

## VALENTINA A. ASSENOVA

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3620 Locust Walk, Philadelphia, PA 19104  
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**EMPLOYMENT** The Wharton School, University of Pennsylvania  
Management Department, Entrepreneurship Area  
Assistant Professor, 2017-present

**EDUCATION** Ph.D., Management, Yale University, 2017  
M.Phil., Management, Yale University, 2015  
M.A., Management, Yale University, 2015  
M.B.A., Management, University of Cambridge, 2012  
B.Sc., Economics, The Wharton School, University of Pennsylvania, 2008

**PUBLICATIONS** **Journal Articles**

- [8] Assenova, Valentina A. 2018. "Modeling the Diffusion of Complex Innovations as a Process of Opinion Formation through Social Networks." *PLoS One* 13(5):e0196699.
- [7] Assenova, Valentina A. and Olav Sorenson. 2017. "Legitimacy and the Benefits of Firm Formalization." *Organization Science* 28(5):804-818.
- [6] Assenova, Valentina A. and Matthew Regele. 2017. "Revisiting the Effect of Colonial Institutions on Comparative Economic Development." *PLoS One* 12(5):e0177100.
- [5] Sorenson, Olav, Valentina A. Assenova, Guan-Cheng Li, Jason Boada, and Lee Fleming. 2016. "Expanding Innovation Finance via Crowdfunding: Crowdfunding Attracts Capital to New Regions." *Science* 354(6319):1526-1528.
- [4] Assenova, Valentina A., Jason Best, Mike Cagney, Douglas Ellenoff, Kate Karas, Jay Moon, Sherwood Neiss, Ron Suber, and Olav Sorenson. 2016. "The Present and Future of Crowdfunding." *California Management Review* 58(2):125-135.
- [3] Aronow, Peter, Cyrus Samii, and Valentina A. Assenova. 2015. "Cluster Robust Variance Estimation for Dyadic Data." *Political Analysis* 23(4):564-577.
- [2] Erikson, Emily and Valentina A. Assenova. 2015. "New Forms of Organization and the Coordination of Political and Commercial Actors," In Emily Erikson (Ed.) *Chartering Capitalism: Organizing Markets, States, and Publics (Political Power and Social Theory, Volume 29)*, Emerald Group Publishing Limited, pp.1-13.
- [1] Assenova, Valentina A. 2007. "Determinants of the Music Piracy Divide." *Issues in Political Economy* 16(1):1-20.

**Reports & Symposia**

- [2] Assenova, Valentina A. "Qualifications of Investments in Solar Equipment under 12 USC 24 (Eleventh) Part 24." *Office of the Comptroller of the Currency, United States Department of the Treasury*, 2012.

[1] Assenova, Valentina A. "Vladimir Dimitrov-Maistora's Bulgarian Madonna: Creed, Criticism, Propaganda." *Penn Humanities Forum, Word & Image*, 2007.

### Proceedings

[4] Assenova, Valentina A. 2016. "Informational Salience and the Adoption of Microfinance." *Academy of Management Proceedings* (1):11051.

[3] Assenova, Valentina A. 2016. "Market Structure and the Advancement of Innovations." *Academy of Management Proceedings* (1):11461.

[2] Assenova, Valentina A. 2015. "Gray Matters in the Growth of Markets." *Academy of Management Proceedings* (1):10649.

[1] Assenova, Valentina A. 2015. "Decoupling Under Pressure." *Academy of Management Proceedings* (1):12496.

### RESEARCH FUNDING

Mack Institute, The Wharton School, \$15,000	2017-2018
Center for Global Initiatives, The Wharton School, \$15,000	2017-2018
Dean's Research Fund, The Wharton School, \$12,000	2017-2019
Initiative on Leadership and Organization, Yale University, \$2,000	2015-2017

### HONORS

Fellow, CASBS Summer Institute, Stanford University	2017
Doctoral Consortium, Organization and Management Theory	2016
Best Student Paper Honorable Mention, Rationality & Society	2016
Best International Paper, Organization and Management Theory	2015
Finalist, Carolyn Dexter Award, Academy of Management	2015
Doctoral Fellowship, Yale University	2012-2017
Conference Travel Fellowship, Yale University	2015, 2016
First Class Honors, University of Cambridge	2012
Director's Award, University of Cambridge	2012
MBA Scholarship, University of Cambridge	2011-2012
Wharton Research Scholar, University of Pennsylvania	2006-2007
Andrew W. Mellon Fellow, University of Pennsylvania	2005-2006
Robert & Rosalie Cort Scholar, University of Pennsylvania	2004-2008

### PRESENTATIONS

[17] Assenova, Valentina A. "Change Agents Working Across Multiple Networks." Paper presentation at the American Sociological Association Annual Meeting, *Section on Organizations, Occupations, and Work: Professions and Networks*, Philadelphia, PA, scheduled August 11-14, 2018.

[16] Assenova, Valentina A. "Network Content and Complex Diffusion: Evidence from a Microfinance Intervention in India." Paper presentation at the American Sociological Association Annual Meeting, *Section on Economic Sociology: Entrepreneurs, Managers, and their Environments*, Philadelphia, PA, scheduled August 11-14, 2018.

[15] Assenova, Valentina A. and Nidhi Sridhar. "Multiplex Ties and the Diffusion of Complex Innovations: Evidence From a Microfinance Intervention." Paper presentation at the 11th Annual INAS Conference, Stanford University Institute for Economic Policy Research (SIEPR), Palo Alto, CA, scheduled June 7-8, 2018.

- [14] Assenova, Valentina A. and Laura Huang. "The Asymmetric Prospects of Maximal and Minimal Extremes: Performance Volatility and Capital Raising in Private Equity." Paper presentation at the 11th Annual INAS Conference, Stanford University Institute for Economic Policy Research (SIEPR), Palo Alto, CA, scheduled June 7-8, 2018.
- [13] Assenova, Valentina A. "Network Multiplexity and the Diffusion of Complex Innovations." Paper presentation at the Mack Institute for Innovation Management, Philadelphia, PA, March 13, 2018.
- [12] Assenova, Valentina A. "Variance-based Competition and Resource Concentration in Markets." Poster presentation at the American Economic Association Annual Meeting, Chicago, IL, January 6-8, 2017.
- [11] Assenova, Valentina A. "Multiplexity as a Conduit and Sieve of Information in Embedded Markets." Paper presentation at the Economic Sociology Conference, Northwestern University, Chicago, IL, October 13-14, 2016.
- [10] Assenova, Valentina A. "Information Salience and the Adoption of Microfinance." Paper presentation at the Academy of Management Annual Meeting, Anaheim, CA, August 4-9, 2016.
- [9] Assenova, Valentina A. "Market Structure and the Advancement of Innovations." Paper presentation at the Academy of Management Annual Meeting, Anaheim, CA, August 4-9, 2016.
- [8] Assenova, Valentina A. "Performance Variance and Private Equity Capital Allocation in the United States." Paper presentation at the Consortium on Competitiveness and Cooperation Annual Meeting, Milan, Italy, June 10-12, 2016.
- [7] Assenova, Valentina A. "Gray Matters in the Growth of Markets." Paper presentation at the Academy of Management Annual Meeting, Vancouver, BC, August 7-11, 2015.
- [6] Assenova, Valentina A. "Decoupling Under Pressure." Paper presentation at the Academy of Management Annual Meeting, Vancouver, BC, August 7-11, 2015.
- [5] Assenova, Valentina A. "Gray Matters in the Growth of Markets." Paper presentation at the American Sociological Association Annual Meeting, Chicago, IL, August 22-25, 2015.
- [4] Assenova, Valentina A. "Decoupling Under Pressure." Paper presentation at the American Sociological Association Annual Meeting, Chicago, IL, August 22-25, 2015.
- [3] Assenova, Valentina A. "Informality and Firm Performance." Paper presentation at the Annual Meeting of Organizational Ecologists, Istanbul, Turkey, June 28-July 2, 2015.
- [2] Assenova, Valentina A. "Informality and Firm Performance." Paper presentation at the Trans-Atlantic Doctoral Conference, London Business School, London, UK, May 6-8, 2015.
- [1] Assenova, Valentina A. "Informality and Firm Performance." Paper presentation at the Business in Africa Conference Session on Entrepreneurship and Market Development, Whitman School of Management, Africa Business Program & Kiebach Center for International Business Studies, Syracuse, NY, April 16-18, 2015.

<b>SEMINARS</b>	Massachusetts Institute of Technology (Sloan School of Management), Columbia University (Graduate Business School), Stanford University (Graduate School of Business), University of Pennsylvania (The Wharton School), Carnegie Mellon University (Tepper Business School), University of British Columbia (Sauder School of Business), University College London (School of Management), Yale University (Center for Comparative Research, Leitner Seminar in Political Economy)	
<b>TEACHING</b>	<i>Course Instructor</i>	
	Entrepreneurship (B.Sc.), Wharton	2017-present
	Social Entrepreneurship (B.Sc., M.B.A. elective), Wharton	2018-present
	<i>Teaching Fellow</i>	
	Managing Strategic Networks (M.B.A. Elective), Yale	2017
	Innovator (E.M.B.A. Core), Yale	2016
	Big Data (M.B.A. Elective), Yale	2015
	Managing Groups and Teams (M.B.A. Core), Yale	2015
	Strategic Management (M.B.A. Elective), Yale	2013
	Business in the Global Political Environment (B.Sc.), Wharton	2007
<b>ADVISING</b>	<i>The Wharton School, University of Pennsylvania</i>	
	Shoshana Schwartz, Ph.D., expected 2024 (dissertation research)	2017-
	Lisa Tang, Ph.D., expected 2024 (dissertation research)	2017-
	Jason Lee, Ph.D., expected 2022 (second-year paper)	2017-
	Brian Hathaway, Ph.D., expected 2021 (qualifying exams)	2017-
<b>INDUSTRY EXPERIENCE</b>	Investment Associate, OPIC, Washington, D.C.	2012
	Consultant, Ogilvy & Mather Group, OgilvyOne, London, UK	2012
	Consultant, Redgate Software, Cambridge, UK	2011
	Consultant, FINCA International, Washington, D.C.	2010
	AVP, Bank of America Merrill Lynch, Equity Investments	2008-2011
<b>SERVICE</b>	Editorial Board, <i>California Management Review</i>	2017-
	Chair, Interorganizational Cooperation & Coordination (AoM)	2016
	Organizer, "Dynamic Models of Market Structure" (AoM)	2016
	Organizer, "Governance at the Nexus of Organizations & Markets" (AoM)	2015
<b>REVIEWER</b>	<i>American Journal of Sociology, American Political Science Review, Strategic Management Journal, Strategy Science, Academy of Management, Strategic Management Society</i>	