

JACQUELINE “JAX” KIRTLEY

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3620 Locust Walk | 2033 Steinberg Hall - Dietrich Hall
Philadelphia, PA 19104

EDUCATIONAL BACKGROUND

2010 – 2018	PhD Boston University, Questrom School of Business, Strategy & Innovation Department Dissertation Title: “How Strategy Evolves in Entrepreneurial Nascent Technology Firms” Dissertation Committee: Siobhan O’Mahony (Chair), Fernando F. Suarez (Northeastern), Mary Tripsas (Boston College), Rosemarie Ziedonis (Boston University)	Boston, MA
2009	MBA with High Honors Boston University, School of Management Concentrations: Strategy and Business Analysis, Marketing	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 Minor in Mechanical Engineering	Cambridge, MA

ACADEMIC EMPLOYMENT

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

PUBLICATIONS

- Kirtley, Jacqueline & Siobhan O’Mahony (2020) “What is a Pivot? Explaining When and How Entrepreneurial Firms Decide to Make Strategic Change and Pivot” forthcoming in *Strategic Management Journal*
- Suarez, Fernando F. and Jacqueline Kirtley. (Summer 2012) “Dethroning an Established Platform”, *MIT Sloan Management Review* 53(4): 35-41.

RESEARCH IN PROGRESS

- Kirtley, Jacqueline “Leveraging Uncertainty: The Power of Entrepreneurial Firms”
Stage: working paper
- Kirtley, Jacqueline “Explaining the Role of Organizational Sponsorship in Pioneering New Technology”
Stage: longitudinal ethnographic data collection summer 2017 through fall 2021
- Kirtley, Jacqueline “From Technology to Entrepreneurial Firm: a Study of the Participants in the Y-Prize Competition” *Stage: research design under development, data collection expected fall 2021*
- Sharek, Julie & Jacqueline Kirtley “Prochronistic Innovation and the Curious Case of an Entrepreneurial Dynasty”
Stage: historical data collection

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.

INVITED PRESENTATIONS

"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)

Journal Reviewing

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

Conference Reviewing

Academy of Management Annual Conference: TIM, OMT, and ENT Divisions (2012 - 2021)
Strategic Management Society Annual & Special Conferences (2016-2021)

Conference Discussant or Panel Moderator

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 Organization and Management Theory (OMT) Divisions

Strategic Management Society: Entrepreneurship & Strategy and Knowledge & Innovation Interest Groups, Representative-at-large for Entrepreneurship & Strategy IG (2021-2022)

Institute for Operations Research and the Management Sciences (INFORMS)

HONORS & AWARDS

2020 Kauffman Best Paper Awards in Entrepreneurial Cognition finalist

Mack Institute Research Fellowships

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 230 Entrepreneurship

University of Pennsylvania, Undergraduate Elective
Spring 2020 & 2021

MGMT 267 Entrepreneurship & Technology Innovation

University of Pennsylvania, Undergraduate Elective
Spring 2020 & 2021, Fall 2018

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 (previously Design and Innovation Strategy)

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

STUDENT ADVISING

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

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

Huntsman Senior Capstone Project (INSP 397) Advisor

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

Y-Prize Competition, Mentor (2019-2021)

President's Innovation Prize, Project Mentor (2019)

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

UNIVERSITY SERVICE

President's Innovation Prize, Selection Committee Member (2021)

INDUSTRY SERVICE, ADVISORY BOARDS & PRESENTATIONS

Momental Foundation Mistletoe Research Fellowship reviewer (2020)

Cyclotron Road Advisory Network (2015 – 2019)

“Founders’ Values, Goals, and Teams” Chain Reaction Innovations at Argonne National Laboratory, invited speaker, February 2019

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

Updated March 5, 2021