

Mary J Cronin Biography



Mary J. Cronin is a Professor at the Carroll School of Management, Boston College and co-director of BC's Managing for Social Impact and the Public Good interdisciplinary minor. Her forthcoming book, **Managing for Social Impact: Innovations in Responsible Enterprise** (Springer, January 2017), is co-edited with Tiziana Dearing, co-director of the Center for Social Innovation at Boston College School of Social Work. This work features innovative strategies for sustainable, socially responsible enterprise management from leading thinkers in the fields of corporate citizenship, nonprofit management, social entrepreneurship, impact investing, community-based economic development and urban design.

Dr. Cronin's prior books include **Top Down Innovation**, a framework for data-centric innovation management, (Springer, 2014) and **Smart Products, Smarter Services** (Cambridge University Press, 2010) an analysis of the Internet of Things across multiple industries.

Her earlier academic and business books include **Doing Business on the Internet, The Internet Strategy Handbook, Mobile Application Development**, and **Unchained Value**, along with many other digital strategy publications. Dr. Cronin has more than 25 years of experience in managing and advising technology-intensive and social impact organizations as a consultant and board member. She serves as a board member in Boston area community organizations, on the editorial board for **Electronic Markets**, and on the Computing and IT Advisory Council for Brown University where she received her Ph.D.