

NATALYA D. VINOKUROVA

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ACADEMIC APPOINTMENT

The Wharton School, University of Pennsylvania, Assistant Professor, 2012 – present

ADDITIONAL AFFILIATIONS

Senior Fellow, Leonard Davis Institute of Health Economics, University of Pennsylvania, 2014 – present

EDUCATIONAL BACKGROUND

Ph.D. in Business Administration, Stern School of Business, New York University, 2012

Committee: Adam Brandenburger (Chair), Giovanni Gavetti, Zur Shapira, Richard Sylla

Dissertation: “The 2008 Mortgage Crisis as a Failure of Analogical Reasoning”

- Finalist, Wiley Blackwell Outstanding Dissertation Award, Academy of Management, 2013
- Honorable Mention, Grigor McClelland Award, Society for the Advancement of Management Studies, 2012
- 1st Prize, Industry Studies Dissertation Award, 2012

M.Phil. in Business Administration, Stern School of Business, New York University

AB Psychology, *cum laude*, Harvard College, Cambridge, MA, 1999

RESEARCH INTERESTS

Organizational decision-making, idea diffusion, fragmented systems, analytical history.

RESEARCH

A. Invited Submissions to Refereed Journals

- [1] Brandenburger, Adam, Vinokurova Natalya. 2012. Comment on “Toward a Behavioral Theory of Strategy.” *Organization Science* **23**(1): 286-287.
- [2] Vinokurova, Natalya. 2018. State Terror as a Management Practice: Comment on “Managing Communist Enterprises.” *Enterprise and Society* **19**(3): 546-560.
- [3] Vinokurova, Natalya. Book review of "Risk and Ruin: Enron and the Culture of American Capitalism." *Journal of Economic History*, forthcoming.

B. Articles Accepted by Refereed Journals

- [4] Vinokurova, Natalya. 2018. How Mortgage-Backed Securities Became Bonds: The Emergence, Evolution, and Acceptance of Mortgage-Backed Securities in the U.S., 1960-1987. *Enterprise and Society* **19**(3): 610-660.
- Philip B. Scranton Prize for Best Article in *Enterprise and Society*, Business History Conference, 2019
 - Most Novel Research Award, Behavioral Strategy Division, Strategic Management Society, 2015.
 - Nominee, Best Conference Paper Award, Strategic Management Society 2015.
- [5] Vinokurova, Natalya D. Failure to Learn from Failure: The 2008 Mortgage Crisis as a Déjà Vu of the Mortgage Meltdown of 1994. *Business History*, forthcoming.
- Available online at <https://www.tandfonline.com/doi/full/10.1080/00076791.2018.1440548>
 - Best Paper Award in Strategy, 11th Trans-Atlantic Doctoral Conference, 2011.

C. Articles Submitted to Refereed Journals

- [6] Vinokurova, Natalya D. “Re-Shaping Demand Landscapes: How Firms Change Customer Preferences To Better Fit Their Products.”
- [7] Vinokurova, Natalya D. “When Innovations Meet Organizations: The Role of Analogical Framing in Getting Innovations Through Organizational Filters.”
- [8] Vinokurova, Natalya. “Understanding the Evolution of Institutions: The Case of the Land Ownership Recording System in the United States.”

D. Book Chapters

- [9] Vinokurova, Natalya. A History of Markets Past: Innovation as a Case of Institutional Memory Failure. Forthcoming in the *Routledge Companion to Anthropology in Management*. Fayard, Anne-Laure and Mir, Raza (Eds).

E. Working Papers

- [10] Vinokurova, Natalya. “Invention of Subprime: Construction of Specificity as a Rhetorical Strategy to Inhibit Learning.”
- [11] Vinokurova, Natalya. “A Language-Based Approach to Teaching Strategy: Using Research on Language to Integrate the Strategy Curriculum.”
- [12] Brandenburger, Adam & Natalya Vinokurova, “The Goldilocks Principle: An Enduring Rule in the Game of Innovation.”
- [13] McKenna, Chris & Natalya Vinokurova. “Escaping Analogical Lock-in.”

F. Research in Progress

- Vinokurova, Natalya. “Volume-Outcome Relationship in Cardiac Surgery: The New York Experience.”
- Vinokurova, Natalya. “Making Oil Companies Safer: Understanding the Evolution of the Culture of Safety at BP.”
- Csaszar, Felipe & Natalya Vinokurova. “Issue Selling: A Model of Organizational Decision-Making.”
- Gavetti, Giovanni, Menon, Anoop & Natalya Vinokurova. “Persuasion and Analogies.”
- Ody-Brasier, Amandine & Natalya Vinokurova. “Banality of Nuclear Power: Chernobyl through the Eyes of the KGB, 1971-1988.”

G. Invited Presentations

(*indicates refereed conference)

Innovation as a Case of Institutional Memory Failure [9]

- Business History Conference, 2019*
- Smith Entrepreneurship Conference, 2019*

Invention of Subprime [10]

- Business History Conference, 2018*

Understanding the Evolution of Institutions [8]

- University of Pennsylvania Economic History Forum, 2017*
- International Atlantic Economic Society, 2017*
- Boston College, 2017*
- UC Davis Conference, 2017, Davis, CA*
- Business History Conference, 2017, Denver, CO*
- Wharton Work-in-Progress Workshop, 2017*

Re-Shaping Demand Landscapes [6]

- Summer Strategy Camp, Tuck School, 2017*

How Mortgage-Backed Securities Became Bonds [2]

- Business History Conference, 2016, Portland, OR*
- BYU/Utah Winter Strategy Conference, Park City, UT 2016*
- University of Michigan Seminar, Ann Arbor, MI, 2016*
- Strategic Management Society, Denver, CO, 2015*
- West Coast Research Symposium, Seattle, WA 2015*
- Academy of Management, Vancouver, BC, 2015*

- Wharton Technology & Innovation Conference, 2015*
- Smith Entrepreneurship Research Conference, College Park, MD, 2015*
- Vienna Conference on Strategy, Organization, and Innovation, 2015*

Failure to Learn from Failure [3]

- Academy of Management, Anaheim, CA 2016
- Ohio State University Seminar, Columbus, OH, 2014
- Duke Strategy Conference, Durham, NC, 2014*
- American Sociological Association, San Francisco, CA, 2014*
- Industry Studies Association, Portland, OR, 2014*
- Atlanta Competitive Advantage Conference, Atlanta, GA, 2014*
- Yeshiva University Seminar, New York, NY, 2014
- Business History Conference, Frankfurt, Germany, 2014*
- Academy of Management Annual Meeting, Orlando, FL, 2013*
- EGOS Annual Meeting, Montréal, Canada, 2013*
- The Inaugural Paul R. Lawrence Conference: Connecting Rigor and Relevance in Institutional Analysis, Harvard Business School, 2013*
- Association of Business Historians Meeting, Birmingham, England, 2012*
- Job Talks: University of Pennsylvania, Dartmouth University, Rutgers University, Higher School of Economics, 2012.
- NYU Wagner Research Colloquium: Wagner Graduate School of Public Service, New York University, 2011
- INFORMS Meeting, Charlotte, NC, 2011*
- BPS Division Dissertation Consortium, Academy of Management Annual Meeting, San Antonio, TX, 2011*
- London Trans-Atlantic Doctoral Conference, 2011*
- Stern/Columbia Doctoral Conference, 2011*
- Organization Science Winter Conference, Steamboat Springs, CO, 2011*
- NBER Development of American Economy Summer Institute Poster Session, Cambridge, MA, 2010*

Plenary Panel

- Organization Science Winter Conference, Park City, UT, 2016*

AWARDS, GRANTS, AND OTHER HONORS

A. Awards

- Philip B. Scranton Prize for Best Article in Enterprise and Society, 2019
- Top 40 Business Professors Under 40, Poets & Quants, 2018
- Core Curriculum Teaching Award “Tough but we’ll thank you in five years,” 2018
- Core Curriculum Teaching Award “Goes above and beyond the call of duty,” 2017
- Nominee, Best Conference Paper Award, Strategic Management Society, 2015

- Most Novel Research Award, Behavioral Strategy Division, Strategic Management Society, 2015
- Core Curriculum Teaching Award “Goes above and beyond the call of duty,” 2015
- Finalist, Wiley Blackwell Outstanding Dissertation Award in Business Policy & Strategy (“The 2008 Mortgage Crisis as a Failure of Analogical Reasoning”), Academy of Management Annual Meeting, 2013
- Honorable Mention, Grigor McClelland Award, Society for the Advancement of Management Studies, 2012
- 1st Prize, Industry Studies Dissertation Award, 2012
- Harold W. MacDowell Award, Stern School of Business, New York University, 2012
- Best Paper Award in Strategy, Trans-Atlantic Doctoral Conference, London, 2011

B. Grants

- Dean’s Research Fund, The Wharton School, 2014-2018
- The Mack Institute for Innovation Management, The Wharton School, 2013-2018
- Penn Undergraduate Research Mentoring, University of Pennsylvania, 2014-2015
- Carol and Lawrence Zicklin Center for Business Ethics, The Wharton School, 2014

C. Other Honors

- Participant, BPS Dissertation Consortium, Academy of Management Annual Meeting, 2011
- Participant, Oxford Journals Dissertation Colloquium, Business History Conference, 2011
- C.W. Nichols Fellowship, Stern School of Business, New York University, 2010

TEACHING

The Wharton School, University of Pennsylvania

- Top 40 Business Professors Under 40, Poets & Quants, 2018
- Core Curriculum Teaching Award “Tough but we’ll thank you in five years,” 2018
- Core Curriculum Teaching Award “Goes above and beyond the call of duty,” 2017
- Managing the Established Enterprise (MGMT 611), MBA Core 2013-present
- Core Curriculum Teaching Award “Goes above and beyond the call of duty,” 2015
- MBA Class of 2018, 2019 Pre-Term Case Method Workshop
- Executive MBA Class of 2018, 2019, 2020 Case Method Workshop

SERVICE

A. Wharton Activities

- Member, Recruiting Committee 2014-2015
- Member, Seminar Committee 2015-2016

- Panel Participant, Wharton Society for the Advancement of Women in Business Academia, April 2014
- Panel Moderator, Wharton Women in Business Conference, September 2014

B. Academic Community Activities

- Member, Emerging Scholars Committee, Business History Conference, 2017-present
- Invited Facilitator, Professional Development Workshop (“Using Historical Approaches in Management and Organizational Research”), Academy of Management Annual Meeting, 2016
- Member of the New Members committee, Management History division of the Academy of Management
- Co-Organizer (with Gino Cattani), Professional Development Workshop (“When History Meets Theory”), Academy of Management Annual Meeting, 2015
- Panelist, Professional Development Workshop (“Uses of the Past”), Academy of Management Annual Meeting, 2015
- Reviewer for *Management Science*, *Organization Science*, *Strategic Entrepreneurship Journal*, *Strategic Management Journal*, *Strategy Science*, Academy of Management Annual Meeting, Industry Studies Association Ph.D. Prize
- Participant: Junior Faculty Strategy Research Summer Camp, Dartmouth University, 2014
- Early Career Development Committee, Industry Studies Association, 2013-2015
- Session Chair (“Dark Side of Organizational Learning”), INFORMS Annual Meeting, 2011
- Social Coordinator, Stern School of Business Ph.D. Program, 2006-2009

C. Professional Affiliations and Membership

- Business Policy & Strategy and Management History, Academy of Management
- Business History Conference
- Industry Studies Association
- Strategic Management Society

D. Community Service Activities

- Alumna Interviewer, Harvard College, 1999-present
- Academic Advisor, Harvard Football team, 2004-2011

PROFESSIONAL EXPERIENCE

- *Research Associate*, Institute for Strategy and Competitiveness, Harvard Business School, 2004-2006
- *Analyst*, Capital One Services, Inc., Richmond, VA, 2001-2004
- *Analyst*, Mercer Management Consulting, New York, NY, 2000-2001