

# CHIARA SPINA

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## ACADEMIC POSITIONS

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**INSEAD**, Asia Campus (Singapore)

**2020 - Present**

Assistant Professor of Entrepreneurship and Family Enterprise

## EDUCATION

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**Bocconi University**

**January 2020**

*Ph.D. cum laude in Business Administration and Management*

Major in Strategic Management and Minor in Technology & Innovation Management.

Dissertation titled:

“Entrepreneurship in the Making: Understanding Experimentation in Early-Stage Entrepreneurship”

Committee: Professor Charles Williams (Co-chair), Professor Alfonso Gambardella (Co-chair), Professor Arnaldo Camuffo.

**University of Milan**

**2011**

*MSc. Labour Studies*

Academic scholar and awarded special grant to visit the London School of Economics and Political Science as part of the program. Awarded 110 *cum laude* out of 110 for overall performance.

**University of Milan**

**2008**

*BSc. Business Studies, Major in Organisation and Human Resources Management*

Awarded 110 *cum laude* out of 110 for overall performance.

## RESEARCH INTERESTS

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- Experimentation in the early-stages of new venture creation
- Strategic decision-making: entrepreneurial cognition and problem framing
- Emerging phenomena in entrepreneurship: crowdfunding, accelerators, and hackathons

## JOURNAL PUBLICATIONS

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- (1) Camuffo, A., Cordova, A., Gambardella, A., & Spina, C. (2020). A scientific approach to entrepreneurial decision making: Evidence from a randomized control trial. *Management Science*, 66(2), 564-586.

## WORKING PAPERS

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- (2) “Small Changes with Big Impact: Experimental Evidence of a Scientific Approach to Decision Making of Entrepreneurial Firms” (with Arnaldo Camuffo and Alfonso Gambardella), job market paper, revise and resubmit, *Organization Science*
  - Best Conference Paper Award Finalist at the Strategic Management Society Conference 2019
  - Best Research Method Award Finalist at the Strategic Management Society Conference 2019

- (3) “Systematic Decision-Making and Entrepreneurial Performance: Evidence from a Field Experiment” (with Elena Novelli), under review, *Strategic Management Journal*
  - Best Conference Paper Award Nomination at the Strategic Management Society Conference 2021
  - Academy of Management Best Paper Proceedings 2021
- (4) “A Scientific Approach to Innovation Management: Evidence from Four Field Experiments” (with Arnaldo Camuffo, Alfonso Gambardella, Danilo Messinese, Elena Novelli, Emilio Paolucci), in preparation for submission
- (5) “Is Experimentation a Substitute for Experience? The Effect of Describing Planning and Experimentation on a Funding Platform” (with Charlie Williams), reject and resubmit, *Strategic Management Journal*

## **WORK IN PROGRESS**

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- (6) “What does Scientific Experimentation Mean for Entrepreneurial Performance? Evidence from a Field Experiment and Text Analysis”, *data analysis stage*
- (7) “Scientific Entrepreneurs, Pivoting and the Cost of Experimentation: Evidence from Two Field Experiments” (with Daniele Battaglia), data collection to be completed in May 2021, *data-analysis stage*
- (8) “A Theory of Entrepreneurial Action: A Scientific Approach to Entrepreneurial Decision Making” (with Arnaldo Camuffo, Alfonso Gambardella, Danilo Messinese, Elena Novelli), in preparation for submission, target: Academy of Management Review.
- (9) “The Way You See the Problem is the Problem: Fostering Experimentation in New Entrepreneurial Teams” (with Shanming Liu and Danilo Messinese), field experiment, *data analysis stage*
- (10) “Strategy and Structure in Early-Stage Entrepreneurial Firms: Experimental Evidence from India”, *data collection in progress*
- (11) “Collaboration and Competition among Entrepreneurs: Evidence from Accelerator Programs”, *data collection in progress*

## **OTHER PUBLICATIONS**

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“Plug and Play: Matching Corporates with Start-ups to Accelerate Open Innovation”, INSEAD Case Study 6638, May 2021

“Founders, Apply the Scientific Method to Your Startup”, Harvard Business Review, November 2020

## **CONFERENCES, INVITED PRESENTATION AND WORKSHOPS**

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**University of St. Gallen, Seminar**, December 2021 (planned)

**Strategic Management Society Annual Conference**, September 2021 (planned)

**Academy of Management Annual Meeting**, August 2021 (planned)

**Empirical Management Conference**, Hosted virtually by Cornell Dyson, December 2020

**EPFL Virtual Innovation Seminars**, Online Seminar, September 2020

**IIMB Strategy Virtual Seminar Series**, Online Seminar, July 2020

**Entrepreneurship & Strategy Research Seminar**, Online Seminar, July 2020

**Organization Science Conference “Experiments in Organization Theory”,** Arizona (USA), May 2020

**Strategic Management Society Annual Conference,** Minneapolis (USA), October 2019

**Academy of Management Annual Meeting,** Boston (USA), August 2019

**Consortium for Competitiveness and Cooperation (CCC) Conference,** Chapel Hill (USA), June 2019

**Smith Entrepreneurship Research Conference (SERC),** Maryland (USA), April 2019

**AOM Start up to Scale up Conference,** Tel Aviv (Israel), 2018

**Innovation Growth Lab Winter Conference,** London (UK), 2018

**Wharton Innovation Doctoral Symposium,** Philadelphia (USA), 2018

**Strategic Management Society Annual Conference,** Paris (France), 2018

**Strategic Management Society SRF Workshop,** Paris (France), 2018

**8th SEI Doctoral Consortium,** Munich (Germany), 2018

**Academy of Management Annual Meeting,** Chicago (USA), 2018

**Academy of Management TIM Doctoral Consortium,** Chicago (USA), 2018

**Entrepreneurship and Innovation Research Conference,** Hong Kong (Hong Kong) 2018

**Second Workshop on Experimental Economics and Entrepreneurship,** Copenhagen (Denmark), 2018

**Innovation Growth Lab Doctoral Workshop and Winter Conference,** Washington (USA), 2017

**Strategic Management Society Annual Conference,** Houston (USA), 2017

**Strategic Management Society Doctoral Workshop,** Houston (USA), 2017

**RCT Lab Symposium on Entrepreneurship,** INSEAD & ILO, Abu Dhabi (UAE), 2016

## **FELLOWSHIPS, GRANTS AND AWARDS**

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<b>2021</b>	Émergence Grant (\$70,000)
<b>2021</b>	INSEAD Research and Development Grant (\$2,500)
<b>2019</b>	Romeo and Enrica Invernizzi Scholarship (\$11,000)
<b>2019</b>	PRIN grant (\$700,000)
<b>2018</b>	Innovate UK Industrial Strategy Grant (\$400,000)
<b>2018</b>	Romeo and Enrica Invernizzi Scholarship (\$6,000)
<b>2017</b>	Strategy Research Foundation Dissertation Grant (\$10,000)
<b>2017</b>	Strategic Management Society Doctoral Workshop Grant (\$1,000)
<b>2014-2018</b>	Bocconi Full PhD Scholarship
<b>2010</b>	University of Milan Grant
<b>2009</b>	Erasmus Scholarship
<b>2008</b>	Government Scholarship

## TEACHING EXPERIENCE

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**INSEAD** **2020-present**

*Instructor, Corporate Entrepreneurship: Mastering Entrepreneurial Growth for Large Firms*

Teaching Executives, MBA, and Master's students how to systematically identify and assess new growth opportunities for corporates through scientific experimentation

**Bocconi University** **2019-present**

*Instructor, A Scientific Approach to Innovation Management, Coursera*

Teaching how to systematically evaluate innovative business ideas drawing on the latest insights from Management, Strategy and my own research through a Massive Online Open Course (MOOC)

**The Start-up Lab** **2019**

*Instructor and Mentor*

Teaching market validation techniques to entrepreneurs, 21-hour course

**Bocconi University** **2018 – 2019**

*Instructor*

Teaching Management (45-hour course) and Business Strategy (25-hour course) to undergraduate students

**Bocconi University** **2016 – 2017**

*Teaching Assistant*

**Bocconi University and University of Milan** **2014 – 2017**

*Guest Lecturer*

## SERVICE AND OTHER ACTIVITIES

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**Organizer**, CCC Brown Bag Seminar Series, Entrepreneurship division, Online (2020-2021)

**Organizer**, Strategy and Entrepreneurship Interest Group Summer Seminar Series, Online (2020)

**Founder**, Hackathon Research Centre, digital community available at [www.hackathonresearch.com](http://www.hackathonresearch.com)

**Managing Director**, InnoVenture Lab, pre-acceleration programme in Milan and Turin, Italy (2020)

**Managing Director**, Idea to Start-up Lab, pre-acceleration programme in Hyderabad, India (2020)

**Co-founder**, Strategy Insight Lab, scale-up programme in London, UK (2019)

**Managing Director**, The Start-up Lab, pre-acceleration programme in Turin, Italy (2018)

**Managing Director**, The Start-up Training, pre-acceleration programme in Milan, Italy (2017)

**Reviewer**, Organization Science (since 2021)

**Reviewer**, Journal of Political Economy (since 2020)

**Reviewer**, Management Science (since 2020)

**Reviewer**, Journal of Business Venturing (since 2020)

**Reviewer**, Strategic Management Journal (since 2017)

**Reviewer**, Strategic Management Society Annual Conference (since 2015)

**Reviewer**, Academy of Management Annual Meeting (since 2015)

**Member**, Innovation Growth Lab Research Network