

**ANOOP R. MENON**

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**ACADEMIC APPOINTMENT**

2013 – Present            **The Wharton School, University of Pennsylvania**  
Assistant Professor

**EDUCATION**

2013                        **Harvard Business School**  
Doctor of Business Administration in Strategy  
Committee: Giovanni Gavetti (co-chair), Dennis Yao (co-chair), Juan Alcacer, Andrei Shleifer  
Dissertation: “Essays on Cognition in Strategy”

2007                        **Amherst College**  
Bachelor of Arts in Economics and Psychology, *magna cum laude*, *Phi Beta Kappa*

**RESEARCH AND TEACHING INTERESTS**

**Research:**            Strategic decision making, cognition, machine learning, game theory, innovation, strategic change

**Teaching:**            Core strategy, strategic decision making, behavioral strategy, competitive strategy, strategic change and innovation

**PUBLICATIONS**

**A. Published and Forthcoming**

- Menon, Anoop R. 2014. “The Impact of Prior Performance on Strategic Choice: An Emotion-Based Argument.” *Academy of Management Proceedings*, (1), 12571.
- Menon, Anoop R. 2015. “Managerial Overoptimism in Strategy Formulation: An Associative Explanation.” *Advances in Strategic Management*, 32: 327-350.

- Martignoni, Dirk, Anoop R. Menon, and Nicolaj Siggelkow. 2016. “Consequences of Misspecified Mental Models: Contrasting Effects and the Role of Cognitive Fit.” *Strategic Management Journal*, 37(13): 2545-2568.
- Gavetti, Giovanni, and Anoop R. Menon. 2016 “Evolution Cum Agency: Toward a Model of Strategic Foresight.” *Strategy Science*, 1(3): 207-233.
- Hernandez, Exequiel, and Anoop R. Menon. 2016. “On Network Change.” *Academy of Management Proceedings*, (1), 17611.
- Menon, Anoop R., and Dennis A. Yao. 2017. “Elevating Repositioning Costs: Strategy Dynamics and Competitive Interactions.” *Strategic Management Journal*, 38(10): 1953-1963. (Lead article)
- Hernandez, Exequiel, and Anoop R. Menon. 2017. “Acquisitions, Node Collapse, and Network Revolution.” *Forthcoming in Management Science, Finalist for the Best Conference Paper Award at the 2015 SMS Annual Conference.*
- Menon, Anoop R. 2018. “Bringing Cognition into Strategic Interactions: Strategic Mental Models and Open Questions.” *Strategic Management Journal*, 39(1): 168-192.

#### **B. Papers Under Review**

- Chai, Sen, and Anoop R. Menon. 2017. “Breakthrough Recognition: Competing for Attention” *Revise and Resubmit at Research Policy.*
- Menon, Anoop R. 2017. “Cognitive Roots of Competitive Advantage.” *Revise and Resubmit at the Strategic Management Journal.*
- Menon, Anoop R., and Dennis A. Yao. 2017. “Rationalizing Outcomes: Mental-Model-Guided Learning in Competitive Markets.” *Revise and Resubmit at Organization Science.*
- Hernandez, Exequiel, and Anoop R. Menon. 2018. “Strategic Network Change.”
- Menon, Anoop R., Clarence Lee, and Haris Tabakovic. 2018. “Using Machine Learning to Predict High-Impact General Technologies.”
- Menon, Anoop R., Gideon Nave, and Sudeep Bhatia. 2018. “Emotional Expressions Predict Risky Decisions by S&P 500 Executives.”

#### **C. Working Papers**

- Menon, Anoop R. 2014. “The Emotional Impact of Prior Performance on Strategic Choice.”
- Albert, Daniel, and Anoop R. Menon. 2017. “Short-termism as a long-term search-strategy?”

- Huang, Laura, Anoop R. Menon, and Tiona Zuzul. 2017. "Watershed Moments, Cognitive Discontinuities, and Entrepreneurial Entry: The Case of New Space."
- Martignoni, Dirk, Anoop R. Menon, and Nicolaj Siggelkow. 2018. "The Power of (Initially) Simple Mental Models."
- Menon, Anoop R., Jaeho Choi, and Haris Tabakovic. 2018. "What You Say Your Strategy Is and Why It Matters: Natural Language Processing of Unstructured Text."

#### **D. Book Chapters**

- Menon, Anoop R., and Dennis A. Yao. 2014. "Product Market Strategy." In the Palgrave Encyclopedia of Strategic Management, edited by David Teece and Mie Augier.

#### **E. Course Development Materials**

- Gavetti, Giovanni M., Anoop R. Menon, and Katherine Dowd. "Charlie Merrill and the Financial Supermarket Strategy." Harvard Business School Case (2011) 711-518.

### **WORK IN PROGRESS**

- Chai, Sen, and Anoop R. Menon. "A Study on the Sources of Commercializable Creativity."

### **AWARDS**

2017	Best Reviewer Award, Behavioral Strategy IG Track, Strategic Management Society Annual Conference
2014	Finalist for the Helen Kardon Moss Anvil Teaching Award, Wharton
2012	Wyss Award for Excellence in Doctoral Research, Harvard Business School
2009	Grade of "Excellent" on the Harvard Business School Doctoral Qualifying Examination; Fields: Strategy, Cognitive Foundations, Corporate Finance
2008	High Pass on the Harvard Business School Doctoral General Examination
2007	Addison Brown Scholarship (highest academic standing in graduating class at graduation), Amherst College
2007	James R. Nelson Memorial Award for Economics, Amherst College
2006	Phi Beta Kappa membership in junior year (the top 1% of the class), Amherst College

2006 Economics Department Junior Class Prize, Amherst College

## **FELLOWSHIPS**

- 2016 Mack Institute Research Fellowship, The Wharton School:  
Applying Deep Learning Techniques to Innovation and Firm Performance
- 2014 Mack Institute Research Fellowship, The Wharton School:  
Exploring the Radical Shift in Mental Models in the Aerospace Industry (with Laura Huang)
- 2014 Mack Institute Research Fellowship, The Wharton School:  
A Study on the Sources of Commercializable Creativity (with Sen Chai)
- 2007- 2013 Harvard Business School Doctoral Fellowship
- 2008 Roswell Dwight Hitchcock Memorial Fellowship for research in Strategy
- 2007 C. Scott Porter Memorial Fellowship for research in Economic Analysis
- 2006 Junior Year Economics Research Fellowship, Amherst College

## **INVITED CONFERENCES, CONSORTIA AND SEMINARS**

- 2017, 2018 Austin Technology and Entrepreneurship Conference, University of Texas at Austin, USA
- 2017 Family Weekend Speaker, Economics Department, Amherst College, Amherst, USA
- 2017 Panel on Machine Learning in Strategy Research, Strategic Management Society Annual Conference, Houston USA
- 2017 Panel on Long-Term Orientation in Organizations, Strategic Management Society Annual Conference, Houston USA
- 2017 College of Organization Science INFORMS Conference, Houston, USA
- 2017 Management and Organization Research Seminar, Institute of Management (IMA) of the Università della Svizzera Italiana, Lugano, Switzerland
- 2017 Seminar in the Department of Business Administration – International Management, University of Zurich, Zurich, Switzerland

- 2016 Seminar in the Management Department, ESSEC Business School, Paris, France
- 2016 Symposia and paper presentation sessions, Academy of Management Annual Meeting, Anaheim, USA
- 2014, 2015, 2016 Tuck Junior Faculty Summer Camp, Tuck School of Business, Dartmouth College, Hanover, USA
- 2016 Organization Science Winter Conference, Park City, Utah, USA
- 2015 Competitive Strategy Interest Group Junior Faculty and Paper Development Workshop, Strategic Management Society Annual Conference, Denver, USA
- 2015 Paper presentation session, Strategic Management Society Annual Conference, Denver, USA
- 2015 Conference on Behavioral Strategy, Leonard N. Stern School of Business, New York University, New York City, USA
- 2015 Business Policy and Strategy Junior Faculty Consortium, Academy of Management Annual Conference, Vancouver, Canada
- 2015 Practice and Research in Strategic Management (PRISM) Conference, New York City, USA
- 2014 Duke Strategy Conference, Fuqua School of Business, Duke University, Durham, USA
- 2014 Academy of Management (AOM): Distinguished Speaker at Professional Development Workshop (PDW) Panel “The Power of Words: Media Content Analysis in Management Research”, Philadelphia, USA.
- 2013 Center for Research in Economics and Strategy (CRES) Conference on Foundations of Business Strategy, Olin Business School, Washington University in St. Louis, USA
- 2012 Academy of Management (AOM) Business Policy and Strategy (BPS) Dissertation Consortium, Boston, USA
- 2012 Mack Center Emerging Scholars Workshop: Evolutionary Perspectives on Strategic Management, The Wharton School, Philadelphia, USA
- 2011 Consortium for Competitiveness and Cooperation (CCC) Colloquium for Doctoral Student Research, MIT Sloan School of Management, Boston, USA

2010	Strategic Management Society Doctoral Consortium, Rome, Italy
2009	The 1 <sup>st</sup> Medici Summer School in Management Studies, Florence, Italy

## **TEACHING EXPERIENCE**

2014, 2015, 2016, 2018	The Wharton School MGMT 701: Strategy and Competitive Advantage
2015, 2016, 2018	The Wharton School MGMT 223: Business Strategy and Policy
2015-2016	The Wharton School MGMT 656: Global Immersion Program (India) – Faculty Director
2014 - 2017	The Wharton School MGMT 970: Session on computational text processing
2015, 2016	The Wharton School Faculty Advisor for Wharton Research Scholars Program Project
2014, 2016	The Wharton School Faculty Supervisor for Independent Study/Advanced Study Projects
2012	Harvard Business School Teaching Assistant and Coordinator for Foundations of Strategy (Doctoral course)

## **SERVICE**

### **A. Wharton Activities**

- Member, Management Department Seminar Committee, 2016-2018
- Member, Doctoral Dissertation Committee of Andrew Boysen, 2016-2018
- Faculty Advisor, Penn Aerospace Club, 2015-2017
- Panel Moderator, Wharton Aerospace Ventures Conference, 2016
- Member, Strategy Area Faculty Recruitment Committee, 2014-2015
- Member, Strategy Area Doctoral Qualifying Exam Committee of Phebo Wibbens, 2015
- Panelist, Undergraduate Business Research Panel, 2015
- Panelist, faculty participant, Wharton-INSEAD Doctoral consortium, 2013, 2014, 2015

### **B. Academic Community Activities**

- Reviewer for *Advances in Strategic Management*, *Industrial and Corporate Change*, *Management Science*, *Organization Science*, *Strategic Management Journal*, *Strategic Management Society*, *Strategy Science*

**C. Professional Affiliations and Memberships**

- Wharton Neuroscience Initiative
- Competitive Strategy Interest Group, Strategic Management Society
- Business Policy and Strategy Division, Managerial and Organizational Cognition Division, Academy of Management