

MAHKA MOEEN

CONTACT INFORMATION

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EDUCATION

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

University of North Carolina-Chapel Hill, 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-Columbia, Darla Moore School of Business
Assistant Professor of Management (tenure-track), 2013-2014

PUBLICATIONS

Journal Articles

- Gaonkar, S., Moeen, M. 2023. Standing on the parent's shoulder or in its shadow: Alliance partner overlap between employee spinouts and parents. *Strategic Management Journal*, 44(2): 415-440.
- Shermon, A., Moeen, M. 2022. Zooming in or zooming out: Entrants' product portfolios in the nascent drone industry. *Strategic Management Journal*, 43(11): 2217-2252.
- 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

Research

- Schulze Publication Award for Impact, Entrepreneur & 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 Best 40 Under 40 MBA Professors, 2022
- Poets & Quants Top 50 Undergraduate Business Professors, 2020
- Nominee, Weatherspoon Undergraduate Teaching Award, 2017

Service

Extraordinary Service to the Editorial Board, Organization Science, 2021
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

University of North Carolina, Kenan-Flagler Business School

Strategic Management (Evening MBA core), 2019-2022
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

ADVISING AND MENTORSHIP

UNC PhD Dissertation Committees

Angie Fairchild, Kyungsoo Kim, Christopher Law, Anavir Shermon (2023), Shirish Sundaresan (2021),
Travis Howell (2020), Ling Xiao (2020), Ting Yao (2019), Tian Chen (2018), Tania Babina (2016)

External PhD Dissertation Committees

Tom Kwon (University of Southern California), Najoung Lim (University of Maryland, 2022), Mara Guerra
(Imperial College London, 2020)

PhD Second-year Paper Reader

Kyung Suk Lee (2023), Yeojin Kim (2021), Kyungsoo Kim (2020), Youthika Chuan (2018)

PhD Independent Study

Jenny Hill (2020)

UNC Undergraduate Honors Thesis

JoLynn Smith (2020), John Onderdonk (2019), Amanda Schroeder (2018)

EDITORIAL ACTIVITIES

Editorial Roles

Senior editor, Organization Science, 2020-present
Editorial review board, Strategic Entrepreneurship Journal, 2015-present
Editorial review board, Strategic Management Journal, 2014-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, Entrepreneur & Innovation Exchange, Management Science, Research Policy, Strategic Management Review
INFORMS Dissertation Proposal Competition Judge, 2022
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

Professional Leadership

Co-chair, Strategy Research Foundation, Strategic Management Society, 2023-2025
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, 2022
Organizer, STR Meet a Theory virtual series, Academy of Management, 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, Developing a Research Identity Workshop, Strategic Management Society, 2018
Co-organizer, TIM Doctoral Research Workshop, Academy of Management, 2015

UNC Kenan-Flagler Service

Curriculum committee for FT MBA and UBP, 2022-2023
EMBA academic ineligibility committee, 2021-2023
Search committee for Strategy & Entrepreneurship clinical faculty, 2022
Search committee for Senior Associate Dean of Innovation, 2022
Advisor / Editor, Kenan Trends in Entrepreneurship Report, 2019-2021
Search committee for Strategy & Entrepreneurship faculty, 2015, 2021
Kenan-Flagler Entrepreneurship academic advisory board, 2020-2021
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

Professional Panels

Finding ways to balance research, teaching, and service, Strategic Management Society webinar, 2022
Entrepreneurship & Strategy paper development workshop, Strategic Management Society, 2022
Online teaching Q&A, Competitive Strategy IG, Strategic Management Society, 2021
Early-stage professional development session, Kauffman Foundation, 2021
CCC mentorship café, Consortium on Competitiveness and Cooperation, 2021
STR virtual workshop about blended and online teaching, Academy of Management, 2020
STR Persian cultural café, Academy of Management, 2020
SMS Frankfurt doctoral workshop, Strategic Management Society, 2019
Entrepreneurship State of the Field, Ewing Marion Kauffman Foundation, 2017
Doctoral student consortium, Smith Entrepreneurship Conference, 2014-2015
New doctoral student consortium, Academy of Management, 2013

Workshop Mentorship

TIM doctoral research development workshop, Academy of Management, 2023+
STR junior faculty paper development workshop, Academy of Management, 2022
OMT online meetings, Academy of Management, 2021-2022
Strategic human capital junior faculty workshop, Strategic Management Society, 2021
Pitch your entrepreneurship doctoral research, Strategic Management Society, 2021
SRF/SMS doctoral workshop, Strategy Research Foundation, 2015, 2020-2021
Early career professional development workshop, Industry Studies Association, 2020-2021

PRESENTATIONS

Research Paper Presentations

Understanding industry stall through the historic rise and fall of supersonic aviation

European Group for Organizational Studies Colloquium, Cagliari, 2023+
Strategic Management Society Conference, London, 2022
Academy of Management Meetings, Seattle, 2022

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

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

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

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

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

Research Panel Presentations

How to study emergence of new technologies, Strategic Management Society Conference, Toronto, 2023+
Platforms and nascent markets, Smith Entrepreneurship Conference, College Park, 2023+
Competing in a pluralistic society, BYU-Utah Winter Strategy Conference, 2023
Industry dynamics, Virtual STR Symposium, Academy of Management, 2023
Entrepreneurship for social good, Strategic Management Society Conference, London, 2022
The origins of industries, Strategic Management Society Extension, Oxford, 2022
The role of failure in new industry emergence, Academy of Management Meetings, Seattle, 2022
Recovery at a time of global uncertainty, Bocconi Assembly for Innovation and Cooperation, Milan, 2022
Entry dynamics and timing, Consortium for Competitiveness and Cooperation, University of Toronto, 2022
Strategic decisions for new technologies and industries, Bocconi Workshop on Strategic Decision Making Under Uncertainty, 2021
Market emergence, Emergence workshop, AOM TIM division joint with UNC CREATE, Chapel Hill, 2021
Entrepreneurship and industry emergence, Strategic Management Society Conference, Minneapolis, 2019
Industry emergence: Integrating tech & OT perspectives, Academy of Management Meetings, Boston, 2019
Nascent industries, Tuck Strategy Bootcamp, Hanover, 2019
The edge of ecosystem and platform strategy, Strategic Management Society Extension, INSEAD, 2018
Promoting robust and reliable research practices, NSF Workshop, University of Florida, 2018
Interfaces for creation of market and industries, Academy of Management Meetings, Atlanta, 2017
Firm strategy in nascent industries, Strategic Management Society Conference, Houston, 2017
Heterogeneity in firms and pre-entry capabilities, Strategic Management Society Conference, Denver, 2015

Discussant Presentations

Symposium on Regulation in Nascent Markets, Academy of Management Meetings, Boston, 2023+
Symposium on Twists and Turns in Industry Evolution, Academy of Management Meetings, Boston, 2023+

Smith Entrepreneurship Conference, College Park, 2023+
Symposium on Emergence: Geography & Markets, Academy of Management Meetings, Seattle, 2022
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

Invited Seminars

Bocconi University, Boston University, Dartmouth College, Duke Fuqua, Duke Sociology, ETH Zurich, Esade Business School, Georgia Tech, Georgetown University, HEC Paris, INSEAD, Johns Hopkins University, London Business School, Purdue University, Rice University, Southern Methodist University, University of Alabama, University of Colorado, University of Florida, University of Illinois, University of Michigan, University of Minnesota, University of Notre Dame, University of Pennsylvania, University of South Carolina, University of Washington+, University of Wisconsin, Virginia Tech, Washington University

+ Scheduled

MEDIA MENTIONS

Partnerships for commercializing medical innovations, Kenan Insights, 2022
Tackling grand challenges, UNC Well, 2021
Making the world a better place by creating markets, Forbes, 2020
Helping students and startups find their potential, UNC News & Stories, 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

CERTIFICATES

Mental health first aid, 2021-2024

MEMBERSHIP

Academy of Management, Industry Studies Association, Strategic Management Society