

Chetan Chawla

[Assistant Professor of Entrepreneurship, North Central College](#), Naperville, IL • chetanchawla@gmail.com T: 857.389.6677

CAREER SUMMARY

I am a teacher, consultant, and researcher of business strategy and entrepreneurship. I have 10+ years of consulting experience with clients ranging from Fortune 100 defense companies to Indian retailers and technology companies. My research focus is the association between capital providers (debt, equity, and non-traditional forms of financing e.g. crowdfunding) and startups/ innovation. More specifically, I investigate the capital provider ↔ startup linkage in contexts ranging from S & P 500 companies to cryptocurrency and blockchain projects.

I am currently an Assistant Professor of Entrepreneurship at North Central College in Naperville, IL in the School of Business and Entrepreneurship.

EDUCATION

Isenberg School of Management, University of Massachusetts

Amherst, MA

Ph.D. in Strategic Management

2009 – 2015

- Research focus: Capital Structure, Innovation, Behavioral Theory, Corporate Governance.
- Professional Association Membership: Academy of Management (Divisions: Strategy, Entrepreneurship, Organizational and Management Theory, and Research Methods).
Strategic Management Society (Interest Groups: Strategic Leadership-Governance & Behavioral Strategy).
European Group for Organizational Studies (EGOS).

University of Southern California, Marshall School of Business

Los Angeles, CA

Master of Business Administration (International Business)

July 2008

- Finalist – Annual Technology Commercialization Competition, 2008.
Lloyd Greif Center for Entrepreneurial Studies, U.S.C.

University of Delhi

New Delhi, India

Bachelor of Arts (Honors) in English (minor: Economics)

2003

- Represented India in Youth Across the Commonwealth (YAC) – Canada & Jamaica – 2001.

Certificates

- Certificate in Enterprise Management from the Dept. of Management Studies, Indian Institute of Technology (I.I.T.) Delhi in 2005.

AWARDS & GRANTS

- Academy of Management Annual Meeting 2010 Best Paper Award: **CEBC Halloran Prize in the History of Corporate Responsibility**.
Paper: Chawla, C., Mangaliso, M., Knipes, B. & Gauthier, J. 2010. *Antecedents & Implications of Uncertainty in Management: A Historical Perspective*. Paper presented at the Annual Meeting of the Academy of Management, Montreal.
- 2011-2012 Isenberg Scholar Award (\$10,000) for integrating engineering & business research.
- Investor Responsibility Research Center Institute <http://www.irrcinstitute.org/> research grant 2010-2012. Research Assistant for team that won IRRCI grant for research on universal investors and M & A.
<https://www.weinberg.udel.edu/irrci/research/858> Principal Investigators: Dr. Anurag Sharma & Dr. Ben Branch.
- Summer Research Grants 2016 (\$2500), 2017 (\$3000), 2019 (\$2250) through the North Central College.

CONFERENCES & PRESENTATIONS

Academy of Management Annual Meeting 2019, Boston.

- *The Categorical Conundrum: Legitimacy in Flux and Interpretive Uncertainty during Category Emergence* in the OMT (Organization and Management Theory) division.

Strategic Management Society Annual Meeting 2019, Minneapolis.

- *The Emergence of Technology Frames in Blockchain Projects: Adversarial Governance of Obscure Stakeholders.*

Academy of Management Annual Meeting 2018, Chicago.

- *Capital Structure Heterogeneity and Firm Strategic Actions: A Transaction Cost Lens* in the Strategy Division.

Academy of Management Annual Meeting 2016, Anaheim.

- *Conflicting Voices & Strategic Choices: Capital Provider Time Horizon and Mergers and Acquisitions* in the BPS Division.

Academy of Management Annual Meeting 2014, Philadelphia.

- Participating in the selective BPS Dissertation Consortium (for late-stage Ph.D. candidates).

Strategic Management Society Special Conference 2013, Mohali, India.

- Chawla C., Sharma A. 2013. *Indebtedness of Equity: The Unsung Role of Debt in Indian Risk Taking.*

European Group for Organizational Studies 29th Annual Colloquium 2013, Montreal, Canada.

- Chawla, C., 2013. *Exploring the Antecedents of Consumer Participation in Value Co-Creation: Microfoundations of Demand-Side Strategy.*

Strategic Management Society Annual Meeting 2012, Prague, Czech Republic.

- Sharma, A., Chawla, C., Moliterno, T. 2012. *Slack, Business Risk & Firm Performance.*

West Coast Research Symposium on Technology Entrepreneurship 2011, University of Washington, Seattle.

- Participated in Track 1 (pre-proposal) of the selective Doctoral Consortium.

Decision Sciences Institute Annual Meeting 2011, Boston.

- Paper presented: Branch, B., Sharma, A., Chawla, C., Qiu, L. 2011. *Mergers & Acquisitions and the Universal Investor.*

Theorizing the Web, University of Maryland, 2011.

- Paper presented: Chawla, C. 2011. *Unweaving the Web: Value Co-creation as Strategy.*

Academy of Management Annual Meeting 2010, Montreal

- Participated in Professional Development Workshop: *Teaching Design Thinking for Innovation*. PDW conducted by faculty from Hasso Plattner Institute, School of Design Thinking; Berlin Institute of Technology; SAP & IDEO.
- Paper Presentation: Chawla, C., Mangaliso, M., Knipes, B. & Gauthier, J. 2010. *Antecedents & Implications of Uncertainty in Management: A Historical Perspective.*

PEER-REVIEWED PUBLICATIONS/ PROCEEDINGS

- Chawla C., Mangaliso M., Knipes B., Gauthier J. 2012. Antecedents and implications of uncertainty in management: A historical perspective. *Journal of Management History* **18**(2): 200-218.
- Sharma A., Branch B., Chawla C., Qiu L. 2013. Explaining Market to Book: The Relative Impact of Firm Performance, Growth, and Risk. *Business Quest*: 277-293.
- Sharma A., Branch B., Chawla C., Feng T. 2014. An Updated Model of Price to Book. *Journal of Applied Finance* **24** (1): 73-93.
- Chawla C., Sharma A. 2016. *Conflicting Voices & Strategic Choices: Capital Provider Time Horizon and Mergers and Acquisitions.* Academy of Management 2016 Proceedings.
- Chawla C., Tinoco E. 2018. *Capital Structure Heterogeneity & Firm Strategic Actions: A Transaction Cost Perspective.* Academy of Management 2018 Proceedings.
- Chawla C. 2019. *The Categorical Conundrum: Legitimacy in Flux and Interpretive Uncertainty during Category Emergence.* Academy of Management 2019 Proceedings.

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WORKING PAPERS/ UNDER REVIEW

- Chawla, C. 2019. *Blockchain Projects: An Exploratory Study*. (under review at the Journal of Business Venturing).
- Chawla, C., Sharma, A. 2019. *Conflicting Voices & Strategic Choices: Capital Provider Time Horizon and Mergers and Acquisitions*. (under review at the Strategic Management Journal).
- Chawla, C., 2019. *The Categorical Conundrum: Legitimacy in Flux and Interpretive Uncertainty During Category Emergence*. (working paper targeting Journal of Management Studies).
- Chawla, C., Sharma, A., 2019. *Capital Structure: An Integrated Review and Assessment*. (currently under review at Corporate Governance: An International Review).

PROFESSIONAL SERVICE

- Ad hoc reviewer The Academy of Management Review: <http://aom.org/Publications/AMR/Academy-of-Management-Review.aspx>
- Ad hoc reviewer Journal of Business Research: <https://www.journals.elsevier.com/journal-of-business-research>.
- Ad hoc reviewer Academy of Management Annual Conference.

RECENT WORK EXPERIENCE

North Central College <http://northcentralcollege.edu/home>

Assistant Professor of Entrepreneurship, School of Business and Entrepreneurship

Naperville, IL 2015 –

- Primary teaching responsibilities in entrepreneurship and strategy.
- Teaching ratings of 4.4 and above out of 5, in both undergraduate and graduate courses.
- Institutional service: Election Committee, Scholarship and Research Committee, and Entrepreneurship curriculum redesign and assessment.

Date My Wardrobe <https://www.datemywardrobe.com/> Mobile platform for high-end fashion.

Strategy Advisor

Wellesley, MA 2013 – 2015

- Startup based in Babson College's Butler Venture Accelerator.
- Currently in beta (launch in November 2014) in Boston and Amsterdam <https://www.datemywardrobe.com/?lang=nl>
- iOS app in Beta testing. Market testing ongoing.
<http://www.bizjournals.com/boston/blog/startups/2014/09/babsoncollege-spinout-date-my-wardrobe-debuts.html>
- Finalist (top 3 out of 35 startups) in Lean Startup Challenge Boston Fall 2013 www.leanstartupchallenge.com/.
- Y Combinator Female Founders Conference participant in March 2014 <http://femalefoundersconference.org/>.
- Y Combinator Startup School Fall 2014 participant.
- Shut down in 2015 due to concerns over adverse unit economics.

Lockheed Martin Corporation – Mission Systems & Training <https://www.lockheedmartin.com/en-us/who-we-are/business-areas/rotary-and-mission-systems.html>

Consultant

Los Angeles & Italy 2008

Leveraged strong analytical, strategic and market research capabilities to empower client to take advantage of global consolidation in the Defense and Homeland Security software sector. Responsible for identifying, evaluating and initiating technology partnerships/acquisitions in Italy based on extensive in-market research. Enhanced competitive position in Europe.

- Strategic evaluation of software product/ technology portfolio of potential partners – Technology Readiness Level.

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- In depth country (Italy) research of companies in four technology areas – Web services (logistics and transportation software on SOA platform), Geospatial Information Systems (including open source GRASS), Search & Discovery (reconnaissance and surveillance) and Knowledge Management.
- Analysis of cultural/ technological fit based on primary (interviews and market research in Italy) and secondary research (scientific papers, industry white papers etc.).
- Due diligence of legal, organizational and regulatory factors affecting potential partnership (offset trade requirements, technology transfer regulation etc.).
- M & A due diligence (financial analysis) of over two dozen Italian software firms. Initiation of partnership discussions with C level executives.
- Developed scenario analysis and strategy plans for senior executives.
- Result: 1 acquisition and 1 technology partnership.

ACADEMIC REFERENCES

Available upon request.

RELEVANT TECHNICAL SKILLS

- Statistical analysis: R & Stata.
- Web scraping: Python & R.
- Learning Management Systems: Blackboard and Moodle.
- Simulations for teaching: CAPSIM <http://www.capsim.com/>

Google Scholar profile: <https://scholar.google.com/citations?user=Yt-84E4AAAAJ&hl=en&oi=ao>