

VYAS SREENIVAS

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ACADEMIC BACKGROUND

Temple University – Fox School of Business Ph.D. candidate in Strategic Management	2023 (<i>Expected</i>)
Institute of Rural Management, Anand, India Post Graduate Programme in Rural Management	2010 – 2012
Government College of Engineering, Kannur, India Bachelor of Technology in Electronics and Communication	2000 – 2004

RESEARCH INTERESTS

Areas of Focus: My primary research interests include entrepreneurial behavior in individuals and the role of context in their decision-making. I study diverse entrepreneurial behaviors like creating a new venture, fundraising, and corporate entrepreneurship. I also look at the impact of economic incentives, community, serendipity, and time in driving these behaviors.

Methodologies: To address the varied set of research questions, I rely on a diverse set of methodological tools. For projects that involve quantitative analyses, I use econometric analysis (STATA), meta-analyses (MASEM), Web scraping, Natural Language Processing, and Machine Learning (Python). For projects that use qualitative analysis, I use grounded theory analysis (Atlas Ti).

RESEARCH PORTFOLIO

1. **CEO Stock Options and Path-breaking Innovation (with Dr. Monica Wadhwa & Dr. Solon Moreira)**

While there is ample evidence that stock options drive CEOs to take more risks, the nature of firm-level innovation that stock options promote is understudied. In this project, we use econometric analysis to look the how stock options drive the firm to produce path-breaking innovation and the impact of such innovations on firm value.

2. **Signaling social impact and new venture fundraising (with Prof. Todd Schifeling)**

In this project, we use a combination of machine learning and econometric analysis to look at the impact of signaling social impact (costless and costly) on new venture fundraising. We

also show that the interpretation of signal from the new venture depends on the type of community the firm operates in.

3. The Path to Venture Creation: A Meta-analytic Synthesis Of The Entrepreneurial Intent To Action Relationship (Solo Authored paper)

This meta-analysis paper looks at the translation of entrepreneurial intention into the behavior of new venture creation. This relationship has been relatively underexplored due to a lack of data and methodological issues. The paper uses meta-analytic structural equation modeling (MASEM) to show that intermediate actions mediate the relationship between entrepreneurial intention and new venture creation.

4. The role of skill and serendipity in new venture creation (with Dr. Ravi Kudesia)

In this paper, we use grounded theory analysis on interviews of over 2000 entrepreneurs to understand the role that skill and serendipity have on the decision to become an entrepreneur.

5. Balancing long-term social impact with short-term survival demands (with Dr. T L Hill)

This qualitative study looks at 8 organizations in the social impact space across the USA, Australia, and India. We use a grounded theory approach to look at how organizations that create long-term impact balance short-term needs with long-term goals.

CONFERENCE PRESENTATIONS: Refereed Conference Paper Presentations

1. CEO Stock Options and Path-breaking Innovation (Dr. Monica Wadhwa & Dr. Solon Moreira)

- a. Presented at SMS Annual Conference (London), 2022

2. The Path to Venture Creation: A Meta-analytic Synthesis of the Entrepreneurial Intent to Action Relationship

- a. Presented at BCERC 2022
- b. Presented at SMS Annual Conference (virtual), 2020
- c. Presented at AOM Doctoral Consortium (virtual), 2020

TEACHING CASES

Moreira, S, Mudambi, R, Sreenivas, V (2020). La Colombe Coffee – The tangible and intangible elements of brand identity. *Ivey Publishing*

TEACHING EXPERIENCE

• **Doing Well by Doing Good: Social Entrepreneurship (SGM 3511)**

Social Venture Creation, Impact Measurement and Pitching

- Fall 2022 (In-person) (Overall Evaluation: Ongoing; College Average: Ongoing)

- **Global Business Policies (BA4101)**
Capstone course in Strategic Management
 - Summer 2021 (Online) (Overall Evaluation: 4.66/5.00; College Average: 4.24/5.00)
 - Spring 2021 (Hybrid) (Overall Evaluation: 4.69/5.00; College Average: 4.25/5.00)
- **Inside-Out Prison Exchange Program training** - A program bringing together campus-based students with incarcerated students for a semester-long course held in a prison, jail or other correctional settings

AWARDS

- Research Assistantship Award (for Dr. Solon Moreira) 2021 – 2022
- Research Assistantship Award (for Dr. Solon Moreira) 2020 – 2021
- Research Assistantship Award (for Dr. Solon Moreira & Dr. Todd Schifeling) 2018 – 2019
- \$3500 by FSBM Strategic Management Department Award 2018 – 2019

PROGRAMMING SKILLS & SOFTWARE PACKAGES

- Languages: R, Python, SQL
- Statistics: R, STATA, MPlus, SPSS
- Software Packages: Atlas TI

RELEVANT INDUSTRY EXPERIENCE

- **Northern Arc Capital (Bangalore, India)** 2012 - 2018
Director, Credit
- **Infosys Technologies Pvt Limited (Bangalore (India) & London (UK))** 2006 - 2012
Technology Analyst