

## SIDDHARTH VEDULA

Associate Professor of Entrepreneurship- Technical University of Munich  
Lichtenbergstraße 6, 85748 Garching bei München

[Google Scholar Profile](#)  
[siddharth.vedula@tum.de](mailto:siddharth.vedula@tum.de)

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### ACADEMIC POSITIONS

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**Associate Professor of Entrepreneurship (tenured)**, Dieter Schwarz Chair of Entrepreneurship & Communities,  
Technical University of Munich School of Management (October 2020-Present)

**Assistant Professor of Entrepreneurship**, Babson College (2015-2020)\*

\*On paid parental leave from January 2019-May 2019.

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### EDUCATION

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#### PhD-Strategic Management & Entrepreneurship

**University of Colorado at Boulder**, *September 2010-May 2015*

Dissertation: Startups in a Spiky World: Three Essays on Geography and Entrepreneurship

Advisors: Sharon Matusik (Chair), Jeffrey York, Bret Fund, Tony Tong, Michael Lenox (External)

#### Master of Engineering (M. Eng.), Biomedical Engineering

**McGill University, Montreal, Canada**, *September 2005- May 2008*

Thesis: Ankle Stretch Reflex Changes during Voluntary Arm Movements in Humans

Advisors: Robert Kearney, Paul Stapley

#### Bachelor of Science Honors (B.Sc. Hons.), Physiology (Major) & Mathematics (Minor)

**University of Toronto, Toronto, Canada**, *September 2001-May 2005*

Honors Focus: Computational Neuroscience

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### INTERESTS

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**Research:** Entrepreneurship, Sustainability, Economic Geography, Machine Learning, Configurational Methods

**Teaching:** Entrepreneurship, Sustainability, Strategic Management, Systems Thinking

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### ACADEMIC AWARDS & HONORS

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#### Research

- Academy of Management, ONE Division, Finalist for Best Paper Award, *August 2023*
- University of Colorado Center for Ethics and Social Responsibility, Best Paper Award, *April 2023*
- International QCA PDW, Finalist for Best Paper Award, *December 2022*
- Academy of Management Conference, Entrepreneurship Division, Best Conceptual Paper Award, *August 2022*
- Strategic Management Society, Research Methods Division, Finalist for Best Paper Award, *October 2020*
- Academy of Management, Entrepreneurship Division, Final for Best Paper Award, *August 2020*
- Babson Faculty Research Fund, Summer Research Grant, *June 2018; June 2019*
- Babson Faculty Research Fund, Mini-Grant, *April 2017; September 2017; June 2019*
- Strategic Management Society Annual Conference Best Paper Nomination, *September 2018*
- Sustainability, Ethics, and Entrepreneurship Annual Conference, Best Paper Finalist, *March 2018*
- Sustainability, Ethics, and Entrepreneurship Annual Conference, Best Paper Winner, *February 2017*
- University of Virginia, Darden School of Business, Batten Fellow – 2015/2016
- Academy of Management Meeting Showcase Symposium & Finalist for Best Symposium, *August 2014*
- University of Colorado Graduate School Dissertation Research Award, *Summer 2014*
- University of Colorado Graduate School Research Travel Grant, *Summer/Fall 2014*
- Ph.D. Student Research Award-Management & Entrepreneurship Division, Leeds School of Business, *2013-2014*

- Gerald Hart Summer Research Fellowship, Leeds School of Business, *Summer 2013*
- Strategic Management Society Annual Conference, Final for Best Paper, *October 2012*
- Gerald Hart Summer Research Fellowship, Leeds School of Business, *Summer 2011*
- Canadian Institutes of Health Research Graduate Fellowship: *September 2005-August 2008*
- McGill University Biomedical Engineering Graduate Student Research - Best Research Poster: *March 2008*
- McGill University Graduate Fellowship Award: *2006*

### Teaching

- TUM-Imperial Teaching Innovation Grant, Technical University of Munich, *2022*
- Best Should Teach Silver Award-Graduate Teaching Program, University of Colorado, *2014*
- Finalist for the Leeds School of Business Ph.D. Student Teaching Award, Spring Semester *2012*

### Service

- TUM School of Management Ph.D. Student Supervisory Award, *November 2022*
- Strategic Management Society, Competitive Strategy Interest Group, Best Reviewer Award, *October 2022*
- Leeds School Award for Outstanding Service as President of the Doctoral Business Student Association, *August 2014*
- University of Colorado Memorial Center James E. Schaefer Award for Outstanding Student Leadership, *April 2013*
- Ph.D. Student Citizen Award-Management and Entrepreneurship Division, Leeds School of Business, *2011-2012*

### Other

- University of Toronto-Dean's List: *2001,2002,2004*
- University of Toronto- Innis College Award: *2001*
- University of Toronto Scholar- Entrance Scholarship: *2001*

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## JOURNAL PUBLICATIONS

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- **Vedula, S.\***, York, G.J.\*, Conger, M., Embry, E. **2022**. Green to Gone? Regional Institutional Logics and Firm Exit in Moral Markets. *Organization Science*, 33(6): 2274-2299.  
\*Vedula, S and York, G.J. contributed equally to this work.
- **Vedula, S.**, Pacheco, D., York, G.J., Doblinger, C., Bacq, S., Russo, M., Dean, T. **2022**. Entrepreneurship for the Public Good. A review, critique, and path forward for social and environmental entrepreneurship research. *Academy of Management Annals*, 16(1): 391-425.
- Jones, J., York, G.J., **Vedula, S.**, Conger, M. Lenox, M. **2019**. The Collective Construction of Green Building: Industry Transition Towards Environmentally Beneficial Practices. *Academy of Management Perspectives*, 33 (4): 425-449.
- **Vedula, S.**, Kim, P.H. **2019**. Gimme Shelter or Fade Away: The Impact of Regional Entrepreneurial Ecosystem Quality on Startup Survival. *Industrial and Corporate Change*, 28(4): 827-854.
- **Vedula, S.**, Fitza, M. **2019**. Regional Recipes: A Configurational Analysis of the Regional Entrepreneurial Ecosystem for US Venture Capital-Backed Startups. *Strategy Science*, 4(1): 4-24.
- **Vedula, S.**, York, G.J., Corbett, A. **2019**. Through the Looking-Glass: The Impact of Regional Institutional Logics and Knowledge Pool Characteristics on Opportunity Recognition and Market Entry. *Journal of Management Studies*, 56(7): 1414-1451.
- York, G. J.\*, **Vedula, S.\***, Lenox, M. **2018**. It's Not Easy Building Green: The Impact of Public Policy, Private Actors, and Regional Logics on Voluntary Standards Adoption, *Academy of Management Journal*, 61(4): 1492-1523.  
\*York, G.J. and Vedula, S contributed equally to this work.
- **Vedula, S.**, Kim, P.H. **2018**. Marching to the Beat of the Drum: The Impact of the Pace of Life in U.S. Cities on Entrepreneurial Work Effort, *Small Business Economics*, 50(3): 569-590.
- **Vedula, S.**, Matusik, S.F. **2017**. Geographic, Network, and Competitor Social Cues: Evidence from U.S. VC Internationalization Decisions, *Strategic Entrepreneurship Journal*, 11:393-421.

In the field of Biomedical Engineering:

- **Vedula, S.**, Kearney R.E., Wagner R, Stapley P.J. **2010**. Decoupling of Stretch Reflex and Background Muscle Activity During Anticipatory Postural Adjustments in Humans. *Experimental Brain Research*, 205 (2): 205-213.
- Siddiqui K., Chopra R., **Vedula, S.**, Sugar L., Haider M., Boyes A., Musquera M., Bronskill M., Klotz L. **2010**. MRI-guided Transurethral Ultrasound Therapy of the Prostate Gland Using Real-time Thermal Mapping: Initial Studies. *Urology*, 76 (6): 1506-1511.

**BOOK CHAPTERS/ MANUSCRIPTS**

- **Vedula, S.**, Frid, C. **2019**. Community Social Capital and the Venture Gestation Process. In *Oxford Handbook of Collaboration and Entrepreneurship*, Jeffrey J. Reuer, Sharon F. Matusik, and Jessica Jones. Oxford University Press, Oxford, United Kingdom. 177-200.
- **Vedula, S.** **2015**. Startups in a spiky world: Three essays on geography and entrepreneurship, Ph.D. Dissertation, *University of Colorado at Boulder*
- **Vedula, S.** **2008**. Ankle stretch reflexes during anticipatory postural adjustments, M.Eng. Thesis, *McGill University*

**PAPERS UNDER REVIEW**

- Nason, S., **Vedula, S.**, Bothello, J., Bacq, S., Charman, A. Sight Unseen: Selective Visibility in the Informal Economy. *3<sup>rd</sup> round R&R at the Journal of Business Venturing*.
- Kyprianou, C.\*, **Vedula, S.\***, Pu, W., Fitza, M. The Evolution of the Collective Heart and Mind of Entrepreneurship: Evidence from Over Two Decades of Newspaper Coverage in the U.S. *R&R at the Strategic Entrepreneurship Journal*  
\*Both authors contributed equally to this project.
- Bennett, D\*., **Vedula, S.\***, Araki, M. Different Strokes for Different Folks: A Configurational Analysis of Regional Entrepreneurial Ecosystems for Self-Employment, Formal Entrepreneurship, and High-Growth Entrepreneurship. *R&R at Small Business Economics*.  
\*Both authors contributed equally to this project
- **Vedula, S.**, Fitza, M., Purkayastha, A., Elsaesser, F. Performance of Foreign Subsidiaries in Emerging Markets: A Variance Decomposition Analysis of Neighborhood Effects. *R&R at Asia Pacific Journal of Management*
- McAllister, L.\*, **Vedula, S.\***, Pu, W.\*, Boykoff, M. Solutions-Oriented Discourses: How Climate Change Vulnerability Shapes Newspaper Media Coverage in Non-Annex I Countries. *R&R at Environmental Research Letters*  
\*The authors contributed equally to this project

**MEDIA COVERAGE OF RESEARCH**

- Anthropocene Magazine (2021) - [What conditions make some green startups float and others sink](#)
- Forbes India (2019): [Startup survival and the power of place](#)
- Green Biz (2018): [3 ways entrepreneurs can influence the adoption of environmental standards](#)
- Forbes (2018): [Our best bet to avoid climate disaster may be entrepreneurs](#)
- National Public Radio – The Academic Minute (2018): [It’s not easy building green](#)
- USA Today Money (2017): [Here’s why businesses in the south are more optimistic](#)

**GRANT AWARDS (3<sup>rd</sup> Party Funding)**

- **Vedula, S.**, Autio, E., Garcia Herrera, C., Alexy, O., Leubner, A. Developing a dataset for corporate accelerator research. **2022**.

- This grant is a collaborative fund from the Technical University of Munich and Imperial College London. Its purpose is to develop case-based content on corporate accelerators for research and teaching. The total amount is 10,000€
- Pacheco, D., **Vedula, S.**, York, G.J., Khoury, T. A Deep Examination of Environmental Entrepreneurship: Determinants, Outcomes, and New Research Directions. **2021.**
  - This grant is from the Ministry of Science and Innovation in Spain (Ministerio de Ciencia e Innovación). It is for a study that does a systematic review and examination of the literature on environmental entrepreneurship. The total amount is 13,967€
- Nason, R., Bothello, J., **Vedula, S.**, Bacq, S., Charman, A. Animating Necessity-Based Entrepreneurship. **2020.**
  - This grant is from the Social Science and Human Research Council of Canada (SSHRC). The purpose is to study entrepreneurial dynamics among necessity-based entrepreneurs in South Africa. The request was for \$275,000 over a period of 5 years.

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## PAPERS UNDER DEVELOPMENT

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- Leubner, A.\*, **Vedula, S.\***, Life in the Fast Lane: The Origins, Evolution, and Path Forward for Corporate Accelerator Research. *Under review at the Journal of Business Venturing.*
  - \*Both authors contributed equally to this project
- Reuter, D.\*, **Vedula, S.\***, Thies, F., Wessel, M. Oh, So Sad! Leveraging Big Data and Machine Learning to Analyze how Entrepreneurship Experience Shapes Emotional Responses to Crowdfunding Failure. *Under review at the Journal of Business Venturing.*
  - \*Both authors contributed equally to this project
- Stevenson, R., Fitza, M., **Vedula, S.**, Lerner, D., Johnson, S. Sleepiness Affects Entrepreneurial Intention, Opportunity Evaluation, and Action.
- Leubner, A., **Vedula, S.**, Garcia Herrera, C.J. David meets Goliath: Navigating Institutional Complexity to Create Value in Corporate Accelerators
- **Vedula, S.**, Cojoianu, T., Dobliger, C., Fischer, D., Xi, H. Dancing with the Devil? Investor Ethos and Cleantech Venture Performance
- Hagenow, N., **Vedula, S.**, Dobliger, C. Revealing Patterns in Inventor Team Compositions for Breakthrough Clean Energy Innovation: A Configurational Approach
- Reuter, D.\*, **Vedula, S.\***, Mapping Destructive Entrepreneurship: How Social Cohesion Shapes the Formation, Persistence, and Impact of US Hate Groups
  - \*Both authors contributed equally to this project
- **Vedula, S.**, Bennett, D. Making the Best of What You've Got: Assessing the Efficiency and Efficacy of Metropolitan Entrepreneurial Ecosystems
- **Vedula, S.**, Georgallis, P., Sanwar, S. Feeling the Heat: The Institutional and Managerial Drivers of Climate Action Commitments by U.S. Colleges and Universities
- **Vedula, S.**, Sanwar, S., Milanov, H., Brush, C. Nature vs Nature: Founding Team Characteristics and Cleantech Startup Performance
- Elsaesser, F., Fitza, M., **Vedula, S.**, Semadeni, M. The Promise of Machine Learning: A Demonstration of Causal Forest Models in Management Research
- Elsaesser, F., Fitza, M., Hallen, B., **Vedula, S.** Life in the Fast Lane: A Causal Forest Analysis of Startup Accelerator Effects

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## REFEREED CONFERENCE PAPERS & PRESENTATIONS

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### *Strategic Management Society Conference, September 2023, Toronto, Canada*

- Leubner, A., **Vedula, S.** Failing Fast: An Exploratory Analysis of Corporate Accelerator Program Discontinuation

### *AOM Conference, August 2023, Boston, USA*

- Leubner, A., **Vedula, S.**, Garcia Herrera, C.J. David meets Goliath: Navigating Institutional Complexity to Create Value in Corporate Accelerators
- Reuter, D.\*, **Vedula, S.\***, Thies, F., Wessel. M. Oh, So Sad! Leveraging Big Data and Machine Learning to Analyze how Entrepreneurship Experience Shapes Emotional Responses to Crowdfunding Failure.

### *EGOS Conference, July 2023, Cagliari, Italy*

- Leubner, A., Garcia Herrera, C.J., **Vedula, S.** Responding to Institutional Tension: A Qualitative Analysis of Corporate Accelerators' Business Models

### *DRUID Conference, June 2023, Lisbon, Portugal*

- Leubner, A., **Vedula, S.** Failing Fast: An Exploratory Analysis of Corporate Accelerator Program Discontinuation

### *Babson College Entrepreneurship Research Conference, June 2023, University of Tennessee, Knoxville, USA*

- Stevenson, R., Fitzta, M., **Vedula, S.**, Lerner, D., Johnson, S. Sleepiness Affects Entrepreneurial Intention, Opportunity Evaluation, and Action.

### *International QCA Paper Development Workshop (PDW), December 2022, ETH Zurich, Switzerland*

- Hagenow. N., **Vedula, S.**, Doblinger, C. Revealing Patterns in Inventor Team Compositions for Breakthrough Clean Energy Innovation: A Configurational Approach

### *Strategic Management Society Conference, September 2022, London, UK*

- Reuter, D., **Vedula, S.**, Thies, F., Wessel. M. One Good Turn Deserves Another? Entrepreneurs' Emotional Responses to Failure and the Moderating Effects of Community Engagement
- Leubner, A., Garcia Herrera, C.J., **Vedula, S.** Responding to Institutional Tension: A Qualitative Analysis of Corporate Accelerators' Business Models

### *AOM Conference, August 2022, Seattle, USA*

- Leubner, A., **Vedula, S.** Looking back to Speed Forward: The Origins, Evolution, and Path Forward for Corporate Accelerator Research

### *EGOS Conference, July 2022, Vienna, Austria*

- Leubner, A., Garcia Herrera, C.J., **Vedula, S.** Responding to Institutional Tension: A Qualitative Analysis of Corporate Accelerators' Business Models

### *DRUID Conference, June 2022, Copenhagen, Denmark*

- Hagenow. N., **Vedula, S.**, Doblinger, C. Winning the Climate Race: How Inventor Team Configurations Impact Climate Technology Outcomes
- Leubner, A., **Vedula, S.** Looking back to Speed Forward: The Origins, Evolution, and Path Forward for Corporate Accelerator Research

### *Babson College Entrepreneurship Research Conference, June 2021, Technical University of Munich, Munich, Germany*

- Bennett, D., **Vedula, S.** Different Strokes for Different Folks: A Configurational Analysis of Regional Entrepreneurial Ecosystems for Self-Employment, Formal Entrepreneurship, and High-Growth Entrepreneurship
- Elsaesser, F., Fitzta, M., **Vedula, S.** Life in the Fast Lane: A Causal Forest Analysis of Startup Accelerator Effects

### *37<sup>th</sup> EGOS Colloquium, June 2021, VU Amsterdam, Amsterdam, Netherlands*

- **Vedula, S.**, York, G.J., Conger, M., Embry, E. Green to Gone? Regional Institutional Logics and Firm Exit in Moral Markets.

### *Strategic Management Society Conference, October 2020, London, UK*

- **Vedula, S.**, Fitzta, M., Purkayastha, A. Size Matters: The Importance of Spatial Scale When Using Variance Decomposition to Estimate Subnational Region Effects.

*Academy of Management Conference, August 2020, Vancouver, Canada*

- Bennett, D., **Vedula, S.** Different Strokes for Different Folks: A Configurational Analysis of Regional Entrepreneurial Ecosystems for Self-Employment, Formal Entrepreneurship, and High-Growth Entrepreneurship.
  - *This paper was nominated for the best paper in the ENT division at the AOM conference.*

*Sustainability, Ethics, and Entrepreneurship Conference, Feb 2020, San Juan, Puerto Rico*

- **Vedula, S.**, Kyprianou, C. Pu, W, Fitz, M. What Lies Beneath: Using Topic Models to Measure Culture in Regional Entrepreneurial Ecosystems
- **Vedula, S.**, Sanwar, S., Brush, C. The Battle of the Sexes: An Empirical Investigation of Gender Effects in Cleantech Entrepreneurship

*Academy of Management Conference, August 2019, Boston, Massachusetts*

- Jones, J., York, G.J., **Vedula, S.**, Conger, M., Lenox, M. The Collective Construction of Green Building: Industry Transition Towards Environmentally Beneficial Practices
- **Vedula, S.**, Georgallis, P. Sanwar, S. Feeling the Heat: The Institutional Drivers of Climate Action Commitments by U.S. Colleges and Universities

*Babson College Entrepreneurship Research Conference, June 2019, Babson College, Babson Park, MA*

- **Vedula, S.**, Fitz, M. Gimme Shelter or Fade Away: The Impact of Regional Entrepreneurial Ecosystem Quality on Startup Survival

*Alliance for Research on Corporate Sustainability, June 2019, University of North Carolina, Chapel Hill, North Carolina*

- York, G.J., **Vedula, S.**, Conger, M. Green to Gone? The Impact of Regional Institutional Logics on New Firm Survival

*Alliance for Research on Corporate Sustainability, May 2019, Global Entrepreneurship & Innovation Conference, Washington D.C.*

- York, G.J., **Vedula, S.**, Conger, M. Green to Gone? The Impact of Regional Institutional Logics on New Firm Survival

*Strategic Management Society Conference, September 2018, Paris, France*

- York, G.J., **Vedula, S.**, Conger, M. Green to Gone? The Impact of Regional Institutional Logics on New Firm Survival

*Academy of Management Conference, August 2018, Chicago, Illinois*

- Sanwar, S., **Vedula, S.**, Shu, C. Category hybridization and institutionalization through networks of academic intermediaries
- Jones, J., York, G.J., **Vedula, S.**, Conger, M., Lenox, M. Constructing Green Building: Sustainability Transition through an Entrepreneurial Lens
- MacGregor, N., Madsen, T. **Vedula, S.** Cluster Shocks and Firm Failure: The Contingent Effects of Community Social Capital.

*Alliance for Research on Corporate Sustainability, June 2018, Massachusetts Institute of Technology, Boston, Massachusetts*

- **Vedula, S.**, York, G.J., Corbett, A. A Socio-cognitive Model of Sector Emergence: The Impacts of Regional Logics and Knowledge on New Firm Entry

*Babson College Entrepreneurship Research Conference, June 2018, Waterford Institute of Technology, Ireland*

- **Vedula, S.**, York, G.J. A Socio-cognitive Model of Sector Emergence: The Impacts of Proenvironmental Logics on Cleantech Entry
- **Vedula, S.**, Kyprianou, C., Pu, W. Tales of the Community: Using Topic Modeling to Identify Regional Entrepreneurial Narratives

*Sustainability, Ethics, and Entrepreneurship Conference, March 2018, Washington D.C.*

- **Vedula, S.**, York, G.J. A Socio-cognitive Model of Sector Emergence: The Impacts of Proenvironmental Logics on Cleantech Entry
- **Vedula, S.**, Kyprianou, C., Pu, W. Tales of the Community: Using Topic Modeling to Identify Regional Entrepreneurial Narratives

*14<sup>th</sup> Annual Social Entrepreneurship Conference, November 2017, Boston, Massachusetts*

- York, G.J., **Vedula, S.**, Conger, M., Hekman, D. Green to Gone? Regional Institutional Logics and New Venture Survival in the Green Building Supply Industry

*Strategic Management Society Conference, October 2017, Houston, Texas*

- MacGregor, N., Madsen, T. **Vedula, S.** Cluster Shocks and Firm Failure: The Contingent Effects of Community Social Capital

*Academy of Management Conference, August 2017, Atlanta, Georgia*

- York, J.G., **Vedula, S.**, Lenox, M. It's not easy building green: The impact of policy, private actors, and logics on standards adoption – *Paper is part of a symposium on Social movements and market categories*
- Armstrong, C., Baker, T.L., Bock, A.J., Edelman, E.L., Kim, H.P., Kotha, R., Marino, L., Newbert, S., Senyard, M.J., **Vedula, S.**, Jones, M.L. Bringing Entrepreneurship Theories to Life through Classroom Exercises- *Professional development workshop*

*Alliance for Research on Corporate Sustainability, June 2017, Erasmus University, Rotterdam, Netherlands*

- York, J.G., **Vedula, S.**, Lenox, M. It's not easy building green: The impact of policy, private actors, and logics on standards adoption

*Babson College Entrepreneurship Research Conference, June 2017, University of Oklahoma, Norman, Oklahoma*

- **Vedula, S.**, Lashley, K. Regional Stigma of Failure and Risk-Taking among Entrepreneurs
- **Vedula, S.**, Sanwar, S. The Green Inventors: Micro, Meso, and Macro Level Antecedents of Patenting Behavior in Renewable Energy

*Sustainability, Ethics, and Entrepreneurship Conference, March 2017, Puerto Rico*

- **Vedula, S.**, Sanwar, S. The Green Inventors: Micro, Meso, and Macro Level Antecedents of Patenting Behavior in Renewable Energy
- Sanwar, S., **Vedula, S.**, Hornsby, J. The Influence of Founding Team Characteristics on Technology Commercialization Strategies for Environmental Entrepreneurs

*University of Colorado at Boulder Research Conference on Entrepreneurship and Collaboration, February 2017, Boulder, Colorado*

- **Vedula, S.**, Frid, C. Community Social Capital and the Venture Gestation Process

*Strategic Management Society Conference, September 2016, Berlin, Germany*

- **Vedula, S.**, McCoy T., Robb, A., Kim, P. Frontier Cities: Analyzing the efficiency of U.S. Metropolitan Ecosystems for Technology-Based Entrepreneurship

*Academy of Management Conference, August 2016, Anaheim, California*

- **Vedula, S.** Startup failure in clusters: Investigating adverse selection and performance premium effects
- Armstrong, C., Kim, P., Baker, L., Linda, E., Kotha, R., Newbert, S., Richtner, A., **Vedula, S.** Bringing Entrepreneurship Theories to Life through Classroom Exercises- *Professional development workshop*

*Babson College Entrepreneurship Research Conference, June 2016, University of Nordand, Bodo, Norway*

- Dinger, M, Letwin, C., **Vedula, S.** Beg, borrow, or just steal: Plagiarism in crowdfunding
- York G.J., **Vedula, S.**, Conger, M., Hekman, D. Green to Gone? How Institutional Logics Impact the Survival of Social Entrepreneurs

*Sustainability, Ethics, and Entrepreneurship Conference, May 2016, University of Denver, Denver, Colorado*

- York, G. J., **Vedula, S.**, Lenox, M. It's Not Easy Building Green: How Community Logics Impact the Emergence of Hybrid Market Categories

*Cambridge Judge-Darden Entrepreneurship and Innovation Conference, May 2016, Washington, D.C.*

- **Vedula, S.** A behavioral theory of startup failure within geographic clusters

*Kauffman Firm Survey Conference on Entrepreneurial Dynamics, December 2015, Duke University, Durham, NC*

- **Vedula, S.** A behavioral theory of startup failure within geographic clusters

*Strategic Management Society Conference, October 2015, Denver, Colorado*

- **Vedula, S.**, York, G.J. Knowledge spillovers, community environmental ideologies, and new venture creation in clean technology.
- **Vedula, S.**, Fitza, M. Explaining performance differentials among venture-backed startup firms: How much does region matter?

*Babson College Entrepreneurship Research Conference, June 2015, Babson College, Babson Park, Massachusetts*

- **Vedula, S.**, Vogel, P., Robb A. Decomposing the performance of metropolitan entrepreneurial ecosystems

*Sustainability, Ethics, and Entrepreneurship Conference, May 2015, University of Denver, Denver, Colorado*

- **Vedula, S.**, York, G.J. The geography of clean tech startups

*Strategic Management Society Conference, October 2014, Madrid, Spain*

- **Vedula, S.**, York, G. J., Conger. M. Towards a Theory of Socio-Cultural Munificence: Firm Survival in the Green Building Supply Industry

*Academy of Management Conference, August 2014, Philadelphia, Pennsylvania*

- **Vedula, S.**, Yao, X., York, G.J. Market Entry and Adoption Dynamics in the Emerging Cleantech Sector- ***This symposium was selected as a showcase symposium by the OMT division***
- **Vedula, S.**, York, G. J. The Geography of Cleantech Entrepreneurship. *To be presented as part of a symposium titled “Market Entry and Adoption Dynamics in the Emerging Cleantech Sector”*.
- **Vedula, S.**, Matusik, F.S. Uncertainty, Imitation, and Strategic Action: The Case of VC Internationalization.
- York, G.J., **Vedula, S.**, Conger, M., Hekman, D., Towards a Theory of Socio-Cultural Munificence: Regional Norms and Social Entrepreneurship Perseverance. *To be presented as part of a symposium titled “The more the merrier: Integrating Civil Society and State in Innovation Research”*.

*Babson College Entrepreneurship Research Conference, June 2014, IVEY Business School, London, ON, Canada*

- **Vedula, S.**, Fitza, M., Dobliger. C. The Impact of Subnational Region on the Growth of New Ventures: Empirical Evidence from US Venture-backed firms.

*NYU Stern Conference on Social Entrepreneurship, November 2013, New York, New York*

- York, G.J., Conger, M., **Vedula, S.**, Hekman, D., 2013. Towards a Theory of Socio-Cultural Munificence: Regional Norms and Social Entrepreneurship Perseverance.

*Strategic Management Society Conference, October 2013, Atlanta, Georgia*

- **Vedula, S.**, York, G. J. The Interplay between Environmental Norms and Venture Capital Supply on Driving Entrepreneurial Entry into the Clean Tech Sector.

*Babson College Entrepreneurship Research Conference, June 2013, EMLYON, Lyon, France*

- **Vedula, S.**, Forster, W., Dinger, J., Conger, M. The impact of regional human capital and socio-cultural institutions on the functional composition of founding teams.
- **Vedula, S.**, York, G. J. The Interplay between Environmental Norms and Venture Capital Supply on Driving Entrepreneurial Entry into the Clean Tech Sector.

*Sustainability, Ethics, and Entrepreneurship Conference, April 2013, University of Denver, Denver, Colorado*

- **Vedula, S.**, York, G. J. The Interplay between Environmental Norms and Venture Capital Supply on Driving Entrepreneurial Entry into the Clean Tech Sector.

*Strategic Management Society Conference, October 2012, Prague, Czech Republic*

- Matusik, F.S., **Vedula, S. 2012**. Contagion or competencies? Drivers of internationalization in knowledge based VC firms– ***This paper was nominated for the best paper award at SMS 2012.***

*Academy of Management Conference, August 2012, Boston, Massachusetts*

- Taube, F., **Vedula, S.**, Riddle, L. **2012**. The Informal Economies of Diaspora Networks-Institutional Entrepreneurship and Innovation.

*Babson College Entrepreneurship Research Conference, June 2012, Fort Worth, Texas*

- **Vedula, S.**, Matusik, F.S. **2012**. Leaders or Lemmings? The Impact of Firm Knowledge Diversification on the Internationalization Destination Choice of US VC Firms.

*Babson College Entrepreneurship Research Conference, June 2011, Syracuse, New York*

- **Vedula, S.**, Fund R.B. 2011. Startup-VC Funding Dynamics in VC “Non-Centers”.

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## INVITED RESEARCH SEMINARS/PRESENTATIONS

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- *Indian School of Business, Hyderabad, January 2016*
- *University of Virginia, Darden School of Business, May 2016*
- *Boston College, March 2018*
- *George Mason University, June 2022*
- *Denison University, December 2022*
- *University of Louisville, March 2023*
- *Indian School of Business, Hyderabad, July 2023*
- *Indian Institute of Management, Bangalore, August 2023*

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## TEACHING EXPERIENCE

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### Technical University of Munich

#### **Environmental Entrepreneurship**

*April 2023-July 2023*

- I am currently teaching a masters level course at the TUM Garching campus on environmental entrepreneurship. This is an advanced research seminar where students learn how to identify a research conversation, research question, develop a research proposal, and write a paper (in preparation for a masters thesis) on the topic of environmental entrepreneurship.

#### **Entrepreneurial Ecosystems**

*April 2023-July 2023*

- I am currently teaching a masters level course at the TUM Garching campus on entrepreneurial ecosystems. This is an advanced research seminar where students learned how to identify a research conversation and develop a research proposal (in preparation for a masters thesis) on the topic of entrepreneurial ecosystems.

#### **Environmental Entrepreneurship**

*Oct 2022-Feb 2023*

- I taught a masters level course at the TUM Garching campus on environmental entrepreneurship. This is an advanced research seminar where students learn how to identify a research conversation, research question, develop a research proposal, and write a paper (in preparation for a masters thesis) on the topic of environmental entrepreneurship.

#### **Sustainable Venturing**

*April 2022-July 2022*

- I taught a masters level course at the TUM Garching campus on design thinking and entrepreneurship in the context of sustainability and entrepreneurship. This was an experiential class where students go through the process of idea generation, concept creation, and prototyping of a venture concept focused on solving a complex social or environmental problem.

#### **Entrepreneurial Ecosystems**

*April 2022-July 2022*

- I taught a masters level course at the TUM Garching campus on entrepreneurial ecosystems. This was an advanced research seminar where students learned how to identify a research conversation and develop a research proposal (in preparation for a masters thesis) on the topic of entrepreneurial ecosystems.

#### **New Venture Financing**

*April 2022-July 2022*

- I taught a masters level course at the TUM Garching campus on new venture financing. This is an advanced research seminar where students learned how to identify a research conversation and develop a research proposal (in preparation for a masters thesis) on the topic of new venture financing.

#### **Sustainable Entrepreneurship**

*Oct 2021-Nov 2021*

- I co-taught a PhD level online course with Prof. Frank Belz and Prof. Claudia Doblinger on sustainable entrepreneurship. PhD students in this class were introduced to the academic literature on sustainable entrepreneurship and prepared a research proposal on the topic.

#### **Innovation in the Bioeconomy**

*Oct 2021-Feb 2022*

- I taught a masters level hybrid course at the TUM Straubing campus on innovation and entrepreneurship in the bioeconomy. This was an experiential class where students went through the process of idea generation, concept creation, and prototyping of a venture concept.

#### **Strategic Entrepreneurship**

*Oct 2020-Feb 2021 & May 2021-July 2021*

- I co-taught the Strategic Entrepreneurship masters seminar with Prof. Oliver Alexy and his team. Online format.

## **TUM Executive Education**

*Oct 2021- Present*

- *TUM eMBA Entrepreneurship Module - Sustainability and Entrepreneurship* (May, 2022)
- *TUM Career Design Program - Systems Thinking and Entrepreneurship* (Jan, 2022)
- *TUM eMBA Innovation Module- Systems Thinking and Innovation* (November, 2021)
- *TUM eMBA Entrepreneurship Module - Introduction to Entrepreneurship* (October, 2021)

## **Babson College**

### **Entrepreneurship & Opportunity**

*Sept 2018-May 2020*

- I taught the introductory first year MBA entrepreneurship course at Babson College, in the two year full time program, part-time (evening) program, and the blended (face-to-face and online) program. This is an experiential class where students go through the process of idea generation, concept creation, and prototyping of a venture concept.

### **Foundations of Management and Entrepreneurship**

*Sept 2016-May 2018*

- I taught the introductory first year entrepreneurship course at Babson College known as FME. This is a two-semester, experiential class where students go through the process of ideation, feasibility, launch, and termination of a new venture.

### **Babson Executive Education**

*July 2016-May 2020*

- **2020: Babson Summer Study:** Co-created and taught an online program for 180 high-school students.
- **2019: Babson Build, Nord University, and Babson Faculty Academy:** I have taught sessions on value propositions, market analysis, the entrepreneurial mindset, and building a scholarly community in these three programs.
- **2018: Babson Build, James Beard, Babson Fellows, and Guadalajara Programs:** I have taught sessions on value propositions, the entrepreneurial mindset, and market analysis in these four programs.
- **2017: Babson Build Program & Verizon High School Summer Emprende Program:** I taught a session on presentation skills in the Babson Build Program in July 2017, and a session on market analysis in the Verizon High school summer program. These were short, intensive teaching modules as part of the Babson Executive Education program.
- **2016: Babson Build Program & Babson Bulgarian Young Leaders Program:** I taught a session on the entrepreneurial mindset in the Babson Build Program in July 2016, and a session on competitive analysis and positioning in the Babson Bulgarian Young Leaders Program. I was also a faculty mentor to one of the student teams in the Babson Bulgarian Young Leaders Program. These were short, intensive teaching programs as part of the Babson's Executive Education program.

## **CU Boulder**

### **Senior Seminar in Strategic Management**

*Jan 2014- May 2014*

- I taught the capstone undergraduate class in strategic management in the spring semester of 2014. In this course I primarily used a simulation (Capsim), allowing students to integrate their understanding of foundational strategy concepts in an interactive, group dynamic.

### **Entrepreneurial Environments**

*May 2013*

- I recruited a number of mentors from other departments on campus as well as local Boulder startup companies to both provide feasibility projects and guide the student groups. Student groups provided a customized deliverable to each startup by the end of the Maymester. 30% of the students received full-time internships/job offers at the end of the semester, and student deliverables were used towards securing two NSF research grants for university scientists.

### **Entrepreneurial Environments**

*Jan 2012- May 2012*

- Collaborated with Kate Tallman at the CU TTO to match a student team with a local boulder startup (AgriHouse). The goal of the course deliverable was to evaluate the feasibility of a lightweight sensor that measures water content in foliage.
- Their analysis efforts resulted in the company winning a NASA Spinoff Grant in 2012.

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## **SERVICE**

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### **Masters and Bachelor's Theses supervision at the TUM School of Management**

- As part of my chair at the TUM SOM I regularly supervise bachelors and masters thesis students on a variety of topics related to entrepreneurship and sustainability. I also advise them on project studies carried out in partnership with local startups.

### **Boards & Professional Service Committees**

- Organization & Environment Editorial Review Board, *2022-present*.
- AOM ONE Division Best Early Career Paper Award Selection Committee, *2022-present*.
- New England Journal of Entrepreneurship Editorial Board. *2020-present*.
- Journal of Business Venturing Editorial Review Board. *2018-present*.
- Academy of Management Entrepreneurship Division-Teaching Committee. *2015-2020*.

### **Journal & Conference Reviewing**

#### *Journals:*

- Academy of Management Discoveries
- Academy of Management Journal
- Academy of Management Perspectives
- Academy of Management Review
- Entrepreneurship Theory & Practice
- Industrial and Corporate Change
- Journal of Business Venturing
- Journal of Management Studies
- Journal of Technology Transfer
- Management Decision
- New England Journal of Entrepreneurship
- Organization & Environment
- Organization Science
- Organization Studies
- Research Policy
- Small Business Economics
- Strategic Entrepreneurship Journal
- Strategic Management Journal
- Strategic Organization

#### *Conferences:*

- Academy of Management (AOM) Conference
- Alliance for Research on Corporate Sustainability (ARCS)
- Babson College Entrepreneurship Research Conference (BCERC)
- Danish Research Unit on Industrial Dynamics (DRUID)
- Group for Research on Organizations and the Natural Environment (GRONEN)
- Strategic Management Society (SMS) Conference
- Western Academy of Management (WAM) Conference

### **Professional Association Memberships**

- Academy of Management (AOM) ENT and ONE Divisions
- Alliance for Research on Corporate Sustainability (ARCS)
- Strategic Management Society (SMS)

### **Conference Organization Committee**

- University of Colorado Academy of Management Reception 2013, Orlando (*August 2013*)
- University of Colorado Crowd Funding Conference 2013, Boulder (*June 2013*)
- University of Colorado Entrepreneurship Scholars Retreat, Boulder (*Oct 2012*)
- University of Colorado Academy of Management Reception 2012, Boston (*August 2012*)

### **Other Service Committees and Associations**

- TUM Hiring Committee for Technology Management Professorship (Heilbronn Campus), *2021-present*.
- TUM eMBA Admission Interview Committee, *2022-present*.

- TUM BWL (Bachelor's in Economics) Admission Interviews, 2021-present.
- TUM Tenure Committee (Prof. Dr. Hanna Hottenrott), 2021.
- TUM Career Design, Entrepreneurship Career Track, *Faculty Steering Committee Member*, 2021-present.
- Babson India Symposium, *Faculty Steering Committee Member*, 2018-2020.
- Babson Undergraduate Sustainability Curriculum Evaluation Committee, 2017-2019.
- Babson Learning Management System Assessment Faculty Committee, 2018.
- Babson B.E.T.A. Challenge Selection and Judging Committee, 2017-2020.
- Babson Honors Council Committee, 2017-2020.
- Babson Faculty Fun Day Organization Committee, 2017.
- Babson Innovation Center, *Faculty Mentor*, 2016-2017.
- Babson Global Scholars Program, *Faculty Mentor*, 2015-2020.
- CU Leeds School of Business Technology Committee, *Student Representative*, 2014-2015.
- Graduate Teaching Program LEAD Teacher for the Business School, 2014-2015.
- CU Leeds School of Business Doctoral Business Students Association (DBSA) President, 2012-2013.
- CU Leeds School of Business Doctoral Business Students Association (DBSA) Social Officer, 2011-2012.
- CU Leeds UROP (Undergraduate Research Opportunity) Program-Project Supervisor, *May 2011-Aug 2011*.
- McGill University, Post Graduate Student Society- Councilor, 2007-2008.
- McGill University, International Student Buddy, *Jan 2006-May 2008*.
- Skills for Change Toronto, Non-Profit Professional Mentoring Agency-Professional Mentor, *Jan 2010- May 2010*.
- Mount Sinai Hospital Toronto- Volunteer, Medical Imaging Department, *Oct 2003-Jan 2004*.

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## PROFESIONAL WORK EXPERIENCE

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- Black Swift Technologies, LLC- Co-Founder and Business Development Director** *Sept 2011-July 2013*
- Evaluated the commercial feasibility of a prototype low-cost unmanned aerial vehicle system designed for aerial surveillance and terrain mapping. BlackSwift Technologies is working in collaboration with the Research and Engineering Center for Unmanned Vehicles (RECUV) at the Aerospace Engineering Department at the University of Colorado.
  - Helped BlackSwift procure a Phase I Small Business Innovation Research grant from NASA.
- University of Colorado, Technology Transfer Office (TTO) – Research Analyst** *May 2011-Aug 2011, June 2012- Aug 2012*
- *May-Aug 2011*: Worked with Dr. David Allen at the TTO on designing a research study to evaluate how academic spin out team compositions impact the licensing/commercialization success of the CU Boulder TTO.
  - *June 2011-Aug 2012*: Worked with Donna Sichko at the TTO to track the commercial success by CU based spin outs.
- Sunnybrook Health Sciences Centre, Toronto-Device Engineer, Ultrasound Research Group** *Nov 2009- May 2010*
- Designed a software interface to analyze ultrasound data for a renal cancer imaging study. Finished product was delivered to collaborating radiologist team at the Princess Margaret Hospital.
- Sunnybrook Health Sciences Centre, Toronto-Biomedical Engineer-Prostate Cancer Research Group** *Nov 2008-Nov 2009*
- Evaluated the performance of a non-invasive prototype ultrasonic device for treating prostate cancer.
  - Re-structured data collection procedures. Implemented software tools to automate data management/analysis.
  - Wrote two manuscripts for academic peer-review and to guide future device development.
- I.C. AXON, Montreal- Medical/Technical Editor & Writer (Part Time)** *May 2008-Aug 2008*
- Researched, reviewed, and edited training material for the HR/sales staff of clients (pharmaceuticals, hospital managers).
- Department of Psychology, McGill University-Software Programmer, Obesity Study** *Oct 2005-Dec 2005*
- Programmed portable hand-held devices with a questionnaire for an obesity study
- Bloorview Macmillan Center for Child Rehabilitation, Toronto-Stroke Center Research Assistant** *Sept 2004-June 2005*
- Carried out a literature review on the mathematical modeling of hypertonic (spastic) muscles in stroke patients
  - Designed a software algorithm to control a stress gauge used for measurements of prototype prosthetic devices
- Human Sleep and Exercise Physiology Lab, University of Toronto-Research Assistant** *Jan 2004-July 2004*
- Assisted a PhD student with data collection. The project evaluated the effects of interrupted sleep on breathing patterns.

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## REFERENCES

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**Andrew Corbett**

Chair of Entrepreneurship Division  
Babson College  
231 Forest Drive, Babson Park, MA, 02457  
Phone: 781-239-5798  
Email: [acorbett@babson.edu](mailto:acorbett@babson.edu)

**Jeffrey G. York**

Associate Professor of Management & Entrepreneurship  
Leeds School of Business  
University of Colorado at Boulder  
419 UCB, Boulder, CO, 80309  
Phone: 303.807.6027  
Email: [jeffrey.york@colorado.edu](mailto:jeffrey.york@colorado.edu)

**Michael J. Lenox**

Tayloe Murphy Professor of Business Administration  
Darden School of Business, University of Virginia  
100 Darden Boulevard  
Charlottesville, VA, 22903  
Phone: 434.924.3212  
Email: [lenoxm@darden.virginia.edu](mailto:lenoxm@darden.virginia.edu)

**Mike Russo**

Lundquist Professor of Sustainable Management  
Lundquist College of Business, University of Oregon  
1208 University of Oregon  
Eugene, OR 97403  
Phone: 541.346.5182  
Email: [mrusso@uoregon.edu](mailto:mrusso@uoregon.edu)

**Phillip H. Kim**

Lewis Family Distinguished Professor in Social Innovation  
Babson College  
231 Forest Drive, Babson Park, MA, 02457  
Phone: 781-239-6442  
Email: [pkim1@babson.edu](mailto:pkim1@babson.edu)

**Sharon F. Matusik**

Professor of Strategic Management  
Dean, Stephen M. Ross School of Business  
701 Tappan Street  
Ann Arbor, MI, 48109  
Phone: 734.615.5002  
Email: [matusik@umich.edu](mailto:matusik@umich.edu)