

## **MAHKA MOEEN**

### **CONTACT INFORMATION**

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Address: 975 University Ave, Madison, WI 53706

### **EDUCATION**

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Ph.D., Strategy and Entrepreneurship, University of Maryland, 2013

### **ACADEMIC APPOINTMENTS**

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University of Wisconsin, Wisconsin School of Business

Skillrud Family Chair in Business, 2024-present

Associate Professor of Management and Human Resources, 2023-present

University of North Carolina, Kenan-Flagler Business School

Sarah Graham Kenan Scholar, 2021-2023

Associate Professor of Strategy and Entrepreneurship (w/ tenure), 2020-2023

Assistant Professor of Strategy and Entrepreneurship (tenure-track), 2014-2020

University of South Carolina, Darla Moore School of Business

Assistant Professor of Management (tenure-track), 2013-2014

### **PUBLICATIONS**

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#### **Journal Articles**

Moeen, M. 2026. From founders' knowledge to economic value capture in academic and employee startups. *Organization Science*, forthcoming.

Choudhury, R., Moeen, M., Wormald, A. 2026. Cultivating and embracing plurality in abductive inquiries within strategy research. *Strategic Management Journal*, forthcoming.

Agarwal, R., Guerra, M., Moeen, M., Aversa, P. 2025. Creating new industries: The generative role of heterogeneous actors. *Academy of Management Annals*, 19(2): 476-521.

Gaonkar, S., Moeen, M. 2023. Standing on the parent's shoulder or in its shadow: Alliance partner overlap between employee spinouts and parents. *Strategic Management Journal*, 44(2): 415-440.

Shermon, A., Moeen, M. 2022. Zooming in or zooming out: Entrants' product portfolios in the nascent drone industry. *Strategic Management Journal*, 43(11): 2217-2252.

Agarwal, R., Kim, S., Moeen, M. 2021. Leveraging private enterprise: Incubation of new industries to address the public sector's mission-oriented grand challenges. *Strategy Science*, 6(4): 385-411.

Moeen, M., Mitchell, W. 2020. How do pre-entrants to the industry incubation stage choose between alliances and acquisitions? *Strategic Management Journal*, 41(8): 1450-1489.

Moeen, M., Agarwal, R., Shah, S. 2020. Building industries by building knowledge: Uncertainty reduction over industry milestones. *Strategy Science*, 5(3): 218-244.

- Moeen, M. 2017. Entry into nascent industries: Disentangling a firm's capability portfolio at the time of investment versus market entry. *Strategic Management Journal*, 38(10): 1986-2004.
- Moeen, M., Agarwal, R. 2017. Incubation of an industry: Heterogeneous knowledge bases and modes of value capture. *Strategic Management Journal*, 38(3): 566-587.
- Agarwal, R., Moeen, M., Shah, S. 2017. Athena's birth: Triggers, actors, and actions preceding industry inception. *Strategic Entrepreneurship Journal*, 11(3): 287-305.
- Mindruta, D., Moeen, M., Agarwal, R. 2016. A two-sided matching approach for partner selection and assessing complementarities in partners' attributes. *Strategic Management Journal*, 37(1): 206-231.
- Moeen, M., Somaya, D., Mahoney, J. 2013. Supply portfolio concentration in outsourced knowledge-based services. *Organization Science*, 24(1): 262-279.

### **Editorials and Book Chapters**

- Eggers, J.P., Moeen, M. 2018. Entry strategy for nascent industries: Introduction to a virtual special issue. *Strategic Management Society*. <https://doi.org/10.1002/smj.2994>
- Agarwal, R., Moeen, M. 2015. Entrepreneurial startups, diversifying entrants, and incumbent firms. In Teece, D., and Augier, M. (Eds.), *The Palgrave Encyclopedia of Strategic Management*.
- Kirsch, D., Moeen, M., Wadhvani, D. 2014. Historicism and industry emergence: Industry knowledge and interpretation from pre-emergence to stylized fact. In Bucheli, M., and Wadhvani, D. (Eds.), *Organizations in time: History, theory, methods*. Oxford University Press: 217-240.

### **Working Papers**

- Agarwal, R., Moeen, M. Ozcan, P., Wennberg, K. Strategies for orchestrating innovative solutions to grand challenges (target: *Strategic Management Journal*, special issue editorial essay)

### **AWARDS AND GRANTS**

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#### **Research**

- AI Hub for Business Grant (\$10,000), Wisconsin School of Business, 2026
- Schulze Publication Award for Impact, Entrepreneur & Innovation Exchange (EIX), 2020
- Research Grant (\$4,500), Kenan Institute of Private Enterprise, 2020
- Schulze Distinguished Professorship in Entrepreneurship (\$150,000), Schulze Foundation, 2019-2022
- SMS Journals Video Abstract Award Winner, Strategic Management Society, 2019
- Finalist, Best Conference Paper Prize, Strategic Management Society Conference, Frankfurt, 2019
- Emerging Scholar in Innovation and Entrepreneurship, Industry Studies Association, 2017
- Kauffman Junior Faculty Fellowship (\$35,000), Ewing Marion Kauffman Foundation, 2016-2020
- Research Fellowship (\$15,000), Kenan Institute of Private Enterprise, 2016
- Finalist, Best Dissertation Award, TIM Division, Academy of Management, 2014
- Runner-up, Industry Studies Association Dissertation Award, 2013
- Kauffman Dissertation Fellowship (\$20,000), Ewing Marion Kauffman Foundation, 2012
- Dissertation Scholar (\$10,000), Strategy Research Foundation, 2011
- Dean's Summer Research Fellowship (\$16,000), University of Maryland, 2011-2012
- Graduate Scholar, Academy of Entrepreneurial Leadership, University of Illinois, 2009
- Fellowship, University of Illinois, 2007

## Teaching

Poets & Quants Best 40 Under 40 MBA Professors, 2022  
Poets & Quants Top 50 Undergraduate Business Professors, 2020  
Nominee, Weatherspoon Undergraduate Teaching Award, 2017

## Service

Extraordinary Service to the Editorial Board, Organization Science, 2021  
Outstanding Editorial Board Member, Strategic Management Journal, 2019  
Extraordinary Service to the Editorial Board, Organization Science, 2019  
Outstanding Editorial Board Member, Strategic Entrepreneurship Journal, 2017  
Outstanding Editorial Board Member, Strategic Management Journal, 2015

## TEACHING EXPERIENCE

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University of Wisconsin, Wisconsin School of Business

Business Strategy (Full-time MBA core), 2024-2027  
Business Strategy (Executive MBA core), 2026-2027  
Business of Biotech (M.S. in Biotechnology), 2024-2026  
Consulting Practicum (Full-time MBA), 2024-2026  
Business Strategy (Professional MBA core), 2024-2025  
Strategic Management (PhD Seminar), 2025

University of North Carolina, Kenan-Flagler Business School

Strategic Management (Evening MBA core), 2019-2022  
Strategic Management (Full-time MBA core), 2020-2021  
Strategic Management (Undergraduate core), 2015-2020  
Entrepreneurship and Strategic Renewal (PhD Seminar elective), 2017

University of South Carolina, Darla Moore School of Business

Strategic Management (Undergraduate), 2014

University of Maryland, Robert H. Smith School of Business

Business Strategy (Undergraduate), 2011-2012

## EDITORIAL ACTIVITIES

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### Editorial Roles

Associate editor, Academy of Management Review, 2026-2029  
Senior editor, Organization Science, 2020-2026  
Special issue editor, Strategic Management Journal, Innovative solutions to grand challenges, 2024-2026

Special issue editor, Strategic Entrepreneurship Journal, Geography and technology, 2026-2028  
Editorial review board, Strategic Management Journal, 2014-present  
Editorial review board, Strategic Entrepreneurship Journal, 2015-present  
Editorial review board, Strategy Science, 2022-present  
Editorial review board, Organization Science, 2019-2020

### **Other Refereeing**

Academy of Management Journal, Entrepreneur & Innovation Exchange, Journal of Business Venturing, Journal of Management, Journal of Management Studies, Management Science, Research Policy, Strategic Management Review  
Academy of Management TIM Division Best Paper Awards, 2025  
National Science Foundation Grants, 2018-2019, 2023  
INFORMS Dissertation Proposal Competition Judge, 2022  
Strategic Management Society Conferences and Awards, 2013-2020, 2022-2023  
Academy of Management Meetings, 2011-2019, 2025  
Kauffman Foundation Dissertation Fellowship, 2016-2017

## **PROFESSIONAL AND COMMUNITY ACTIVITIES**

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### **Professional Leadership**

Co-chair, Strategy Research Foundation, Strategic Management Society, 2023-2028  
Board of directors, Consortium on Competitiveness and Cooperation (CCC), 2024-2027  
Research committee, Strategic Management Society, 2023-2026  
Review committee of Strategy Science, INFORMS, 2024  
Executive committee (elected), STR division, Academy of Management, 2021-2023  
Chair (elected), Entrepreneurship & Strategy IG, Strategic Management Society, 2020-2022  
Innovation & Entrepreneurship chair, Industry Studies Association, 2020-2021  
Representative at large (elected), TIM division, Academy of Management, 2018-2020  
Representative at large (elected), Entrepreneurship & Strategy IG, Strategic Management Society, 2018-2019  
Chair, Dissertation award committee, Industry Studies Association, 2017-2019  
Representative at large (elected), Competitive Strategy IG, Strategic Management Society, 2016-2017  
Research committee, BPS division, Academy of Management, 2016-2017

### **Conference and Consortia Organization**

Co-chair, Strategy Science Doctoral Workshop, 2025-2026  
Co-organizer, Grant writing workshop, Strategic Management Society Conference, 2025-2026  
Theme Track co-chair, Strategic Management Society Conference, 2025  
Co-organizer, Industry Emergence & Evolution, SMS Extension at Oxford, 2022  
Organizer, STR Meet a Theory virtual series, Academy of Management, 2022  
Co-chair, STR Junior Faculty Consortium, Academy of Management, 2021-2022  
Co-organizer, Emergence workshop, AOM TIM division joint with UNC CREATE, 2021

Co-chair, TIM Doctoral Student Consortium, Academy of Management, 2019-2020  
Co-organizer, Consortium on Competitiveness and Cooperation (CCC), Duke-UNC, 2019  
Co-organizer, Developing a Research Identity Workshop, Strategic Management Society, 2018  
Co-organizer, TIM Doctoral Research Workshop, Academy of Management, 2015

### **Mentorship and Workshops**

TIM junior faculty consortium, Academy of Management, Copenhagen, 2025  
Markets & Management professional development workshop, Academy of Management, Copenhagen, 2025  
STR junior faculty paper development workshop, Academy of Management, Chicago, 2024  
Tenure Project junior faculty professional development, Virtual, 2024  
TIM doctoral research development workshop, Academy of Management, Boston, 2023  
Virtual PhD seminar, Carnegie School of Organizational Learning Academy, 2023  
Doctoral student consortium, Smith Entrepreneurship Conference, College Park, 2023  
STR junior faculty paper development workshop, Academy of Management, Seattle, 2022  
OMT online meetings, Academy of Management, 2021-2022  
Strategic human capital junior faculty workshop, Strategic Management Society, 2021  
Pitch your entrepreneurship doctoral research, Strategic Management Society, 2021  
SRF/SMS doctoral workshop, Strategy Research Foundation, 2015, 2020-2021  
Early career professional development workshop, Industry Studies Association, 2020-2021

### **UNIVERSITY SERVICE**

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#### **Service to the University of Wisconsin**

Creative Destruction Lab moderator, Health and Wellness track, 2024-2027  
WSB Leadership Academy task force, 2026  
Peer review of teaching for strategy junior faculty, 2024-2026  
Recruitment committee for MHR faculty, 2024  
PhD Committee, 2023-2024

#### **Service to the University of North Carolina**

Full-time MBA Curriculum committee, 2022-2023  
EMBA academic ineligibility committee, 2021-2023  
Recruitment committee for Strategy & Entrepreneurship clinical faculty, 2022  
Recruitment committee for Senior Associate Dean of Innovation, 2022  
Advisor / Editor, Kenan Trends in Entrepreneurship Report, 2019-2021  
Recruitment committee for Strategy & Entrepreneurship faculty, 2015, 2021  
Kenan-Flagler Entrepreneurship academic advisory board, 2020-2021  
CREATE academic advisory board, 2020-2021  
Undergraduate program advisory committee, 2017-2019  
Strategy liaison, Undergraduate Business Global Program, 2016-2019

Organizer, Strategy & Entrepreneurship speaker series, 2015-2017

## **PHD COMMITTEES**

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Tom Kwon (University of Southern California, 2025), Angie Fairchild (2024), Kyungsoo Kim (2024), Christopher Law (2023), Anavir Shermon (2023), Najoung Lim (University of Maryland, 2022), Shirish Sundaresan (2021), Travis Howell (2020), Ling Xiao (2020), Mara Guerra (Imperial College London, 2020), Ting Yao (2019), Tian Chen (2018), Tania Babina (2016)

## **PRESENTATIONS**

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### **Research Paper Presentations**

Cultivating and embracing plurality in abductive inquiries within strategy research  
Virtual STR panel on academic writing, Academy of Management, 2026  
Strategic Management Society Conference, San Francisco, 2025

From founders' knowledge to economic value capture in academic and employee startups  
Entrepreneurship and Innovation Policy virtual seminar, 2026  
University of Illinois Innovation Policy Summit, Chicago, 2024  
Oxford Residence Week for Entrepreneurship Scholars, Oxford, 2024

Entrepreneurs and system architects in the nascent carbon removal industry  
Academy of Management Meetings, Chicago, 2024

Creating new industries: The generative role of heterogenous actors  
Academy of Management Meetings, Chicago, 2024

Understanding industry stall through the historic rise and fall of supersonic aviation  
European Group for Organizational Studies Colloquium, Cagliari, 2023  
Strategic Management Society Conference, London, 2022  
Academy of Management Meetings, Seattle, 2022

Alliance partner overlap between employee spinouts and parents  
DRUID Conference, Copenhagen, 2021  
Kenan Institute Entrepreneurship Research Group, Chapel Hill, 2021

Entrants' product portfolios in the nascent drone industry  
Virtual STR Symposium, Academy of Management, 2021  
Virtual Strategic Management Society Conference, 2020  
Virtual Academy of Management Meetings, 2020  
Strategy, Innovation, and Entrepreneurship Virtual Workshop, 2020  
Strategy Science Virtual Conference, 2020  
BYU-Utah Winter Strategy Conference, 2020  
Bocconi Assembly for Innovation and Cooperation, Milan, 2019  
Academy of Management Meetings, Boston, 2019  
Strategic Management Society Conference, Frankfurt, 2019  
Kenan Institute Entrepreneurship Luncheon, Chapel Hill, 2019  
Strategic Management Society Conference, Paris, 2018

#### Building industries by building knowledge

Academy of Management Meetings, Boston, 2019  
Strategic Management Society Conference, Frankfurt, 2019

#### Filling pre-entry capability gaps in nascent industries

Kenan-Flagler Interdisciplinary Research Seminar, Chapel Hill, 2018  
Duke Strategy Seminar, Durham, 2017  
HBS Workshop on Innovation in a Global Economy, Boston, 2017  
Strategy Research Forum, New Orleans, 2017  
Smith Entrepreneurship Conference, College Park, 2017  
Austin Technology and Entrepreneurship Conference, Austin, 2017  
Academy of Management Meetings, Anaheim, 2016  
Industry Studies Association Conference, Minneapolis, 2016

#### Technological trajectories of startups in nascent contexts

Industry Studies Association Conference, Washington, 2017  
INFORMS Conference, Strategy Science Track, Nashville, 2016  
Kenan Institute Advisory Board Dinner, Chapel Hill, 2016  
Kauffman Emerging Scholars Conference, Kansas City, 2016

#### Patterns of pioneering research investments by universities, startups, and established firms

Strategic Management Society Conference, Denver, 2015

#### Entry into nascent industries

Kauffman Emerging Scholars Conference, Kansas City, 2014  
Strategic Management Society Conference, Atlanta, 2013  
Academy of Management Meetings, Orlando, 2013  
Consortium for Competitiveness and Cooperation (CCC), University of Maryland, 2012  
Dingman Entrepreneurship Research Luncheon, University of Maryland, 2012

#### Incubation of an industry

Academy of Management Meetings, Boston, 2012  
Atlanta Competitive Advantage Conference, Atlanta, 2012  
Darden Entrepreneurship Conference, University of Virginia, 2012  
Wharton Technology and Innovation Conference, Philadelphia, 2012  
Mid-Atlantic Strategy Colloquium, University of North Carolina, 2011

#### The dynamics of capability development

Strategic Management Society Conference, Miami, 2011  
Academy of Management Meetings, San Antonio, 2011

#### Supply portfolio concentration in outsourced knowledge-based services

Mid-Atlantic Strategy Colloquium, University of Maryland, 2010  
Atlanta Competitive Advantage Conference, Atlanta, 2010

#### Governance for technology sourcing in the global context

Academy of Management Meetings, Chicago, 2009

#### Research Panel Presentations

Strategic Management in Emerging Industries, Strategic Management Society Virtual Workshop, 2026

Creating and entering new industries, Troesh Entrepreneurship Conference, Las Vegas, 2026

Complementary technologies in new space, Academy of Management Meetings, Copenhagen, 2025

Keynote speaker, DRUID Conference, Toronto, 2025

Dynamic and managerial capabilities, Consortium for Competitiveness and Cooperation, Boston, 2025

Future of geographic and technological emergence, Academy of Management Meetings, Chicago, 2024

Strategic management of enabling technologies, Academy of Management Meetings, Chicago, 2024

Revisiting disruption and ecosystem dynamics, Academy of Management Meetings, Chicago, 2024

Studying emerging technologies, Strategic Management Society Conference, Toronto, 2023

Novel methods and data in studying industry evolution, Academy of Management Meetings, Boston, 2023

Organizing industries, ecosystems, & markets, European Group for Organizational Studies, Cagliari, 2023

Platforms and nascent markets, Smith Entrepreneurship Conference, College Park, 2023

Competing in a pluralistic society, BYU-Utah Winter Strategy Conference, 2023

Industry dynamics, Virtual STR Symposium, Academy of Management, 2023

Entrepreneurship for social good, Strategic Management Society Conference, London, 2022

The origins of industries, Strategic Management Society Extension, Oxford, 2022

The role of failure in new industry emergence, Academy of Management Meetings, Seattle, 2022

Recovery at a time of global uncertainty, Bocconi Assembly for Innovation and Cooperation, Milan, 2022

Entry dynamics and timing, Consortium for Competitiveness and Cooperation, Toronto, 2022

Strategic decisions for new industries, Bocconi Workshop on Decision Making Under Uncertainty, 2021

Market emergence, Emergence workshop, AOM TIM division joint with UNC CREATE, Chapel Hill, 2021

Entrepreneurship and industry emergence, Strategic Management Society Conference, Minneapolis, 2019

Industry emergence: Integrating tech & OT perspectives, Academy of Management Meetings, Boston, 2019

Nascent industries, Tuck Strategy Bootcamp, Hanover, 2019

The edge of ecosystem and platform strategy, Strategic Management Society Extension, INSEAD, 2018

Promoting robust and reliable research practices, NSF Workshop, University of Florida, 2018

Interfaces for creation of market and industries, Academy of Management Meetings, Atlanta, 2017

Firm strategy in nascent industries, Strategic Management Society Conference, Houston, 2017

Heterogeneity in firms and pre-entry capabilities, Strategic Management Society Conference, Denver, 2015

### **Discussant Presentations**

Wharton Technology and Innovation Conference, Philadelphia, 2024

Entrepreneurship and Innovation Policy virtual research seminar, 2024

Austin Technology and Entrepreneurship Conference, Austin, 2024

Bocconi Assembly for Innovation and Cooperation, Milan, 2023

Symposium on Regulation in Nascent Markets, Academy of Management Meetings, Boston, 2023

Symposium on Twists and Turns in Industry Evolution, Academy of Management Meetings, Boston, 2023

Smith Entrepreneurship Conference, College Park, 2023

Symposium on Emergence: Geography & Markets, Academy of Management Meetings, Seattle, 2022

How Entrepreneurship Affects Society Workshop, Digital Tahoe, 2020

Symposium on Emerging Technologies, Virtual Academy of Management Meetings, 2020



Entrepreneurship and Strategy Virtual Seminar Series, Strategic Management Society, 2020  
Duke/UNC Innovation & Entrepreneurship Research Conference, 2019  
Consortium for Competitiveness and Cooperation (CCC), University of Pennsylvania, 2017  
DRUID Conference, New York University, 2017  
Darden & Cambridge Judge Research Conference, University of Virginia, 2016

### **Professional Panels**

Women's professional networking luncheon, Strategic Management Society, 2023, 2025  
PhD Project, Strategy, innovation & entrepreneurship (SIE) series, 2024  
STR virtual panel about remote work in academia, Academy of Management, 2023  
Finding ways to balance research, teaching, and service, Strategic Management Society webinar, 2022  
Entrepreneurship & Strategy paper development workshop, Strategic Management Society, London, 2022  
Online teaching Q&A, Competitive Strategy IG, Strategic Management Society, 2021  
Early-stage professional development session, Kauffman Foundation, 2021  
CCC mentorship café, Consortium on Competitiveness and Cooperation, 2021  
STR virtual workshop about blended and online teaching, Academy of Management, 2020  
STR Persian cultural café, Academy of Management, 2020  
SMS doctoral workshop, Strategic Management Society, Frankfurt, 2019  
Entrepreneurship State of the Field, Ewing Marion Kauffman Foundation, 2017  
Doctoral student consortium, Smith Entrepreneurship Conference, 2014-2015  
New doctoral student consortium, Academy of Management, Orlando, 2013

### **Policy and Practitioner Presentations**

From incubation to scale in artificial intelligence, AI in Business Summit, 2026  
Creating industries, INTEGRATE symposium, NSF traineeship for integrating robots in the future, 2024  
Market genesis, Kenan Frontiers of Entrepreneurship Conference, Palm Beach, 2019  
Entrepreneurship in Ag Biotech: Spotlight on North Carolina, North Carolina Biotechnology Center, 2016  
Entrepreneurship in nascent industries, Kenan Institute Advisory Board Dinner, Chapel Hill, 2016

### **Invited Seminars**

Amsterdam Business School, Baruch College, Bocconi University, Boston University, Copenhagen Business School, Dartmouth College, Duke Fuqua, Duke Sociology, ETH Zurich, Esade Business School, Georgia Tech, Georgetown University, HEC Paris, INSEAD, Johns Hopkins University, London Business School, Purdue University, Rice University, Southern Methodist University, University of Alabama, University of Colorado, University of Florida, University of Illinois, University of Michigan, University of Minnesota, University of Notre Dame, University of Pennsylvania, University of South Carolina, University of Utah, University of Washington, University of Wisconsin, Virginia Tech, Washington University

### **OTHER ACTIVITIES**

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Applied Research Laboratory for Intelligence and Security, sponsored DOD-DARPA project, 2024-2025