

# Chetan Chawla

[Associate Professor of Entrepreneurship, North Central College](#), Naperville, IL • [chetanchawla@gmail.com](mailto:chetanchawla@gmail.com) T: 630 637 5471

## CAREER SUMMARY

I am a teacher, researcher, and consultant of business strategy, and entrepreneurship. I have 10+ years of business consulting experience with clients ranging from Fortune 100 defense companies to technology startups. My professional, research, and teaching pursuits have been concentrated on high-technology (primarily software) ventures since the late 2000s.

My research focus spans capital providers (debt, equity, and non-traditional forms of financing), and technology startups – primarily in the context of Web 3 and Artificial Intelligence technologies. In these contexts, I investigate issues related to trust, governance, and competitive dynamics using a diverse range of methodologies with an emphasis on reproducible research.

I am an Associate Professor of Entrepreneurship at North Central College in Naperville, IL in the School of Business and Entrepreneurship. I primarily teach strategy, and entrepreneurship classes at North Central College.

## 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: Strategic Management, Entrepreneurship, Organizational and Management Theory, Technology and Innovation Management, and Research Methods).  
Strategic Management Society (Interest Groups: Entrepreneurship & Strategy, and Behavioral Strategy).

### 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.*

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 2025 TIM Division Best Reviewer Award.
- 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 research grant 2010-2012. Research Assistant for team that won IRRCI grant for research on universal investors and M & A. <https://weinberg.udel.edu/mergers-and-acquisitions-and-the-universal-investor/>  
Principal Investigators: Dr. Anurag Sharma & Dr. Ben Branch.
- North Central Summer Research Grants Won: 2016 (\$2500), 2017 (\$3000), 2019 (\$2250), 2021 (\$2100), 2025 (\$3000) from North Central College.

## PEER-REVIEWED PUBLICATIONS

- Chawla, C. (2020). Trust in blockchains: Algorithmic and organizational. *Journal of Business Venturing Insights*, 14. doi: <https://doi.org/10.1016/j.jbvi.2020.e00203>
- Branch, B. S., Sharma, A., Chawla, C., & Tu, F. (2014). An Updated Model of Price-to-Book. *Journal of Applied Finance (Formerly Financial Practice and Education)*, 24(1). [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=2682606](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2682606)
- Sharma, A., Branch, B. S., Chawla, C., & Qiu, L. (2013). Explaining Market to Book: The Relative Impact of Firm Performance, Growth, and Risk. *Business Quest*, 277-293. <http://www.westga.edu/~bquest/2013/MarketToBook2013.pdf>
- 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. doi: <https://doi.org/10.1108/17511341211206852>

## PEER-REVIEWED PEDAGOGICAL PUBLICATIONS

- Chawla, C. (2023). Black Swan. *SAGE Business Foundations*. <https://sk.sagepub.com/foundations/skpromo/QxTl85/black-swan>
- Chawla, C. (2021). Financing a New Type of Grill. *SAGE Business Cases*. <https://sk.sagepub.com/cases/financing-a-new-kind-of-portable-grill>
- Chawla, C. & Jones, T. (2021). Launching a Venture during a Pandemic: SLAB Outdoors LLC. *SAGE Business Cases*. <https://sk.sagepub.com/cases/launching-a-venture-during-a-pandemic-slab-outdoors-llc>

## CONFERENCE PROCEEDINGS

- Chawla C. (2022). Blockchains and NFTs: Tragedy of the Digital Commons or Anticommons?. In Proceedings of the Academy of Management Annual Conference, Seattle. Available at: <https://journals.aom.org/doi/abs/10.5465/AMBPP.2022.16471abstract>
- Chawla C. (2019). The Categorical Conundrum: Legitimacy in Flux and Interpretive Uncertainty during Category Emergence. In Proceedings of the Academy of Management Annual Conference, Boston. Available at: <https://journals.aom.org/doi/abs/10.5465/AMBPP.2019.17513abstract>.
- Chawla C, & Tinoco E. (2018). Capital Structure Heterogeneity and Firm Strategic Actions: a Transaction Cost Lens. In Proceedings of the Academy of Management Annual Conference, Chicago. Available at: <https://journals.aom.org/doi/abs/10.5465/AMBPP.2018.16626abstract>
- Chawla C, & Sharma A. (2016). Conflicting Voices & Strategic Choices: Capital Provider Time Horizon And Mergers & Acquisitions. In Proceedings of the Academy of Management Annual Conference, Anaheim, CA. Available at: <https://journals.aom.org/doi/10.5465/ambpp.2016.14704abstract>.

## CONFERENCES & PRESENTATIONS

### Academy of Management Annual Meeting 2022, Seattle.

- *Blockchains and NFTs: Tragedy of the Digital Commons or Anticommons?* in the TIM (Technology and Innovation Management) division.

### 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 29<sup>th</sup> 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 presented: Chawla, C., Mangaliso, M., Knipes, B. & Gauthier, J. 2010. *Antecedents & Implications of Uncertainty in Management: A Historical Perspective.*

## WORKING PAPERS/ UNDER REVIEW

- Chawla, C. 2025. *Blockchain Financing: A Machine Learning Approach* (paper in analysis stage).
- Chawla, C. & Kim, S. 2025. *AI Affordances* (working title, paper in writing stage).
- Chawla, C. 2025. *Web 3: Exit, Voice, and Opportunities* (paper in writing stage).

## PROFESSIONAL SERVICE AS REVIEWER

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

# Chetan Chawla

[Associate Professor of Entrepreneurship, North Central College](#), Naperville, IL • [chetanchawla@gmail.com](mailto:chetanchawla@gmail.com) T: 630 637 5471

- Ad hoc reviewer for the Strategic Management Society Annual Conference

## RECENT WORK EXPERIENCE

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

*Associate Professor of Entrepreneurship (with tenure), School of Business and Entrepreneurship* Naperville, IL 2015 –

- Primary teaching responsibilities in entrepreneurship, and strategy capstone classes.
- Teaching ratings of 4.4 and above out of 5, in both undergraduate, and MBA courses.
- Institutional service: Promotion and Tenure Committee, Chair of Strategic Planning Task Force (2025), and assessment for AACSB accreditation.

**Date My Wardrobe** Mobile platform for high-end fashion.

*Strategy Advisor*

Wellesley, MA 2013 – 2015

- Startup based in Babson College's Butler Venture Accelerator.
- Beta launch in November 2014 in Boston, and Amsterdam.
- 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 <http://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 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.
- 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.

# Chetan Chawla

Associate Professor of Entrepreneurship, North Central College, Naperville, IL • [chetanchawla@gmail.com](mailto:chetanchawla@gmail.com) T: 630 637 5471

## RELEVANT TECHNICAL SKILLS

- Statistical analysis (including web scraping): Python & R.
- Machine Learning: Python.
- Learning Management Systems: Blackboard & Canvas.
- Simulations for teaching: CAPSIM <http://www.capsim.com/>

[Google Scholar Profile.](#)