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Avimanyu Datta, Ph.D.
Professor of Strategic Management & Entrepreneurship; Gary Gemberling Faculty Scholar
Director-George R, and Martha Means Center for Entrepreneurial Studies

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SUMMARY

I am a Professor of Strategic Management and Entrepreneurship at Illinois State University. I am also the 2024 Gary Gemberling Faculty Scholar. I received my Ph.D. in Business Administration from Washington State University in 2011. I am also affiliated with Hitotsubashi University, Tokyo, Japan, where I am a visiting scholar. Lastly, I am a Senior Research Fellow with Peter F. Drucker and Masatoshi Ito Graduate School of Management at Claremont Graduate University.

My research interests revolve around understanding product innovations and evolutions, and the processes (technological, behavioral, and economic) that lead to those developments. In doing so, I have analyzed patents, looked into crowdfunding behaviour, investigated movie franchises, researched Formula One performance, interviewed movement makers in Grand Seiko, and studied the commodification of ramen and matcha, to name a few. Some of my works have been published in journals like *Technovation, Journal of Business Research, Technological Forecasting and Social Change, Journal of Small Business Management, R&D Management, Journal of International Management (JIM), International Journal of Innovation Management, Management Decision,* and *Information Systems Research.* I am examining factors that determine whether to continue or relaunch a movie franchise based on core team configuration and dynamic capabilities, and linked with a story's narrative transformation. This work is currently under review. Over the last few years, I have developed a keen interest in breakthrough innovations surrounding speed and time. That led me to investigate whether making versus sourcing engines impacts Formula One races, having collected data from every car-driver combination since 1950. As a watch collector, I am fascinated by mechanical movements that strive to create accuracy close to quartz movements. That made me curious about the Spring Drive Movement created by Grand Seiko (the luxury watch division of Seiko Watches). While in Japan, I communicated with Grand Seiko's Spring Drive movement makers and conducted in-depth interviews. I have conducted additional interviews in the winter of 2024 so that we can make an academic paper from the standpoint of the legacy surrounding accuracy while keeping all the artisanship expected from a mechanical movement. I am deeply interested in how the definition of and characteristics of authenticity evolve with time, especially under the pressure of commodification and profits. This led me to take a closer look at Ramen and Matcha. Lastly, I am working with a team of experts to investigate how the overuse of AI can lead to the compromise of integrity and creativity in academic pursuits.

I teach the graduate (MBA) and an undergraduate capstone course in Strategic Management at Illinois State University. I also teach classes in technology innovation and entrepreneurship. I am an ad hoc reviewer for many journals, including the Journal of Management (JOM), Technovation, International Business Studies (JIBS), etc. As the Director of the George R. and Martha Means Center for Entrepreneurial Studies, I am in charge of forging alliances with local businesses, Angel Investors, Venture capitalists, and Business Incubators. I also manage an endowment of $7,600000. More Information about my research and teaching can be found at https://about.illinoisstate.edu/adatta/profile/.

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EDUCATION

Ph.D. (2011) **Business Administration (Washington State University, WA, USA)**
Major: Strategic Management of Technology and Innovation
Dean's Excellence Award for Outstanding Graduate Student Research, 2010
Dissertation Title: *Essays on Technological Innovations: Commercialization and Radicalness*
Chair: Dr. Leonard M. Jessup[1]; Members: Dr. RichardReed[2] and Dr. K.D. Joshi[3]

M.S. (2003) **Information Systems, with Distinction (Hawaii Pacific University, HI, USA)**
GPA: 4.0/4.0; Winner of J. Watumull Scholarship
National Dean's List for Academic Year: 2001-2002; 2002-2003

B. Sc. (2001) **Computing and Information Systems (University of London, UK**);
(Honors- Magna Cum Laude)

Dip. (1999) **Computing and Information Systems (University of London, UK);**
(Honors-Summa Cum Laude)

ACADEMIC APPOINTMENTS

Illinois State University, IL, USA

- **Full Professor (*with Tenure)* of Strategic Management and Entrepreneurship, College of Business (August 2021-Current)**
  - **Gary Gemberling, Faculty Scholar of Business (2024-Present)**

- Associate Professor (*with tenure*) of Strategic Management and Entrepreneurship, College of Business (August 2017-July 2021)
  - COUNTRY FINANCIAL Research Scholar (2018)
  - College of Business Outstanding Researcher (2018)

- Assistant Professor (*tenure track*) of Strategic Management and Entrepreneurship, College of Business (August 2011-July 2017)

Claremont Graduate University

- **Senior Research Fellow,** Peter F. Drucker and Masatoshi Ito Graduate School of Management
  (May 1, 2024- Current)

Hitotsubashi University, Kunitachi, Tokyo, Japan

- **Visiting Research Scholar**, Institute of Innovation Research
  (December 202- January 2025)

[1] Former President, Claremont Graduate University; Former President UNLV
[2] Current Position: Emeriti Professor, Monte Ahuja College of Business, Cleveland State University
[3] Current Position: John B. Yowell Distinguished Professor of Information Systems, University of North Carolina, Wilmington.

- **Visiting Professor**, Institute of Innovation Research
  (May 2022- August 2022)

Washington State University, WA, USA

- Instructor (June 2008-June 2011)
- Graduate Teaching and Research Assistant (August 2007- June 2011)

LEADERSHIP APPOINTMENTS

Director: George R & Martha Means Center for Entrepreneurial Studies (July 2019-Present)

- Managing an Endowment of 8,000,000 dollars. Executing fiscal governance, asset management, and budget infrastructure to align financial resources directly with center growth and program activities.
- Founded the Campus-wide Entrepreneurship Minor Program. Designed and deployed campus-wide curricular frameworks to elevate entrepreneurial culture, incentives, and visibility across all academic units.
- Served as a liaison across colleges (Business, Upcoming engineering program, Science, and Arts) to promote campus-wide entrepreneurship. Interfaced across colleges and schools to deliver events, services, programs, and resources, ensuring a unified flagship presence for all university students, staff, faculty, and alumni.
- Collaborated with the Babson College Entrepreneurship Research Conference (BCERC) to create the Means Center for Entrepreneurial Studies Award for the Best Paper on Social Entrepreneurship, which was first awarded at the Munich Conference in 2024.
- Building strategic alliances and philanthropic frameworks to enhance academic recognition, faculty incentives, and international brand presence.
- Partnered with other agencies like the Hagee Center for Innovation and the Multicultural Center to offer assistance and mentorship to bolster impact and presence. Created cross-sector collaborations and multi-scale frameworks to elevate startup ambition and deliver accessible support to diverse founder networks.
- Spearheaded a team to alter the structure and partnership of the Startup Showcase starting in 2020. Led team restructuring and operational governance shifts to optimize flagship events, matching internal venture metrics with the practices of high-performing innovation ecosystems.
- Improved the judging quality of the Startup Showcase by including leaders from diverse industry verticals, including Banking, Insurance, and Investment, Information and Communication Technologies, Healthcare (pharma, hospitals, biotech), Manufacturing (automobiles, hardware, electrical, electronic, etc.), and others (Restaurants and other services). Actively engaging external networks, corporate partners, and investors across software, AI, hardware, deep tech, and biomedical sectors to judge and validate university startups.
- Created a mentoring session prior to the presentation. Designed pre-venture training systems and structural mentorship pipelines to derisk, launch, and accelerate student and alumni technologies before market exposure.
- Spearheaded a team to improve the Accelerator Application. Utilized a disciplined approach to application workflows and data infrastructure to evaluate entry criteria and streamline founder access to early-stage support.

- Allowed a more streamlined approach to the application. Optimized intake systems and administrative architecture to lower operational friction and drive broad stakeholder engagement.
- Provided Mentorship to improve Business. Driving actionable, founder-first developmental frameworks to guide teams through critical capital allocation, product risk mitigation, and scaling phases.
- Oversaw the planning and programming of events, such as the Startup Showcase for entrepreneurial students across campus. Directed full lifecycle campus-wide strategic events and visible resource programming to celebrate and cultivate startup success within the university ecosystem.
- Created two awards to recognize alumni and local businesses, specifically the Means Center Alumnus of the Year Award and the Means Center Economic Impact Award. Developed structured milestone recognition programs to leverage the expertise, networks, and long-term engagement of alumni, local businesses, and regional partners.
- Established the distribution of these awards during the Entrepreneur of the Year Evening, an event attended by the University President, Provost, College Deans, Trustee, and Advisory Board. Coordinated high-visibility advancement events to report data-centric outcomes, capture donor interest, and reinforce the entrepreneurial narrative directly to trustees, senior executives, and industry friends.
- Guided the center to operate virtually during the COVID-19 crisis. Demonstrated operational agility, adaptive governance, and continuous leadership to sustain programmatic access during external macro disruptions.
- Worked with the University administration and Financial Aid to administer the Koelz Family Scholarship fund, which was created explicitly for historically underrepresented students. Managed targeted philanthropic funding and equitable distribution systems to support diverse student cohorts in venture pathways.
- Created a platform for scholarships for the Entrepreneurship Faculty. Designed structural incentives and administrative pathways to mobilize faculty into active research, corporate engagement, and post-tenure performance.
- Created a Travel Scholarship specific to entrepreneurship faculty. Structured funding allocations to facilitate faculty leave, global networking, and the cross-pollination of practices at international business and technology conferences.
- Created a Software license procurement path specific to the entrepreneurship faculty. Secured access to specialized analytical tools to enable data-centric outcomes, advanced technical modeling, and empirical output.
- Created proofreading assistance for entrepreneurship faculty. Implemented professional editing services to accelerate publication turnaround times and support the dissemination of research in top journals.
- Hired new faculty members with expertise in Startups and Corporate Entrepreneurship. Led talent recruitment, role structural alignment, and strategic faculty onboarding to ensure long-term center capability and research leadership.
- Budgeted and provided financial reports for the Means Center's endowment, and processed payments and contracts related to the center. Instituted absolute compliance, transparent data metrics, and contract management under center governance structures.

- Coordinated print and media communications with COB marketing, communication, and Web specialists. Managed unified marketing channels and narrative strategy to effectively communicate startup milestones to internal and external audiences.
- Created Scholarships for historically underrepresented students. Raised and deployed dedicated financial grant support to expand student access to entrepreneurial pathways and accelerate diverse economic ventures.
- Enforced a policy where every winner must submit a monthly progress report of their actions with the winnings, or face the cancellation of the disbursement of funds. Implemented a rigorous, data-centric framework to track funding efficacy, manage project risk, and ensure accountable stewardship of center resources.
- Established a path where winners in Startup showcases can apply for accelerator funds. Built a clearly tiered, progression-based funding funnel to move ventures systematically from early proof-of-concept to mature growth stages.
- Worked with the University Foundation to make Funds for the Startup Showcase and Accelerator readily available to winning students, and facilitated resources so that the monies are judiciously used. Reengineered institutional foundation policies to replace complex reimbursement setups with responsive capital disbursement models, drastically lowering financial friction for early-stage founders.
- Supervised students and faculty working with the Means Center. Provided direct executive leadership, progress tracking, and professional mentorship to multidisciplinary teams of researchers and active founders.
- Provided community outreach to the local business community. Cultivated regional networks to position the center as a vital civic catalyst and a bridge to the local tech and business ecosystem.
- Transformed the Means Center into a platform where ideas can be brought to fruition by inviting V.C.s and Angel Investors (AI) judges to our competitions. Constructed funding platforms that connect university research with an expansive group of global venture investors and angel syndicates.
- Invited V.C.s and AIs to mentor students and provide valuable feedback on their ideas, business plans, and pitches. Utilized investor networks to accelerate founder acumen, scale business planning, and build investment readiness for deep tech and software ventures.
- Linked impactful student ideas with commercialization agents and Intellectual Property Lawyers. Driving technology transfer by pairing student intellectual property with commercialization agents, legal experts, and industry networks to optimize translation from lab to market.
- Positioned the Means Center as an integral part of the Illinois Innovation Network, an initiative by the Governor of Illinois. Leveraged public policy initiatives, regional business councils, and institutional coalitions to execute a cohesive strategy that anchors the university within the broader state economy.
- Maintained continuous engagement with the business community, the chamber of commerce, and Bloomington and Normal Development Council members on entrepreneurial thinking to uplift the local economy. Operating as a lead economic adviser and cross-sector collaborator, aligning university startup creation with corporate needs to drive employment, investment, and long-term regional development.

Advisory Board Member – Illinois Innovation Network (August 2025 –Present)

- Serving as a primary point of contact and advisory leader to build, connect, and sustain effective cross-sector collaborations across universities, community stakeholder networks, and state-spearheaded industrial ecosystems to expand regional entrepreneurial capacity

RESEARCH GRANTS/ AWARDS

Award	Year	Amount
Gary Gemberling Faculty Scholar in Business	2024-2025	$10000
University Research Grant (URG), Illinois State University	2022-2023	$5500
University Research Grant (URG), Illinois State University	2019-2020	$6000
Country Financial Scholar	2018-2019	$6000
College of Business Outstanding Faculty Research Award	2018-2019	$1500
University Research Grant (URG), Illinois State University	2017-2018	$5000
University Research Grant (URG), Illinois State University	2016-2017	$6000
Research Initiative Award, Illinois State University	2015-2016	$1500
University Research Grant (URG), Illinois State University	2015-2016	$8000
University Research Grant (URG), Illinois State University	2014-2015	$8000
University Research Grant (URG), Illinois State University	2013-2014	$8000
The George R. and Martha Means Center for Entrepreneurial Studies.	2012-2013	$5000

RESEARCH RECORD

Textbook

1. **Datta. A**. (2027) Strategic Management: Foundations, Dynamics and Corporate Evolution. *Kendall Hunt.* ISBN: 9798319750679. https://he.kendallhunt.com/product/strategic-management-foundations-dynamics-and-corporate-evolution

Journal Articles (N=31)

1. **Datta, A.** 2027. Responding to the Unembracable Disruptor: How Legacy Watchmakers Countered Seiko's Innovative Watch Technology. Accepted for Publication at ***Sage Business Case***

2. **Datta, A.** 2027. The Soul of the Bowl: Navigating Purity and Market Logics in the Ramen Industry. Accepted for Publication at ***Sage Business Case.***

3. **Datta, A.,** and Ma, C. 2027. The Billion Dollar Pit-Stop: Is Formula 1 a Sporting Tournament or a Corporate Cartel? Accepted for Publication at ***Sage Business Case.***

4. **Datta, A.** and Srivastava, S. (July 8, 2023). (Re)Conceptualizing technological breakthrough innovation: A systematic review of the literature and proposed framework. ***Technological***

Forecasting and Social Change. [Impact Factor:**13.3**; *Ranking*:**4** (AJG2018), **A**(ABDC)]. https://doi.org/10.1016/j.techfore.2023.122740

5. Karube, M., Tachibana, T., Miyazawa, Y., and **Datta, A.** 2023. **Seiko Epson Corporation** *Hitotsubashi Business Review.* Spring 2023; 70 (185); p.153.

6. Brooks, S., Sahaym, A., **Datta, A**., and Srivastava, S. (October 14, 2022). Risky Combination: The Role of Managerial Perception of Social Media Use and Entrepreneurial Orientation on SME Innovation. ***Management Decision.*** [Impact Factor: **5.34**; *Ranking*:**3** (AJG2018), **A**(ABDC)] https://doi.org/10.1108/MD-03-2021-0385
7. Sahaym, A **Datta. A**, and Brooks, S. (March 2021) Crowdfunding Success through Social Media: Going beyond Entrepreneurial Orientation in the Context of Small and Medium-sized Enterprises. ***Journal of Business Research*** [Impact Factor: **10.969**; *Ranking*:**3** (AJG2018), **A**(ABDC)] https://www.sciencedirect.com/science/article/abs/pii/S014829631930551X

8. **Datta, A**., Sahaym, A., and Brooks, S. 2018. Unpacking the Antecedents of Crowdfunding Campaign's Success: The Effects of Social Media and Innovation Orientation. ***Journal of Small Business Management.*** 57 (S2) [Impact Factor: **6.799**; *Ranking*:**3** (AJG2015), **A**(ABDC)] DOI: https://doi.org/10.1111/jsbm.12498

9. Han, S., **Datta, A**., Joshi, K.D., Chi, Lei (2017). Innovation through boundary spanning: The role of IT in enabling knowledge flows across technological and geographical boundaries. ***International Journal of Knowledge Management,*** 13(4): [Impact Factor: **1.298**; *Ranking*:**2** (AJG2015); **B** (ABDC)] http://www.igi-global.com/article/based-knowledge-capability-commercialization-innovations/69174

10. **Datta, A.,** 2016. Antecedents to Radical Innovations: A longitudinal look at Firms in the Information Technology Industry by Aggregation of Patents. ***International Journal of Innovation Management*** (Imperial College Press). 20(5) [Impact Factor: **2.026**; *Ranking*:**3** (AJG2015), **B** (ABDC)] http://www.worldscientific.com/doi/10.1142/S1363919616500687

11. **Datta, A**., 2016. Evaluating the Antecedents of Foundational Innovations: A Longitudinal Look at Patents in the IT Industry. ***International Journal of Innovation Management*** (Imperial College Press), 20(1):1-29

[Impact Factor: **2.026;** *Ranking*:**3** (AJG2015), **B** (ABDC)]
http://www.worldscientific.com/doi/abs/10.1142/S1363919616500134?src=recsys

12. Datta, A., Mukherjee, D., and Jessup, L. 2015. Understanding the Commercialization of Technological Innovations: Taking Stock and Moving Forward. ***R&D Management,*** 44 (3): 215-249
[R&D Management is a Premium Journal in the Field of Innovation Management and Entrepreneurship; Impact Factor: **5.962;** *Ranking*:**3** (AJG2015), **A** (ABDC)]
http://onlinelibrary.wiley.com/doi/10.1111/radm.12068/abstract
DOI: http://dx.doi.org/10.1111/radm.12068

13. Datta, A, and Jessup. L. 2013. Looking beyond the focal industry and existing technologies for radical innovations. ***Technovation,*** 33(10-11): 355-367
[Technovation is a Premium Journal in the Field of Innovation Management and Entrepreneurship. Five-year Impact Factor: **11.46;** *Ranking*: **3** (AJG2015), **A** (ABDC)]
http://www.sciencedirect.com/science/article/pii/S0166497213000618
DOI: http://dx.doi.org/10.1016/j.technovation.2013.05.001

14. Mukherjee, D., Gaur, A., and **Datta, A.,** 2013. Creating value through offshore outsourcing: A resource management perspective. ***Journal of International Management*** **(JIM),** 19(4): 377-389
[Journal of International Management is among the top Journals in Business and International Management. Impact Factor: **5.526;** *Ranking*: **3** (AJG2015), **A** (ABDC)**]**
http://www.sciencedirect.com/science/article/pii/S1075425313000495
DOI: http://dx.doi.org/10.1016/j.intman.2013.03.015

15. Datta, A., Reed, R., and Jessup, L. 2013. Commercialization of Innovations: An overarching Framework and Research Agenda. ***American Journal of Business,*** 28(2): 147-191
http://www.emeraldinsight.com/journals.htm?articleid=17097867&show=abstract ; DOI: 10.1108/AJB-08-2012-0048

16. Ladd, D., **Datta, A., and** Sarker. S. 2013. Outrunning a Speeding Environment: Developing "High-Velocity" Strategic DSS Evaluation Criteria. ***Journal of Information Technology Management,*** 24 (2): 1-19**.** http://jitm.ubalt.edu/XXIV-2/contents.html (Lead Article)

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17. **Datta, A**., Reed, R., and Jessup, L 2013. Factors affecting the governance of innovation commercialization: A Theoretical Model. ***Journal of Business and Management (JBM),***17(2): 31-59. http://www.chapman.edu/asbe/_files/journals-and-essays/jbm-editions/12-1263%20JBM%20Journal_v.18n02_v6.pdf

18. **Datta, A.** 2012. IT-Based Knowledge Capability and Commercialization of Innovations: Modeling the impacts on ambidexterity and absorptive capacity. ***International Journal of Knowledge Management,*** 8(3): 84-98. [Impact Factor: **1.298**; *Ranking*:**2** (AJG2015); **B** (ABDC)]
http://www.igi-global.com/article/based-knowledge-capability-commercialization-innovations/69174

19. **Datta, A.,** 2011. Combining Networks, Ambidexterity, and Absorptive Capacity to explain Innovations' commercialization: A Theoretical Model from Review. ***Journal of Management & Strategy,*** 2(4): 2-24. [Impact Factor:**0.9]**
http://www.sciedu.ca/journal/index.php/jms/article/view/641 (Lead Article)

20. **Datta, A**., Jessup, L., Reed, R., 2011. Corporate reputation for commercialization of Innovation: Does reputation match reality, and does innovation matter? ***Technology & Investment,*** 2(4): 256-272. [Impact Factor:**0.94]**
http://www.scirp.org/Journal/Home.aspx?IssueID=1174

21. **Datta, A.,** 2011. Information Technology and Firm Innovations: A Review and Extension Explicating the Role of Networks, Capabilities, and Commercialization of Innovation. ***International Journal of Innovation in Digital Economy (IJIDE),*** 2(4): 45-63.
http://www.igi-global.com/article/information-technology-firm-innovations/59869

22. **Datta, A**., 2011. Information Technology Capability, Knowledge Assets, and Firm Innovation: A Theoretical Framework for Conceptualizing the Role of Information Technology in Firm Innovation. ***International Journal of Strategic Information Technology and Applications (IJSITA)*****:** 2(3), 9-26.
http://www.igi-global.com/article/information-technology-capability-knowledge-assets/58939

23. **Datta, A.** 2011. Exterior Sourcing and Technology Distinctness as Indicators of Radical Innovations: Evidence from Patents in the Information Technology Industry. ***Technology &***

Investment. 2(3): 193-201. [Impact Factor:**0.94]**
http://www.scirp.org/journal/PaperInformation.aspx?paperID=6981

24. Datta, A., 2011. An Integrative Model to Explain the Ability to Commercialize Innovations: Linking Networks, Absorptive Capacity, Ambidexterity, and Environmental Factors. ***Journal of Management & Strategy,*** 2(2): 1-22. [Impact Factor:**0.9]**
http://www.sciedu.ca/journal/index.php/jms/article/view/177 (Lead Article)

25. Datta, A., 2011. Review and Extension on Ambidexterity: A Theoretical Model Integrating Networks and Absorptive Capacity. ***Journal of Management and Strategy,*** 2(1):2-22. [Impact Factor:**0.9]** http://www.sciedu.ca/journal/index.php/jms/article/view/162 (Lead Article)

26. Joshi, K.D, Chi, L., **Datta, A.,** and Han, S. 2010. Changing the Competitive Landscape: Continuous Innovation through IT-based Knowledge Capabilities. ***Information Systems Research (ISR),*** 21(3): 472-495.
[ISR is among the top two journals in Information Systems and has been listed as one of Business Week's top fifteen influential Business journals. Five year Impact factor: **6.239;** *Ranking*: **4** (AJG2015), **A*** (ABDC)]
URL: http://pubsonline.informs.org/doi/abs/10.1287/isre.1100.0298
DOI: http://dx.doi.org/10.1287/isre.1100.0298

27. Ladd, D. A., **Datta, A.,** Sarker, S., Yu, Y., 2010. Trends in Mobile Computing within the I.S. discipline 2000-2009: A ten-year retrospective. ***Communication of Association of Information Systems*** *(CAIS),* 27: 285-316. http://aisel.aisnet.org/cais/vol27/iss1/17/
[Impact Factor: **3.57**; CAIS is listed among the top 10 journals in the field of Information Systems; *Ranking*:**3** (AJG2015)]

28. Datta, A., and Jessup, L., 2009. Expanding Opportunities in a Shrinking World: A Theoretical Model Explaining the Role of Social Networks and Internet-based Virtual Environments in Social Entrepreneurship. ***Journal of Virtual Communities and Social Networks*** *(JVCSN), 1(4), October-December*. http://www.igi-global.com/bookstore/Article.aspx?TitleId=37562

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29. **Datta, A.,** 2009. Cisco Systems: Implementing ERP in nine months and within budget. ***Journal of Cases on Information Technology****(JCIT), 11(2), 56-70, April-June 2009.* [Impact Factor: **0.53**] http://www.igi-global.com/Bookstore/Article.aspx?TitleId=3244

30. **Datta, A** & Ray Chaudhuri, S. 2005. Modeling the Effect of Organizational Structure on Organizational Self-Renewal and Knowledge Diffusion: A Theoretical Framework. *ICFAI Journal of Management Research.* February 2005 4(2):7-32. *http://ssrn.com/abstract=628301*

31. **Datta, A.** & Ray Chaudhuri, S. 2005. Role of Organizational Structure and Culture in Introducing an Effective Knowledge Setup. *ICFAI Journal of Knowledge Management, India.* 2(4): 63-77

Conference Papers and Presentations/ Abstracts (N=47)

1. Miyazawa, Y., Karube, M., and **Datta, A. 2026.** Becoming Lead Users: Emergence of a Collective Technological Frame through Manifestations. ***Proceedings of the Academy of Management Meeting.*** *Philadelphia, USA.*
    - Awarded Best Paper in Technology, Innovation, and Management (TIM) Division

2. Dragan, G.B., Capatina, A., Cristea, D.S., **Datta, A**., Tiberius, V., Micu, A. 2026. Beyond usefulness: Governance legitimacy and context constraints in the adoption of multifunctional monitoring tools for free-flowing rivers. ***2026 International Conference on PLS-SEM***

3. Dragan, G.B., **Datta, A.,** Munteanu, D., and Tiberius, V. 2026. Navigating the Twin Transition: The role of Dual Value Proposition Strength in Digital Ambidexterity in the Service Industry. ***Academy of Innovation, Entrepreneurship, and Knowledge****. Malaga, Spain*
    - Awarded Best Paper of the Conference

4. Jha, S. and **Datta, A**. 2025. When Distance Hurts: The Performance Impact of Geographic and Cultural Dispersion in Formula 1. ***Association of International Business – North East***

5. Karube, M., **Datta, A**., Miyazawa, Y. 2025. Reconfiguring Authenticity: An in-depth study of Matcha Tea. ***Proceedings of the Academy of Management Meeting.*** *Copenhagen, Denmark.*

6. Karube, M., **Datta, A**., Yu, L., Miyazawa, Y. 2025. Creating a new Consumption Practice: From brewing Green Tea to drinking Bottle Green Tea. *International Workshop on Craft and Emerging Forms of Organizing.* Kyoto University, Kyoto, Japan.

7. Karube, M., **Datta, A**., Miyazawa, Y., Tachibana, T. 2024. Reconstructing Legacy across Generations: A Case of Grand Seiko's Launching of the "Spring Drive." ***Proceedings of the Academy of Management Meeting.*** *Chicago, Illinois.*

8. Bhowmick, A., Mondal, A., Lahiri, S., Datta, A., and Ashraf, S.A. 2024. The impact of heterogeneity and vulnerability on family firms' internationalization strategy shift. ***Proceedings of the Academy of Management Meeting.*** *Chicago, Illinois.*

9. Bhowmick, A., Mondal, A., Lahiri, S., Datta, A., and Ashraf, S.A. 2024. Shift from exports to FDI: The case of Indian family firms. ***Academy of International Business*** Seoul, South Korea.

10. Karube, M., **Datta, A**., Miyazawa, Y., Gentaro, F. 2024. Authenticity Reconfiguration: Forging Rituals and Modern Trends. *International Workshop on Craft and Emerging Forms of Organizing.* Kyoto University, Kyoto, Japan.

11. Karube, M., **Datta, A**., Tachibana, T., and Miyazawa, Y. 2023. Connecting Dots Between Generations: How the Revolutionary Wristwatch "Spring Drive" Was Developed and Commercialized. ***Strategic Management Society-Annual Conference,*** *Toronto, Canada.*

12. Datta, A. A Resource Configuration Perspective to Examine Strategy Renewal: A Study of Movie Franchises. 2023 ***Proceedings of the Academy of Management Meeting.*** *Boston, Massachusetts.*

13. Karube, M, **Datta, A**, and Tachibana, T. 2023. Connecting dots between generations: How the revolutionary wristwatch "Spring Drive" was developed and commercialized. ***European Group of Organizational Studies (EGOS), University of Cagliari, Sardinia/Italy***

14. Karube, M., **Datta, A**., Tachibana, T., and Miyazawa, Y. 2023. Grand Seiko's Spring Drive: A Blend of Tradition and Modernity. *International Workshop on Craft and Emerging Forms of Organizing.* Kyoto University, Kyoto, Japan.

15. Datta, A. 2023. Reconceptualizing Breakthrough Innovation: A Bibliometric Analysis of the Literature and Proposed Framework. ***Western Academy of Management—Reno, Nevada.***

16. Datta, A, Smita Srivastava, and Sahaym Arvin. 2023. Agents of Change and Strategic Renewal of Hollywood Movies: How change in core crew and narrative transformation affects Financial Performance, ***Western Academy of Management—Reno, Nevada***

17. Karube, M., Niita, R., Tachibana, T., **Datta, A**. 2022, How does civic engagement create a new market for people with disabilities?: A case of accessible design products and services in Japan. ***Euro-Asia Management Studies Association***. *Tokyo, Japan*.

18. Datta, A., Srivastava, S., Sahaym, A. 2022. Strategic Renewal of Hollywood Movies through Narrative Transformation. ***Strategic Management Society-Annual Conference,*** *London, United Kingdom*

19. Datta, A., Srivastava, S., Sahaym, A. 2022. Strategic Renewal of Hollywood Movies Through Narrative Transformation. ***Proceedings of the Academy of Management Meeting.*** *Seattle, Washington State.*

20. Datta, A. 2022. Breakthrough Innovation: A Bibliometric Analysis of the Literature and Proposed Framework. ***Proceedings of the Academy of Management Meeting.*** *Seattle, Washington State.*

21. Datta, A., Srivastava, S., Sahaym, A. 2021. Strategic Renewal of Hollywood Movies by TMT as Agents of Change: A Study of Film Franchises**. *Strategic Management Society-Annual Conference*** *Virtual (COVID-Restricted)*

22. Datta, A. 2021. A critical look at breakthrough Innovation: Literature Review and Proposed Framework. ***Proceedings of the Academy of Management Meeting.*** *Virtual (COVID-Restricted)*

23. Datta, A., Srivastava, S., Sahaym, A. 2021. Strategic Renewal of Hollywood Movies by TMT as Agents of Change: Examining the Franchise Performance. ***Proceedings of the Academy of Management Meeting.*** *Virtual (COVID-Restricted)*

24. Datta, A. 2021. Reconceptualizing Breakthrough Innovation: Review of the Literature and Proposed Framework. ***Western Academy of Management.*** *Virtual (COVID-Restricted).*

25. Datta, A., Srivastava, S., Sahaym, A. 2021. Narrative Transformation and Financial Performance of Movie Franchise: A longitudinal study of the Hollywood Film industry. ***Western Academy of Management.*** *Virtual (COVID-Restricted).*

26. Datta, A., Srivastava, S., and Brooks, S. 2019. Social Media and New Product Introduction: Role of Proactiveness, Risk-Taking, and Market Dynamism. ***Proceedings of the Academy of Management Meeting.*** *Boston, Massachusetts.*

27. Datta, A., and Brooks, S., 2018. Crowdfunding campaign success: The effect of entrepreneurial orientation and social media. ***Proceedings of the Academy of Management Meeting.*** *Chicago, Illinois.*

28. Datta, A., Sahaym, A., and Brooks, S. 2018. Determinants of Crowdfunding Campaign Success: The Effect of Entrepreneurial Orientation and Strategic Use of Social Media. ***Western Academy of Management.*** *Salt Lake City, Utah.*

29. Sayahm, A., **Datta, A.**, and Brooks, S. 2017. Role of Entrepreneurial Orientation and Social Media on New Product Creation: A Socialnomics View. ***Proceedings of the Academy of Management Meeting.*** *Atlanta, Georgia.*

30. Datta, A., Sayahm, A., and Sang, K. 2016. Sourcing of Knowledge in Creation of Breakthrough Innovations: Evidence from Patents in the Information Technology Industry. ***Western Academy of Management.*** *Portland, Oregon.*

31. Datta, A., Sayahm, A., and Sang, K. 2015. Knowledge Sourcing and Breakthrough Innovations: A Study of Patents from the Information Technology Industry. ***Knowledge & Innovation and Cooperative Strategies Interest*** **at** ***the Annual Conference of the Strategic Management Society.*** *Denver, Colorado*.

32. Datta, A., 2015. Where do Foundational Innovations come from? Findings from the Information Technology Industry**.** ***Western Academy of Management.*** *Kauai, Hawaii, USA.*

33. Datta, A., 2014. The combined effect of Exterior Sourcing and Technology Distinctness on Radical Innovation. **Technology and Innovation Management's Groups Junior Faculty Consortium at the *Academy of Management Meeting*.** *Philadelphia, Pennsylvania.*

34. Datta, A., 2013. Recombination of Exterior Sourcing and Technology Distinctness on Radical Innovations. *2013* ***Academy of Management Meeting.*** *Orlando, Florida.*

35. Datta, A., 2013. How far should we go, and how different should it be? Recombination of Exterior Sourcing and Technology Distinctness on Radical Innovations: A Longitudinal Look at Patents in the IT Industry**. Technology and Innovation Management's Groups Junior Faculty Consortium at the *Academy of Management Meeting*.** *Orlando, Florida.*

36. Ladd, D., and **Datta, A.,** 2013. Defining a Fit-based Strategic DSS Evaluation Method. 2013 **Mid-Western Association of Information Systems (MWAIS) conference.** Normal, Illinois.

37. Datta, A., and Mukherjee, D., 2012. Capturing future markets through radical innovations: Evidence from patents and firms in the IT industry. ***2012 Academy of Management Meeting (Session: Innovation & Systems)***. Boston, Massachusetts.

38. Datta, A., 2012. Looking beyond the focal industry and existing technologies for radical innovations: Evidence from Patents in the Information Technology Industry. **Technology and Innovation Management's Groups Junior Faculty Consortium at the *Academy of Management Meeting*.** *Boston, Massachusetts*.

39. Shaffer, M., **Datta, A**., Jessup, L., Umesh, U.N., 2012. Predicting Patents' Lifetime Value (PLV) using Patent rank. ***2012 INFORMS Marketing Science Conference****. Boston, Massachusetts.*

40. Datta, A., 2012. Exploring the effects of Exterior Sourcing and technology distinctness as indicators of radical innovations: Evidence of patents in the IT industry. ***Proceedings*** of the ***Southern Management Association****. Fort Lauderdale, Florida.*

41. Datta, A., 2011. Exterior Sourcing and Technology Distinctness as indicators of Radical Innovations: Evidence from Patents in the Information technology Industry. **Competitive Strategy Interest Group's Junior Faculty and Paper Development Workshop at *the Annual Conference of the Strategic Management Society.*** *Miami, Florida.*

42. Datta, A. 2010. IT-Based Knowledge Capability and Commercialization of Innovations. ***2010 Academy of Management Meeting (Technology Innovation Management track)***. *Montreal, Canada*.

43. Ladd, D.A., **Datta, A.,** Sarker, S. 2010. Trying to Outrun a Speeding Environment: Developing "High-velocity" Strategic DSS Evaluation Criteria. ***Proceedings of the 16th Americas Conference on Information Systems,*** *Lima, Peru*. (Nominated for Best Paper) http://aisel.aisnet.org/amcis2010/15/

44. Datta, A., 2010. A Theoretical Model of Commercialization of Innovations: Integrating Networks, Absorptive Capacity, and Ambidexterity. ***Research-Development Workshop at the 2010 Atlanta Competitive Advantage Conference (ACAC).*** *Atlanta, Georgia.* http://papers.ssrn.com/sol3/JELJOUR_Results.cfm?form_name=journalbrowse&journal_id=1494605

45. Datta, A., & Jessup, L., 2009. The Role of Social Networks and Internet-based Virtual Environments in Social Entrepreneurship: A Conceptual Model. ***Proceedings of the 15th Americas Conference on Information Systems.*** *San Francisco, California*. **http://aisel.aisnet.org/amcis2009/61/**

46. Datta. A Jessup. L & Reed, R. 2008. Ability to commercialize innovations: An integrative model. ***Proceedings*** of the ***Southern Management Association***. *Tampa, Florida*.

47. Yu, Y., **Datta, A.,** Ladd, D. A., & Sarker, S. 2008. Mobile Computing Trends in I.S. Research: An Inductive Categorization Analysis, ***Proceedings of 14th Americas Conference on Information Systems.*** *Toronto, Canada*. **http://aisel.aisnet.org/amcis2008/70/**

Book Chapters (N=7)

1. **Datta, A.** (2025). Information Technology-Based Knowledge Capability and Commercialization of Innovations: Modeling the Impacts on Ambidexterity and Absorptive Capacity. In Dalgic, T., and Dalgic, O. (2025). *New Developments in Strategic Management*. Strategic Management Review

2. **Datta, A**. (2013). Information Technology Capability, Knowledge Assets, and Firm Innovation: A Theoretical Framework for Conceptualizing the Role of Information

Technology in Firm Innovation. In Howard, C. (2013). *Strategic Adoption of Technological Innovations* (169-189). IGI Global, Hershey, PA.

3. **Datta, A** & Jessup, L. (2012). Patent wars: Staying ahead of the curve. In Rang, Bin (2012), *Contemporary Perspectives on Technological Innovation, Management, and Policy* (323-372). Information Age Publication, Charlotte, NC, USA.

4. **Datta, A**., & Jessup, L. M., 2011. Expanding Opportunities in a Shrinking World: A Conceptual Model Explicating the Role of Social Networks and Internet-Based Virtual Environments. In Social Entrepreneurship. *Virtual Communities: Concepts, Methodologies, Tools, and Applications*: Information Resources Management Association (USA). ISBN-10: 1609601009 http://www.kriso.ee/db/9781609601003.html

5. **Datta, A.,** 2009. Resource-Based View of Information Systems: A Critique. In P. M. Madhani (Ed.), *Resource-Based View (RBV): Concepts and Practices*. Hyderabad: ICFAI University Press, 71-84. ISBN: 978-81-314-2406-3 http://www.books.iupindia.org/newarticle.asp?isbn=978-81-314-2406-3

6. **Datta, A**., & Ray Chaudhuri, S. 2005. Role of Organizational Structure and Culture in Introducing an Effective Knowledge Setup. In V. Ramani (Ed.), *Organization Culture: Global Perspectives and Cases*. Hyderabad, India: ICFAI University Press. ISBN: 8178815443 http://www.nbcindia.com/descriptions.asp?6v6yr_vq=ELKLEHK&Book=Organization-Culture-Global-Perspectives-and-Cases

7. **Datta, A.,** & Ray Chaudhuri, S. 2005. Role of Organizational Structure and Culture in Introducing an Effective Knowledge Setup. In P. M. Madhani (Ed.), *Knowledge Management for Business Strategy: Section II*. Hyderabad: ICFAI University Press. http://www.books.iupindia.org/IB11008060009.htm

Manuscripts in Preparation/ under Review

1. **Datta, A.** Beyond the Bean: Asahi's Molecular Innovation and the Battle for Coffee's Future. ***Under Review.***
2. **Datta, A.** Preserving One: The Strategic Tension of Intergenerational Sustainability at Ippodo Tea. ***Under Review.***
3. **Datta, A.** I dream of Ramen, but is it Ramen that's before my eyes? ***Under Review***

We are using de-essentialization and syncretization to see how Ramen was commodified from a simple street food into a global phenomenon while losing its core.

2. **Datta, A**. Innovation as an Impairment: Examining Self-Destructive Innovations. ***Under Review***

   Drawing on organizational rigidity, absorptive capacity, and user-centered design theories, I have conducted a qualitative content analysis of 18 product demise cases, triangulated with insights from seven domain experts.

3. **Datta, A** and Ma, C. The Political Economy of the Implementation Gap: Professional Agency and Administrative Friction in the AACSB–Classroom Divide. ***Under Review***
   Drawing upon Institutional Theory and Implementation Gap Theory, we explore how faculty acting as street-level bureaucrats navigate tensions between institutional legitimacy and their professional technical core.

4. **Datta, A.** Competition in the billion-dollar cartel: Strategic imperatives for legacy incumbents and new entrants in Formula One. ***Under Review***

   This is a practice-oriented paper, with strategic prescriptions for incumbents and new entrants into the Formula One arena.

5. Dragan, B., Tiberius V., **Datta, A.,** and Sorcaru. Navigating the twin transition: The role of dual value proposition strength in digital ambidexterity in the service industry. ***Under Review***
   We are using the Dynamic Capabilities view to measure the impact of Digital Service Capability, Green Service Capability, Strategic Alignment, and Cross-Functional Integration on Service Innovation Performance, with Dual Value Proposition Strength as a mediator.

6. **Datta, A.,** Sahaym, A., and Srivastava. S. Rebooting Creativity: How New Teams Transform Narratives and Drive Performance**.** ***Under Review***

   We are using the capability view and Narrative Transformation to see how changing the team composition of Directors, producers, screenwriters, and actors affects the Narrative Transformation of the movie and its impact on the box office.

7. Karube, M., **Datta, A**., Miyazawa, Y., Tachibana, T. From Accurate & Cheap to 'Accurate Luxury': Seiko's Remarkable Transformation by Reconstructing Legacy across Generations in Creating the "Spring Drive" Movement. Manuscript Writing Stage. ***Preparing for resubmission***

   We are using Seiko's obsession with Quartz Accuracy, along with its desire to get into the luxury watch market, to create a unique Spring Drive Movement.

8. Karube, M., **Datta, A**., Miyazawa, Y. Authenticity Reconfiguration. Forging Rituals and Modern Trends in Matcha Consumption. ***Manuscript Writing Stage***

Using the evolution of matcha from a ceremonial drink to incorporating it into dessert and food items, we are exploring how 'authenticity' becomes malleable.

9. Dragan, B., Tiberius V., **Datta, A.,** Dwivedi, Y., Sorcaru, I. Human-Deintelligence: The risk of relying too much on AI in Academia. ***Data collection stage***

We are using Cognitive Offloading Theory, Cognitive Load Theory, Self-Determination Theory, and Moral Disengagement Theory to see how AI modifies Mental effort and learning capacity, reduces cognitive effort, affects motivation and academic engagement, and reduces academic integrity and methodological rigor.

10. Dragan, G.B., Capatina, A., Cristea, D.S., **Datta, A**., Tiberius, V., Micu, A. 2026 Beyond usefulness: Governance legitimacy and context constraints in the adoption of multifunctional monitoring tools for free-flowing rivers. ***Manuscript Writing Stage***

Drawing on the Unified Theory of Acceptance and Use of Technology (UTAUT), this study extends the framework to include procedural legitimacy, trialability, and institutional constraints to better reflect the socio-political realities of river basin management.

11. Karube, M., **Datta, A.,** Miyazawa, Y. How Lead Users Emerge through Interactions between Users and Producers: An in-depth look at Vocaloid. ***Manuscript Writing Stage***

A substantial body of research on lead users has extensively examined their characteristics, with a predominant focus on identifying characteristics of lead users. However, prior research implicitly assumes that a shared understanding of which needs and knowledge are considered "advanced" pre-exists among market participants. We challenge this assumption by focusing on how specific users contribute to innovation in a fluid market context where such shared understanding (i.e., a collective technological frame) is absent.

12. Datta, A., Tiberius, V., and Dragan, G.B. When does Generative AI Improve Venture Adaptation? ***Conceptualization Stage***

The study examines whether the mode of interaction with generative AI, rather than AI use itself, affects how founders search for strategic alternatives and subsequently allocate scarce venture resources. The primary research question is, "*Does a co-agentic GenAI interaction,*

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relative to assistive GenAI use, broaden strategic search, improve the quality of opportunity revision, and induce subsequent resource reallocation and innovation enactment in young firms?"

Invited Presentations/Talks

1. Datta, A. April 9, 2022. Breakthrough Innovation –A new look. *Keynote Speech at the International Conference on Business and Management (ICB&M)--hosted by the University of Engineering and Management.*

2. **Datta, A**. September 1, 2021. Strategic Renewal of Hollywood Movies by TMT as Agents of Change: The Impact of Change in TMT and Narrative Transformation on Franchise Performance. *Institute of Innovation Research, Hitotsubashi University, Japan.*

3. **Datta, A.** April 13, 2012. Exterior Sourcing, Technology Distinctness, and Radical Innovations: Patents on the IT industry. *Eller College of Management, University of Arizona.*

4. **Datta, A**. October 11, 2010. Understanding the Commercialization of Innovations. *Tilburg University, The Netherlands.* http://www.tilburguniversity.edu/about-tilburg-university/schools/economics-and-management/organisation/departments/im/seminar/2010/#Datta

5. **Datta. A** and Jessup. L. 2010. Expanding Opportunities in a Shrinking World: A Theoretical Model Explaining the Role of Social Networks and Internet-based Virtual Environments in Social Entrepreneurship. *Academic Showcase Juried Session, Washington State University, Pullman, WA, USA.*

6. **Datta, A,** and Joshi, K.D. 2009. Information Technology and Firm Performance: Explicating the Mediating Role of Knowledge Networks, Knowledge Capabilities, and Commercialization of Innovation. *Academic Showcase Juried Session, Washington State University, Pullman, WA, USA.*

7. **Datta. A** Jessup. L and Reed, R. 2008.Ability to Commercialize Innovations: An Integrative Model. *Academic Showcase Juried Session, Washington State University, Pullman, WA, USA*

8. **Datta, A**., 2006. IT Adoption in Small-Medium Businesses in India. Small Medium Business Summit, *Chandigarh, India*

SCHOLARSHIPS, ACHIEVEMENTS, AND HONORS

1. Judged Best Papers in the Association of International Business (AIB)- North East Chapter, 2025.
    a. Best Overall Paper
    b. Best Novel Paper
    c. Best Student Paper
2. International Entrepreneurship Track Chair for the Association of International Business (AIB)- North East Chapter, 2025.
3. Panelist on Use of AI in research at the Association of International Business (AIB)- North East Chapter, 2025.
4. Judged the Business Plan competition at Peter Drucker and Masatoshi Ito Graduate School of Business, Claremont Graduate University, in 2024 and 2025
5. Senior Research Fellow at Peter Drucker and Masatoshi Ito Graduate School of Business, Claremont Graduate University.
6. Awarded the Gary Genberling Faculty Scholarship for Business.
7. Reviewer for the Research Grant Council of Hong Kong (NSF Equivalent) since 2017.
8. External Examiner of Dissertation
    a. Kgothatso Makokoe (2025): The relationship between Employee Engagement and Corporate Entrepreneurship Intensity in Different Industries. *University of Pretoria*
    b. Anita Nandi (2022): Risk Assessment and Corporate Profiling: An Empirical Study of Selected Sectors in India. For a Doctor of Philosophy degree in the Department of Humanities and Social Sciences. *National Institute of Technology, Durgapur, India*.
9. University Research Grant (URG), Illinois State University (2022-2023)
10. University Research Grant (URG), Illinois State University (2019-2020)
11. Country Financial Faculty Scholarship (2018)
12. Winner of the College of Business Award for Outstanding Research (2018).
13. Fellow at the George R. and Martha Means Center for Entrepreneurial Studies.
14. The judge at the Startup Showcase was hosted by the George R. and Martha Means Center for Entrepreneurial Studies.
15. University Research Grant (URG), Illinois State University (2017-2018)
16. University Research Grant (URG), Illinois State University (2016-2017)
17. Research Initiative Award, Illinois State University (2015)
18. University Research Grant (URG), Illinois State University (2015-2016)
19. University Research Grant (URG), Illinois State University (2014-2015)

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20. Academy of Management Junior Faculty Consortium (2014)- Technology Innovation Management
21. Academy of Management Junior Faculty Consortium (2013)- Technology Innovation Management
22. University Research Grant (URG), Illinois State University (2013-2014)
23. Academy of Management Junior Faculty Consortium (2012)- Technology Innovation Management
24. Winner of "Means Small Grant Award: The George R and Martha Means Center for Entrepreneurial Studies," Illinois State University.
25. Academy of Management Doctoral Consortium (2010)-Technology Innovation Management
26. Academy of Management Doctoral Consortium (2010)-Entrepreneurship Division.
27. Dean's Excellence Award ($1500) for outstanding graduate student researcher within the entire College of Business, *Washington State University*, 2010
28. Nominated for the best paper in AMCIS-2010: Lima, Peru.
29. The judge at the Business Plan Competition at the College of Business, Washington State University
30. Winner of Best Business Plan: Materials Research Society (MRS) Entrepreneurship Challenge 2008. Details in http://www.mrs.org/s_mrs/doc.asp?CID=13789&DID=209460
31. Mini-track Co-chair (AMCIS-0133-2010 Information Technology and Innovation) at the 16th Americas Conference of Information Systems.
32. Recipient of the J. Watumull Scholarship from Hawaii Pacific University in April 2002.
33. National Dean's List, the USA, for the Academic Year 2001-2002 and 2002-2003.

COURSES TAUGHT

Professor (tenured): Illinois State University, College of Business

(August 2021-Current)

- Classes taught
  - Capstone MBA Course in Organizational Strategy (MBA 485, formerly MQM 485)
  - Capstone Undergraduate course in Organizational Strategy (MGT 385, formerly MQM 385)
  - Seminar in Management: Entrepreneurship and Innovation (MGT 340; formerly MQM 340)
  - Entrepreneurship I: New Venture Creation (MGT 224; formerly MQM 224)

Associate Professor (tenured): Illinois State University, College of Business

(August 2017-Current)

- Classes taught
  - Capstone MBA Course in Organizational Strategy (MBA 485, formerly MQM 485)
  - Capstone Undergraduate course in Organizational Strategy (MGT 385, formerly MQM 385)
  - Seminar in Management: Entrepreneurship and Innovation (MGT 340; formerly MQM 340)
  - Entrepreneurship I: New Venture Creation (MGT 224; formerly MQM 224)
  - Graduate Independent Study (MQM 400)
  - Undergraduate Independent Study (MQM 287)

Assistant Professor: Illinois State University, College of Business

(August 2011 –July 2017)

- Classes taught
  - Capstone MBA Course in Organizational Strategy (MBA 485, formerly MQM 485)
  - Capstone Undergraduate course in Organizational Strategy (MGT 385, formerly MQM 385)
  - Seminar in Management: Entrepreneurship and Innovation (MGT 340; formerly MQM 340)
  - Entrepreneurship I: New Venture Creation (MGT 224; formerly MQM 224)
  - Graduate Independent Study (MQM 400)
  - Undergraduate Independent Study (MQM 287)

Instructor: Washington State University, Carson College of Business

(September 200- July 2011)

- Classes taught
  - Entrepreneurial Management (ENTRP 489): 2 Sections
  - Enterprise Business Process Analysis (MIS / ENTRP 322): 3 sections
  - Global-Electronic Commerce (ENTRP/ MIS 375, 441): 2 Sections
  -

Teaching Assistant: Washington State University, Carson College of Business

(August 200- May 2011)

- Courses Assisted :
  - Entrepreneurial Management: ENTRP 489 (2 Sections: Fall 2009, Spring 2009)
  - Business Intelligence: MIS 424/ 420 (4 sections: Fall 2007, Spring 2008, Fall 2008; Spring 2009)
  - Information Systems Management: MIS 578 (2 Sections: Spring 2008; Spring 2009)

- Database Management Systems: MIS 372 (1 Section: Spring 2009)
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TEACHING EVALUATIONS

Illinois State University

Class	Semester	Credit Hours	Score	Scale 5→ Very Poor, 1→ Excellent
Entrepreneurship1: New Venture Creation	Fall 2012 (Section 2)	3	1.47	(Very poor) 5….1 (Excellent)
Seminar in Management: Entrepreneurship and Innovation (MQM 340)	Fall 2022	3	1.3	(Very poor) 5….1 (Excellent)
	Fall 2021	3	1.4	(Very poor) 5….1 (Excellent)
	Fall 2020	3	1.5	(Very poor) 5….1 (Excellent)
	Fall 2018	3	1.33	(Very poor) 5….1 (Excellent)
	Fall 2017	3	1.36	(Very poor) 5….1 (Excellent)
	Spring 2017	3	1.33	(Very poor) 5….1 (Excellent)
	Spring 2016	3	1.43	(Very poor) 5….1 (Excellent)
	Spring 2015	3	1.33	(Very poor) 5….1 (Excellent)
	Spring 2014 (Section 1)	3	1.57	(Very poor) 5….1 (Excellent)
	Spring 2012 (Section 1)	3	1.37	(Very poor) 5….1 (Excellent)
	Fall 2011	3	1.65	(Very poor) 5….1 (Excellent)
Corporate MBA C-MBA	Fall 2019	3	1.50	(Very poor) 5….1 (Excellent)
Capstone MBA Course in Strategic Management (MQM 485)	Fall 2025	3	1.40	(Very poor) 5….1 (Excellent)
	Spring 2023	3	1.3	(Very poor) 5….1 (Excellent)
	Fall 2022	3	1.33	(Very poor) 5….1 (Excellent)
	Fall 2021	3	1.36	(Very poor) 5….1 (Excellent)
	Fall 2020	3	1.35	(Very poor) 5….1 (Excellent)
	Spring 2019	3	1.33	(Very poor) 5….1 (Excellent)
	Summer 2018 (Section 1)	3	1.33	(Very poor) 5….1 (Excellent)
	Summer 2014 (Section 1)	3	1.35	(Very poor) 5….1 (Excellent)
Capstone Undergraduate Course in Organizational Strategy (MQM 385)	Fall 2025 (Section 2)	3	1.65	(Very poor) 5….1 (Excellent)
	Spring 2025 (Section 8)	3	1.25	(Very poor) 5….1 (Excellent)
	Spring 2025 (Section 9)	3	1.31	(Very poor) 5….1 (Excellent)
	Fall 2024	3	1.65	(Very poor) 5….1 (Excellent)

(Section 2)			
Fall 2024 (Section 12)	3	1.43	(Very poor) 5….1 (Excellent)
Spring 2024 (Section 2)	3	1.25	(Very poor) 5….1 (Excellent)
Spring 2024 (Section 14)	3	1.31	(Very poor) 5….1 (Excellent)
Fall 2023 (Section 2)	3	1.33	(Very poor) 5….1 (Excellent)
Fall 2023 (Section 14)	3	1.35	(very poor) 5….1 (Excellent)
Spring 2023 (Section 9)	3	1.35	(very poor) 5….1 (Excellent)
Spring 2023 (Section 11)	3	1.25	(very poor) 5….1 (Excellent)
Spring 2022 (Section 2)	3	1.30	(very poor) 5….1 (Excellent)
Spring 2022 (Section 2)	3	1.31	(very poor) 5….1 (Excellent)
Spring 2021 (Section 7)	3	1.33	(Very poor) 5….1 (Excellent)
Fall 2019 (Section 15)	3	1.35	(Very poor) 5….1 (Excellent)
Fall 2019 (Section 9)	3	1.35	(Very poor) 5….1 (Excellent)
Spring 2019 (Section 17)	3	1.33	(Very poor) 5….1 (Excellent)
Spring 2019 (Section 9)	3	1.43	(Very poor) 5….1 (Excellent)
Fall 2018 (Section 14)	3	1.43	(Very poor) 5….1 (Excellent)
Fall 2018 (Section 9)	3	1.33	(Very poor) 5….1 (Excellent)
Spring 2018 (Section 17)	3	1.57	(Very poor) 5….1 (Excellent)
Spring 2018 (Section 9)	3	1.33	(Very poor) 5….1 (Excellent)
Spring 2018 (Section 14)	3	1.35	(Very poor) 5….1 (Excellent)
Fall 2017 (Section 9)	3	1.42	(Very poor) 5….1 (Excellent)
Fall 2017 (Section 15)	3	1.33	(Very poor) 5….1 (Excellent)

Spring 2017 (Section 9)	3	1.41	(Very poor) 5….1 (Excellent)
Spring 2017 (Section 14)	3	1.33	(Very poor) 5….1 (Excellent)
Fall 2016 (Section 3)	3	1.33	(Very poor) 5….1 (Excellent)
Fall 2016 (Section 8)	3	1.41	(Very poor) 5….1 (Excellent)
Spring 2016 (Section 9)	3	1.75	(Very poor) 5….1 (Excellent)
Spring 2016 (Section 14)	3	1.57	(Very poor) 5….1 (Excellent)
Fall 2015 (Section 3)	3	1.43	(Very poor) 5….1 (Excellent)
Fall 2015 (Section 8)	3	1.33	(Very poor) 5….1 (Excellent)
Fall 2015 (Section 13)	3	1.54	(Very poor) 5….1 (Excellent)
Summer 2015 (Section 4)	3	1.47	(Very poor) 5….1 (Excellent)
Spring 2015 (Section 9)	3	1.75	(Very poor) 5….1 (Excellent)
Spring 2015 (Section 14)	3	1.57	(Very poor) 5….1 (Excellent)
Fall 2014 (Section 8)	3	1.43	(Very poor) 5….1 (Excellent)
Fall 2014 (Section 9)	3	1.58	(Very poor) 5….1 (Excellent)
Fall 2014 (Section 13)	3	1.63	(Very poor) 5….1 (Excellent)
Spring 2014 (Section 9)	3	1.33	(Very poor) 5….1 (Excellent)
Spring 2014 (Section 15)	3	1.64	(Very poor) 5….1 (Excellent)
Fall 2013 (Section 7)	3	1.17	(Very poor) 5….1 (Excellent)
Fall 2013 (Section 10)	3	1.33	(Very poor) 5….1 (Excellent)
Summer 2013 (Section 1)	3	1.21	(Very poor) 5….1 (Excellent)
Spring 2013 (Section 8)	3	1.37	(Very poor) 5….1 (Excellent)
Spring 2013 (Section 8)	3	1.42	(Very poor) 5….1 (Excellent)

	Spring 2013 (Section 8)	3	1.37	(Very poor) 5….1 (Excellent)
	Fall 2012 (Section 1)	3	1.43	(Very poor) 5….1 (Excellent)
	Fall 2012 (Section 4)	3	1.44	(Very poor) 5….1 (Excellent)
	Spring 2012 (Section 16)	3	1.42	(Very poor) 5….1 (Excellent)
	Spring 2012 (Section 17)	3	1.44	(Very poor) 5….1 (Excellent)
Graduate Independent Study MQM 400	Fall 2014			Not Applicable
Graduate Independent Study MQM 400	Fall 2013			Not Applicable
Undergraduate Independent Study MQM 287	Summer 2012			Not Applicable

Washington State University (Instructor and Graduate Assistant)

Class	Semester	Credit Hours	Score	Scale 1→ Very Poor, 5→ Excellent
Entrepreneurial Management (ENTRP 489)	Spring 2011	3	3.70	(Very poor) 1….4 (Excellent)
	Fall 2010	3	3.52	(Very poor) 1….4 (Excellent)
Enterprise Business Process Analysis (MIS / ENTRP 322)	Summer 2011	3	3.50	(Very poor) 1….4 (Excellent)
	Summer 2010	3	3.72	(Very poor) 1….4 (Excellent)
	Spring 2010	3	3.38	(Very poor) 1….4 (Excellent)
Global-Electronic Commerce (ENTRP/ MIS 375)	Summer 2009	3	3.77	(Very poor) 1….4 (Excellent)
	Summer 2008	3	3.72	(Very poor) 1….4 (Excellent)

ACADEMIC SERVICE

University Level

- At Illinois State University

College Level

- Director of the George R. and Martha Means Center for Entrepreneurial Studies.
- Preliminary judge at the Startup Showcase on November 7, 2019
- Primary judge at the Startup Showcase on November 2, 2018
- Preliminary judge at the Startup Showcase on November 3, 2017
- Chair, Human Resource Development Committee (Fall 2016-Current)

- Chaired workshop "teaching moments" in April 2017.
- Responsible for coordinating meetings calling for votes for several college-wide awards such as the *College of Business (COB) Outstanding Researcher Award for tenured or tenure-track (T.T.) faculty, University Research Grants and COB Fellowships, Wisdom's Torch Teaching and Learning Award, COB non-tenure track(NTT) Faculty Teaching Award, Kamath Innovation Award in teaching excellence, Manahan Family Award for Teaching Excellence in Business, Wilma Lean Alexander Technology Innovation Faculty Award, COB Civil Service for Outstanding Service Award, COB Administrative Professional Outstanding Service Award, COB Administrative Professional Outstanding Service Award, COB TT Faculty Outstanding Service award, Gary Germberling Faculty Scholar in Business Award and The Hobart and Marian Gardner Hinderliter Endowed Professorship*

- Chair College Coordination Team (Spring & Fall 2017)
  - Responsible for conducting an Annual Survey of the Dean's performance and reporting findings to the Provost
  - Part of the extended leadership team responsible for the co-creation of the College's strategic vision & mission statement
  - Conducting College-level elections for the College Faculty Status Committee (CFSC).
- Member: Search Committee for Associate Dean for Fall 2017 onwards.
- Member: Faculty Qualifications Task Force-New AACSB Standards: 2014-2016
- Member: Human Resource Development (HRD)Committee: Two-year term, Fall 2012-Fall 2014; Fall 2014-Fall 2016
- Member: Curriculum Development Committee, Entrepreneurship

- Departmental Level
  - Fall 2018—Spring 2022: Elected Member of the Department Faculty Status Committee (DFSC)
    - Developing and administering department-level Appointment, Salary, Promotion, and Tenure (ASPT) policies (known as DFSC or SFSC guidelines).
    - Make recommendations regarding tenure, promotion, and reappointment of faculty in the unit and annually evaluate the department's faculty members.
    - Ensure that any alteration of departmental-level policies regarding ASPT does not violate the college- and university-level guidelines.

- Faculty Recruitment Committee for Tenure Track position in Entrepreneurship: Hiring for Fall 2020
  - Besides partaking in all recruitment decisions, I helped our department chair create summer support for our newly hired faculty.
- Faculty Recruitment Committee for Tenure Track position in Entrepreneurship: Hiring for Fall 2020
- Faculty Recruitment Committee for Tenure Track Strategic Management Position: Hiring for Fall 2020
- Entrepreneurship (E)-Day Planning Committee: Fall 2011; Spring 2012; Fall 2012.

- At Washington State University
  - Elected as Student Senator to represent the College of Business, Washington State University, for the academic year 2010-2011.
  - The judge at the Business Plan Competition (2010) at the College of Business, Washington State University

Academic Level (Conference Chair/ Discussant)

- Judged Best Papers in the Association of International Business (AIB)- North East Chapter, 2025.
  - Best Overall Paper
  - Best Novel Paper
  - Best Student Paper
- International Entrepreneurship Track Chair for the Association of International Business (AIB)- North East Chapter, 2025.
- Panelist on Use of AI in research at the Association of International Business (AIB)- North East Chapter, 2025.
- Strategic Management Society, 2011: Session Chair (170: Resource-Based View)
- Mini-track Co-chair (AMCIS-0133-2010 Information Technology and Innovation) at the 16th Americas Conference of Information Systems.
- Southern Management Association, 2008, Discussion Chair (Entrepreneurship and Innovation)

Reviewer (Journals)

- 2026

- Technology Forecasting and Social Change
- Technovation
- Journal of Business Research
- R&D Management
- European Journal of Innovation Management
- Journal of the Association for Information Systems
- Journal of Business Strategy
- Europran Business Review

- 2025
  - Technology Forecasting and Social Change
  - Technovation
  - Journal of Business Research

- 2024
  - Technology Forecasting and Social Change
  - Technovation
  - Journal of Business Research

- 2024
  - Technovation
  - International Journal of Innovation Management
  - European Journal of Innovation Management
  - Journal of Business Research

- 2023
  - Technovation
  - International Journal of Innovation Management
  - European Journal of Innovation Management
  - Journal of Business Research

- 2022
  - International Journal of Innovation Management
  - European Journal of Innovation Management
  - Journal of Business Research

- 2021
  - International Journal of Innovation Management
  - European Journal of Innovation Management
  - Management Decision

- 2020
  - International Journal of Innovation Management
  - Technology Analysis and Strategic Management

- Journal of Business Research
- Journal of Small Business Management

- 2019
  - Asia Pacific Journal of Management
  - International Journal of Innovation Management
  - Journal of Small Business Management
  - Journal of Business Research
- 2018
  - Technovation
  - International Journal of Innovation Management
  - European Management Review
  - Global Strategy Journal

- 2017
  - International Journal of Innovation Management
  - American Journal of Business
  - International Business Review
- 2016
  - Journal of Management
  - Journal of International Business Studies
  - International Journal of Innovation Management
  - European Management Journal
  - American Journal of Business
- 2015
  - Journal of Management
  - Technovation
  - R&D Management
  - Career Development International
  - International Journal of Innovation Management
  - Information Technology and Management
  - European Management Review
  - Journal of Product Innovation Management
  - International Journal of Technology Management
- 2014
  - Career Development International
  - International Journal of Innovation Management
  - American Journal of Business
  - European Management Review
  - Information Systems Journal
  - Journal of International Management
  - Journal of Strategy and Management
  - R&D Management
  - Sage Open

- 2013

- Technovation
- Career Development International
- International Small Business Journal
- American Journal of Business
- Communication for the Association of Information Systems
- European Management Review
- Information Systems and e-Business Management
- Information Systems Journal
- Journal of Organizational Computing and Electronic Commerce
- R&D Management
- Sage Open

- 2012
  - Career Development International
  - International Small Business Journal
  - Information Systems and e-Business Management
  - R&D Management
  - Journal of Small Business Management

- 2011
  - Career Development International
- 2010
  - Decision Science Journal
- 2009
  - Journal of Association of Information Systems (JAIS)
  - Knowledge Management Research & Practice (KMRP)
  - Journal of Management Information Systems

- 2008
  - DATABASE for Advances in Information Systems
  - Journal of Association of Information Systems (JAIS)
  - Journal of Information Technology Case and Applications Research (JITCAR)
  - Journal of Organizational Computing and Electronic Commerce

Book Review

Sabherwal, R. Business Intelligence 1e. ISBN Sabherwal/9780470461709

External Examiner for Doctoral Dissertation

Kgothatso Makokoe (2025): The relationship between Employee Engagement and Corporate Entrepreneurship Intensity in Different Industries. *University of Pretoria*
Adviser – Professor J. van Vuuren

Anita Nandi (2022): Risk Assessment and Corporate Profiling: An Empirical Study of Selected Sectors in India. For a Doctor of Philosophy degree in the Department of Humanities and Social Sciences, *National Institute of Technology, Durgapur, India*.
Adviser—Professor Parth Pratim Sengupta
Co-Adviser—Professor Abhijit Dutta

Grant Review

- 2026
  - Research Grants Council (RGC) of Hong Kong
    - *When does digital experimentation promote organizational learning and product innovation? Organizational structure, processes, and incentives*
  - Research Grants Council (RGC) of Hong Kong
    - *Overseas R&D for Technological Catch-up: Comparative Benchmarking and Science Capability in the Biotech Industry*
  - Research Grants Council (RGC) of Hong Kong
    - *Does Geography Matter? Supply Chain Partner Location and Breakthrough Invention in Chinese Firms*
- 2025
  - Research Grants Council (RGC) of Hong Kong
    - *The role of artificial intelligence (AI) in the performance of social enterprises: a cross-country comparison of Argentina, Indonesia, and Mexico*
  - Research Grants Council (RGC) of Hong Kong
    - *Framework of Organizational Capabilities and Impact of Artificial Intelligence (AI) Implementation in Hong Kong*
  - Research Grants Council (RGC) of Hong Kong
    - *Strategic Niche Creation for Attracting International Accelerators: A Strategic Niche Management-Based Approach to Innovation Ecosystem Development in Hong Kong*
  - Research Grants Council (RGC) of Hong Kong
    - *Beyond the Decibels: Technology and Inclusivity in the Sound Transition of Movie Theaters, 1927-1931*
- 2024
  - Research Grants Council (RGC) of Hong Kong
    - Project title: *Investigating the Impact of CIO Hubris on Innovation-focused/Risk-taking-focused A.I. Orientation: The Contingency of External and Internal AI Development Resources*.

- Research Grants Council (RGC) of Hong Kong
  - Project title: *Data-driven Innovation: Conceptualization, Instrument Development, and Influence on sustained-competitive advantage*

- Research Grants Council (RGC) of Hong Kong
  - Project title: *Patent Challenges in the Pharmaceutical Industry: The Importance of Patent Scope and Technological Closeness*

- Research Grants Council (RGC) of Hong Kong
  - Project title: *Beyond CapEx: Understanding component-level technology price evolution to speed up clean energy deployment*

- 2023
  - Research Grants Council (RGC) of Hong Kong
    - Project title: *Data-driven Innovation: Conceptualization, Instrument Development, and Influence on Firm Performance*

- 2022
  - Research Grants Council (RGC) of Hong Kong
    - Project title: *Explaining Crowdfunding Campaign Performance Reaction to Market Disruptions - A Capital Theory Perspective*

  - Research Grants Council (RGC) of Hong Kong
    - Project Title: *Investigating the effects of Information Technology-supported home visiting healthcare programs*

  - Research Grants Council (RGC) of Hong Kong
    - Project Title: *The Impact of Digital Supply Chain (DSC) technologies on manufacturing performance: the moderating roles of strategic alignment and organizational readiness*

  - Research Grants Council (RGC) of Hong Kong
    - Project Title: *Leaders' Humanity Ideology and Firm Performance*

  - Research Grants Council (RGC) of Hong Kong
    - Project Title*: Exploring the Complementarity Formation among High-tech Entrepreneurial Firms and Mature Firms and its Effects on Dual Innovation Activities of Entrepreneurial Firms: Evidence from Innovation Ecosystem in Guangdong-Hong Kong-Macau Greater Bay Area*

  - Project Title: Research Grants Council (RGC) of Hong Kong
    - Project Title: *Advancing Services Research in the Era of Digital and Disruptive Innovations*

  - Research Grants Council (RGC) of Hong Kong

- Project Title: *Dynamic Trade-offs Between Adoption Timing and Sourcing Choices in Response to an Innovation Shock: Lessons from the Global 3D Printing Industry*

- 2021
  - Research Grants Council (RGC) of Hong Kong
    - Project Title: *Digital Revolution: Blockchain Technology for facilitating trusted data exchange for the Jewellery industry.*
  - Research Grants Council (RGC) of Hong Kong
    - Project Title: *Advancing Service Research in the Era of Digital and Disruptive Innovations*
  - Research Grants Council (RGC) of Hong Kong.
    - Project Title: *Development and Application of the STOP Model for Digital Supply Chain (DSC)*
  - Research Grants Council (RGC) of Hong Kong.
    - Project Title: *Institutions and Innovation in China: A Comparative Political Economy Analysis of University-Industry Collaboration in China's Innovation Economy*
- 2020
  - Research Grants Council (RGC) of Hong Kong.
    - Project Title: *Incremental and radical innovations of private SMEs in China: A compressed development perspective*
  - Research Grants Council (RGC) of Hong Kong.
    - Project Title: *Reconciling Creativity and Immorality: An Innovator Power Model of Ethical Innovation*
- 2019
  - Research Grants Council (RGC) of Hong Kong.
    - Project Title: *Do Political Connections Stifle Firm Innovation? Quasi-experimental Evidence from China's Anti-corruption Campaigns.*
  - Research Grants Council (RGC) of Hong Kong.
    - Project Title: *Between similarity and distinction: the effects of meta-organization affiliation on a firm's Innovation*.
  - Research Grants Council (RGC) of Hong Kong.
    - Project Title: *The Dynamics of Adoption Timing and Sourcing Orientation in the Face of a Disruptive Innovation Shock.*
- 2018
  - Research Grants Council (RGC) of Hong Kong.
    - Project Title: *Developing Intention to Adopt Clean Air Technology Model in Hotels Using SEM and ANN Approach.*

  - Research Grants Council (RGC) of Hong Kong.
    - Project Title: *Time-frame Effects and Strategic Decision Horizons of Innovation and Technology Development.*

  - Research Grants Council (RGC) of Hong Kong.
    - Project Title: *Feedback Adoption in Innovation Tournaments.*

  - Research Grants Council (RGC) of Hong Kong.
    - Project Title: *Innovation and Access to Technology for Sustainable Development: The Role of Public Policy Actors.*

  - Research Grants Council (RGC) of Hong Kong.
    - Project Title: *Search for Innovation: Integrating the Behavioral Theory of the Firm with Agency-Theoretic Explanations.*

  - Research Grants Council (RGC) of Hong Kong.
    - Project Title: *Supporting strategic Innovation in the financial services sector with systematic future thinking: Developing a design foresight framework.*
- 2017
  - Research Grants Council (RGC) of Hong Kong.
    - Project Title: *Absourcing: Absorbing Information Technology for Core Competence Building through Outsourcing*

Reviewer (Conferences)

  - 2026
    - Academy of Management
    - Strategic Management Conference
    - Association of International Business

  - 2025
    - Academy of Management
    - Strategic Management Conference
    - Association of International Business

  - 2024
    - Academy of Management
    - Strategic Management Conference

  - 2023
    - Academy of Management
    - Strategic Management Conference

  - 2023
    - Academy of Management

- Strategic Management Conference

- 2022
  - Academy of Management
  - Western Academy of Management

- 2021
  - Academy of Management
  - Western Academy of Management

- 2020
  - Academy of Management
  - Western Academy of Management

- 2019
  - Academy of Management
  - Western Academy of Management

- 2018
  - Academy of Management
  - Western Academy of Management

- 2017
  - Academy of Management
  - Western Academy of Management

- 2016
  - Academy of Management
  - Hawaii International Conference on System Sciences (HICSS)

- 2015
  - Hawaii International Conference on System Sciences (HICSS)
  - Southern Management Association
  - International Conference for Information Systems (ICIS)
  - Western Academy of Management (2015)
- 2014
  - Hawaii International Conference on System Sciences (HICSS)
  - Academy of Management
- 2013
  - Hawaii International Conference on System Sciences (HICSS)
  - International Conference for Information Systems (ICIS)
- 2012
  - Hawaii International Conference on System Sciences (HICSS)
  - Strategic Management Society, 2012-Singapore
  - Indian Academy of Management, 2012
  - International Conference for Information Systems (ICIS)

- European Conference on Information Systems

- 2011
  - Hawaii International Conference on System Sciences (HICSS) Americas Conference on Information Systems (AMCIS)
  - International Conference for Information Systems (ICIS)

- 2010
  - Academy of Management
  - Southern Management Association
  - Hawaii International Conference on System Sciences (HICSS)
  - Americas Conference on Information Systems (AMCIS)
  - International Conference for Information Systems (ICIS)
- 2009
  - Americas Conference on Information Systems (AMCIS)
  - Academy of Management
  - Hawaii International Conference on System Sciences (HICSS)
  - International Conference for Information Systems (ICIS)
  - European Conference on Information Systems
- 2008
  - Americas Conference on Information Systems (AMCIS)
  - Academy of Management
  - International Conference for Information Systems (ICIS)
  - PRE-ICIS

AFFILIATIONS

Academy of Management
Strategic Management Society
European Group for Organizational Studies

Novel

1. Datta, Avi (2022). The Winding (Time Corrector Series Book 1)
   https://www.amazon.com/dp/B09MR1VWJ7
   a. #1 Amazon Best Seller
   b. Winner of the 2022 Reader's Favorite Award for the Top Five Sci-Fi Novels
   c. Winner of the 2022 Global Book Awards Gold Medal

2. Datta, Avi (2023). The Movement (Time Corrector Series Book 2)
   https://www.amazon.com/dp/B0BNJNPP25
   a. #1 Amazon Best Seller
   b. Winner of the 13th Annual Kindle Book Awards in Sci-Fi/ Fantasy
   c. 2024 Indie Reader Discovery Award in Science Fiction
   d. 2023 Readers' Favorite Gold Medal Winner in Science Fiction
   e. 2023 Indies Today Best Science Fiction Book
   f. 2023 Global Book Award's Gold Medal Winner in Science Fiction Romance
   g. 2023 American Bookfest's Best Book Award Finalist in Science Fiction Category

3. Datta, Avi (2024). The Reset (Time Corrector Series Book 3)
   https://www.amazon.com/gp/product/B0CP7K77M1
   a. #1 Amazon Best Seller
   b. 2024 Readers' Favorite Finalist in Science Fiction
   c. 2024 Global Book Award's Gold Medal Winner in Science Fiction- Time Travel
   d. 2024 Global Book Award's Gold Medal Winner in Science Fiction- Time Travel
   e. 2024 International Book Award Finalist in Science Fiction Category
   f. 2024 Readers' Favorite Finalist in Science Fiction

PRACTITIONER REPORTS

9. Assessment of the India Contact Center Market: 2006. *Frost & Sullivan Annual Reports, 2007.*

10. 2005-2006 India Small Business Overview and Market Assessment on Internet Adoption. *AMI-Partners Annual Reports, 2006*.

11. 2005-2006 India Medium Business Overview and Market Assessment on Internet Adoption. *AMI-Partners Annual Reports, 2006*

SELECTED MEDIA QUOTES/APPEARANCES

Work-Related to George R. and Martha Means Center of Entrepreneurial Studies

1. **Watch Now: ISU Student's beauty business wins Startup Showcase.**
   https://pantagraph.com/business/local/watch-now-isu-students-beauty-business-wins-startup-showcase/article_09b79a2a-ae9c-5bcc-bd62-b7d477fb6340.html

2. **50 Female Business Owners in Downtown Bloomington is No Coincidence.**
   https://www.wglt.org/show/wglts-sound-ideas/2021-03-11/50-female-business-owners-in-downtown-bloomington-is-no-coincidence

3. **Means Center to foster entrepreneurship through Research**
   https://news.illinoisstate.edu/2019/11/means-center-to-foster-entrepreneurship-through-research/

4. **Avimanyu Datta was named the new Director of the George R. and Martha Means Center for Entrepreneurial Studies**
   https://news.illinoisstate.edu/2019/08/avimanyu-datta-named-new-director-of-the-george-r-and-martha-means-center-for-entrepreneurial-studies/

On Becoming a U.S. Citizen

A dream fulfilled: Becoming a citizen: https://news.illinoisstate.edu/2019/10/a-dream-fulfilled-becoming-a-citizen/

Featured Profile

http://www.siliconindia.com/profiles/avimanyu--datta-t87spLdm.html

Avimanyu Datta, Ph.D.
Professor of Strategic Management & Entrepreneurship; Gary Gemberling Faculty Scholar
Director-George R, and Martha Means Center for Entrepreneurial Studies

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On Novel—Time Corrector Series

1. This is the most ambitious entry yet in this brain-twisting time-travel series. "For all its doubled selves, corporate intrigue, time-crossed suspense, and reality-in-the-balance epicness, the stakes are human and personal, with a touching ethos of sacrifice powering the climax. Lovers of time-travel complexities will relish Datta's truly mind-blowing twists." Booklife—(Publishers Weekly) https://booklife.com/project/the-reset-time-corrector-series-book-3-90065
2. This latest series installment delivers an intricately recursive time-hopping tale of heartache and skullduggery. "Indeed, readers will find that the narrative is more intricate than the inside of a complex pocket watch. If Back to the Future is elementary time travel, this is the stuff of doctoral theses."—Kirkus Reviews. https://www.kirkusreviews.com/book-reviews/avi-datta-1/the-reset-time-corrector-series-book-3/

3. "Datta's vivid descriptions do an excellent job of bringing the Time Corrector Universe to life on the pages…. Fans of mind-bending science fiction will find themselves enthralled by Datta's expertly crafted narrative and clever twists"—Prairies Book Review https://theprairiesbookreview.com/?p=17773&amp=1.

4. "Fans of dense, intricately detailed S.F. won't want to miss this one." —BookView Review https://bookviewreview.com/2024/01/13/book-review-the-reset-time-corrector-series-book-3-by-avi-datta/.

5. "The edge-of-the-seat suspense and the spell-binding plot twists had me flipping through page after page. The well-crafted cast's complex traits and emotions allowed me to connect with them." –Reader's Favorite https://readersfavorite.com/book-review/the-reset

6. "Puzzle lovers and readers who love to contemplate intricate time conundrums will be fully engaged with the book's sophisticated plot. The author merges various storylines and subplots to keep your mind busy and filled with questions about the plot's direction. Also, the chapters are divided into well-dated and titled sections to give the reader an idea of the locations and the times of the events in the story." –Manhattan Book Review https://manhattanbookreview.com/product/the-reset-time-corrector-series-book-3/

7. "The book continues Avi Datta's tradition of brilliant storytelling, non-linear plot making, and stunning character development. Just when the reader thinks they have everything figured out, Datta will impress them with the most incredible twists and turns imaginable."—Reedsy Discovery https://reedsy.com/discovery/book/the-reset-time-corrector-series-book-3-avi-datta#review.

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8. "The book weaves together multiple themes, including time travel, love, politics, intrigue, and high-stakes action."—San Francisco Book Review. https://sanfranciscobookreview.com/product/the-reset-time-corrector-series-book-3/

9. Datta's head-spinning, time-bending Time Corrector science-fiction/romance epic continues after *The Winding*, with this follow-up that doubles down on the first book's already grand ambitions. Booklife—(Publishers Weekly) https://booklife.com/project/the-movement-time-corrector-series-book-2-81844

10. Interview with Avi datta, author of The Movement—*New in Books* https://www.newinbooks.com/interview-with-avi-datta-author-of-the-movement/

11. Interview with Author Avi Datta. *Book View Review.* https://bookviewreview.com/2023/01/14/bookview-interview-with-author-avi-datta-2/

12. A highly complex middle-chapter installment of an intricate S.F./fantasy that requires sharp attention. *Kirkus Reviews.* https://www.kirkusreviews.com/book-reviews/avi-datta-1/the-movement-time-corrector-series-book-1/

13. Datta hatches an intriguing plot, giving vivid descriptions that bring the scenes to life. *Readers Favorite*. https://readersfavorite.com/book-review/the-movement

14. Blending mythology, cyberpunk, and hard science fiction, *The Movement* offers a mind-bending mix of realities and timelines that both boggle the brain and entertain the mind, and it delivers the thrills and spills in this installment of the story. *San Francisco Book Review. https://sanfranciscobookreview.com/product/the-movement-time-corrector-series-book-2/*

15. Avi Datta's *The Movement* continues Vincent's sci-fi adventure with an intricate, mind-opening depiction of love, time travel, and artificial intelligence. Manhattan Book Review. https://manhattanbookreview.com/product/the-movement-time-corrector-series-book-2/

16. This expansive but sometimes challenging S.F. tale offers mind-boggling scientific theories with deeply developed and emotionally captivating characters. *Prairies Book Review.* https://theprairiesbookreview.com/?p=15425

17. A relentless concoction of mythology, action, and futuristic elements makes for a dense, immersive read. *Book View Review.* https://bookviewreview.com/2023/01/14/bookview-reveiw-the-movement-time-corrector-series-book-2-by-avi-datta/

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18. Avi Datta's New Book, "The Winding," receives a warm literary welcome. *Digital Journal* https://www.digitaljournal.com/pr/avi-dattas-new-book-the-winding-receives-a-warm-literary-welcome

19. Interview with Avi datta, author of The Winding—*New in Books* https://www.newinbooks.com/interview-with-avi-datta-author-of-the-winding/

20. An expansive, genre-bending story for readers craving romance combined with gripping sci-fi. *Publisher Weekly's BOOK LIFE* https://booklife.com/project/the-winding-63072

21. A compelling, extraordinarily readable book: *Prairies Book Review* https://theprairiesbookreview.com/2021/12/13/the-winding-time-corrector-series-book-1-by-avi-datta/

22. *The Winding* is an innovative science fiction tale that mixes action with deep introspection to create an engaging and sometimes surprising narrative. *San Francisco Book Review.* https://sanfranciscobookreview.com/product/the-winding-time-corrector-series-book-1/

23. Avi Datta spins an intricate and inventive sci-fi narrative that engages the mind and merges several exciting themes: loss, love, politics, fantasy, martial arts, orphanhood, friendship, racism, artificial intelligence, and more. *The Manhattan Book Review https://manhattanbookreview.com/product/the-winding-time-corrector-series-book-1/*

24. The Winding is a magnificent piece of work. Readers favorite. https://readersfavorite.com/book-review/the-winding

25. This is a Stunner: *The BookView Review* https://bookviewreview.com/2021/12/13/bookview-review-the-winding-time-corrector-series-book-1-by-avi-datta/.

26. BookView Interview with Avi Datta. *BookView Review.* https://bookviewreview.com/2021/12/13/bookview-interview-with-author-avi-datta/

27. An engaging S.F. tale whose cause-and-effect plotline takes a licking and keeps on ticking. *Kirkus Review* https://www.kirkusreviews.com/book-reviews/avi-datta/the-winding-1/

On Art Work

1. **Paint what you don't see: Business professor creates unique works of Art**

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https://news.illinoisstate.edu/2016/07/paint-dont-see-one-cob-professor-creates-unique-works-art/

2. **Pullman campus glows under starry night**
   http://news.wsu.edu/Pages/Publications.asp?Action=Detail&PublicationID=28315&PageID
3. **Starry Night: Version Washington State University in Pullman**
   http://wsm.wsu.edu/mystory/index.php/2011/10/starry-night-at-wsu-painting-by-avi-datta/

On Consulting Work

1. www.ami-partners.com/ami/ sections/Press/7-3-06_India_Internet.pdf
2. www.expresscomputeronline.com/20061030/market03.shtml
3. **Indian Small Businesses Should Exploit the Net.**
   http://www.businessweek.com/globalbiz/content/jul2006/gb20060707_699187.htm?campaign_id=search
4. **SMBs IN INDIA TO INVEST US$1.2 BILLION ON NET SOLUTIONS THIS YEAR**
   http://sme.asocio.org/resources/AMI/050706-AMI-Partners%20Press%20Release.htm
5. **SMBs To Spend More On Internet Infrastructure**
   http://www.cxotoday.com/cxo/jsp/article.jsp?article_id=74359&cat_id=911
6. **India's SMB to Invest $ 1.2 Billion in Internet Infrastructure**
   http://www.eetasia.com/ART_8800424420_590626_0b014bb8200607.HTM
7. **Indian SMBs move to exploit the Net**
   http://www.zdnetasia.com/news/internet/0,39044246,39373384,00.htm
8. **SMBs in India to Invest U.S. $1.2 Billion in Net Solutions**
   http://www.cio.in/news/viewArticle/ARTICLEID=1705
9. **SMBs to invest $1.2 billion on Net solutions this year: AMI Partners**
   http://www.crn-india.com/breakingnews/stories/65260.html
10. **SMBs to invest $1.2b on net solutions**
    http://www.expresscomputeronline.com/20060717/market09.shtml
11. **SMBs to invest $12 billion on net solutions this year**
    http://www.dqchannels.com/content/news/106071607.asp
12. **AMI-Partners: Small Businesses in South Korea to Invest US$1.6 Billion on Net Solutions This Year; Close to a third of Korea's Medium Businesses Use Dialup Access; Therefore, an Untapped Market Still Exists in the Broadband Internet Arena**
    http://www.transworldnews.com/NewsStory.aspx?storyid=7669&ret=Default.aspx
13. **South Korean SMB Market Offers Robust Broadband Opportunity, Says AMI-Partners**. http://www.tekrati.com/research/News.asp?id=6833
14. **South Koreans put US$1.6 billion into web infrastructure**
    http://www.cmpnetasia.com/ViewArt.cfm?Artid=28597&Catid=5&subcat=46
15. **Korean firms to spend big on broadband:**
    http://www.whatpc.co.uk/vnunet/news/2154243/korean-businesses-spend-big

CONSULTING/PROFESSIONAL EXPERIENCE

Industry Analyst, ICT-Practice, Frost & Sullivan, India

(October 4, 200- June 2007)

Key Responsibilities

- Develop relationships with key market participants
- Conduct primary interviews with industry experts such as major manufacturers, distribution channel members, and end-users to gather preliminary data.
- Conduct in-depth market analysis and develop revenue forecasts
- Write and deliver high-quality research reports.
- Support the successful fulfillment of consulting projects in the ICT group and eventually be in a position to manage strategic consulting projects independently.
- Work closely with Frost & Sullivan clients on Growth Partnership Services.
- Provide insightful articles on the industry for frost.com and industry trade magazines.

Analyst, Market Sizing: Access Market International (AMI)-Partners, India

(September 1, 2005- October 03, 2006)

Key Responsibilities

- I analyzed and forecasted various facets of IT adoption across 19 verticals in 49 countries.
- Contributed to the building of a model that may be packaged and sold to external clients as a complement to our research reports.
- Design, build, and maintain ICT-critical market indicator databases, utilizing market research methods such as primary and secondary data collection and quantitative and forecast model building.
- Write research perspectives on the latest developments (both technological and Mergers and Acquisitions) in the ICT Industry.

Achievements

- Prepared a GLOBAL MODEL on China. The model shows IT spending and the number of businesses in China across 50 cities, among 35 Categories of IT investment from 2004 through 2010. The model is priced at $25,000.
- Prepared a GLOBAL MODEL on India. The model shows IT spending and the number of businesses in India across 25 cities, among 35 Categories of IT investment from 2004 through 2010. The model is priced at $25,000.
- Analyzed Korea's IT adoption of SMB
- Analyzed the Hosted ERP-SCM/CRM market in India
- Formulated IT adoption trends among tier 1 and tier cities in India
- Prepared a comprehensive report on the Indian Internet Adoption among Small businesses
- Prepared a comprehensive report on the Indian Internet Adoption among Medium Businesses.

Research Team Leader: ICFAI Business School Research Center (Management Research Group)

(July 01, 2004 – August 23, 2005)

Avimanyu Datta, Ph.D.
Professor of Strategic Management & Entrepreneurship; Gary Gemberling Faculty Scholar
Director-George R, and Martha Means Center for Entrepreneurial Studies

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Key Responsibilities:

- Preparation of articles and research papers for magazines and journals.
- Team Leader in Business Case Development
- Data collection and analysis, assisting in management research projects
- Leading the group of research associates.
- Responsible for overall quality control of the final product

EXTRA-CURRICULAR ACTIVITIES

- Mechanical watch collecting
- Fountain pen collection.
- Painting: Impressionism and Surrealism. Some of my artwork can be found at https://avi-datta.com/about/#art
- Working on my first novel of a trilogy. (Book one will be out in December 2021). For details-- https://avi-datta.com/books/
- Brewing Coffee: I experiment with types of roasts (dark to light), beans (origin), grounds (coarse, fine), and the effects of brewing techniques (espresso, French press, Hario V-60, Chemex, Cold Brew, nitro brew, etc.) on the taste of the coffee.

PERSONAL INFORMATION

- Citizenship: United States of America
- Country of Birth: India

Avimanyu Datta, Ph.D.
Professor of Strategic Management & Entrepreneurship; Gary Gemberling Faculty Scholar
Director-George R, and Martha Means Center for Entrepreneurial Studies

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REFERENCES

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