

CHIARA SPINA

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ACADEMIC POSITIONS

INSEAD, Asia Campus (Singapore)

2020 - Present

Assistant Professor of Entrepreneurship and Family Enterprise

EDUCATION

Bocconi University

January 2020

Ph.D. cum laude in Business Administration and Management

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

Dissertation titled:

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

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

University of Milan

2011

MSc. Labour Studies

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

University of Milan

2008

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

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

RESEARCH INTERESTS

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

JOURNAL PUBLICATIONS

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

WORKING PAPERS

- (2) “Small Changes with Big Impact: Experimental Evidence of a Scientific Approach to Decision Making of Entrepreneurial Firms”, *under review*
 - Best Conference Paper Award Finalist at the Strategic Management Society Conference 2019
 - Best Research Method Award Finalist at the Strategic Management Society Conference 2019

- (3) “When do Entrepreneurs Benefit from Acting Like Scientists? A Field Experiment in the UK” (with Elena Novelli), *under review*
 - Academy of Management Best Paper Proceedings 2021
 - Distinguished Paper Award Winner, Knowledge and Innovation, Academy of Management 2021
 - Best Conference Paper Award Winner at the Strategic Management Society Conference 2021
 - Best Conference Paper Award Winner at the DRUID Conference 2021
 - Finalist for the Kauffman Best Paper Award in Entrepreneurial Cognition at the Academy of Management 2022

- (4) “A Scientific Approach to Innovation Management: Evidence from Four Field Experiments” (with Arnaldo Camuffo, Alfonso Gambardella, Danilo Messinese, Elena Novelli, Emilio Paolucci), *under review*

- (5) “Sharing Stories About Venture Creation: How Crowdfunding Audiences React to Experimentation and Planning in Entrepreneurial Narratives” (with Charlie Williams), *under review*

- (6) “Scientific Entrepreneurs, Pivoting and the Cost of Experimentation: Evidence from Two Field Experiments” (with Daniele Battaglia), data collection completed in August 2021, *preparing for submission*
 - Best Conference Paper Award Nomination at the Strategic Management Society Conference 2022

WORK IN PROGRESS

- (7) “What does Scientific Experimentation Mean for Entrepreneurial Performance? Evidence from a Field Experiment and Text Analysis”, *write-up stage*

- (8) “Strategy and Structure in Early-Stage Entrepreneurial Firms: Experimental Evidence from India”, *data collection in progress*

- (9) “Collaboration and Competition among Entrepreneurs: Evidence from Accelerator Programs”, *data collection in progress*

- (10) “Antecedents of Entrepreneurial Decision-Making”, *set-up stage*

OTHER PUBLICATIONS

“A Scientific Approach to Creating a New Business: MiMoto”, INSEAD Case Study 6710, April 2022

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

“Founders, Apply the Scientific Method to Your Start-up”, Harvard Business Review, November 2020

CONFERENCES, INVITED PRESENTATION AND WORKSHOPS

ESADE Strategy Workshop, Barcelona (Spain), October 2022 (planned)

Society of Decision Professionals, Virtual Seminar, September 2022 (planned)

Strategic Management Society Annual Conference, London (UK), September 2022 (planned)

Academy of Management Annual Meeting, Seattle (USA), August 2022 (planned)

INSEAD Doriot Entrepreneurship Conference, Fontainebleau (France), June 2022

World Bank Impact Evaluation Workshop, Lisbon (Portugal), May 2022

University of St. Gallen, Virtual Seminar, December 2021

University of Southern Denmark, Virtual Seminar, November 2021
Rotterdam School of Management, Virtual Seminar, October 2021
Strategic Management Society Annual Conference, September 2021
Entrepreneurship as Design Junior Scholar Symposium, September 2021
Academy of Management Annual Meeting, August 2021
Empirical Management Conference, Hosted virtually by Cornell Dyson, December 2020
EPFL Virtual Innovation Seminars, Online Seminar, September 2020
IIMB Strategy Virtual Seminar Series, Online Seminar, July 2020
Entrepreneurship & Strategy Research Seminar, Online Seminar, July 2020
Organization Science Conference “Experiments in Organization Theory”, Arizona (USA), May 2020
Strategic Management Society Annual Conference, Minneapolis (USA), October 2019
Academy of Management Annual Meeting, Boston (USA), August 2019
Consortium for Competitiveness and Cooperation (CCC) Conference, Chapel Hill (USA), June 2019
Smith Entrepreneurship Research Conference (SERC), Maryland (USA), April 2019
AOM Start up to Scale up Conference, Tel Aviv (Israel), 2018
Innovation Growth Lab Winter Conference, London (UK), 2018
Wharton Innovation Doctoral Symposium, Philadelphia (USA), 2018
Strategic Management Society Annual Conference, Paris (France), 2018
Strategic Management Society SRF Workshop, Paris (France), 2018
8th SEI Doctoral Consortium, Munich (Germany), 2018
Academy of Management Annual Meeting, Chicago (USA), 2018
Academy of Management TIM Doctoral Consortium, Chicago (USA), 2018
Entrepreneurship and Innovation Research Conference, Hong Kong (Hong Kong) 2018
Second Workshop on Experimental Economics and Entrepreneurship, Copenhagen (Denmark), 2018
Innovation Growth Lab Doctoral Workshop and Winter Conference, Washington (USA), 2017
Strategic Management Society Annual Conference, Houston (USA), 2017
Strategic Management Society Doctoral Workshop, Houston (USA), 2017
RCT Lab Symposium on Entrepreneurship, INSEAD & ILO, Abu Dhabi (UAE), 2016

FELLOWSHIPS, GRANTS AND AWARDS

2022	Poets&Quants' Best 40-Under-40 Business School Professors of 2022
2021	Émergence Grant (\$70,000)

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

TEACHING EXPERIENCE

INSEAD **2020-present**

Instructor, Corporate Entrepreneurship: Mastering Entrepreneurial Growth for Large Firms
Teaching Executives, MBA, and Master's students how to systematically identify and assess new growth opportunities for corporates through scientific experimentation

Bocconi University **2019-present**

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

The Start-up Lab **2019**

Instructor and Mentor
Teaching market validation techniques to entrepreneurs, 21-hour course

Bocconi University **2018 – 2019**

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

Bocconi University **2016 – 2017**

Teaching Assistant

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

Guest Lecturer

SERVICE AND OTHER ACTIVITIES

Editorial Review Board Member, Strategic Management Journal, (2022-2025)

Representative-at-Large, Entrepreneurship and Strategy, Strategic Management Society (2022-2023)

Organizer, INSEAD Doriot Entrepreneurship Conference (2022)

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

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

Founder, Hackathon Research Centre, digital community available at www.hackathonresearch.com

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

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

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

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

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

Reviewer, Strategic Entrepreneurship Journal (since 2021)

Reviewer, Organization Science (since 2021)

Reviewer, Journal of Political Economy (since 2020)

Reviewer, Management Science (since 2020)

Reviewer, Journal of Business Venturing (since 2020)

Reviewer, Strategic Management Journal (since 2017)

Reviewer, Strategic Management Society Annual Conference (since 2015)

Reviewer, Academy of Management Annual Meeting (since 2015)

Member, Innovation Growth Lab Research Network