

## **MAHKA MOEEN**

### **CONTACT INFORMATION**

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### **EDUCATION**

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Ph.D., Strategy and Entrepreneurship, University of Maryland, 2013  
Master of Business Administration, Sharif University of Technology, 2007  
Bachelor of Mechanical Engineering, University of Tehran, 2004

### **ACADEMIC APPOINTMENTS**

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University of North Carolina, Kenan-Flagler Business School  
Sarah Graham Kenan Scholar, 2021-present  
Associate Professor of Strategy and Entrepreneurship (w/ tenure), 2020-present  
Assistant Professor of Strategy and Entrepreneurship (tenure-track), 2014-2020

University of South Carolina, Darla Moore School of Business  
Assistant Professor of Management (tenure-track), 2013-2014

### **PUBLICATIONS**

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#### **Journal Articles**

- Shermon, A., Moeen, M. Zooming in or zooming out: Entrants' product portfolios in the nascent drone industry. *Strategic Management Journal*, forthcoming.
- Agarwal, R., Kim, S., Moeen, M. 2021. Leveraging private enterprise: Incubation of new industries to address the public sector's mission-oriented grand challenges. *Strategy Science*, 6(4): 385-411.
- Moeen, M., Mitchell, W. 2020. How do pre-entrants to the industry incubation stage choose between alliances and acquisitions? *Strategic Management Journal*, 41(8): 1450-1489.
- Moeen, M., Agarwal, R., Shah, S. 2020. Building industries by building knowledge: Uncertainty reduction over industry milestones. *Strategy Science*, 5(3): 218-244.
- Moeen, M. 2017. Entry into nascent industries: Disentangling a firm's capability portfolio at the time of investment versus market entry. *Strategic Management Journal*, 38(10): 1986-2004.
- Moeen, M., Agarwal, R. 2017. Incubation of an industry: Heterogeneous knowledge bases and modes of value capture. *Strategic Management Journal*, 38(3): 566-587.
- Agarwal, R., Moeen, M., Shah, S. 2017. Athena's birth: Triggers, actors, and actions preceding industry inception. *Strategic Entrepreneurship Journal*, 11(3): 287-305.
- Mindruta, D., Moeen, M., Agarwal, R. 2016. A two-sided matching approach for partner selection and assessing complementarities in partners' attributes. *Strategic Management Journal*, 37(1): 206-231.

Moeen, M., Somaya, D., Mahoney, J. 2013. Supply portfolio concentration in outsourced knowledge-based services. *Organization Science*, 24(1): 262-279.

### **Editorials and Book Chapters**

Eggers, J.P., Moeen, M. 2018. Entry strategy for nascent industries: Introduction to a virtual special issue. *Strategic Management Society*. <https://doi.org/10.1002/smj.2994>

Agarwal, R., Moeen, M. 2015. Entrepreneurial startups, diversifying entrants, and incumbent firms. In Teece, D., and Augier, M. (Eds.), *The Palgrave Encyclopedia of Strategic Management*.

Kirsch, D., Moeen, M., Wadhvani, D. 2013. Historicism and industry emergence: Industry knowledge and interpretation from pre-emergence to stylized fact. In Bucheli, M., and Wadhvani, D. (Eds.), *Organizations in time: History, Theory, Methods*. Oxford University Press: 217-240.

### **Media Commentaries**

Trust the science, but celebrate the business of Covid-19 vaccines, *Forbes*, November 24, 2020

Lessons from Penicillin in the race against Covid-19, *Forbes*, March 16, 2020

### **AWARDS AND GRANTS**

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#### **Research**

Schulze Publication Award for Impact, Entrepreneur and Innovation Exchange (EIX), 2020

Research Grant (\$4,500), Kenan Institute of Private Enterprise, 2020

Schulze Distinguished Professorship in Entrepreneurship (\$150,000), Schulze Foundation, 2019-2022

SMS Journals Video Abstract Award Winner, Strategic Management Society, 2019

Finalist, Best Conference Paper Prize, Strategic Management Society Conference, Frankfurt, 2019

Emerging Scholar in Innovation and Entrepreneurship, Industry Studies Association, 2017

Kauffman Junior Faculty Fellowship (\$35,000), Ewing Marion Kauffman Foundation, 2016-2020

Research Fellowship (\$15,000), Kenan Institute of Private Enterprise, 2016

Finalist, Best Dissertation Award, TIM Division, Academy of Management, 2014

Runner-up, Industry Studies Association Dissertation Award, 2013

Kauffman Dissertation Fellowship (\$20,000), Ewing Marion Kauffman Foundation, 2012

Dissertation Scholar (\$10,000), Strategy Research Foundation, 2011

Dean's Summer Research Fellowship (\$16,000), University of Maryland, 2011-2012

Graduate Scholar, Academy of Entrepreneurial Leadership, University of Illinois, 2009

Fellowship, University of Illinois, 2007

#### **Teaching**

Poets & Quants Top 50 Undergraduate Business Professors, 2020

Nominee, Weatherspoon Undergraduate Teaching Award, 2017

#### **Service**

Outstanding Editorial Board Member, *Strategic Management Journal*, 2019

Extraordinary Service to the Editorial Board, *Organization Science*, 2019

Outstanding Editorial Board Member, Strategic Entrepreneurship Journal, 2017  
Outstanding Editorial Board Member, Strategic Management Journal, 2015

### **Other**

Top 0.1 percentile rank, Science and Engineering national university entrance exam, 2000

### **TEACHING EXPERIENCE**

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University of North Carolina, Kenan-Flagler Business School  
Strategic Management (Evening MBA core), 2019-present  
Strategic Management (Full-time MBA core), 2020-2021  
Strategic Management (Undergraduate core), 2015-2020  
Entrepreneurship and Strategic Renewal (PhD Seminar elective), 2017

University of South Carolina, Darla Moore School of Business  
Strategic Management (Undergraduate), 2014

University of Maryland, Robert H. Smith School of Business  
Business Strategy (Undergraduate), 2011-2012

### **PHD STUDENT ADVISING AND COMMITTEES**

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Christopher Law, PhD committee member  
Anavir Shermon, Dissertation chair  
Najoung Lim, External committee member (University of Maryland), 2022  
Tom Kwon, External examiner (University of Southern California), 2022  
Shirish Sundaresan, PhD committee member, 2021  
Jenny Hill, PhD independent study on innovation strategy, 2021  
Mara Guerra, External examiner (Imperial College London), 2020  
Ling Xiao, PhD committee member, 2020  
Travis Howell, PhD committee member, 2020  
Ting Yao, PhD committee member, 2019  
Tian Chen, PhD committee member, 2018  
Tania Babina, External committee member (UNC Finance), 2016

### **EDITORIAL ACTIVITIES**

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#### **Editorial Roles**

Senior editor, Organization Science, 2020-present  
Editorial review board, Strategic Management Journal, 2014-present  
Editorial review board, Strategic Entrepreneurship Journal, 2015-present  
Editorial review board, Strategy Science, 2022-present

Editorial review board, *Organization Science*, 2019-2020

### **Other Refereeing**

Academy of Management Journal, Academy of Management Review, Management Science, Research Policy, Strategic Management Review

INFORMS Dissertation Proposal Competition, 2021

Strategic Management Society Conferences, 2013-2020, 2022

Academy of Management Meetings, 2011-2019

National Science Foundation Grants, 2018-2019

Kauffman Foundation Dissertation Fellowship, 2016-2017

## **PROFESSIONAL AND SERVICE ACTIVITIES**

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### **Professional Leadership**

Executive committee (elected), STR division, Academy of Management, 2021-2023

Chair (elected), Entrepreneurship & Strategy IG, Strategic Management Society, 2020-2022

Innovation & Entrepreneurship conference track chair, Industry Studies Association, 2020-2021

Representative at large (elected), TIM division, Academy of Management, 2018-2020

Representative at large (elected), Entrepreneurship & Strategy IG, Strategic Management Society, 2018-2019

Chair, Dissertation award committee, Industry Studies Association, 2017-2019

Representative at large (elected), Competitive Strategy IG, Strategic Management Society, 2016-2017

Research committee, BPS division, Academy of Management, 2016-2017

### **Conference and Consortia Organization**

Co-organizer, Industry Emergence & Evolution, SMS Extension at Oxford University, 2022

Organizer, STR Meet a Theory virtual series, Academy of Management, 2021-2022

Co-chair, STR Junior Faculty Consortium, Academy of Management, 2021-2022

Co-organizer, Emergence workshop, AOM TIM division joint with UNC CREATE, 2021

Co-chair, TIM Doctoral Student Consortium, Academy of Management, 2019-2020

Co-organizer, Consortium on Competitiveness and Cooperation (CCC), 2019

Co-organizer, TIM Doctoral Research Workshop, Academy of Management, 2015

### **Invited Mentorship**

Mentor, STR junior faculty paper development workshop, Academy of Management, 2022+

Mentor, Strategic human capital junior faculty workshop, Strategic Management Society, 2021

Participant, OMT online meetups, Academy of Management, 2021

Contributor, Online teaching Q&A, Competitive Strategy IG, Strategic Management Society, 2021

Panelist, Early stage professional development session, Kauffman Foundation, 2021

Mentor, Pitch your entrepreneurship doctoral research, Strategic Management Society, 2021

Mentor, CCC mentorship café, Consortium on Competitiveness and Cooperation, 2021

Mentor/Panelist, SRF/SMS doctoral workshop, Strategy Research Foundation, 2015, 2020, 2021  
Mentor, Early career professional development workshop, Industry Studies Association, 2020-2021  
Panelist, STR workshop about blended and online teaching, Academy of Management, 2020  
Panelist, STR Persian cultural café, Academy of Management, 2020  
Mentor/Panelist, SMS Frankfurt doctoral workshop, Strategic Management Society, 2019  
Contributor, Entrepreneurship State of the Field, Ewing Marion Kauffman Foundation, 2017  
Panelist, Doctoral student consortium, Smith Entrepreneurship Conference, 2014-2015  
Panelist, New doctoral student consortium, Academy of Management, 2013

### **UNC Kenan-Flagler Service**

EMBA academic ineligibility committee, 2021-present  
Kenan-Flagler Entrepreneurship academic advisory board, 2020-present  
Advisor / Editor, Kenan Trends in Entrepreneurship Report, 2019-present  
Search committee for Senior Associate Dean of Innovation, 2022  
Search committee for Strategy & Entrepreneurship faculty, 2015, 2021  
CREATE academic advisory board, 2020-2021  
Undergraduate UBP program advisory committee, 2017-2019  
Strategy liaison, Undergraduate Business Global Program, 2016-2019  
Organizer, Strategy & Entrepreneurship speaker series, 2015-2017

### **MEDIA MENTIONS**

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Tackling grand challenges, UNC Well, 2021  
Making the world a better place by creating markets, Forbes, 2020  
Facing an entrepreneurial crisis? 4 tips for responding in the best way possible, Forbes, 2020  
How new industries could grow out of the fight against Covid-19, EIX, 2020  
From Penicillin to drones: Innovations that came out of global crises, Money, 2020  
Innovation in a time of crisis: Entrepreneurs' response to Covid-19, Kenan Insights, 2020  
Pandemic's fallout: More startup capital, less M&A, Triangle Business Journal, 2020  
Here's how COVID-19 crisis will spawn innovation, WRAL Tech Wire, 2020  
The softer side of an emerging GMO monster, Smith Brain Trust, 2016  
How to become an attractive business ally? Knowledge at HEC, 2016

### **PRESENTATIONS**

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#### **Academic Presentations**

Understanding industry stall through the rise and fall of Concorde  
Academy of Management Meetings, Seattle, 2022<sup>+</sup>

Recovery at a time of global uncertainty  
Bocconi Assembly for Innovation and Cooperation, Milan, 2022<sup>+</sup>

The ambiguity of failure: The role of failure in new industry emergence  
Academy of Management Meetings, Seattle, 2022<sup>+</sup>

Meet a theory: Resources and capabilities  
Virtual STR Stronger Together Panels, Academy of Management, 2022<sup>+</sup>

Strategic decisions for new technologies and new industries  
Bocconi Workshop on Strategic Decision Making Under Uncertainty, 2021

Alliance partner overlap between employee spinouts and parents  
DRUID Conference, Copenhagen Business School, 2021  
Kenan Institute Entrepreneurship Research Group, Chapel Hill, 2021

Market emergence  
Emergence workshop, AOM TIM division joint with UNC CREATE, 2021

Entrants' product portfolios in the nascent drone industry  
Virtual STR Symposium, Academy of Management, 2021  
Virtual Strategic Management Society Conference, 2020  
Virtual Academy of Management Meetings, 2020  
Strategy, Innovation, and Entrepreneurship Virtual Workshop, 2020  
Strategy Science Virtual Conference, 2020  
BYU-Utah Winter Strategy Conference, Park City, 2020  
Bocconi Assembly for Innovation and Cooperation, Milan, 2019  
Academy of Management Meetings, Boston, 2019  
Strategic Management Society Conference, Frankfurt, 2019  
Kenan Institute Entrepreneurship Luncheon, Chapel Hill, 2019  
Strategic Management Society Conference, Paris, 2018

Entrepreneurial strategy and industry emergence  
Strategic Management Society Conference, Minneapolis, 2019

Industry emergence: Integrating technology management and organizational theory perspectives  
Academy of Management Meetings, Boston, 2019

Building industries by building knowledge  
Academy of Management Meetings, Boston, 2019  
Strategic Management Society Conference, Frankfurt, 2019

The edge of ecosystem and platform strategy  
Strategic Management Society Conference Extension, Fontainebleau, 2018

Promoting robust and reliable research practices: on-the-ground issues  
NSF Workshop, University of Florida, 2018

Filling pre-entry capability gaps in nascent industries  
Kenan-Flagler Interdisciplinary Research Seminar, Chapel Hill, 2018  
Duke Strategy Seminar, Durham, 2017  
HBS Workshop on Innovation in a Global Economy, Boston, 2017  
Strategy Research Forum, New Orleans, 2017

Smith Entrepreneurship Conference, College Park, 2017  
Austin Technology and Entrepreneurship Conference, Austin, 2017  
Academy of Management Meetings, Anaheim, 2016  
Industry Studies Association Conference, Minneapolis, 2016

Interfaces for creation of market and industries  
Academy of Management Meetings, Atlanta, 2017

Firm strategy in nascent industries: Advances and opportunities  
Strategic Management Society Conference, Houston, 2017

Technological trajectories of startups in nascent contexts  
Industry Studies Association Conference, Washington, 2017  
INFORMS Conference, Strategy Science Track, Nashville, 2016  
Kenan Institute Advisory Board Dinner, Chapel Hill, 2016  
Kauffman Emerging Scholars Conference, Kansas City, 2016

Heterogeneity in firms and their pre-entry capabilities  
Strategic Management Society Conference, Denver, 2015

Patterns of pioneering research investments by universities, startups, and established firms  
Strategic Management Society Conference, Denver, 2015

Entry into nascent industries  
Kauffman Emerging Scholars Conference, Kansas City, 2014  
Strategic Management Society Conference, Atlanta, 2013  
Academy of Management Meetings, Orlando, 2013  
Consortium for Competitiveness and Cooperation (CCC), University of Maryland, 2012  
Dingman Entrepreneurship Research Luncheon, University of Maryland, 2012

Incubation of an industry  
Academy of Management Meetings, Boston, 2012  
Atlanta Competitive Advantage Conference, Atlanta, 2012  
Darden Entrepreneurship Conference, University of Virginia, 2012  
Wharton Technology and Innovation Conference, Philadelphia, 2012  
Mid-Atlantic Strategy Colloquium, University of North Carolina, 2011

The dynamics of capability development  
Strategic Management Society Conference, Miami, 2011  
Academy of Management Meetings, San Antonio, 2011

Supply portfolio concentration in outsourced knowledge-based services  
Mid-Atlantic Strategy Colloquium, University of Maryland, 2010  
Atlanta Competitive Advantage Conference, Atlanta, 2010

Governance for technology sourcing in the global context  
Academy of Management Meetings, Chicago, 2009

## **Discussant Presentations**

Symposium on Emergence: Geography & Markets, Academy of Management Meetings, Seattle, 2022<sup>+</sup>

How Entrepreneurship Affects Society Workshop, Digital Tahoe, 2020

Symposium on Emerging Technologies, Virtual Academy of Management Meetings, 2020

Entrepreneurship and Strategy Virtual Seminar Series, Strategic Management Society, 2020

Duke/UNC Innovation & Entrepreneurship Research Conference, 2019

Consortium for Competitiveness and Cooperation (CCC), University of Pennsylvania, 2017

DRUID Conference, New York University, 2017

Darden & Cambridge Judge Research Conference, University of Virginia, 2016

## **Policy and Industry Presentations**

Market genesis, Kenan Frontiers of Entrepreneurship Conference, Palm Beach, 2019

Entrepreneurship in Ag Biotech: Spotlight on North Carolina, North Carolina Biotechnology Center, 2016

Entrepreneurship in nascent industries, Kenan Institute Advisory Board Dinner, Chapel Hill, 2016

<sup>+</sup> Scheduled

## **CERTIFICATES**

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Mental health first aid, 2021-2024

## **MEMBERSHIP**

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Academy of Management

Industry Studies Association

Strategic Management Society

Strategy Research Forum

Updated: April 2022