF.

2024-present Faculty Representative on the Board of Trustees: Finance Committee.

2023-present Member of the Joint University Curriculum Committee (JUCC).

2019-present Affiliated member of the Engineering Department.  
College of Arts and Sciences.

2023-2025 Faculty Lead for the Entrepreneurship & Innovation Major  
School of Management.

2021-24 Member of the University Budget Advisory Council (UBAC).  
Faculty Chair: 2023-2024.

2020-23 Member of the Strategic Planning Committee (SPC).  
School of Management.

2020-22 Member of the Distinguished Research Committee.  
Chair: 2021-2022.

2019-23 Member of the Undergraduate Program Committee (UPC).  
School of Management.

## INDUSTRY EXPERIENCE

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**Dishcovery Inc.**, San Francisco, CA  
Co-founder & CEO, Apr 2022 – Dec 2024

**(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