

Venkat Kuppuswamy

D'Amore-McKim School of Business, Northeastern University, Boston
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ACADEMIC EXPERIENCE

Northeastern University Boston, USA (July 2018 – Present)

D'Amore-McKim School of Business

Assistant Professor of Entrepreneurship and Innovation

University of North Carolina at Chapel Hill Chapel Hill, USA (July 2011 – June 2018)

Kenan-Flagler Business School

Assistant Professor of Strategy and Entrepreneurship

Indian Institute of Management - Bangalore Bangalore, India (Summer 2014)

Visiting Professor

Obama-Singh 21st Century Knowledge Initiative Award – A joint initiative of the Governments of India and the United States

Frank Hawkins Kenan Institute of Private Enterprise Chapel Hill, USA (July 2016 – Present)

NCGrowth Academic Advisory Board Member

EDUCATION

Harvard Business School Boston, MA

Doctor of Business Administration May 2011

Committee: Carliss Baldwin (Chair), Ranjay Gulati, Kristina McElheran, Belén Villalonga

University of Toronto at Scarborough

Scarborough, ON, Canada

Honors Bachelors of Science (with High Distinction) June 2006

Specialist in Computer Science with a Minor in Mathematics

REFEREED JOURNAL ARTICLES

Race & Gender Biases in Crowdfunding and other Markets for Talent & Capital

Venkat Kuppuswamy and Peter Younkin (2019). “Testing the Theory of Consumer Discrimination as an Explanation for the Lack of Minority Hiring in Hollywood Films.” *Management Science*.

<https://doi.org/10.1287/mnsc.2018.3241>

Peter Younkin and Venkat Kuppuswamy (2018). “Discounted: The Effect of Founder Race on the Price of New Products: Evidence from Crowdfunding Projects.” *Journal of Business Venturing*.

<https://doi.org/10.1016/j.jbusvent.2018.02.004>

Peter Younkin and Venkat Kuppuswamy (2017) [equal authorship]. “Is the Crowd Colorblind? Founder race and performance in crowdfunding.” *Management Science*. <http://dx.doi.org/10.1287/mnsc.2017.2774>

Contribution Biases and Performance Determinants in Crowdfunding

Venkat Kuppuswamy and Barry Bayus (2017). "Does My Contribution Matter? An Analysis of the Kickstarter Crowdfunding Community." *Journal of Business Venturing*.

<https://doi.org/10.1016/j.jbusvent.2016.10.004>

Corporate Diversification & the Performance Implications of Firm Scope Choices

Jonathan Clark, Venkat Kuppuswamy, Bradley Staats (2018) "Goal-Relatedness and Learning: Evidence from Hospitals." *Organization Science*. <https://doi.org/10.1287/orsc.2017.1166>

Venkat Kuppuswamy and Belén Villalonga (2015). "Does Diversification Create Value in the Presence Of External Financing Constraints? Evidence from the 2007–2009 Financial Crisis." *Management Science*. <http://dx.doi.org/10.1287/mnsc.2015.2165>

MANUSCRIPTS UNDER REVIEW & WORKING PAPERS

Journal Articles under Peer Review

Jason Greenberg, Venkat Kuppuswamy, and Ethan Mollick (2019). "Gender, Hubris, and the Interpretation of Signals in Crowdfunding." Revise and Resubmit at *Organization Science*.

Isabel Fernandez-Mateo, Brian Rubineau, and Venkat Kuppuswamy (2019). "Expanding pools or expanding tools? Rejection response dynamics and the gender segregation of talent pipelines." Reject and Resubmit at *Management Science*.

Projects under Preparation for Submission

Rahul Anand, Venkat Kuppuswamy, and Ruth Aguilera (2019). "'Pink-Washing' and the Response of Corporate Boards to Mandated Gender Quotas: Evidence from India."

Venkat Kuppuswamy and Barry Bayus (2019). "Tweeting by Companies and Consumers: Social Media Effects in the Kickstarter Crowdfunding Community."

BOOK CHAPTERS

Kuppuswamy, Venkat and Bayus, Barry L., (2018) "Crowdfunding Creative Ideas: The Dynamics of Project Backers in Kickstarter" in *The Economics of Crowdfunding: Startups, Portals, and Investor Behavior*, edited by L. Hornuf and D. Cumming (Palgrave Macmillan)

Kuppuswamy, Venkat and Bayus, Barry L., (2018) "A Review of Crowdfunding Research and Findings" in *Handbook of New Product Development Research*, edited by Golder, P. and D. Mitra (Edward Elgar)

Ethan, Mollick and Venkat Kuppuswamy (2016). "Crowdfunding: Evidence on the Democratization of Startup Funding" in *Revolutionizing Innovation* (MIT Press).

Venkat Kuppuswamy, G. Serafeim, and B. Villalonga (2014). "The Effect of Institutional Factors on the Value of Corporate Diversification." *Advances in Strategic Management*.

CONFERENCE PRESENTATIONS

"'Pink-Washing' and the Response of Corporate Boards to Mandated Gender Quotas: Evidence from India." Presented at the *Academy of Management Conference - Boston* (August 2019)

"'Pink-Washing' and the Response of Corporate Boards to Mandated Gender Quotas: Evidence from India." Presented at the *2nd Boston Corporate Governance Workshop* (June 2019).

"'Pink-Washing' and the Response of Corporate Boards to Mandated Gender Quotas: Evidence from India." Presented at the *Strategic Management Society Special Conference – Hyderabad, India* (December 2018).

"Second Thoughts About Second Acts: Gender Differences in Founding Rates" Presented at the *Academy of Management Conference - Chicago* (August 2018)

"Managing rejection to improve gender diversity in talent pipelines." Presented at the *Academy of Management Conference - Chicago* (August 2018)

"Persistence after rejection: A supply-side gender bias with a demand-side catalyst." Presented at the *10th Annual People and Organizations Conference - The Wharton School of the University of Pennsylvania* (October 2017)

"Testing the Theory of Consumer Discrimination as an Explanation for the Lack of Minority Hiring in Hollywood Films." Presented at the *University of North Carolina at Chapel Hill, Policy Research Group* (October 2017)

"Testing the Theory of Consumer Discrimination as an Explanation for the Lack of Minority Hiring in Hollywood Films." Presented at the *Academy of Management Conference - Atlanta* (August 2017)

"Is the Crowd Colorblind? Founder race and performance in crowdfunding." Presented at *Innovative Data for Economic Analysis (IDEA) Workshop - Frank Hawkins Kenan Institute of Private Enterprise, University of North Carolina at Chapel Hill* (May 2017)

"Is the Crowd Colorblind?" and "After the Campaign: Outcomes of Crowdfunding." Presented at the symposium "*The Past and Future of Crowd/Funding North Carolina Economic Development.*" *Frank Hawkins Kenan Institute of Private Enterprise, University of North Carolina at Chapel Hill* (October 2016)

"Is the Crowd Colorblind? Founder race and performance in crowdfunding." Presented at the *West Coast Research Symposium at the University of Washington* (September 2016)

"Is the Crowd Colorblind? Founder race and performance in crowdfunding." Presented at the *Academy of Management Conference - Anaheim* (August 2016)

“Is the Crowd Colorblind? Founder race and performance in crowdfunding.” Presented at the *Strategic Management Society (SMS) Special Conference in Rome, Italy* (June 2016)

“Crowdfunding Creative Ideas: The Dynamics of Project Backers in Kickstarter” and “After the Campaign: Outcomes of Crowdfunding.” Presented at the *2015 International Conference on Industrial Innovation and Service Sector Advancement - Dissemination of Sharing Economy: Issues and Solutions*. Jointly hosted by the Ministry of Strategy and Finance (MOSF) of the Republic of Korea and Korea Development Institute (KDI) – Seoul, South Korea (November 2015)

“After the Campaign: Outcomes of Crowdfunding.” Presented at *CrowdBerkeley: 3rd Annual Academic Symposium on Crowdfunding - University of California, Berkeley* (September 2015)

“The Moderating Role of Organizational Context on Learning-by-Doing: Evidence from Hospitals.” Presented at the *Academy of Management Conference – Vancouver, Canada* (August 2015)

“After the Campaign: Outcomes of Crowdfunding.” Presented at the *Indian Institute of Management, Bangalore – Bangalore, India* (July 2014)

“Crowdfunding Creative Ideas: The Dynamics of Project Backers in Kickstarter.” Presented at *CrowdBerkeley: 1st Annual Academic Symposium on Crowdfunding - University of California, Berkeley* (October 2013)

“Crowdfunding Creative Ideas: The Dynamics of Project Backers in Kickstarter.” Presented at the *4th Annual Entrepreneurship Conference at HEC Paris* (October 2013)

“Crowdfunding Creative Ideas: The Dynamics of Project Backers in Kickstarter.” Presented at the *35th DRUID Celebration Conference 2013 – Barcelona, Spain* (June 2013)

“Crowdfunding Creative Ideas: The Dynamics of Project Backers in Kickstarter.” Presented at the *2013 Darden & Cambridge Judge Entrepreneurship and Innovation Research Conference – University of Virginia* (May 2013)

“Crowdfunding Creative Ideas: The Dynamics of Project Backers in Kickstarter.” Presented at the *2013 Atlanta Competitive Advantage Conference* (May 2013)

“Crowdfunding Creative Ideas: The Dynamics of Project Backers in Kickstarter.” Presented at the *Fuqua School of Business at Duke University* (March 2013)

“Crowdfunding Creative Ideas: The Dynamics of Project Backers in Kickstarter.” Presented at the *Product and Service Innovation Conference at the University of Utah* (February 2013)

“Risky Business: The Impact of Property Rights on Investment and Revenue in the Film Industry.” Presented at the *Indian School of Business – Hyderabad, India* (January 2013)

“The Effect of Institutional Factors on the Value of Corporate Diversification.” Presented at the *Ninth Annual Napa Conference on Financial Markets Research, Yountville, CA* (April 2012)

“Risky Business: Uncertain Access to Specialized Complementary Assets, Vertical Integration, and the Commercial Performance of New Products.” Presented at the *15th Annual Conference of The International Society for New Institutional Economics (ISNIE) - Stanford University* (June 2011)

“The Micro-Foundations of Performance in Vertical Relationships.” Presented at the *Academy of Management Conference – Montreal, Canada* (August 2010)

“The Micro-Foundations of Performance in Vertical Relationships: Untangling the Separate Effects of Hierarchy on Cooperation and Coordination.” Presented at the *2010 Atlanta Competitive Advantage Conference* (May 2010)

SELECTED PRESS FROM MAJOR PUBLICATIONS/MEDIA OUTLETS

A) Press Publications

1. “The pace of insurgent innovation” *Boston Globe* (June 17, 2017)
<https://www.bostonglobe.com/ideas/2017/06/16/uncommon/7iBGIQTGKwkPuYYIkC78TJ/story.html>
2. “Study Shows Crowdfunding Leads To More Funding” *Forbes* (May 21, 2016).
<https://www.forbes.com/sites/robbmandelbaum/2016/05/21/study-shows-crowdfunding-leads-to-more-funding/#6bf5fbf82ebe>
3. “Audiences Want More Diverse Film Casts, Despite Studio Fears — Study” *IndieWire* (May 18, 2016). <http://www.indiewire.com/2016/05/audiences-want-more-diverse-film-casts-despite-studio-fears-study-290294/>
4. “A Study Just Shut Down the Argument That Audiences Don't Want Diverse Casts” *Teen Vogue* (May 17, 2016). <https://www.teenvogue.com/story/hollywood-diversity-study-films-do-better>
5. “Hollywood Has No Business Case for Booking All-White Casts” *The Atlantic* (May 16, 2016).
<https://www.theatlantic.com/business/archive/2016/05/hollywood-diversity/482700/>
6. “In The Rare Event A Hollywood Movie Features Two Black Leads, Something Remarkable Happens” *Huffington Post* (April 6, 2016). https://www.huffingtonpost.com/entry/hollywood-movies-black-leads_us_56eac044e4b065e2e3d89665
7. “Why are there fewer female entrepreneurs than male?” *Virgin – Entrepreneur* (September 14, 2015).
<https://www.virgin.com/entrepreneur/why-are-there-fewer-female-entrepreneurs-than-male>
8. “A study finds men are overconfident and immodest — which may be why they're more successful as entrepreneurs” *Business Insider* (September 10, 2015). <http://www.businessinsider.com/male-entrepreneurs-are-overconfident-2015-9>
9. “The benefits of crowdfunding aren't what you think” *Technical.ly Philly* (September 9, 2014)
<https://technical.ly/philly/2014/09/09/benefits-crowdfunding-arent-think/>

10. “Ryan Grepper, inventor of the ‘Coolest’ cooler, failed many times before raising \$13 million on Kickstarter” *The Washington Post* (August 28, 2014) <https://www.washingtonpost.com/news/the-intersect/wp/2014/08/28/ryan-grepper-inventor-of-the-coolest-cooler-failed-many-times-before-raising-11-million-on-kickstarter/>

B) Radio Interviews

1. “Study Finds Evidence Of Racial Bias On Crowdfunding Sites” *Wisconsin Public Radio* (March 20, 2017). <https://www.wpr.org/study-finds-evidence-racial-bias-crowdfunding-sites>
2. “Movies With More Diverse Casts Perform Better At The Box Office” *Wisconsin Public Radio* (June 7, 2016). <https://www.wpr.org/movies-more-diverse-casts-perform-better-box-office>
3. “Why Are Women Less Likely To Become Entrepreneurs Than Men?” *National Public Radio* (Morning Edition, September 8, 2015). <https://www.npr.org/2015/09/08/438473573/why-are-women-less-likely-to-become-entrepreneurs-than-men>

COURSES TAUGHT

Strategic Management; Media Innovation, Entrepreneurship and Disruption; Business in Africa

PROFESSIONAL SERVICE

Reviewer for *Strategic Management Journal*, *Management Science*, *Organization Science*, *Journal of Business Venturing*, *Journal of Banking and Finance*, *Strategic Entrepreneurship Journal*, *Manufacturing and Service Operations Management*, *Journal of Economic Surveys*, the National Science Foundation, and the Israel Science Foundation.

ACADEMIC HONORS

2012 Nominee for the Business Professor of the Year Award presented by *The Economist* magazine