

JACQUELINE “JAX” KIRTLEY

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ACADEMIC EMPLOYMENT

2017- present Assistant Professor of Management in Entrepreneurship
The Wharton School, University of Pennsylvania

EDUCATIONAL BACKGROUND

2010 – 2018	PhD Boston University, Questrom School of Business, Strategy & Innovation Department	Boston, MA
2009	MBA with High Honors Boston University, School of Management	Boston, MA
1998	Master of Science in Naval Architecture and Marine Engineering Massachusetts Institute of Technology	Cambridge, MA
1996	Bachelor of Science in Ocean Engineering Massachusetts Institute of Technology	Cambridge, MA

PUBLICATIONS

Kirtley, Jacqueline & Siobhan O’Mahony (2023) “What is a Pivot? Explaining When and How Entrepreneurial Firms Decide to Make Strategic Change and Pivot” *Strategic Management Journal* 44(1): 197-230
<https://doi.org/10.1002/smj.3131> [first published online January 2020]
Recognition: SMJ Top Cited Article 2020-2021 and
SMJ Top Cited Article 2022-2023

Suarez, Fernando F. and Jacqueline Kirtley (Summer 2012) “Dethroning an Established Platform”, *MIT Sloan Management Review* 53(4): 35-41. <https://sloanreview.mit.edu/article/dethroning-an-established-platform/>

WORKING PAPERS

Kirtley, Jacqueline “Future Whales: Speculated & Perceived Power in Entrepreneurial-Established Firm Partnerships for Novel Technology Development”

Kirtley, Jacqueline “Following the Money: Entrepreneurial Firm Strategy Making and the Impact of Venture Investors”

RESEARCH IN PROGRESS

Kirtley, Jacqueline & Dan Wilde “How Nuclear Fusion Went from Science Fiction to Funded Ventures”
Stage: data collection

Sharek, Julie & Jacqueline Kirtley “Prochronistic Innovation and the Curious Case of an Entrepreneurial Dynasty”
Stage: data analysis and writing

Ugwuanyi, Nbuduisi & Jacqueline Kirtley “How do technology startups choose how long to bootstrap before seeking venture funding?” *Stage: data collection*

Kirtley, Jacqueline “Explaining the Role of Organizational Sponsorship in Pioneering New Technology”
Stage: longitudinal ethnographic data collection summer 2017 through summer 2022

INVITED PRESENTATIONS

- “Future Whales: Speculated & Perceived Power in Entrepreneurial-Established Firm Partnerships For Novel Technology Development” 21st West Coast Research Symposium on Technology Entrepreneurship, September 12-13, 2024
- “Following the Money: Entrepreneurial Firm Strategy Making and the Impact of Venture Investors” Smith Entrepreneurship Research Conference, May 10-11, 2024
- “The Interaction between Turbulence and Time in Corporate Strategy, Governance, and Resource Allocation” Invited Panelist, SMS Toronto 2023 Conference, September 30-October 3, 2023
- “Teaming with Dolphins, Not Swimming with Sharks: Resource-Dependence and Power in Entrepreneurial-Established Firm Partnerships for Novel Technology Development” Lehigh Strategic Leadership, Entrepreneurship, and Innovation Conference, September 22, 2023
- “Following the Money: How Decisions for Funding Acquisition Redirect Entrepreneurial Technology Firm Strategy” 9th Israel Strategy Conference, December 19, 2022
- “Patrons Not Predators: Resource-Dependence and Power In Entrepreneurial-Established Firm Partnerships For Novel Technology Development” invited Research Showcase presenter, ODC Annual Conference 2022, October 27-28, 2022
- “Speculation and Impact on Individuals: How Power is Perceived in Entrepreneurial-Established Firm Partnerships for Novel Technology Development,” Whitman School of Management at Syracuse University Entrepreneurship and Emerging Enterprises Department Seminar, February 23, 2022
- “Wharton Scale School: To Change, Pivot, or Persist,” Seminar Moderator, September 14, 2021
- “Entrepreneurial Pivoting: New Perspectives and Paths Forward,” Showcase Symposium Panelist, AOM Annual Meeting 2020, August 6-11, 2020
- “History and the Temporality of Entrepreneurial Opportunities,” Showcase Symposium Panelist, AOM Annual Meeting 2020, August 6-12, 2020
- “What is a Pivot? Explaining When and How Entrepreneurial Firms Decide to Make Strategic Change and Pivot” in the Entrepreneurship in the Rough session, Best Student Paper in Entrepreneurial Cognition finalist presenter, AOM Annual Meeting 2020, August 6-12, 2020
- “Leveraging Uncertainty: The Power of Entrepreneurial Firms,” Wharton Technology and Innovation Conference June 25 & 26, 2020
- “What is a Pivot? Explaining When and How Entrepreneurial Firms Decided to Make Strategic Change and Pivot,” Stanford Institute for Economic Policy Research (SIEPR) Social Science and Technology Seminar, September 27, 2018
- “Power and Resource Dependence in Entrepreneurship” Junior Faculty Strategy Research Summer Camp at Tuck School of Business at Dartmouth, August 6-7, 2018
- “Keep Learning & Carry On: How Entrepreneurial Firms Learn While Choosing Not to Change Strategy,” 14th Annual Smith Entrepreneurship Research Conference, April 20-21, 2018
- “Understanding Early-Stage Tech Firms from the Inside,” Wharton Business History for Strategy Conference, June 27, 2017
- “Premised Entrepreneurial Strategic Decision Making” 2016-2017 Academic Year Job Market

- “Entrepreneurial Premised Decision Making: How Entrepreneurial Firms Make Strategic Decisions in the Absence of Information,” AOM 2016 PDW on Early Venture Evolution, August 5-10, 2016
- “The Premises We Hold: When Entrepreneurial Firms Decide to Make Strategic Changes,” Darden and Cambridge Judge Entrepreneurship and Innovation Research Conference, selected doctoral student poster presentations May 10-11, 2016
- “Deciding When to Change: How Problems and Opportunities Trigger Change in Entrepreneurial Firm Strategy,” 2016 Kauffman Emerging Scholars Conference, February 25-27, 2016
- “Deciding When to Change: How Opportunities Effect New Ventures Evolution,” AOM 2015 PDW on Early Venture Evolution, organizer and presenter, August 7-11, 2015
- “How Strategy Evolves in Entrepreneurial Nascent Technology Firms,” BU School of Business Research Day, Doctoral Student Poster Session, June 16, 2015
- “How Strategy Evolves in Entrepreneurial Nascent Technology Firms,” CCC 25th Annual Conference for Doctoral Student Research, April 24-26, 2015
- “To Change or Not to Change: Explaining How the Strategies of Entrepreneurial Firms in Nascent Technology Industries Evolve,” INFORMS/Organization Science 2014 Annual Meeting, 2014 Organization Science Dissertation Proposal Competition finalist presenter, November 8, 2014
- “How Entrepreneurial Firms in Nascent Technology Industries Navigate Strategic Change,” Charles River Distinguished Speaker and Doctoral Student Conference, May 15, 2014
- “Managing the Startup Paradox: How Entrepreneurial Firms in Nascent Technology Industries Navigate Strategic Change,” SMS Tel-Aviv Special Conference: Startup and Restart Strategies Doctoral & Thesis Development Workshop, March 9-11, 2014

PROFESSIONAL ACADEMIC ACTIVITIES

Wharton Technology and Innovation Conference, Conference Co-Organizer (2021-ongoing)

WiSER Conference, Cohort 1 participant (2019-ongoing)

Journal Reviewing

Strategic Management Journal, Strategic Entrepreneurship Journal, Organization Science, Research Policy, Journal of Business Venturing, California Management Review, Advances in Strategic Management, European Management Journal

Conference Reviewing

Academy of Management Annual Conference: TIM, OMT, and ENT Divisions (2012 - 2024)
Strategic Management Society Annual & Special Conferences (2016-2025)

Conference Discussant or Panel Moderator

SMS San Francisco 2025: SMS Junior Faculty PDW (mentor)
INSEAD Doriot Entrepreneurship Conference December 16-17, 2024: Entrepreneurial Learning
SMS Istanbul 2024: A Multi-Institutional Career: De-Mystifying the Mid-Career Job Market (organizer), SMS Junior Faculty PDW (mentor), Common Ground Session: Startups and Innovation
Wharton International Symposium Delhi August 2-3, 2024: Spotlight on Startups: Fueling Innovation and Entrepreneurship
SMS Toronto 2023: Studying emerging technologies (also co-organizer)
INSEAD Doriot Entrepreneurship Conference June 15-16, 2023: Entrepreneurial Strategy
SMS London 2022: Strategies for an Open World: Junior Scholar Paper Development Workshop (also co-organizer), Common Ground Session: Gender and Entrepreneurship
UNC/TIM Emergence: Organizations, Markets, Platforms, and Regions Conference (2021)
SMS Toronto 2021: Entrepreneurial Responses to Crisis E&S IG Panel and Creating & Sustaining Competitive Advantage in a Discordant World: Paper Development Workshop

The Implications of Uncertainty for Management and Organization Theories (2018)
Academy of Management Annual Conference (2016)

Boston Field Research Conference, Organizing Committee Member (Fall 2013, Spring 2015, Spring 2016)
Website and Membership Coordinator (2014 - 2017)

Better Business by Design Conference, Conference Coordinator (November 2014)

ASSOCIATION MEMBERSHIPS

Academy of Management: Technology Information Management (TIM), Entrepreneurship (ENT), and Strategic Management (STR) Divisions

Strategic Management Society: Entrepreneurship & Strategy and Knowledge & Innovation Interest Groups,
Representative-at-large for Research Methods Community (2026-2027)
Representative-at-large for Knowledge & Innovation IG (2023-2024)
Representative-at-large for Entrepreneurship & Strategy IG (2021-2022)

Institute for Operations Research and the Management Sciences (INFORMS)

HONORS & AWARDS

Wharton Teaching Excellence 2021-2022, 2022-2023, 2024-2025

2020 Kauffman Best Paper Awards in Entrepreneurial Cognition finalist

Mack Institute Research Fellowships

2020 Mack Institute for Innovation Management funding award of \$8,500

2019 Mack Institute for Innovation Management funding award of \$9,000

2018 Mack Institute for Innovation Management funding award of \$5,500

2016 Kauffman Dissertation Fellow (1 of 20 fellows)

Fellowship grant award of \$20,000

2014 INFORMS/Organization Science Dissertation Proposal Competition Finalist (1 of 8 finalists)

BU Questrom School of Business PhD Program Development Research Subcommittee Grant

5 research funding awards totaling \$7,480 (2013 - 2015)

School of Management Doctoral Fellowship, Boston University (2010 – 2014)

Inductee in Beta Gamma Sigma, International Honor Society for Business and Management Programs

Recipient, LEAD Fellowship, Boston University School of Management MBA Program (2007 -2009)

TEACHING EXPERIENCE

MGMT 2670 Entrepreneurship & Technology Innovation

University of Pennsylvania, Undergraduate Elective

Spring 2020 - 2026, Fall 2018, 2021 – 2025

MGMT 2300 Entrepreneurship

University of Pennsylvania, Undergraduate Elective

Spring 2020 – 2021, 2025 - 2026

GSE EDEN 6020 Technology Strategy

University of Pennsylvania, M.S. Ed. in Education Entrepreneurship Program Course

Summer 2022

MGMT 801 Entrepreneurship

University of Pennsylvania, MBA Elective
Fall 2017 & 2018

MGMT 235 Technology Innovation & Entrepreneurship

University of Pennsylvania, Jerome Fisher Program in Management & Technology Undergraduate Elective
Fall 2017

GSM SI839 Design Thinking and Innovation

Boston University MBA & PEMBA Elective
Fall 2015, Summer 2014

SMG SI422 Strategy and Policy

Boston University Undergraduate Senior Year Core Strategy Course
Summer 2013

Teaching Assistant at Boston University

GSM SI839 Design and Innovation Strategy Spring 2014

SMG SI451 Organizing for Design and Innovation Spring 2014

SMG SI422 Strategy and Policy Fall 2011

TEACHING CASES

Kirtley, Jacqueline (under supervision of Prof. Kenneth J. Hatten). "Hyundai (A): A Luxury Brand." Boston University School of Management Case KJH0901, October 2009.

Kirtley, Jacqueline (under supervision of Prof. Kenneth J. Hatten). "Hyundai (B): Goals for Hyundai Motor America." Boston University School of Management Case KJH0902, October 2009.

Kirtley, Jacqueline (under supervision of Prof. Kenneth J. Hatten). "Hyundai (C): Hyundai Consolidated Financial Statements." Boston University School of Management Case KJH0903, October 2009.

STUDENT ADVISING

Independent Study/Advanced Study Projects (ISP/ASP) Advisor

Fall 2024: Deeptaanshu Kumar (WG'25)

Spring 2024: Amy Lau (WG'24)

Spring 2023: Natasha Johnson (W'24)

Spring 2022: Isaiah Malcome (W'22)

Fall 2021: Amanad Young (WG'22), Guilherme Grupenmacher (C'22), Roberto Kern (C'22)

Spring 2021: Jonte Boysen (WG'21), Brett Deware (WG'21)

Huntsman Senior Thesis (INSP 4997) Advisor

Spring 2026: Sean Oh (W'26)

Spring 2025: Yoonseo Kim (W'25)

Huntsman Senior Capstone Project (INSP 397) Advisor

Spring 2021: Victoria Mayer (C'21 W'21)

Wharton Undergraduate Aerospace Club NASA Gateways to Blue Skies: Airports of Tomorrow Competition
Finalist Team Mentor (2022)

Y-Prize Competition, Mentor (2019-2024)

President's Innovation Prize, Project Mentor (2019, 2022)

Entrepreneurship@BU New Venture Competition, Competition Judge & Teams Mentor (2013-2014)

UNIVERSITY SERVICE

President's Innovation Prize: Selection Committee Member (2021), Awardee Mentor (2022)

INDUSTRY SERVICE, ADVISORY BOARDS & PRESENTATIONS

FusionXInvests

- 2025 APAC in Tokyo: Investing Strategically: Partnerships & Collaboration, panel moderator
- 2025 Innovation in London: Robotics & Remote Maintenance, panel moderator
- 2025 Global in San Francisco: Building Value on the Path to Commercialization, panel moderator
- 2024 in Boston: The Path to Commercialization, panel moderator

NSF ENG/EFMA Review Panel participant (2025)

Chain Reaction Innovations at Argonne National Laboratory, invited speaker (2019, 2021, 2022), semi-final and finals judge (2025)

Breakthrough Energy Fellows Program, invited speaker (August 2022)

Ocean Exchange & Marine Technology Society: Engaging with the Blue Economy: New Business Models and Market Disruption, invited panelist (September 2021)

Momental Foundation Mistletoe Research Fellowship reviewer (2020 - 2021)

Chain Reaction Innovations at Argonne National Laboratory, invited speaker (2019, 2021, 2022)

Cyclotron Road Advisory Network (2015 – 2019)

“Deciding When to Change,” Golden Seeds Angel Network Monthly Forum, invited speaker (March 2016)

Updated January 22, 2026