

# Venkat Kuppuswamy

D'Amore-McKim School of Business, Northeastern University, Boston  
[v.kuppuswamy@northeastern.edu](mailto:v.kuppuswamy@northeastern.edu) | [Google Scholar](#) | Tel: 857.231.6228

## ACADEMIC EXPERIENCE

---

**Northeastern University** Boston, USA (July 2018 – Present)  
**D'Amore-McKim School of Business**  
*Assistant Professor of Entrepreneurship and Innovation*

**The World Bank** Washington DC, USA (April 2022 – Present)  
**Africa Gender Innovation Lab**  
*Consultant*

**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 21<sup>st</sup> 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 – Oct. 2019)  
*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

---

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

Fernandez-Mateo, I., Rubineau, B., & Kuppuswamy, V. (2022). Reject and resubmit: A formal analysis of gender differences in reapplication and their contribution to women's presence in talent pipelines. *Organization Science* (forthcoming)

Kuppuswamy, V., & Younkin, P. (2020) [equal authorship]. Testing the theory of consumer discrimination as an explanation for the lack of minority hiring in Hollywood films. *Management Science*, 66(3), 1227-1247. <https://doi.org/10.1287/mnsc.2018.3241>

- One of twenty papers featured in the Management Science Special Issue on “Diversity, Equity, and Inclusion” (2020)

Younkin, P., & Kuppuswamy, V. (2019). Discounted: The effect of founder race on the price of new products. *Journal of Business Venturing*, 34(2), 389-412. <https://doi.org/10.1016/j.jbusvent.2018.02.004>

- Winner of the 2019 Lazardis Award for Best Paper Published in the *Journal of Business Venturing*. Press release: <https://lazaridisinstitute.wlu.ca/research/research-results/publications/articles/2020/racial-bias-consumers.html>

Younkin, P., & Kuppuswamy, V. (2018) [equal authorship]. The colorblind crowd? Founder race and performance in crowdfunding. *Management Science*, 64(7), 3269-3287. <http://dx.doi.org/10.1287/mnsc.2017.2774>

- Winner of the inaugural 2021 Bradford-Osborne Research Award (sponsored by the Foster School of Business, University of Washington and the Anderson School of Management, UCLA)
- First national award recognizing research published in peer-reviewed journals that contributes to advancing the growth of businesses owned by people of color. Press Release: <https://blog.foster.uw.edu/bradford-osborne-research-award/>
- One of twenty papers featured in the Management Science Special Issue on “Diversity, Equity, and Inclusion” (2020)

## **B) Contribution Biases and Performance Determinants in Crowdfunding**

Kuppuswamy, V., & Bayus, B. (2017). Does my contribution matter? An analysis of the kickstarter crowdfunding community. *Journal of Business Venturing*, 32(1), 72-89. <https://doi.org/10.1016/j.jbusvent.2016.10.004>

## **C) The Effect of Firm Scope on Innovation and Firm Performance**

Clark, J. R., Kuppuswamy, V., & Staats, B. R. (2018). Goal relatedness and learning: Evidence from hospitals. *Organization Science*, 29(1), 100-117. <https://doi.org/10.1287/orsc.2017.1166>

Kuppuswamy, V., & Villalonga, B. (2016). Does diversification create value in the presence of external financing constraints? Evidence from the 2007–2009 financial crisis. *Management Science*, 62(4), 905-923. <http://dx.doi.org/10.1287/mnsc.2015.2165>

## **PRACTITIONER-ORIENTED PUBLICATIONS**

---

Aguilera, R.V., Kuppuswamy, V., & Anand, R. (2021). “What Happened When India Mandated Gender Diversity on Boards?” *Harvard Business Review*. Available at <https://hbr.org/2021/02/what-happened-when-india-mandated-gender-diversity-on-boards>

## **MANUSCRIPTS UNDER REVIEW & WORKING PAPERS**

---

*Journal Articles under Peer Review*

Jason Greenberg, Venkat Kuppuswamy, and Ethan Mollick (2020). "Gender, Hubris, and the Interpretation of Signals in Crowdfunding." (Revise & Resubmit – *Strategic Management Journal*)

Venkat Kuppuswamy, Rahul Anand, and Ruth V. Aguilera (2020). "Corporate Governance and Institutional Change in Emerging Markets: The Case of Board Diversity"

Venkat Kuppuswamy and Barry Bayus (2020). "Learning or Luck? The Effects of Experience on Crowdsourcing Performance"

## **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*.

## **ACADEMIC PRESENTATIONS**

---

"Gender Quotas Enter Emerging Market Boardrooms: Evidence of Substantive Progress or Pink-Washing?"

- Krannert School of Management (Strategy Proseminar Series), Purdue University (October 2021)

"Racial Biases and the Dynamics of Crowdfunding"

- Academy of Management Conference (August 2021)

"Is the Crowd Colorblind? Founder Race and Performance in Crowdfunding."

- Foster School of Business (Management & Organization Area), University of Washington (November 2020)
- Bradford-Osborne Award Seminar at the Foster School of Business, University of Washington (October 2020)
- Innovative Data for Economic Analysis (IDEA) Workshop – Frank Hawkins Kenan Institute of Private Enterprise, University of North Carolina at Chapel Hill (May 2017)
- Frank Hawkins Kenan Institute of Private Enterprise, University of North Carolina at Chapel Hill (October 2016)
- West Coast Research Symposium at the University of Washington (September 2016)
- Academy of Management Conference – Anaheim (August 2016)
- Strategic Management Society (SMS) Special Conference in Rome, Italy (June 2016)

"Gender, Hubris, and the Interpretation of Signals in Crowdfunding."

- Academy of Management Conference – Chicago (August 2018)

“Reject and resubmit: A formal analysis of gender differences in reapplication and their contribution to women’s presence in talent pipelines”

- 10th Annual People and Organizations Conference – The Wharton School of the University of Pennsylvania (October 2017)
- Academy of Management Conference – Chicago (August 2018)

“Testing the Theory of Consumer Discrimination as an Explanation for the Lack of Minority Hiring in Hollywood Films.”

- University of North Carolina at Chapel Hill, Policy Research Group (October 2017)
- Academy of Management Conference – Atlanta (August 2017)

“After the Campaign: Outcomes of Crowdfunding.”

- 3rd Annual Symposium on Crowdfunding – University of California, Berkeley (September 2015)
- Indian Institute of Management, Bangalore – Bangalore, India (July 2014)

“The Moderating Role of Organizational Context on Learning-by-Doing: Evidence from Hospitals.”

- Academy of Management Conference – Vancouver, Canada (August 2015)

“Crowdfunding Creative Ideas: The Dynamics of Project Backers in Kickstarter.”

- Ministry of Strategy and Finance (MOSF) of the Republic of Korea and Korea Development Institute (KDI) – Seoul, South Korea (November 2015)
- CrowdBerkeley. University of California, Berkeley (October 2013)
- 4<sup>th</sup> Annual Entrepreneurship Conference at HEC Paris (October 2013)
- 35th DRUID Celebration Conference 2013 – Barcelona, Spain (June 2013)
- Darden & Cambridge Judge Entrepreneurship and Innovation Research Conference (May 2013)
- Atlanta Competitive Advantage Conference (May 2013)
- Fuqua School of Business at Duke University (March 2013)
- Product and Service Innovation Conference at the University of Utah (February 2013)

“Risky Business: Uncertain Access to Specialized Complementary Assets, Vertical Integration, and the Commercial Performance of New Products.”

- Indian School of Business – Hyderabad, India (January 2013)
- International Society for New Institutional Economics (ISNIE) - Stanford University (June 2011)
- “The Effect of Institutional Factors on the Value of Corporate Diversification.”
- Ninth Annual Napa Conference on Financial Markets Research, Yountville, CA (April 2012)

“The Micro-Foundations of Performance in Vertical Relationships: Untangling the Separate Effects of Hierarchy on Cooperation and Coordination”

- Academy of Management Conference – Montreal, Canada (August 2010)
- Atlanta Competitive Advantage Conference (May 2010)

## **SELECTED PRESS FROM MAJOR PUBLICATIONS/MEDIA OUTLETS**

---

### **A) Press Publications**

“The pace of insurgent innovation” *Boston Globe* (June 17, 2017)

<https://www.bostonglobe.com/ideas/2017/06/16/uncommon/7iBGIQTGKwkPuYYIkC78TJ/story.html>

“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>

“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/>

“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>

“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/>

“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](https://www.huffingtonpost.com/entry/hollywood-movies-black-leads_us_56eac044e4b065e2e3d89665)

“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>

“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>

“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/>

“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 & Podcasts**

“Beyond Pinkwashing: Insights from Global Board Diversity Mandates” *Future Fluency Podcast* by the National Association of Corporate Directors. (May 6, 2021) [https://open.spotify.com/episode/71qcHzLivQju0Q14BzuUrI?si=gxkW9Qa0TAaIUdQvgnopJQ&dl\\_branch=1](https://open.spotify.com/episode/71qcHzLivQju0Q14BzuUrI?si=gxkW9Qa0TAaIUdQvgnopJQ&dl_branch=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>

“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>

“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>

## **PROGRAMMING LANGUAGES & STATISTICAL PACKAGES**

---

C, C++, Java, SQL, Perl, STATA, SAS, R

## **EDITORIAL BOARDS & PROFESSIONAL SERVICE**

---

Editorial Board Member – *Journal of Business Venturing* (March 27, 2020 - Present)

Ad Hoc Reviewer for *Academy of Management Journal*, *Administrative Science Quarterly*, *Strategic Management Journal*, *Management Science*, *Organization Science*, *Journal of Business Venturing*,

*Journal of Banking and Finance, Strategic Entrepreneurship Journal, Manufacturing and Service Operations Management, Industrial and Corporate Change, Journal of Economic Surveys, the National Science Foundation, and the Israel Science Foundation.*