
Claudio G. Müller

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ACADEMIC APPOINTMENTS

2024 – Present	Visiting Assistant Professor of Management , Texas Tech University, Lubbock, TX
2019 – Spring	Research Assistant - Florida Atlantic University, Boca Raton, FL
2018 – Spring	Visiting Professor , Kennesaw State University, Atlanta, GA
2017 – Spring	Visiting Professor , Stetson University, DeLand, FL
2017 – 2023	Assistant Professor , School of Economics and Business. University of Chile
2011 – 2017	Lecturer in Management , School of Economics and Business. University of Chile
2007 – 2011	Lecturer in Management , School of Business. Universidad del Desarrollo, Chile

INDUSTRY WORK EXPERIENCE

2023 – 2024	The Hispanic Project. (Denison, Texas) Academic and Research Director (May 2023 – August 2024)
2016 – 2023	Familias Empresarias Management Consulting. (Chile, Bolivia & Ecuador) Managing Partner (2019 – 2023) Senior Advisor (2016 – 2019)
2000 – 2003	SAP Consulting Practice (former IDS Scheer). (Chile & Brazil) Consulting Manager (2002 – 2003) Process Engineer (2000 – 2002)
1999 – 2000	Self-employment. IT services. (Chile) Project Management Consultant

EDUCATION

<i>Ph.D.</i>	2017	Universidad Autónoma de Madrid, Spain	<i>Business Economics</i> Dissertation: Intellectual Capital as a Generator of Innovations in Family Businesses in the Chilean Wine Sector
<i>MBA</i>	2003	Loyola University in Maryland	<i>General Business</i>
<i>B.Sc.</i>	1999	Universidad Federico Santa María, Chile	<i>Industrial Engineering</i> (summa cum laude)

Other Professional Qualifications-Training

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] Muller, 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] Muller, 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 & REVISION

- Müller, C.G.; Canale, F. and Discua Cruz, A. Strategic tension in family firms on green innovation practices: Beyond Compliance or Eco-Branding? (Under Review) Target: *Journal of Family Business Management*
- Müller, C.G.; Canale. Family influence on ambidexterity in low institutional quality contexts (Under Revision) Target: *European Journal of Family Business*

SELECTED WORK IN PROGRESS (collection/analysis)

- Müller, C.G., Marin, A., Villegas, D. (collection stage). Immigrant Entrepreneurship.
This study explores the motivations, challenges, and adaptive strategies of Hispanic immigrant entrepreneurs in the U.S., providing insights to enhance understanding and support for this key economic group.
- Jimenez, L., Müller, C.G. (collection stage). Hispanic Entrepreneurial Families and Family Businesses in the U.S.
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.
- Moreno-Brieva, F., Müller, C.G. (writing stage). Organizational Perspectives on Knowledge Generation for Green Battery-Powered Transportation.
This research is to examine how organizations contribute to knowledge generation for hydrogen and lithium battery-powered transportation. By focusing on organizational perspectives, the study seeks to understand the roles of knowledge management, R&D, and inter-organizational networks.

CONFERENCE PRESENTATIONS

- 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., **Muller, 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.
Work selected runner-up for the Best Paper in EURAM Conference 2022
- Canale, F., **Muller, C.**, Lavere, E., Cambre, B. (2021). Ambidextrous Family Firms in Low Institutional Quality Contexts. Presented IFERA Annual Conference 2021. June 14-25.
- Muller, 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
Work selected runner-up for the SAGE Best Teaching Case of the 2019 Annual IFERA World Family Business Research
- 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.
Work selected for the PhD Student Paper Awards. Family Enterprise Research Conference
- 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 TALKS

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.

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.

Turning the business strategy towards sustainability. *North Carolina State University*, Raleigh, NC. February 13, 2018

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

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

Corporate Governance in Family Business. *Universidad Panamericana*, Guadalajara, Mexico, April 11, 2015.

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

Panels Organized

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 & Quenim, A. (2024)	Generations of Hospitality: The Challenge of Continuity	(<i>Business Dynamics and Succession</i>)
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Müller, CG (2023)	160 Years of Grapes from a Family Business	(<i>Business Dynamics and Fairness in Succession</i>)
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Müller, CG (2023)	Facing the crisis at Constructora Grevia	(<i>Family and Ownership Roles</i>)
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Müller, CG (2018)	Kunstmann Brewery, innovation in the family business	(<i>Family Dynamics in Family Business</i>)
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Müller, CG (2018)	Matetic Vineyard, turning the business strategy towards sustainability	(<i>Corporate Governance</i>)
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Müller, CG (2017)	Colun, Entrepreneurship across generations	(<i>Family Governance</i>)
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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

International Management (BBA) Fall 2024 & Spring 2025

Organizational Behavior (BBA) Spring 2025

New Value Creation (BBA) Fall 2024

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)

PROFESSIONAL SERVICE

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, 2012-2021

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

In 2014, Dr. Muller host FERC Spanish, a virtual research community where scholars meet every eight weeks to present their research outcomes. Since its inception, FERC Spanish has held 39 sessions, with 546 scholars from 21 countries.

To Community

School of Economics and Business, 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, 2011-2016

Learning assessment committee for AACSB process, School of Economics and Business, University of Chile, 2015-2018

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 Monterey (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, 2011-2024

Academy of International Business, 2013-2024

Family Firm Institute, 2011-2024

IFERA, 2012-2021