

## **NATALYA D. VINOKUROVA**

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### **ACADEMIC POSITIONS**

College of Business, Lehigh University, Associate Professor (with tenure), 2025 – present

College of Business, Lehigh University, Associate Professor, 2023 – present

The Wharton School, University of Pennsylvania, Assistant Professor, 2012 – 2023\*

*\* off tenure clock in 2012, 2018, and 2020*

Senior Fellow, Management Department, University of Pennsylvania, 2023 – present

Senior Fellow, Leonard Davis Institute of Health Economics, University of Pennsylvania, 2014 – 2023

### **EDUCATION**

Ph.D. in Business Administration, Stern School of Business, New York University, 2012

Committee: Adam Brandenburger (Chair), Giovanni Gavetti, Zur Shapira, Richard Sylla

Dissertation: “The 2008 Mortgage Crisis as a Failure of Analogical Reasoning”

- *Finalist, Wiley Blackwell Outstanding Dissertation Award, Academy of Management, 2013*
- *Honorable Mention, Grigor McClelland Award, Society for the Advancement of Management Studies, 2012*
- *1<sup>st</sup> Prize, Industry Studies Dissertation Award, 2012*

M.Phil. in Business Administration, Stern School of Business, New York University

AB Psychology, *cum laude*, Harvard College, Cambridge, MA, 1999

### **PROFESSIONAL EXPERIENCE**

- *Research Associate, Institute for Strategy and Competitiveness, Harvard Business School, 2004-2006*
- *Analyst, Capital One Services, Inc., Richmond, VA, 2001-2004*
- *Analyst, Mercer Management Consulting, New York, NY, 2000-2001*

### **RESEARCH INTERESTS**

Innovation, idea diffusion, organizational decision-making, analytical history.

## PUBLICATIONS

### ARTICLES IN REFEREED JOURNALS

Vinokurova Natalya. 2025. Fitting Innovations into Existing Categories: Evidence from Mortgage-Backed Securities. *Strategic Management Journal*. Forthcoming. <https://doi.org/10.1002/smj.3732>

- Nominated for the Best Paper Award at the 2020 Strategic Management Society meeting in London, UK (Virtual due to COVID pandemic).
- Nominated for the Best Paper Award at the 2023 Academy of Management Meeting in Boston.

Vinokurova, N. & Kapoor, R. 2025. Kodak's Surprisingly Long Journey towards Digital Transformation: A Half Century of Strategic Renewal That Culminated in Failure. *Business History Review* **99** (1): 3–38. <https://doi.org/10.1017/S0007680525000236>

Vinokurova, N. & Kapoor, R. 2020. Converting Inventions into Innovations in Large Firms: How Inventors at Xerox Navigated the Innovation Process to Commercialize Their Ideas. *Strategic Management Journal* **41**(13): 2372-2399. <https://doi.org/10.1002/smj.3209>

- Nominated for the Best Paper Award at the 2020 Academy of Management meeting in Vancouver, CA.

Vinokurova, N. 2019. Reshaping Demand Landscapes: How Firms Change Customer Preferences to Better Fit Their Products. *Strategic Management Journal* **40**(13): 2107-2137 (lead article). <https://doi.org/10.1002/smj.3074>

Vinokurova, N. 2019. Failure to Learn from Failure: The 2008 Mortgage Crisis as a Déjà Vu of the Mortgage Meltdown of 1994. *Business History* **61**(6): 1005–1050.

- Best Paper Award in Strategy, 11th Trans-Atlantic Doctoral Conference, 2011.

Vinokurova, N. 2019. Book review of “Risk and Ruin: Enron and the Culture of American Capitalism.” *Journal of Economic History*, **79**(2): 576-578. [Invited]

Vinokurova, Natalya. 2018. How Mortgage-Backed Securities Became Bonds: The Emergence, Evolution, and Acceptance of Mortgage-Backed Securities in the U.S., 1960-1987. *Enterprise & Society* **19**(3): 610-660.

- Philip B. Scranton Prize for Best Article in *Enterprise & Society*, Business History Conference, 2019
- Most Novel Research Award, Behavioral Strategy Division, Strategic Management Society, 2015.
- Nominee, Best Conference Paper Award, Strategic Management Society 2015.

Vinokurova, N. 2018. State Terror as a Management Practice: Comment on “Managing Communist Enterprises.” *Enterprise & Society* **19**(3): 546-560. [Invited]

Brandenburger, A. & Vinokurova N. 2012. Comment on “Toward a Behavioral Theory of Strategy.” *Organization Science* **23**(1): 286-287. [Invited]

### **BOOK CHAPTERS**

Vinokurova, Natalya. 2020. A History of Markets Past: The Role of Institutional Memory Failure in Financial Crises. In *The Routledge Companion to Anthropology in Management*. Fayard, Anne-Laure and Mir, Raza (Eds). New York: Routledge, pp. 34-63.

### **ARTICLES CURRENTLY UNDER REVIEW**

Vinokurova, N. & Kapoor, R. “The Failure of Strategic Renewal through the Lens of Value Creation in Ecosystems: Kodak’s Pursuit of Digital Photography”

- Reject and Resubmit to *Strategic Management Journal* issued on January 17, 2025.

### **WORKING PAPERS**

Knott, Anne Marie and Natalya Vinokurova. “The Impact of Corporate Research Labs on Firms’ R&D Productivity.”

Leibel, Esther and Natalya Vinokurova. “Think Global, Act Local—How Social Entrepreneurs Adapt Business Models to Meet Grand Challenges.” Revising for submission to *Academy of Management Journal*.

### **REFEREED CONFERENCE PROCEEDINGS**

Knott, A.M. and Vinokurova, N. 2025. The Report of Labs’ Death Was an Exaggeration. *Academy of Management Proceedings* **2025** (1): 17750.

Vinokurova Natalya. 2025. Fitting Innovations into Existing Categories: Evidence from Mortgage-Backed Securities. *Academy of Management Proceedings* **2025** (1): TBD.

Vinokurova, N. and Kapoor, R. 2025. Kodak's Failure of Strategic Renewal through the Lens of Value Creation in Ecosystems. *Academy of Management Proceedings* **2025** (1): 10025.

Leibel, E. & Vinokurova, N. Think Global, Act Local: How Social Entrepreneurs Adapt Business Models to Meet Grand Challenges. *Academy of Management Proceedings* **2024**(1): 13417.

Vinokurova, N. 2023. Commensuration and Expanding Category Boundaries: Evidence from Mortgage-Backed Securities. *Academy of Management Proceedings* **2023**(1): 11854.

Vinokurova, N. & Kapoor, R. 2023. Kodak's Surprisingly Long Journey towards Strategic Renewal. *Academy of Management Proceedings* **2023**(1): 11187.

Knott, A.M., Vinokurova, N., Arora, A., Furman, J., Arts, S., Martins, R., Suh, J.K., Belenzon, S., Cassiman, B., Hou, J., Soares, T.J. 2022. Unpacking the Relationship between Corporate Research Labs & Firm Performance. *Academy of Management Proceedings*, **2022**(1): 2690.

Leibel, E. & Vinokurova, N., 2022. How Organizations Choose Templates: Evidence from Slow Money. *Academy of Management Proceedings* **2022**(1): 11735.

Vinokurova, N. 2021. Facilitating the evaluation of distant opportunities: Bridging back after leaping forward. *Academy of Management Proceedings* **2021**(1): 15221.

Vinokurova, N. & Kapoor, R. 2020. Converting Inventions into Innovations in Large Firms. *Academy of Management Proceedings* **2020**(1):15234.

Vinokurova, N., 2018, July. Understanding Evolution of Institutions: The Land Ownership Recording System in the US. *Academy of Management Proceedings* **2018**(1): 10154.

## **REFEREED PRESENTATIONS**

Knott, A.M. and Vinokurova, N. 2025. The Report of Labs' Death Was an Exaggeration. Academy of Management Annual Meeting, Copenhagen.

Vinokurova Natalya. 2025. Fitting Innovations into Existing Categories: Evidence from Mortgage-Backed Securities. Academy of Management Annual Meeting, Copenhagen.

Vinokurova, N. and Kapoor, R. 2025. Kodak's Failure of Strategic Renewal through the Lens of Value Creation in Ecosystems. Academy of Management Annual Meeting, Copenhagen.

Knott, A.M. and Vinokurova, N. 2025. The Report of Labs' Death Was an Exaggeration. Business History Conference, Atlanta.

Leibel, E. & Vinokurova, N. 2024. Think Global, Act Local: How Social Entrepreneurs Adapt Business Models to Meet Grand Challenges. Academy of Management Annual Meeting, Chicago.

Leibel, E. & Vinokurova, N. 2024. Think Global, Act Local: How Social Entrepreneurs Adapt Business Models to Meet Grand Challenges. Strategy Science Conference, Ann Arbor, MI.

Vinokurova, N. & Kapoor, R., 2024. The Failure of Strategic Renewal through the Lens of Value Creation in an Ecosystem: Kodak's Pursuit of Digital Technology. Business History Conference, Providence, March.

Vinokurova, N. 2023. Fitting Innovations into Existing Categories: Evidence from Mortgage-Backed Securities. Academy of Management Annual Meeting, Boston, August.

Vinokurova, N. & Kapoor, R., 2023. Kodak's Surprisingly Long Journey towards Strategic Renewal. Academy of Management Annual Meeting, Boston, August.

Vinokurova, N. & Kapoor, R. 2023. Kodak's Surprisingly Long Journey Towards Strategic Renewal: A Half Century of Exploring Digital Transformation that Culminated in Failure. Wharton Technology and Innovation Conference, April.

Vinokurova, N. & Kapoor, R. 2023. Kodak's Surprisingly Long Journey Towards Strategic Renewal: A Half Century of Exploring Digital Transformation in the Face of Uncertainty and Inertia. The Business History Conference, Detroit, March.

Vinokurova, N. & Kapoor, R. 2022. Kodak's Surprisingly Long Journey towards Strategic Renewal: A Half Century of Exploring Digital Transformation in the Face of Uncertainty and Inertia. 5<sup>th</sup> Annual Strategy Science Conference, New York, June.

Leibel, E. & Vinokurova, N. 2022. How Organizations Choose Templates: Evidence from Slow Money. Academy of Management Annual Meeting, Seattle, August.

Knott, A.M. & Vinokurova, N. 2022. The Impact of Industrial Research Labs on Firms' R&D Productivity. Academy of Management Annual Meeting, Seattle, August.

Knott, A.M. & Vinokurova, N. 2022. The Impact of Industrial Research Labs on Firms' R&D Productivity. The Business History Conference, Mexico City/Virtual, March.

Vinokurova, N. 2021. Evaluating Distant Opportunities: Into the Breach or across the Chasm. Strategic Management Society Conference, Virtual, October.

Leibel, E. & Vinokurova, N. 2021. Searching for a Shirt That Fits: Adapting, Pivoting, and Exiting in Slow Money. Strategic Management Society Conference, Virtual, October.

Leibel, E. & Vinokurova, N. 2021. Complementary roles of cognitive and experiential search in template replication: Evidence from Slow Money. West Coast Research Symposium, Virtual, September.

Vinokurova, N. 2021. Facilitating the evaluation of distant opportunities: Bridging back after leaping forward. Academy of Management Annual Meeting, Virtual, August.

Knott, A.M. & Vinokurova, N. 2021. The Impact of Corporate Research Labs on Firms' R&D Productivity. Wharton Technology and Innovation Conference, Virtual, April.

Vinokurova, N. 2021. Leaping Forward and Bridging Back: Understanding Cognitively Distant Opportunities. The Business History Conference, Virtual, March.

Vinokurova, N. & Kapoor, R. 2020. Converting Inventions into Innovations in Large Firms. Academy of Management Annual Meeting, Virtual, August.

Vinokurova, N. & Kapoor, R. 2020. Converting Inventions into Innovations in Large Firms: How Inventors at Xerox Navigated the Organizational Filters to Commercialize Their Ideas. The Business History Conference, Charlotte/Virtual, March.

Vinokurova, N. & Kapoor, R. 2019. Converting Inventions into Innovations in Large Firms: A Resource Attraction Perspective. Strategic Management Society Conference, Minneapolis, October.

Vinokurova, N. & Warshaw, L. 2019. Adjusting Expectations as an Out of the Spotlight Strategy for Addressing Student Feedback. Strategic Management Society Conference, Minneapolis, October.

Vinokurova, N. 2019. Remembrances of Markets Past: The Role of Institutional Forgetting in the Emergence of Mortgage-Backed Securities in the U.S. The Business History Conference, Cartagena, March.

Vinokurova, N. 2018. Understanding Evolution of Institutions: The Land Ownership Recording System in the US. Academy of Management Annual Meeting, Chicago, August.

Vinokurova, N. 2018. The Invention of Subprime: Construction of Specificity as a Rhetorical Strategy to Inhibit Learning. The Business History Conference, Baltimore, March.

Vinokurova, N. 2017. Evolving the Panda's Thumb: The Case of the Land Ownership Recording System in The United States. International Atlantic Economic Society, Montreal, October.

Vinokurova, N. 2017. When Transaction Costs and Property Rights Collide: The Case of the Mortgage Electronic Registration System (MERS). The Business History Conference, Denver, March.

Vinokurova, N. 2016. Lessons Not Learned: The Cost of Forgetting Analogies. The Business History Conference, Portland, OR, March.

Vinokurova, N. 2016. Negotiating Market Boundaries: Fitting New Products into Existing Categories. BYU/Utah Winter Strategy Conference, Park City, UT,

Vinokurova, N. 2015. Negotiating Market Boundaries: Fitting New Products into Existing Categories. Strategic Management Society Conference, Denver, October.

Vinokurova, N. 2015. Negotiating Market Boundaries: Fitting New Products into Existing Categories. West Coast Research Symposium, September.

Vinokurova, N. 2015. Negotiating Market Boundaries: Fitting New Products into Existing Categories. Vienna Conference on Strategy, Organization, and Innovation, June.

Vinokurova, N. 2016. Negotiating Market Boundaries: Fitting New Products into Existing Categories. Wharton Technology Conference, April.

Vinokurova, N. 2014. Failing the Test of Time: The 2008 Mortgage Crisis as a Case of Analogical Lock-In. American Sociological Association, San Francisco, August.

Vinokurova, N. 2014. When Analogies Fail the Test of Time: The 2008 Mortgage Crisis as a Case of Analogical Lock-In. Atlanta Competitive Advantage Conference, Atlanta, May.

Vinokurova, N. 2014. When Analogies Fail the Test of Time: The 2008 Mortgage Crisis as a Case of Analogical Lock-In. Industry Studies Association, Portland, OR, May.

Vinokurova, N. 2014. When Analogies Fail the Test of Time: The 2008 Mortgage Crisis as a Case of Analogical Lock-In. The Business History Conference, Frankfurt, March.

Vinokurova, N. 2013. The 2008 Mortgage Crisis as a Failure of Analogical Reasoning. Academy of Management Annual Meeting, Lake Buena Vista, FL, August.

Vinokurova, N. 2013. The 2008 Mortgage Crisis as a Failure of Analogical Reasoning. EGOS Annual Meeting, Montréal, July.

Vinokurova, N. 2013. The 2008 Mortgage Crisis as a Failure of Analogical Reasoning. The Inaugural Paul R. Lawrence Conference: Connecting Rigor and Relevance in Institutional Analysis, Harvard Business School, June.

Vinokurova, N. 2012. The 2008 Mortgage Crisis as a Failure of Analogical Reasoning. Association of Business Historians Annual Meeting, Birmingham, England, July.

Vinokurova, N. 2011. The 2008 Mortgage Crisis as a Failure of Analogical Reasoning. INFORMS Meeting, Charlotte, November.



Vinokurova, N. 2011. Failure to Learn from Failure: A theory of social disasters. The London Trans-Atlantic Doctoral Conference, 2011, May.

Vinokurova, N. 2011. Failure to Learn from Failure: A theory of social disasters. The Stern/Columbia Doctoral Conference, 2011, April.

Vinokurova, N. 2011. A Theory of Social Disasters. Organization Science Winter Conference Poster Session, Steamboat Springs, CO, February.

Vinokurova, N. 2010. 2008 Mortgage Crisis as a Failure of Analogical Thinking NBER Development of American Economy Summer Institute Poster Session, Cambridge, MA, May.

### **INVITED PRESENTATIONS**

Developing Theory from Historical Research. Professional Development Workshop Panelist, Academy of Management Annual Meeting, Copenhagen July 2025.

Nevertheless, She Persisted. Professional Development Workshop. Organizer. Academy of Management Annual Meeting, Copenhagen August 2025.

Vinokurova, N. 2025. Professional Networking to Advance Your Career. Professional Development Workshop Facilitator, Administrative Professionals Day, Department of Biostatistics, Epidemiology, and Informatics, Perelman School of Medicine, University of Pennsylvania, April 2025.

Developing Theory from Historical Research. Professional Development Workshop Panelist, Academy of Management Annual Meeting, Chicago August 2024.

Nevertheless, She Persisted. Professional Development Workshop. Organizer. Academy of Management Annual Meeting, Chicago August 2024.

Where Are the New Frameworks? How Can We Bridge the Gap Between Academic Strategy Research and Practical Application to Enhance Real-World Relevance? Plenary Panelist. Strategy Science Conference, Ann Arbor, MI, June 2024.

Strategy Science Doctoral Workshop. Panelist. Strategy Science Conference, Ann Arbor, MI, June 2024.

Doctoral Colloquium. Faculty. Business History Conference, Providence, RI, 2024.

Vinokurova, N. 2022. Expanding Category Boundaries to Fit in New Products: The Role of Analogies. Drexel University, November.

Vinokurova, N. & Kapoor, R. 2022. Kodak's Surprisingly Long Journey Towards Strategic Renewal: A Half Century of Exploring Digital Transformation in the Face of Uncertainty and Inertia. Lehigh University, October.

Vinokurova, N. & Kapoor, R. 2022. Kodak's Surprisingly Long Journey Towards Strategic Renewal: A Half Century of Exploring Digital Transformation in the Face of Uncertainty and Inertia. HEC Paris, June.

Vinokurova, N. & Kapoor, R. 2022. Kodak's Surprisingly Long Journey Towards Strategic Renewal: A Half Century of Exploring Digital Transformation in the Face of Uncertainty and Inertia. Drexel University, April.

Vinokurova, N. & Leibel, E. 2021. How Organizations Choose Templates: Evidence from Slow Money. Tuck School of Business, October.

Vinokurova, N. & Leibel, E. 2021. How Organizations Choose Templates: Evidence from Slow Money. University of Delaware, September.

Strategic Management Division Doctoral Consortium. Panelist. Academy of Management Annual Meeting, Virtual, August 2020.

Vinokurova, N. & Kapoor, R. 2020. Converting Inventions into Innovations in Large Firms: How Inventors at Xerox Navigated the Innovation Process to Commercialize Their Ideas. Strategy, Innovation and Entrepreneurship, Virtual Seminar Series, 2020

Vinokurova, N. & Kapoor, R. 2020. Converting Inventions into Innovations in Large Firms: How Inventors at Xerox Navigated the Innovation Process to Commercialize Their Ideas. Boston University, April.

Vinokurova, N. 2019. (Re-)Emergence of Financial Innovation as a Case of Institutional Memory Failure. 15<sup>th</sup> Smith Entrepreneurship Research Conference, April.

Vinokurova, N. 2017. Understanding Industry Evolution: The Case of the Land Ownership Recording System in the U.S. Boston College, November.

Vinokurova, N. 2017. When Transaction Costs and Property Rights Collide: The Case of the Mortgage Electronic Registration System (MERS). UC Davis Qualitative Research Conference, March.

Vinokurova, N. 2017. Evolving the Panda's Thumb: The Case of the Land Ownership Recording System in The United States. Penn Economic History Forum, Philadelphia, November.

Vinokurova, N. 2017. Re-Shaping Fitness Landscapes: A Case Study of the Evolution of Mortgage-Backed Securities in the U.S. between 1960 and 1987. Summer Strategy Camp Poster Session, Tuck School of Business, August.

Managerial Mental Models: Analogy, Framing and Accuracy. Symposium Presenter. Academy of Management Annual Meeting, Seattle, August 2016.

BHC Workshop 1: Promoting Business History, Promoting Ourselves: Mastering the Techniques of Media Relations. Panel Participant, The Business History Conference, Portland, OR, March 2016.

Organization Science Winter Conference Plenary Panel Participant, Park City, UT, February 2016.

Cognition and Change: Uniting Dynamic Cognitive Perspectives. Showcase Symposium Presenter. Academy of Management Annual Meeting, Vancouver, August 2015.

When History Meets Theory: Historically Oriented Research in Strategy and Organization Theory. Professional Development Workshop Organizer, Academy of Management Annual Meeting, Vancouver, August 2015.

Uses of the Past: History and Memory in Organizations. Professional Development Workshop Panelist, Academy of Management Annual Meeting, Vancouver, August 2015.

Vinokurova, N. 2015. Negotiating Market Boundaries: Fitting New Products into Existing Categories. 11<sup>th</sup> Smith Entrepreneurship Research Conference, May.

Vinokurova, N. 2015. Negotiating Market Boundaries: Fitting New Products into Existing Categories. University of Michigan, January.

Vinokurova, N. 2014. When Analogies Fail the Test of Time: The Role of Analogical Lock-In in the 2008 Mortgage Crisis. Ohio State University, November.

Vinokurova, N. 2014. When Analogies Fail the Test of Time: The Role of Analogical Lock-In in the 2008 Mortgage Crisis. Duke Strategy Conference, October.

BPS Managing Your Dissertation Workshop. Panelist. Academy of Management Annual Meeting, Philadelphia, August 2014.

Vinokurova, N. 2014. When Analogies Fail the Test of Time: The 2008 Mortgage Crisis as a Case of Analogical Lock-In. Yeshiva University, April.

Vinokurova, N. 2012. 2008 Mortgage Crisis as a Failure of Analogical Reasoning. University of Pennsylvania, January.

Vinokurova, N. 2012. 2008 Mortgage Crisis as a Failure of Analogical Reasoning. Tuck School of Business, January.

Vinokurova, N. 2011. 2008 Mortgage Crisis as a Failure of Analogical Reasoning. Rutgers University, December.

Vinokurova, N. 2011. 2008 Mortgage Crisis as a Failure of Analogical Reasoning. Higher School of Economics, December.

Vinokurova, N. 2011. 2008 Mortgage Crisis as a Failure of Analogical Reasoning. Wagner Graduate School of Public Service, New York University, October.

## **HONORS AND AWARDS**

- Wharton MBA Class of 2023 “Above and Beyond” Award
- Wharton Teaching Excellence Award, 2022
- Wharton Teaching Excellence Award, 2021
- Wharton Teaching Excellence Award, 2020
- Philip B. Scranton Prize for Best Article in *Enterprise & Society*, Business History Conference, 2019
- Wharton Teaching Excellence Award, 2018
- Top 40 Business Professors Under 40, Poets & Quants, 2018
- Core Curriculum Teaching Award “Tough but we’ll thank you in five years,” 2018
- Core Curriculum Teaching Award “Goes above and beyond the call of duty,” 2017
- Nominee, Best Conference Paper Award, Strategic Management Society, 2015

- Most Novel Research Award, Behavioral Strategy Division of the Strategic Management Society, 2015
- Core Curriculum Teaching Award “Goes above and beyond the call of duty,” 2015
- Finalist, Wiley Blackwell Outstanding Dissertation Award in Business Policy & Strategy (“The 2008 Mortgage Crisis as a Failure of Analogical Reasoning”), Academy of Management Annual Meeting, 2013
- Honorable Mention, Grigor McClelland Award, Society for the Advancement of Management Studies, 2012
- 1<sup>st</sup> Prize, Industry Studies Dissertation Award, 2012
- Harold W. MacDowell Award, Stern School of Business, New York University, 2012
- Best Paper Award in Strategy, Trans-Atlantic Doctoral Conference, London, 2011
- C.W. Nichols Fellowship, Stern School of Business, New York University, 2010

## RESEARCH FUNDING

- Dean’s Research Fund, The Wharton School, 2014-2018
- The Mack Institute for Innovation Management, The Wharton School, 2013-2018, 2022
- Penn Undergraduate Research Mentoring, University of Pennsylvania, 2014, 2015, 2020, 2022
- Carol and Lawrence Zicklin Center for Business Ethics, The Wharton School, 2014

## EDITORIAL ACTIVITIES

- Associate Editor for *Industrial and Corporate Change*, 2023-present
- Editorial Board Member for *Business History*, 2020-present; *Organization Science*, 2020-present; *Strategy Science*, 2024-present.
- Reviewer for *Administrative Science Quarterly*, *Enterprise & Society*, *Journal of Business Venturing*, *Journal of Management Studies*, *Management Science*, *Research Policy*, *Strategic Entrepreneurship Journal*, *Strategic Management Journal*, and *Strategy Science*, Academy of Management and Strategic Management Society Annual Meetings, Industry Studies Association Ph.D. Prize.

## TEACHING

College of Business, Lehigh University

Strategic Management in a Global Environment, Undergraduate Capstone Class, Spring 2024-present

Orientation Introduction to the Case Method Workshop, FLEX MBA 2024, Spring 2024

The Wharton School, University of Pennsylvania

Managing the Established Enterprise (MGMT 6110), MBA Core 2013-2023

Managing the Global Enterprise (MGMT 6130), Executive MBA Core 2023.

- Top 40 Business Professors Under 40, Poets & Quants, 2018
- Wharton MBA Class of 2023 “Above and Beyond” Award

- Wharton Teaching Excellence Award, 2018, 2020, 2021, 2022
  - Core Curriculum Teaching Award “Tough but we’ll thank you in five years,” 2018
  - Core Curriculum Teaching Award “Goes above and beyond the call of duty,” 2015, 2017
- Pre-Term Introduction to the Case Method Workshop
- MBA Classes 2018-2024
  - Executive MBA Classes of 2018-2024

## **SERVICE**

### ***A. Lehigh Activities***

- Accounting Department Q Review Internal Review Committee Member, 2025-2026
- Management Department Search Committee Co-chair, 2024-present
- University Educational Policy Committee COB Representative, 2023-2024
- Williams Prize Committee COB Representative, 2024-present

### ***B. Wharton Activities***

- Faculty Speaker, Final Friday, student-organized MBA graduation event 2018, 2019
- Member, Recruiting Committee 2014-2015
- Member, Seminar Committee 2015-2016
- Panel Participant, Wharton Society for the Advancement of Women in Business Academia, April 2014
- Panel Moderator, Wharton Women in Business Conference, September 2014

### ***B. Academic Community Activities***

- Member, STR Teaching Committee, Academy of Management, 2025-present
- Member, Chair, Electronic Media Oversight Committee, Business History Conference, 2022-2025
- Trustee, Business History Conference 2022-2025
- Member, STR Research Committee, Academy of Management, 2021-2023
- Member, Chair, Philip Scranton Prize Committee, *Enterprise & Society* Journal, 2020-2023
- Member, Co-Chair, Emerging Scholars Committee, Business History Conference, 2017-2020
- Invited Facilitator, Professional Development Workshop (“Using Historical Approaches in Management and Organizational Research”), Academy of Management Annual Meeting, 2016
- Co-Organizer (with Gino Cattani), Professional Development Workshop (“When History Meets Theory”), Academy of Management Annual Meeting, 2015

- Panelist, Professional Development Workshop (“Uses of the Past”), Academy of Management Annual Meeting, 2015
- Participant: Junior Faculty Strategy Research Summer Camp, Dartmouth University, 2014
- Early Career Development Committee, Industry Studies Association, 2013-2015
- Session Chair (“Dark Side of Organizational Learning”), INFORMS Annual Meeting, 2011
- Social Coordinator, Stern School of Business Ph.D. Program, 2006-2009

***C. Professional Affiliations and Membership***

- Strategic Management and Management History, Academy of Management
- Business History Conference
- Industry Studies Association
- Strategic Management Society

***D. Community Service Activities***

- Alumna Interviewer, Harvard College, 1999-present
- Academic Advisor, Harvard Football team, 2004-2011