

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, 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

Journal Articles

- Gaonkar, S., Moeen, M. Standing on the parent's shoulder or in its shadow: Alliance partner overlap between employee spinouts and parents. *Strategic Management Journal*, forthcoming.
- 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.

AWARDS AND GRANTS

Research

- Schulze Publication Award for Impact, Entrepreneur & Innovation Exchange (EIX), 2020
- Research Grant, Kenan Institute of Private Enterprise, 2020
- Schulze Distinguished Professorship in Entrepreneurship, 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, Ewing Marion Kauffman Foundation, 2016-2020
- Research Fellowship, 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, Ewing Marion Kauffman Foundation, 2012
- Dissertation Scholar, Strategy Research Foundation, 2011
- Dean's Summer Research Fellowship, 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

- 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

EDITORIAL ACTIVITIES

Editorial Roles

Senior editor, Organization Science, 2020-2023

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, Entrepreneur & Innovation Exchange,
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

ADVISING AND MENTORSHIP

PhD Committees

Christopher Law, Committee member

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

Community Mentorship

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

PROFESSIONAL AND SERVICE ACTIVITIES

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, 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, TIM Doctoral Research Workshop, Academy of Management, 2015

UNC Kenan-Flagler Service

Search committee for Senior Associate Dean of Innovation, 2022
EMBA academic ineligibility committee, 2021
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

MEDIA MENTIONS

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

PRESENTATIONS

Research Presentations

Understanding industry stall through the rise and fall of Concorde
Strategic Management Society Conference, London, 2022⁺
Academy of Management Meetings, Seattle, 2022⁺

The ambiguity of failure: 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 (CCC), University of Toronto, 2022

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⁺

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

Professional Panels

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 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

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

+ Scheduled

CERTIFICATES

Mental health first aid, 2021-2024

MEMBERSHIP

Academy of Management
Industry Studies Association
Strategic Management Society
Strategy Research Forum