
ANUJA GUPTA

Assistant Professor
Strategy, International Business
& Entrepreneurship Department
School of Business
Rutgers University
Camden NJ

Senior Fellow
Mack Center for Innovation
Management
The Wharton School
University of Pennsylvania
Philadelphia PA

Education

University of Pennsylvania, The Wharton School, Philadelphia, PA
PhD in Management, May 2010

University of Pennsylvania, The Wharton School, Philadelphia, PA
Master of Science in Management, May 2006

Indian Institute of Management, Ahmedabad, India
Masters of Business Administration
MBA (PGDM), April 1998

Employment/Appointments

2011-present: Assistant Professor, Strategy Area, School of Business, Rutgers University at Camden, New Jersey

2011-present: Senior Fellow, Mack Center for Technological Innovation, Wharton School, University of Pennsylvania

2011-2012: Part Time Part Time Lecturer, Strategy Area, School of Business, Rutgers University at Camden, New Jersey

2010-2011: Assistant Professor (Visiting), Strategic Management Department, Fox School of Business, Temple University, Philadelphia

2003-2009: Teaching Assistant, Management Department, Wharton School, University of Pennsylvania

Teaching and Research Interests

Management: Strategy & Leadership; International Business; Entrepreneurship

I teach courses in these areas at the Executive MBA, MBA and undergraduate levels. I have also taught online and hybrid courses.

Research

DISSERTATION

Value Creation and Destruction through Technological Search: A Study of the US Medical Devices Industry

Advisor: Harbir Singh

Committee: Mauro F. Guillén, Nicolaj Siggelkow, Sidney Winter (Chair)

PAPERS

“Design of Routines for Replication”. Anuja Gupta, Anne Marie Knott and David Hoopes; *Strategic Management Journal*. 2015. Vol 35 (6).

“The Dead Weight of Public Sector Companies in India: A Case Study”. Anuja Gupta; *The Journal of American Business Review, Cambridge*. 2017. Vol 6 (1).

“Women Leaders and Organizational Diversity: Their Critical Role in Promoting Diversity in Organizations”. Anuja Gupta. *Development and Learning in Organizations: An International Journal*. 2019. Vol 33 (2).

“All Ties are not Equal: Personal Ties and Alliance Formation”. Anuja Gupta and Lori Rosenkopf. Anuja Gupta & Lori Rosenkopf; *Applied Management Journal*, Forthcoming.

PAPERS UNDER REVIEW

“Bigamous Alliances: The Challenge of Alliance Management in High Tech Industries”. Anuja Gupta. Revise and Resubmit.

“Value Creation through External Search: A Study of the US Medical Devices Industry”. Anuja Gupta. Revise and Resubmit.

WORKING PAPERS

“Developing, Testing, and Validating Theory with Comparative Case Studies”. Anuja Gupta and Mauro F. Guillén. Received R&R; preparing for a different journal

“Strategic Change, Dynamic Capabilities of the Firm and CEO Career Paths”. With Sidney Winter.

“A Study of the Role of Leadership in Value Creation”. Under preparation for journal submission.

“EBCAR: An Event-Based Approach to Measuring Strategy’s Impact on Long-Term Financial Performance”. With Sidney Winter.

WORK IN PROGRESS

“Mentoring Relationships for Women Managers: A Study in the Indian Corporate Context”

“Activist Hedge Funds and impact on Firm Leadership, Strategy & Governance”

MEDIA MENTION

Research featured in Rutgers-Camden News Now in Research Highlights; April 2019
Title: “Women Leaders Better than Men at Cultivating Diversity”

Research featured in South Jersey Magazine, April 2019.
Title: “Rutgers Study: Women Leaders are Better than Men at Cultivating Workplace Diversity”

Research featured in Rutgers-Camden News Now in Research Highlights; November 2014
Title: “Research Cites Keys to Integrating New Business Services”

Presented at the Chancellor’s Faculty Research Day; Feb, 2013

Grants, Honors & Awards

Grant from School of Business, Rutgers to study the role of activist hedge funds in firm strategy and performance. Summer 2016.

Grant from Wharton’s Global Initiatives Research Program to study emerging economy multinationals in the context of Indian service-sector firms (With Prof. Mauro Guillén). 2011.

Grant from the Wharton-ISB (Indian School of Business) Joint Research Initiative to study the global expansion of Indian service-sector firms (With Prof. Mauro Guillén). 2008-09. (We declined the funding).

Wharton *Center for Leadership and Change Management* grant for study of dynamic capabilities of the firm and CEO career paths. 2008

Grant from the *Mack Center for Technological Innovation* at Wharton to study modes of technological acquisition, and the evolution of technology in the US medical devices industry. 2006

Grant from the *Mack Center for Technological Innovation* at Wharton to study alliance formation in the US cellular industry. 2005

Grant from the *Reginald H. Jones Center* at Wharton to study “Design of Routines for Replication.” 2004

Grant from the *Mack Center for Technological Innovation* at Wharton to study technology commercialization at University research centers. 2002

University of Pennsylvania, Full Fellowship for doctoral studies (2002-2007).

Gadgil Gold Medal for achieving first rank in Masters of Arts degree among all Social Sciences students in Panjab University. 1993-95

Workshops (Invited Faculty)

Invited faculty course for the Business Leader Development Program (BLDP) at Rutgers, an elite program aimed at developing leadership potential of top students at Rutgers: “Leadership Development with Emotional Intelligence”. Fall 2019.

Invited faculty workshop in the Business Leader Development Program (BLDP) at Rutgers. April, 2018. “The Art of Storytelling for Leaders”.

Invited faculty workshop in the Business Leader Development Program (BLDP) at Rutgers. September, 2017. “Emotional Intelligence for Leaders”

Invited faculty workshop in the Business Leader Development Program (BLDP) at Rutgers. March, 2016. “Emotional Intelligence for Leaders”

Invited to speak to students by the Leadership Institute at Rutgers. 2016.

Executive Education/Coaching

I have designed and developed an executive education program on Global Strategy at IIMA (the top ranked business school in India, my alma mater for MBA). The program has been successfully running for three years and is targeted at senior and top level managers in Indian firms aspiring to go global, or facing challenges in expanding their existing global presence.

I am a certified Leadership Coach.

I have mentored and coached two entrepreneurs, one in India and one in USA. Both are engaged in entrepreneurial ventures, and my role is to provide them with strategic guidance, and also to be their executive coach.

I coach in the OASIS program at Rutgers – a leadership program designed for women faculty at Rutgers.

Instructional Development

Course Development

Developed course: “Leadership Development with Emotional Intelligence”. Fall 2019. Offered to the Business Leader Development Program (BLDP) at Rutgers, an elite program aimed at developing leadership potential of top students at Rutgers.

Online Course Development: “Multinational Business”. For Rutgers Camden Online Undergraduate program, Fall 2019.

Developed course: “Strategic Management & Leadership” for the Masters of Business Administration (MBA) program taught at Camden. 2016.

Developed course: “Strategic Management & Leadership” for the Professional Masters of Business Administration (PMBA) program (Executive MBA program) taught at Princeton. 2013

Developed course: “Multinational Management” for the Bachelor of Arts in Business Administration (BABA) program taught at Freehold, NJ. This was a hybrid course. 2012.

Learning Activities

Participated in Rutgers University Online Learning, June, 2020

Participated in Rutgers University–Camden Faculty eLearning Conference, 2018

Awarded the Digital Teaching Fellowship. 2016.

Presented course design in Digital Teaching presentation days in October 2016.

Participated in Rutgers University–Camden Faculty eLearning Conference, 2016

Participated in the Professional Development Workshop: “Exploring Innovative Ways of Teaching Strategy” at the Annual Academy of Management Meeting held at Philadelphia in August 2014.

Completed “Course in College Teaching” offered at the Center for Teaching and Learning at the University of Pennsylvania in 2012.

Conference Presentations & Consortia

REFEREED PAPER PRESENTATIONS

Eastern Academy of Management Conference, June. 2020; Value Creation, Firm Growth & Expansion.

Strategic Management Society India Conference, Hyderabad, Dec. 2018; Value Creation: A Study of Firm Scope & Leadership.

Strategic Management Society Annual Conference, Madrid, Spain. Sept. 2014; “Value Creation & Strategy: A Study of Firm Scope & Related Diversification”.

EGOS Colloquium, Athens, Greece. 2015. “Value creation and Knowledge Integration”.

Atlanta Competitive Advantage Conference, Atlanta, 2013. “What the Market Likes: External Learning and Firm Valuation” (*could not attend*)

Annual Meetings of the Academy of Management, Boston, MA. Aug 2012; “What the Market Likes: External Learning and Firm Valuation”

Annual Meetings of the Academy of Management, Boston, MA. Aug 2012; “All Networks are Not Equal: Multiple Ties and Alliance Formation”

DRUID Summer Conference, Copenhagen, June 2012; “EBCAR: An Event-Based Approach to Measuring Strategy’s Impact on Long-Term Financial Performance”

Strategic Management Society Annual Conference, Rome, Italy. Sept. 2010; “What the Market Likes: External Learning and Firm Valuation”

Strategic Management Society Annual Conference, Rome, Italy, Sept. 2010; “EBCAR: An Event-Based Approach to Measuring Strategy’s Impact on Long-Term Financial Performance”

4th International Conference on Organizational Routines, Nice, France. June 2010; “Replication of Knowledge Communities: the ‘Robust’ Template.”

DRUID Summer Conference, June 2009; “Dynamic Capabilities of the Firm and Strategic Change”

- “Towards the micro-level origins of organizational routines and capabilities” conference, June 2009; “Dynamic Capabilities of the Firm and Strategic Change”
- Annual Meetings of the Academy of Management, Anaheim, CA. Aug 2008; “Value Creation and Destruction through External Search: A Study of the US Medical Devices Industry”
- 3rd International Conference on Organizational Routines, Strasbourg, France. May 2007. “Strategic Change and Dynamic Capabilities of the Firm”.
- Annual Meetings of the Academy of Management, Philadelphia, PA. Aug 2007 “Building Comparisons In Management Research: Developing And Testing Theory With Comparative Case Studies”. With Mauro F. Guillén.
- Strategic Management Society Annual Conference, San Diego, CA. Oct 2007; “Strategic Change and Dynamic Capabilities of the Firm”. (Paper selected but could not attend due to medical reasons)
- Strategic Management Society Annual Conference, San Diego, CA. Oct 2007; “External Technological Search Strategies in High Velocity Environments”. (Paper selected but could not attend due to medical reasons)
- Organization Science Winter Conference (OSWC), XIII; Feb 2007; “Strategic Change and Dynamic Capabilities of the Firm”.
- Annual Meetings of the Academy of Management, Atlanta, GA Aug 2006; “Design of Routines for Replication”
- Organization Science Winter Conference (OSWC), XII; Feb 2006; “Design of Routines for Replication”, (Paper selected but was unable to attend due to medical reasons)
- Annual Meetings of the Academy of Management; Honolulu; Aug 2005; “Multiple sources of information transfer and their effects on alliance formation rates in the cellular industry”
- 2nd Routines Conference, Sophia-Antipolis, Nice, France Jan 2005; “Design of Routines for Replication”.

CONSORTIA (INVITED PARTICIPANT)

- Doctoral Consortium, TIM Division, Annual Meetings of the Academy of Management, Philadelphia, PA. 2007.
- 14th Annual Consortium on Competitiveness and Cooperation (CCC), Atlanta, GA. April 2007; Dissertation Research.
- Doctoral Consortium, BPS Division, Annual Meetings of the Academy of Management, Atlanta, GA. 2006.

Service at Rutgers

- Member of the Graduate Committee 2012-present.
 - Contributed to decision-making for new online MBA program
- Faculty member for outreach to potential PMBA students. My role is to explain what is unique about our program, and how a Rutgers PMBA will add value to candidates' professional lives. 2013 & 2018.
- Member of Graduate AACSB Review Committee, 2012-13
- Member of hiring committee for Operations Management; 2012-13
- Organized Brown Bag Research seminar series for Strategy area – Spring 2015

Professional Activities

- Invited to be Associate Editor at Journal of Business Research
- Chair of panels and discussant at several Strategic Management Society Conferences
- Reviewer for SMS Annual Conference, 2009, 2014, 2015, 2018
- Discussant at TIM paper session at Academy of Management, 2006 & 2007
- Part of core TIM team to manage all TIM division submissions & reviews; Academy of Management, 2006
- Session chair for BPS paper session at Academy of Management, 2005
- Reviewer for TIM division of Academy of Management since 2006
- Reviewer for BPS division of Academy of Management since 2003
- Member of the Strategic Management Society since 2005
- Member of Academy of Management BPS, TIM, LDR divisions since 2004