

## **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**

- 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**

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#### **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

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

## TEACHING EXPERIENCE

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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

Carnegie School of Organizational Learning Academy

Firm and Industry Co-Evolution (virtual PhD session for 70+ global attendees), 2023

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

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### 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**

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### **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

## **ADVISING AND MENTORSHIP**

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### **PhD Committees**

Angelyn Fairchild, Committee member  
Kyungsoo Kim, Committee member  
Christopher Law, Committee member  
Anavir Shermon, Dissertation chair, 2023, placement: University of Texas at Dallas  
Tom Kwon, External examiner (University of Southern California), 2022  
Najoung Lim, External committee member (University of Maryland), 2022  
Shirish Sundaresan, Committee member, 2021  
Jenny Hill, PhD independent study on innovation strategy, 2021  
Mara Guerra, External examiner (Imperial College London), 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  
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**

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### **Research Presentations**

Competing in a pluralistic society  
BYU-Utah Winter Strategy Conference, 2023

Understanding industry stall through the historic rise and fall of supersonic aviation  
Strategic Management Society Conference, London, 2022  
Academy of Management Meetings, Seattle, 2022

Entrepreneurship for social good  
Strategic Management Society Conference, London, 2022

The origins of industries  
Strategic Management Society Conference Extension, Oxford, 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, 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**

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

## **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