
Claudio G. Müller

Texas Tech University - Rawls College of Business
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EDUCATION

- Ph.D. 2017** **Universidad Autónoma de Madrid, Spain** ***Business Economics***
Dissertation: Intellectual Capital as a Generator of Innovations in Family Businesses
in the Chilean Wine Sector
- MBA 2003** **Loyola University in Maryland** **General Business**
- B.S. 1999** **Universidad Federico Santa María, Chile** **Industrial Engineering**
Summa Cum Laude

ACADEMIC APPOINTMENTS

- 2026 (Spring) – Present **Associate Professor of Practice**
Rawls College of Business- Texas Tech University, Lubbock, TX
- 2024 (Fall) – 2025 (Fall) **Visiting Assistant Professor of Management**
Rawls College of Business- Texas Tech University, Lubbock, TX
- 2019 (Spring) **Research Assistant**
College of Business - Florida Atlantic University, Boca Raton, FL
- 2018 (Spring) **Visiting Professor**
Coles College of Business - Kennesaw State University, Marietta, GA
- 2017 (Spring) **Visiting Professor**
School of Business Administration - Stetson University, DeLand, FL
- 2017 – 2023 **Assistant Professor**
School of Economics and Business - University of Chile, Santiago
- 2011 – 2017 **Lecturer in Management**
School of Economics and Business. University of Chile, Santiago
- 2007 – 2011 **Lecturer in Management**
School of Business- Universidad del Desarrollo, Chile

INDUSTRY WORK EXPERIENCE

- 2023 – 2024 The Hispanic Project. (Denison, Texas)
Academic Director (May 2023 – August 2024)
Spearheaded outreach and established partnerships with over 12 Texas
organizations. Led the development and implementation of customized educational
programs, directly addressing specific community needs and achieving program
goals.

- 2016 – 2023 Familias Empresarias Management Consulting. (Chile, Bolivia & Ecuador)
Managing Partner (2019 – 2023)
Senior Advisor (2016 – 2019)
 I specialized in crafting customized family constitutions and delivering strategic consulting, enabling these enterprises to navigate unique challenges, strengthen governance, and achieve sustained growth across generations.
- 2000 – 2003 SAP Consulting Practice - former IDS Scheer. (Chile & Brazil)
Consulting Manager (2002 – 2003)
Process Engineer (2000 – 2002)
 I directed the implementation of SAP software, orchestrating the management and integration of various business processes for clients in the retail, finance, and logistics industries.
- 1999 – 2000 Self-employment. IT services. (Chile)
Project Management Consultant

Professional Development

2025	Texas Tech University	<i>Research Faculty Networking Program</i>
2024	Texas Tech University	<i>Human Research Protection Program</i>
2019	Harvard Business School Publishing	<i>Teaching by the Case Method</i>
2017	Family Firm Institute	<i>Certificate in Family Business Advising (CFBA)</i>
2016	Stetson University	<i>Business Case Writing Training</i>
2016	Universidad de Sevilla	<i>Advanced Topics in PLS-SEM</i>
2013	Babson College	<i>Symposia for Entrepreneurship Educators</i>

RESEARCH SUMMARY

My research focuses on the intersection of family businesses and entrepreneurship, examining how the unique traits of family firms shape entrepreneurial behavior, decision-making, and innovation. I explore how generational transitions, family dynamics, and cultural values influence strategies and foster long-term success. My aim is to uncover how these businesses balance tradition and innovation, overcome challenges, and generate sustainable value.

EDITED BOOKS

- [2] **Muller, C.**, Sandoval-Arzaga, (2021). *Family Business Heterogeneity in Latin America: A Historical Perspective*. **Springer Nature**. 147 p. ISBN 9783030789305
- [1] **Muller, C.**, Botero, I.C., Discua-Cruz, A., & Subramanian, R. (2018). *Family Firms in Latin America*. **Routledge**. 218 p. ISBN: 9781138298507

PEER REVIEWED PUBLICATIONS

- [7] Canale, F., **Müller, C.G.**, Laveren, E., & Cambré, B. (2024). The role of the family and the institutional context for ambidexterity in Latin American family firms, ***Journal of Family Business Strategy*** 15.1: 100567

- [6] **Müller, C.G.**, Lucero-Bringas, M.A. (2024). Heritage and Legacy in Small Family Firms in Latin America. ***Journal of Evolutionary Studies in Business*** 9(1): 1-8
- [5] **Müller, C.G.**, Randolph, R.V. (2024). *Sustainability in Family and Nonfamily Businesses in the Wine Industry*. ***Journal of Evolutionary Studies in Business*** 9(1): 152-177
- [4] **Müller, C.G.**; Canale, F. and Discua Cruz, A. (2022). Green innovation in the Latin American agri-food industry: understanding the influence of family involvement and business practices. ***British Food Journal*** 124(7), 2209-2238.
- [3] Gomez-Mejia, L., Basco, R., Gonzalez, A.C. and **Müller, C.G.** (2020). Family business and local development in Iberoamerica. ***Cross Cultural & Strategic Management***, 27(2), 121-136
- [2] Merigó, J.M., **Müller, C.**, Modak, N.M. et al. (2019). Research in Production and Operations Management: A University-Based Bibliometric Analysis. ***Global Journal of Flexible Systems Management*** 20, 1–29
- [1] José Parada, M., **Müller, C.** and Gimeno, A. (2016). Family Firms in Ibero-America: An Introduction, ***Academia Revista Latinoamericana de Administración***, 29(3) 219-230

INVITED BOOK CHAPTERS & CASE STUDIES

- [6] **Müller, C.G.** (2024). Emiliana Vineyard – Family Businesses in the Wine Sector and Sustainability. In: ***Attaining the 2030 Sustainable Development Goal of Life on Land***. Emerald Publishing 109-118
- [5] **Müller, C.G.** (2024). Cultural Variation of Family Businesses: Central and South America. In: ***Elgar Encyclopedia of Family Business***. Edward Elgar Publishing p. 112-115
- [4] **Müller, C.G.** (2022). Entrepreneurship in Family Business Groups in Latin America Under Organizational Ambidexterity Lens. In: ***The Palgrave Handbook of Managing Family Business Groups***. Cham: Palgrave p. 25-157
- [3] Botero, I.C., Discua Cruz, A. & **Müller, C.G.** (2018). Family Firms in Latin America: Why are they important and why should we care? In: ***Family Firms in Latin America***, New York: Routledge. p. 1-7
- [2] **Müller, C.G.** & Gonzalez, A.C. (2018). Viñedos del Pacífico: Harvest Time for the Valls Family In: ***Family Firms in Latin America***, New York: Routledge. p 134-146
- [1] Ritz, J., Bergfeld, M.M., & **Müller, C.G.** (2018). Challenging the Status Quo: Family Entrepreneurship in Chile's Grupo Kaufmann. In: ***Family Firms in Latin America***, New York: Routledge p. 62-68

UNDER REVIEW, SUBMITTED & READY TO SUBMIT

- Müller, C.G.; Canale, F. and Discua Cruz, A. Strategic Tension in Family Firms on Green Innovation Practices: Beyond Compliance or Eco-Branding? (second review round) Target: ***Journal of Family Business Management***
- Canale, F., and Müller, C.G. Family Influence on Ambidexterity in Low Institutional Quality Contexts (submitted – under review) ***European Journal of Family Business***
- Müller, C.G., Marin, A., and Villegas, D. From Intention to Engagement: A Comparative Study of Immigrant Entrepreneurs in the U.S. (submitted- under review) ***Entrepreneurship & Regional Development***

Müller, C.G. Understanding Evidence, Terminologies, and Business Family Dynamics. In: *Families In Ranching Succession Toolkit – FIRST* (submitted – under review). Target: **Texas Tech University Press**

Müller, and Subramanian, R. Honoring the Past, Shaping the Future: The 19th Generation's Vision for Hacienda Los Lingues. (ready to submit) Target: **The Case Research Journal**

SELECTED WORK IN PROGRESS (collection/analysis)

Lucero-Bringas, M.A., and Müller, C.G. (collection stage). Harmonizing Family and Business: The Strategic Impact of the Family Constitution on Governance.

This study aims to contribute to the theoretical and practical understanding of governance in family businesses by addressing the interaction between family participation, strategic decision-making and conflict resolution in generational transitions.

Jimenez, L., and Müller, C.G. (analysis stage). Hispanic Family Businesses in the U.S.: Entrepreneurship, Succession, and Growth Dynamics

Applying the Transitional Entrepreneurship Theory, the study aims to uncover how Hispanic families leverage entrepreneurial practices to transition into new socio-economic environments, navigate challenges, and create sustainable family businesses.

Canale, F., and Müller, C.G. (collection stage). Sustaining Ethics in Hispanic Family Businesses: The Intersection of Values, Spirituality, and Religion

Family businesses prioritize non-financial objectives, such as preserving their legacy and maintaining a strong ethical reputation. This research aims to demonstrate how religious values influence strategic decision-making, guiding businesses to safeguard emotional capital alongside financial sustainability.

COMPETITIVELY SELECTED CONFERENCE PAPER

Lucero-Bringas, M.A., and **Müller, C.G.** (2025). Balancing Family and Business Governance: The Role of the Family Constitution in Strategic Decision-Making. Accepted to present SPGC Global Family Business Summit. Monterrey, Mexico. May 14-16, 2025

Jimenez, L., and **Müller, C.G.** (2025). Hispanic Entrepreneurial Families and Family Businesses in the U.S. Accepted to present 20th Annual Family Enterprise Research Conference. Dublin City University, Dublin, Ireland. July 21 – 23, 2025

López-Vergara, M.P., **Müller, C.G.**, and Lucero-Bringas, A. (2023). Next-Gen in Family Firms Under Cultivation Culture Lens. 17th Annual Family Enterprise Research Conference. Delray Beach. FL. USA, June 15-17, 2023

Discua Cruz, A., **Müller, C.G.**; and Canale, F. (2022). Family Farms in Latin America: The Relevance of Green Innovation. EURAM - European Academy of Management. Winterthur, Switzerland, 15-17 June 2022.

Canale, F., **Müller, C.**, Lavere, E., Cambre. B. (2021). Ambidextrous Family Firms in Low Institutional Quality Contexts. Presented IFERA Annual Conference 2021. June 14-25.

Müller, C. (2019). The top management and the role of women in the Family Business in Latin America. Presented at Family Enterprise Research Conference, Burlington, VT, May 30-June 2.

- Muller, C. & Christensen, N. (2019).** Open Sports Argentina, Corporate Social Responsibility of a Small Family Businesses. Presented to Annual IFERA World Family Business Research Conference. Milan, Italy, June 17 – 21
- Merigó, JM., Baier-Fuentes, H., & **Muller, C.** (2018). Thirty years of Family Business Review: A bibliometric overview. Family Enterprise Research Conference, Guadalajara, Mexico, June 7-9.
- Muller, C.** (2017). Politically connected, debt and corporate outcomes: Evidence from Family and Non-family firms. Family Enterprise Research Conference, Asheville, NC, June 8-10.
- Muller, C.** (2016). Labor management relations in Family Businesses. Family Enterprise Research Conference, Belo Horizonte, Brazil, June 2-6.
- Muller, C.** (2015). Sustainability in Family and Non-Family Businesses: A Case Study of the Chilean Wine Industry. Annual Family Enterprise Research Conference, Burlington, VA, June 4-7.
- Muller, C.** (2014). Knowledge Transfer and Family Influence: Effects on Innovation and Performance. Family Enterprise Research Conference, Portland, OR, June 6-8.
- Muller, C., & Acquaah, M.** (2014). Management Control Systems, Strategy and Performance: An Exploratory Analysis of Family and Non-Family Firms in Chile. Family Enterprise Research Conference, Portland, OR, June 6-8.
- Muller, C., Bonilla, C., Gómez, G., & Betancourt, J.** (2013). Family Ownership and Firm Performance evidence from Integrated Latin American Stock Market. Family Enterprise Research Conference, Viña del Mar, Chile, May 17-19.
- Bonilla, C. & **Muller, C.** (2012). Family Ownership and Firm Performance: Evidence from Public Companies in Chile and Peru. Annual IFERA World Family Business Research Conference. Bordeaux, France, June 26-29.
- Muller, C & Cancino, C.** (2012). Research with colleagues in underrepresented nations: The Latin-American Case. Annual Meeting of the Academy of Management, Boston, MA, August 3-7.
- Bonilla, C. & **Muller, C.** (2012). Entrepreneurship and Institutional Quality: Measuring value added in the economy. Family Enterprise Research Conference, Montreal. Canada

INVITED PRESENTATIONS FOR FAMILY BUSINESS OWNERS

- Corporate Governance in Family Businesses. *Deutsch-ecuadornische industrie und handelskammer*, Ecuador. August 28. 2019.
- Continuity and Legacy in Family Businesses in Latin America. *Universidad de Monterrey*, México. November 23. 2018.
- Corporate Governance in Family Business. *Universidad Panamericana*, Guadalajara, Mexico, April 11, 2015.

INVITED PRESENTATIONS FOR ACADEMICS

- How to Handle Generational Differences in Family-Owned Businesses. *TEC Monterrey*. Mexico City, September 21, 2022.
- Narratives and storytelling in families in business. Family Business Research Meets Practice in Latin America. *IFERA Latam Chapter*. Virtual. December 14, 2020.

Del caso al paper. *Universidad Católica de Córdoba*, Argentina. September 17, 2019.

Doing Business in Chile. *Mississippi State University*, Starkville, MS. February 22, 2018.

Innovation and Family Firms. *Stetson University*, Deland, FL. February 26, 2016.

Latinoamérica en contexto de la estrategia de la empresa familiar. *Fundación Universitaria Luis Amigó*. Manizales, Colombia. September 15, 2015.

SESSION CHAIR – DISCUSSANT – PANELIST

Latin American Family Business Centers and Research Opportunities, Family Enterprise Research Conference, Burlington, VT, May 30-June 2, 2019.

Doing Research in Latin America, Family Enterprise Research Conference, Guadalajara, Mexico, June 7-9, 2018.

Family Entrepreneurship at the interface: bridging communities and expanding horizons, Academy of Management Annual Meeting, Atlanta, GA, August 4-7, 2017.

Career Academy Sessions, Family Enterprise Research Conference, Belo Horizonte, Brazil, June 3-6, 2016.

TEACHING CASES

Müller, C.G. (2026) Sparking a Revolution: The Entrepreneurial Genesis of South Plains Electric Cooperative (*Entrepreneurship & Startup Management*)

Müller, C.G. (2025) Beyond the Bale: How PCCA's TELCOT Revolutionized Cotton through Entrepreneurial Vision (*Entrepreneurship and Innovation*)

Müller, C.G & Quenim, A. (2025) Balancing Legacy and Innovation: The 19th Generation at Hacienda Los Lingues (*Business Dynamics and Succession*)

Müller, CG (2023) 160 Years of Grapes from a Family Business *Fairness* (*Business Dynamics and Succession*)

Müller, CG (2023) Facing the crisis at Constructora Grevia. (*Family and Ownership Roles*)

Müller, CG (2018) Kunstmann Brewery, innovation in the family business. (*Family Dynamics in Family Business*)

Müller, CG (2018) Matetic Vineyard, turning strategy towards the sustainability of the business. (*Corporate Governance*)

Müller, CG (2017) Colun, Entrepreneurship across generations (*Family Governance*)

TEACHING SUMMARY

Extensive teaching experience (in English and Spanish) across undergraduate, graduate, and executive education levels, consistently earning excellent student evaluations. Expertise spans diverse topics such as Business Administration, Organizational Behavior, Strategic Management, Family Business Management, and Entrepreneurship. Proven track record in designing and delivering comprehensive educational programs, including curriculum planning, content development, instruction, and collaborative teaching, tailored to meet the needs of diverse learners and professional audiences.

TEACHING EXPERIENCE**Texas Tech University, Rawls College of Business**

Strategic & Global Management (MBA) Fall 2025 & 2026
International Management (BBA) Fall 2024-2025 & Spring 2025-2026
New Value Creation (BBA) Fall 2024-2025
Organizational Behavior (BBA) Spring 2025

University of Chile, School of Economics and Business

Business Policy and Strategy (BBA) Spring & Fall 2014-2023
International Business (BBA) Fall 2011-2019
Family Business Management (BBA) Fall 2017-2022
Operations Management (BBA) Fall 2014-2022
Business Process Management (MBA) Spring & Fall 2011-2020

Universidad del Desarrollo, School of Economics and Business

Business Process Management BBA (spring 2007-2009)
Supply Chain Management (fall 2008-2014)

Kennesaw State University, Coles College of Business

Family Business Management MBA (2018 – Spring)

Stetson University, School of Business Administration

Foundations of Family Enterprise BBA (2017 – Spring)

AWARDS AND HONORS

2025 Grand Prize Winner, 2024 Assurance of Learning Comprehensive Business Case Writing Competition, Rawls College of Business, Texas Tech University. Awarded for the case *Balancing Legacy and Innovation: The 19th Generation at Hacienda Los Lingues* (co-authored with Anish Quenim), designed to assess undergraduate students' problem-solving and data-driven decision-making skills.

2022 Runner-up, Best Paper in EURAM Conference, Winterthur, Switzerland. Awarded for the paper *Family Farms in Latin America: The Relevance of Green Innovation* presented at the conference (Discua Cruz, A., Muller, C.G.; and Canale, F.).

2019 Runner-up, SAGE Best Teaching Case, IFERA World Family Business Research Conference, Milan, Italy. Awarded for the case *Open Sports Argentina: Corporate Social Responsibility of a Small Family Business* presented at the conference (Muller, C. & Christensen, N.).

2013 Best Paper Award, Family Enterprise Research Conference, Viña del Mar, Chile. Work selected for the PhD Student Paper Awards for the paper titled *Family Ownership and Firm Performance: Evidence from Integrated Latin American Stock Market* presented at the conference (Muller, C., Bonilla, C., Gómez, G., & Betancourt, J.).

UNIVERSITY SERVICE

Texas Tech University

Alderson & Griffin Center for Family Business & Entrepreneurship
Speaker Bridging Generations and Cultures. The Intercultural Enterprise Perspective (May 2025)
Speaker Roundtable Activity on Generational Perspectives (Feb 2025)
External Advisor. The Family Business Student Organization – FBSO
The Innovation Hub at Research Park
 TTU Accelerator Program, Cohort 9 (2025-2026)
 Judge at Red Raider Startup (Feb 2025)
 Judge at the Texas Tech University President's Faculty Book Award (Jan 2025)
 Member of the Entrepreneurial Management Certificate Committee (Nov 2024-Jan 2025)
 Judge at the STEM MBA Commercialization Class Presentations (Oct 2024)

University of Chile

Online General Business Program development (2019-2020)
 Department Management Control and Information Systems at School of Economics and Business, University of Chile. Strategic planning committee member, (2011-2012; 2015-2016)
 Learning assessment committee for AACSB process, School of Economics and Business, University of Chile, (2015-2018)

Co-guest Editor

Special Issue, Journal of Evolutionary Studies in Business, 2023.
 Special Issue, Journal of Ethics & Entrepreneurship, 2020.
 Special Issue, Cross Cultural & Strategic Management, 2018.
 Special Issue, Journal of Small Business Strategies, 2016.
 Special Issue, Academia Revista Latinoamericana de Administración, 2015.

Peer Review

Ad hoc Reviewer, Journal of Small Business Strategy, 2017-2020
 Ad hoc Reviewer, Academia Latin American Business Journal, 2014-2020
 Abstract Reviewer, conference FERC, 2012-2023
 Abstract Reviewer, conference AoM, 2012, 2014, 2015 & 2019
 Abstract Reviewer, conference IFERA, 2012 & 2013

To Profession

Co-Chair or Track Chair: FERC, IFERA, BALAS, ENEFA, FFI, Ibero Academy of Management, 2011 - 2020
 Member of the Board for Family Enterprise Research Conference, 2012-2020
 Career Academy Chair. Family Enterprise Research Conference 2016 & 2018.
 Coach at the Chilean Team at First Family Enterprise Case Competition, Burlington, VA, 2013
 FERC Spanish Discussion Group
 Founder and co-director of the virtual research community. Since its inception, FERC Spanish has held 50 sessions with 546 scholars from 21 countries.

PODCAST AND JOURNAL INTERVIEWS

2024	TEC de Monterrey (México)	Link
2023	Enterprising Families (Zimbabwe)	Link
2023	Diario Financiero (Chile)	Link
2023	Universidad Católica de La Paz (Bolivia)	Link
2022	Diario Sustentable (Chile)	Link
2021	Universidad de Monterrey (México)	Link
2021	Radio Cooperativa (Chile)	Link
2020	Diario Estrategia (Chile)	Link
2020	Revista Contabilidad y Sistemas (Chile)	Link
2019	Camara Alemana (Ecuador)	Link
2019	Revista Emprende (Chile)	Link
2019	El Financiero (México)	Link
2018	Tharawat Magazine	Link
2016	El Mercurio (Chile)	Link
2017	Diario Financiero (Chile)	Link
2015	El Diario (México)	Link
2014	Revista Agrícola (Chile)	Link
2014	La Tercera (Chile)	Link
2013	Empresa Familiar de Castilla y León (España)	Link
2010	La Tercera (Chile)	Link

PROFESSIONAL ASSOCIATIONS

Academy of Management, 2011- present
Academy of International Business, 2013- present
Beta Gamma Sigma 2002-present
Family Firm Institute, 2011- present
IFERA, 2012-2021