

Andrea Contigiani, PhD

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1 Current Interests

Innovation, Entrepreneurship, Product Development, Technological Change, Organizational Learning, Intellectual Property Protection, Artificial Intelligence, Education Technology, Migration

2 Current Appointments

Ohio State University, Columbus

- Assistant Professor, Department of Management & HR, Fisher College of Business, Jun 2019 - Present
- Affiliated Faculty, Translational Data Analytics Institute (TDAI), Oct 2020 - Present
- Affiliated Faculty, STEAM Factory, Jun 2019 - Present
- Affiliated Faculty, Initiative for Food and AgriCultural Transformation (InFACT), Jun 2019 - Apr 2023

3 Education

University of Pennsylvania, Philadelphia

- PhD in Managerial Science & Applied Economics, Wharton School, Jul 2013 - May 2019
- MA in Statistics, Wharton School, Jul 2013 - Dec 2016
- MA in Economics, School of Arts and Sciences, Jul 2010 - May 2012

Universita' Bocconi, Milan

- MS in Economics & Social Sciences, *110/110 Lode*, Aug 2007 - Sep 2009
- Exchange Program at Universite' Catholique de Louvain, Louvain-La-Neuve, Sep 2008 - Sep 2009

LUISS Guido Carli, Rome

- BS in Business Administration, *110/110 Lode*, Oct 2003 - Oct 2006
- Exchange Program at University College Dublin, Dublin, Sep 2005 - Dec 2005

4 Research

4.1 Published Papers

Experimentation and Appropriability in Early-Stage Ventures: Evidence from the US Software Industry

- *Strategic Management Journal*, 2023, V44, I9
- Nominated for Best Paper Prize at SMS 2019
- Featured in *Knowledge@Wharton*

Geographic Isolation, Trade Secrecy, and Innovation (with M. Testoni)

- *Research Policy*, 2023, V53, I8

Experimentation, Planning, and Structure in Early-Stage Ventures: Evidence from Pitch Decks (with T. Young-Hyman)

- *Strategic Entrepreneurship Journal*, 2022, V16, I3

On Innovating: An Interview with Gautam Ahuja (with A. Adbi, G. Szulanski, G. Ahuja)

- *Journal of Organization Design*, 2020, V9

Situating the Construct of Lean Startup: Adjacent Conversations and Future Directions (with D. Levinthal)

- *Industrial and Corporate Change*, 2019, V28, I3

Trade Secrety and Innovation: Evidence from the Inevitable Disclosure Doctrine (with D. Hsu, I. Barankay)
- *Strategic Management Journal*, 2018, V39, 111
- Featured in *Knowledge@Wharton*

4.2 Working Papers

Experimental Learning in Entrepreneurship
- In preparation for submission

Demographic Diversity and Idea Generation
- In preparation for submission

A Theory of Experimentation in Early-Stage Ventures
- Nominated for William H. Newman Award at AOM 2022
- Invited to AOM Proceedings at AOM 2022

4.3 Work in Progress

Refugee Entrepreneurship: Evidence from a Training Program (with F. Dell'Acqua, A. Maleku, S. Oh)

Evaluating Entrepreneurial Ideas through AI

Idea Generation and AI

Experiential Diversity and Idea Generation

Technological Change, Experimentation, Corporate Strategy (with L. Tang)

Narrative in Early-Stage Ventures

4.4 Other Writing

Is Structure Good or Bad for Startups?
- *EIX.com*, 2022

Can You Afford to Experiment?
- *EIX.com*, 2020

How Trade Secrets Hurt Innovation (with David Hsu)
- *HBR.org*, 2019

4.5 Research Talks

Experiential Diversity and Idea Generation
- AOM 2024, Chicago, expected Aug 2024
- Crete Innovation & Entrepreneurship workshop 2024, Crete, expected Jul 2024

Demographic Diversity and Idea Generation
- Sumantra Ghoshal Conference 2024, London, Jun 2024
- Strategy Science Conference 2019, Ann Arbor, Jun 2024
- UNC at Chapel Hill, Chapel Hill, Mar 2024
- UT San Antonio, San Antonio, Mar 2024
- 3rd Workshop on Experimental Economics and Entrepreneurship, Charlotte, Oct 2023
- University College Dublin, Dublin, Oct 2023
- SMS 2023, Toronto, Oct 2023
- Wharton People and Organizations Conference 2023, Philadelphia, Sep 2023
- Advances in Field Experiments Conference 2023, Chicago, Sep 2023
- National University of Singapore, Singapore, Sep 2023
- Singapore Management University, Singapore, Aug 2023
- Nanyang Technological University, Singapore, Aug 2023
- Conference on Field Experiments in Strategy 2023, Boston, Aug 2023

- LUISS, Rome, Jun 2023
- DRUID 2023, Lisbon, Jun 2023
- Austin Technology & Entrepreneurship Conference 2023, Austin, Feb 2023

Refugee Entrepreneurship

- LUISS, Rome, May 2024
- AOM 2023, Boston, Aug 2023
- Ohio Cooperative Law Conference 2023, Columbus, Jan 2023
- Migration and Organizations Conference 2022, Philadelphia, Oct 2022
- AOM 2022, Seattle, Aug 2022
- NYU Racial Equity in Technology Entrepreneurship Workshop, New York City, June 2022

Narrative in Early-Stage Ventures

- Fisher Strategy/IB Seminar Series, Virtual, Nov 2021

A Theory of Experimentation in Early-Stage Ventures

- AOM 2022, Seattle, Aug 2022
- SMS 2020, Virtual, Oct 2020

Experimental Learning in Entrepreneurship

- CSOL 2022, Pacific Grove, Aug 2022
- IESEG, Virtual, Jan 2021
- LUISS, Virtual, Nov 2020
- University of Bath, Virtual, Nov 2020

Geographic Isolation, Trade Secrecy, and Innovation

- AOM 2020, Virtual, Aug 2020
- SMS 2019, Minneapolis, Oct 2019

Experimentation and Appropriability in Early-Stage Ventures

- SMS 2019, Minneapolis, Oct 2019
- AOM 2019, Boston, Aug 2019
- Searle Conference on Innovation Economics 2019, Chicago, Jun 2019
- Strategy Science Conference 2019, Salt Lake City, May 2019
- Purdue University, West Lafayette, Jan 2019
- BI Norwegian Business School, Oslo, Dec 2018
- Copenhagen Business School, Copenhagen, Dec 2018
- National University of Singapore, Singapore, Nov 2018
- Hong Kong University of Science and Technology, Hong Kong, Nov 2018
- Drexel University, Philadelphia, Nov 2018
- INSEAD, Fontainebleau, Nov 2018
- Imperial College London, London, Nov 2018
- Nova Lisbon, Lisbon, Nov 2018
- REER 2018, Atlanta, Nov 2018
- University College London, London, Nov 2018
- Ohio State University, Columbus, Oct 2018
- Temple University, Philadelphia, Oct 2018
- Wharton Innovation Doctoral Symposium 2018, Philadelphia, Oct 2018
- INSEAD-Wharton Doctoral Consortium, Fontainebleau, Sep 2018
- Wharton-INSEAD Doctoral Consortium, Philadelphia PA, Nov 2017
- SMS 2017, Houston, Oct 2017

Experimentation, Planning, and Structure in Early-Stage Ventures

- Organization Science Winter Conference 2019, Phoenix, Mar 2019
- SMS 2018, Paris, Sep 2018
- AOM 2018, Chicago, Aug 2018

Technological Change, Experimentation, and Corporate Strategy

- INSEAD-Wharton Doctoral Consortium 2016, Singapore, Dec 2016
- SMS 2016, Berlin, Sep 2016
- Israel Strategy Conference 2015, Jerusalem, Dec 2015

Trade Secrecy and Innovation

- Goizueta Social Enterprise Research Colloquium 2016, Atlanta, May 2016
- Wharton Strategy Seminar, Philadelphia PA, Dec 2014

Experimentation and Performance in Early-Stage Ventures (abandoned project)

- Frontiers of Entrepreneurship Conference 2019, Palm Beach, Feb 2019
- 2nd Workshop on Experimental Economics and Entrepreneurship, Copenhagen, May 2018

Intrinsic Motivation, Extrinsic Motivation, and Innovative Behavior (abandoned project)

- 1st Workshop on Experimental Economics and Entrepreneurship, Tampa, Oct 2015

4.6 Other Talks

Launching Science-Based Startups

- PI Philly, Philadelphia, Dec 2023

Developing a Research Identity

- Ohio State University, Fisher PhD Career Skills Workshop, Columbus, Nov 2023

Startup 101

- New American Leadership Academy, Columbus, Sep 2023

New American Entrepreneurship Project

- Kauffman Spring Knowledge Challenge Showcase, Virtual, Apr 2022

Multicultural Citizenship

- Ohio State University, Mount Scholars Conference 2021, Columbus, Sep 2021

Research Design in Management Research

- AOM 2021 (part of STR Managing-Your-Dissertation Workshop), Virtual, Jul 2021

Lean Startup Basics

- Ohio State University, Keenan Center for Entrepreneurship, Virtual, Oct 2020

Entrepreneurship in Contemporary Italy

- University of Delaware, Newark, Apr 2019

The Academic Job Market in Management

- AOM 2020 (part of the STR Doctoral Consortium), Virtual, Aug 2020
- SMS 2019 (part of the SMS Doctoral Workshop), Minneapolis, Oct 2019

What Motivates Entrepreneurs

- Mack Institute Spring Conference 2015, San Francisco, Jun 2015

5 Teaching

5.1 Entrepreneurship

Ohio State University

- Instructor, Tech Entrepreneurship, UG, Fall 2024
- Instructor, Entrepreneurship, MBA, Spring 2024, avg evaluation 4.79/5
- Instructor, Entrepreneurship, UG, Spring 2024, avg evaluation 4.67/5
- Instructor, Entrepreneurship, MBA, Spring 2023, avg evaluation 4.81/5
- Instructor, Entrepreneurship, UG, Spring 2023, avg evaluation 4.82/5
- Instructor, Entrepreneurship, MBA, Spring 2022, avg evaluation 4.87/5
- Instructor, Entrepreneurship, UG, Spring 2022, avg evaluation 4.62/5
- Instructor, Entrepreneurship, MBA, Spring 2021, avg evaluation 4.79/5

- Instructor, Entrepreneurship, UG, Spring 2021, avg evaluation 4.61/5
- Instructor, Entrepreneurship, UG, Fall 2019, avg evaluation 4.59/5

University of Pennsylvania

- Teaching Assistant, Entrepreneurship (taught by E. Mollick), MBA, Spring 2019
- Teaching Assistant, Entrepreneurship (taught T. Wry), UG, Spring 2019
- Teaching Assistant, Entrepreneurship (taught by D. Hsu), EMBA, Summer 2018
- Teaching Assistant, Entrepreneurship (taught by D. Hsu), EMBA, Summer 2017
- Teaching Assistant, Entrepreneurship (taught by D. Hsu), EMBA, Summer 2016
- Teaching Assistant, Managing the Emerging Enterprise (taught by D. Hsu), MBA, Spring 2016
- Teaching Assistant, Managing the Emerging Enterprise (taught by D. Hsu), EMBA, Summer 2015
- Teaching Assistant, Managing the Emerging Enterprise (taught by D. Hsu), MBA, Spring 2015
- Teaching Assistant, Entrepreneurship (taught by D. Hsu), EMBA, Summer 2014
- Teaching Assistant, Venture Capital & Entrepreneurial Management (taught by R. Amit), MBA, Fall 2013

5.2 Strategic Management

University of Pennsylvania

- Teaching Assistant, Advanced Strategy (taught by Nicolaj Siggelkow), EMBA, Fall 2016
- Teaching Assistant, Intro To Management (taught by D. Carton), UG, Spring 2016
- Teaching Assistant, Advanced Strategy (taught by N. Siggelkow), EMBA, Fall 2015
- Teaching Assistant, Managing the Enterprise (taught by N. Siggelkow), EMBA, Summer 2015
- Teaching Assistant, Managing the Enterprise (taught by N. Siggelkow), EMBA, Summer 2014
- Teaching Assistant, Org Economics and Strategy (taught by E. Rawley), MBA, Spring 2012

5.3 Finance

University of Pennsylvania

- Teaching Assistant, Corporate Finance (taught by J. van Binsbergen & M. Roberts), MBA, Fall 2014
- Teaching Assistant, International Financial Markets (taught by U. Jermann), UG\MBA, Fall 2013
- Teaching Assistant, International Corporate Finance (taught by K. Lewis), UG\MBA, Spring 2012
- Teaching Assistant, International Financial Markets (taught by A. Yaron), UG, Spring 2012
- Teaching Assistant, International Financial Markets (taught by U. Jermann), UG\MBA, Fall 2011

5.4 Research Methods

University of Pennsylvania

- Teaching Assistant, Evaluating Evidence (taught by I. Barankay), UG, Spring 2019
- Teaching Assistant, Evaluating Evidence (taught by C. Schrand), UG, Fall 2018
- Teaching Assistant, Evaluating Evidence (taught by C. Schrand), UG, Fall 2017
- Teaching Assistant, Evaluating Evidence (taught by C. Schrand), UG, Spring 2016

6 Service

6.1 Reviewing

Editorial Review Board

- Strategy Science (2022-, x1)
- Strategic Management Journal (2021-, x15)

Ad Hoc Reviewing

- Nature Human Behavior (x1)
- Strategic Management Journal (x5)
- Management Science (x5)
- Organization Science (x6)
- Academy of Management Review (x1)

- Academy of Management Discoveries (x1)
- Strategic Entrepreneurship Journal (x4)
- Research Policy (x3)
- Journal of Business Venturing (x1)
- Industrial and Corporate Change (x1)
- Journal of Management Studies (x1)
- Journal of Corporate Finance (x1)
- Journal of Economic Geography (x1)

Conference Reviewing

- AOM (x5)
- SMS Annual Conference (x7)
- SMS Special Conferences (x3)
- Israel Strategy Conference (x1)
- DRUID (x1)
- Wharton Innovation Doctoral Symposium (x2)
- Wharton-INSEAD Doctoral Consortium (x2)

Dissertation Competition Reviewing

- TIM Best Dissertation Award (x2)
- INFORMS Organization Science Dissertation Proposal Competition (x1)

Other Reviewing

- Cambridge University Press (x1)
- MIT Press (x1)
- The Icelandic Research Fund (x1)

6.2 Advising

Ohio State University

- David Heilbrunn (UG research, advisor, Fall 2022 - Spring 2023)
- Gideon Smiley (UG independent study, advisor, Spring 2023)
- Shreyas Rajkumar (UG thesis, advisor, Fall 2022 - Spring 2023)
- Nastaran Alimardaninaghani (PhD 2nd year paper, advisor, Spring 2021 - Fall 2022)
- Tiberiu Ungureanu (PhD dissertation, committee member, Fall 2019 - Spring 2022)
- Hao Wang (PhD dissertation, committee member, Fall 2020)
- Nick Frederick (UG thesis, committee member, Summer 2020)

6.3 Committees

Ohio State University

- Entrepreneurship Teaching Working Group, Columbus, Fall 2021 - Spring 2023

Academy of Management

- STR Teaching Committee, Virtual, Fall 2021 - Spring 2023
- STR Membership Engagement Committee, Virtual, Summer 2019 - Summer 2021

Strategic Management Society

- Entrepreneurship & Strategy Interest Group, Representative-at-large, 2024-2025

6.4 Events

Ohio State University

- Fisher Strategy/IB Seminar Series, Organizer, Columbus, Spring 2024
- OSU Denman Undergraduate Research Forum, Reviewer, Columbus, Spring 2024
- OSU Denman Undergraduate Research Forum, Reviewer, Columbus, Spring 2023
- STEAMx, "A Multidisciplinary Discussion on the Refugee Experience", Organizer, Columbus, Apr 2022
- Fisher Strategy/IB Seminar Series, Organizer, Virtual, Spring 2021

Academy of Management

- PDW "Blockchain as a General Purpose Technology", Organizer, AOM 2023, Boston, Aug 2023
- PDW "Experimentation in Strategy and Entrepreneurship", Speaker, AOM 2022, Seattle, Aug 2022
- PDW "Entrepreneurial Strategies", Speaker, AOM 2022, Seattle, Aug 2022
- STR Teaching Discussion "Incorporating Research Into Strategy Teaching", Co-Organizer, Virtual, Apr 2022
- STR Teaching Discussion "Revisiting Core Strategy Teaching", Co-Organizer, Virtual, Feb 2022
- PDW "Adaptation, Learning, & Survival During the Pandemic", Co-Organizer, AOM 2021, Virtual, Jul 2021
- PDW "Leveraging Text in Innovation. Research", Co-Organizer, AOM 2021, Virtual, Jul 2021
- STR Managing-Your-Dissertation Workshop, Speaker, AOM 2021, Virtual, Jul 2021
- STR Doctoral Consortium, Speaker, AOM 2020, Virtual, Aug 2020
- PDW "Experimentation and Innovation", Co-Organizer, AOM 2018, Chicago, Aug 2018

Industry Studies Association

- Special Session "Tech Change in the Mobility Industry", Organizer, ISA 2023, Columbus, June 2023

Carnegie School of Organizational Learning

- CSOL Summer Academy, Mentor, Pacific Grove, Summer 2022

Consortium for Competitiveness and Cooperation (CCC)

- CCC Innovation Brown Bag, Co-Organizer, Virtual, Sep 2020 - Jun 2021

Strategic Management Society

- SMS Doctoral Workshop (at SMS 2019), Speaker, Minneapolis, Oct 2019

University of Pennsylvania

- Wharton Innovation Doctoral Symposium (WINDS), Founder & Co-Organizer, Philadelphia, Oct 2017
- INSEAD-Wharton Doctoral Consortium 2016, Co-Organizer, Singapore, Dec 2016
- Mack Innovation Doctoral Association (MIDAS), Founder & Co-Organizer, Philadelphia, Sep 2014 - Oct 2017

7 Honors

7.1 Awards

SMJ Best Reviewer Award 2023, Strategic Management Society, Oct 2023

Schulze Publication Award, *EIX.com*, Spring 2023

Fisher Recognition Award, Fisher College of Business, Spring 2023

Winner, Poets&Quants Best 40-Under-40 Business School Professors 2022, May 2022

- one of forty winners

Finalist, STR Division's Wiley Blackwell Award for Outstanding Dissertation Research 2020, Aug 2020

- one of five finalists

Winner, REER Kauffman Best Student Paper Award 2018, Nov 2018

Winner, Eagles-Santander Community Quarterback 2017, Dec 2017

Finalist, Wharton Buxton Challenge 2014, Nov 2014

- one of ten finalists

Finalist, Wharton People Analytics Conference Case Competition 2014, Feb 2014

- one of three finalists

Honorable Mention, Premio Fausto Vicarelli 2010, Economics thesis competition, May 2010

Winner, Premio Ermanno Minardi 2002, Lions Club Parma writing competition, Jun 2002

- Under-18 Category

7.2 Grants, Fellowships, & Scholarships

OSU Undergraduate Research Access Innovation Seed Grant, Spring 2024

- Support to lead undergraduate research program, \$8,000

Kauffman Knowledge Challenge 2020, Fall 2020

- PI for project "Leveraging Entrepreneurship to Empower Refugees in Central Ohio", \$120,000

Fisher Small Grant, Fall 2019 - Fall 2023

- 2 grants

Kenan Institute Frontiers of Entrepreneurship Research Grant 2018, Spring 2018

- PI for project "Experimentation in Early-Stage Ventures", \$10,000

Kauffman Dissertation Fellowship 2017, Fall 2017

- Awarded for doctoral dissertation "Experimentation in Early-Stage Ventures", \$20,000

Wharton Doctoral Travel Grant, Fall 2013 - Spring 2019

- 3 grants

Mack Institute Research Fellowship, Fall 2013 - Spring 2019

- 7 grants

Rodney White Dissertation Fellowship, Fall 2013 - Spring 2019

- 2 grants

Russell Ackoff Doctoral Student Fellowship, Fall 2013 - Spring 2019

- 2 grants

Goldberg Barclay Term PhD Fellowship, Fall 2013 - Spring 2019

- Full scholarship for PhD program

EIEF Scholarship, Spring 2010

- Funding for 1-year graduate program abroad

Amerigo Scholarship 2007, Summer 2007

- Funding for 3-month internship abroad

Erasmus Scholarship, Fall 2005

- Funding for 1-semester exchange program abroad

8 Non-Academic Experience

8.1 Industry

Jesa Investment & Management Consulting, Consultant, Shanghai, Summer 2008

Merrill Lynch, Analyst, Washington, Summer 2007

8.2 Volunteering

City of Columbus,, *Power of One* Grant Program, Selection Committee Member, Columbus, Summer 2023

New American Entrepreneurship Project, Founder & Director, Columbus, Fall 2022 - Spring 2024

Penn Alumni Interview Program, Interviewer, Virtual, Feb 2023

Launchpad OSU, Judge, Columbus, Mar 2022

Penn Alumni Interview Program, Interviewer, Virtual, Feb 2022

Launchpad OSU, Mentor, Columbus, Feb 2021

Penn Alumni Interview Program, Interviewer, Virtual, Feb 2021

Penn Italian Community, Co-Founder & Board Member, Philadelphia, Jan 2018 - Jun 2019

Philadelphia Open Soccer, Co-Founder & Director of Finance, Philadelphia, Sep 2015 - May 2019

Wharton IDDEAS, Instructor, Philadelphia, Spring 2016

Project Aeneas, Research Advisor, Washington DC, May 2017 - May 2019

European Startup Initiative, Co-Founder, Berlin, Sep 2012 - Jun 2015

Caritas Italiana, Language Instructor, Corridonia, Sep 1998 - Jun 2003