

## SIDDHARTH VEDULA

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### ACADEMIC POSITIONS

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**Assistant Professor of Entrepreneurship**, Babson College (2015-Present)

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### EDUCATION

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#### **PhD-Strategic Management & Entrepreneurship**

**University of Colorado at Boulder**, *Sept 2010-May 2015*

Dissertation: Startups in a Spiky World: Three Essays on Geography and Entrepreneurship

#### **Master of Engineering (M. Eng.), Biomedical Engineering**

**McGill University, Montreal, Canada**, *Sept 2005- Aug 2008*

Thesis: Ankle Stretch Reflex Changes during Voluntary Arm Movements in Humans

Advisors: Robert Kearney, Paul Stapley

#### **Bachelor of Science Honors (B.Sc. Hons.), Physiology (Major) & Mathematics (Minor)**

**University of Toronto, Toronto, Canada**, *Sept 2001-May 2005*

Honors Focus: Computational Neuroscience

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### INTERESTS

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**Research:** Entrepreneurship, New Venture Strategy, Economic Geography

**Teaching:** Entrepreneurship, Strategic Management

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### ACADEMIC AWARDS & HONORS

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#### **Research**

- Babson Faculty Research Fund, Mini-Grant, *September 2017*
- Babson Faculty Research Fund, Mini-Grant, *April 2017*
- Sustainability, Ethics, and Entrepreneurship Annual Conference, Best Paper Nomination, *February 2017*
- University of Virginia, Darden School of Business, Batten Fellow – 2015/2016
- Academy of Management Meeting Showcase Symposium & Finalist for Best Symposium Award, *August 2014*
- University of Colorado Graduate School Dissertation Research Award, *Summer 2014*
- University of Colorado Graduate School Research Travel Grant, *Summer/Fall 2014*
- Ph.D. Student Research Award-Management & Entrepreneurship Division, Leeds School of Business, *2013-2014*
- Gerald Hart Summer Research Fellowship, Leeds School of Business, *Summer 2013*
- Strategic Management Society Annual Conference Best Paper Nomination, *October 2012*
- Gerald Hart Summer Research Fellowship, Leeds School of Business, *Summer 2011*
- Canadian Institutes of Health Research Graduate Fellowship: *Sept 2005-Aug 2008*
- McGill Biomedical Engineering Graduate Student Research - Best research poster: *Mar 2008*
- McGill University Graduate Fellowship Award: *2006*

#### **Teaching**

- Best Should Teach Silver Award-Graduate Teaching Program, University of Colorado, *2014*
- Finalist for the Leeds School of Business Ph.D. Student Teaching Award, Spring Semester *2012*

#### **Service**

- Leeds School Award for Outstanding Service as President of the Doctoral Business Student Association, *August 2014*
- University of Colorado Memorial Center James E. Schaefer Award for Outstanding Student Leadership, *April 2013*
- Ph.D. Student Citizen Award-Management and Entrepreneurship Division, Leeds School of Business, *2011-2012*

#### Other

- University of Toronto-Dean's List: *2001,2002,2004*
- University of Toronto- Innis College Award: *2001*
- University of Toronto Scholar- Entrance Scholarship: *2001*

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## JOURNAL PUBLICATIONS

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- York, G. J., **Vedula, S.**, Lenox, M. **2017**. It's Not Easy Building Green: The Impact of Public Policy, Private Actors, and Regional Logics on Voluntary Standards Adoption, *Academy of Management Journal*
- **Vedula, S.** Matusik, F.S. **2017**. Geographic, Network, and Competitor Social Cues: Evidence from U.S. VC Internationalization Decisions, *Strategic Entrepreneurship Journal*
- **Vedula, S.**, Kim, H.P. **2017**. Marching with the Beat of the Drum: The Impact of the Pace of Life in U.S. Cities on Entrepreneurial Work Effort. *Small Business Economics*, 1-22.

#### *In the field of Biomedical Engineering:*

- **Vedula, S.**, Kearney R.E., Wagner R, Stapley P.J. **2010**. Decoupling of Stretch Reflex and Background Muscle Activity During Anticipatory Postural Adjustments in Humans. *Experimental Brain Research*. 205 (2): 205-213.
- Siddiqui K., Chopra R., **Vedula, S.**, Sugar L., Haider M., Boyes A., Musquera M., Bronskill M., Klotz L. **2010**. MRI-guided Transurethral Ultrasound Therapy of the Prostate Gland Using Real-time Thermal Mapping: Initial Studies. *Urology*. 76 (6): 1506-1511.

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## BOOK CHAPTERS/COMPILED PROCEEDINGS

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- York G.J., **Vedula, S.**, Conger, M., Hekman, D. **2016**. Green to Gone? How Institutional Logics Impact the Survival of Social Entrepreneurs. *Frontiers of Entrepreneurship Research*, Babson College, Wellesley, MA
- **Vedula, S.**, Fitza, M., Doblinger. C. **2015**. The Impact of Subnational Region on the Growth of New Ventures: Empirical Evidence from US Venture-backed firms. *Frontiers of Entrepreneurship Research*, Babson College, Wellesley, MA.

#### *In the field of Biomedical Engineering:*

- **Vedula, S.**, Boyes A., Chopra R., Bronskill M. **2010**. Histological Evaluation of 3D MRI-Guided Transurethral Ultrasound Therapy in the Prostate. *American Institute of Physics Proceedings*, 1215: 1224-1128
- **Vedula, S.**, Stapley P.J., Kearney R.E. **2008**. Reflex Changes Associated with Anticipatory Postural Adjustments Preceding Voluntary Arm Movements in Standing Humans. *Proceedings of the IEEE Engineering in Medicine and Biology Society 2008*. 4523-4526.

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## PUBLISHED MANUSCRIPTS

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- **Vedula, S.** **2015**. Startups in a spiky world: Three essays on geography and entrepreneurship, Ph.D. Dissertation, *University of Colorado at Boulder*
- **Vedula, S.** **2008**. Ankle stretch reflexes during anticipatory postural adjustments, M.Eng. Thesis, *McGill University*

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## MANUSCRIPTS UNDER REVIEW

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- **Vedula, S., Fitza, M.** The Mightiest Tree in the Forest: Impact of the Regional Entrepreneurial Ecosystem on the Performance of VC-Backed Startups. *Under review at Strategy Science*
- **Vedula, S., York, G.J.** A Socio-cognitive Model of Sector Emergence: The Impacts of Proenvironmental Logics on Cleantech Entry, *Second R&R at Journal of Management Studies*
- Jones, J., **Vedula, S.**, Conger, M., York, G.J., Lenox, M. Entrepreneurship and Sustainability Transitions: The Case of LEED, *R&R at Academy of Management Perspectives*

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## BOOK CHAPTERS UNDER REVIEW

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- **Vedula, S.** Frid, C. Community Social Capital and the Venture Gestation Process. *Under editorial review at the Oxford Handbook of Collaboration and Entrepreneurship.*

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## MANUSCRIPTS UNDER DEVELOPMENT

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- **Vedula, S., Kim, P. Robb, A.** Assessing the Impact of Metropolitan Entrepreneurial Ecosystems on Startup Performance
- **Vedula, S., Lashley, K.** Under Pressure: The Impact of the Regional Stigma of Failure on Entrepreneurs' Behaviors
- MacGregor, N., Madsen, T. **Vedula, S.** Cluster Shocks and Firm Failure: The Contingent Effects of Community Social Capital
- York, G.J., **Vedula, S.**, Conger, M., Hekman, D. Regional Institutional Logics and Hybrid Startup Survival: Evidence from the Green Building Supply Industry
- **Vedula, S., Sanwar, S.** The Green Inventors: Micro, Meso, and Macro Level Antecedents of Patenting Behavior in Renewable Energy
- **Vedula, S., Ramirez, M., Ganeshan, S. Kyprianou, C.** Tales of the Community: Using Topic Modeling to Identify Regional Entrepreneurial Narratives
- Sanwar, S., **Vedula, S., Hornsby, J.** The Influence of Founding Team Characteristics on Technology Commercialization Strategies for Environmental Entrepreneurs

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## CONSORTIA, SYMPOSIUMS & WORKSHOPS

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I have been accepted to the following consortia/research symposiums based on submitted working papers:

- Boulder Conference on Entrepreneurship and Collaboration, University of Colorado at Boulder, *Feb 2017*
- Darden & Judge Entrepreneurship and Innovation Research Conference, United States Institute of Peace, *May 2016*
- Kauffman Firm Survey Conference, Duke University, *Dec 2015*
- Sustainability, Ethics, and Entrepreneurship Conference Emerging Scholars PDW, University of Denver, *April 2015*
- West Coast Research Symposium for Technology Entrepreneurship, University of Washington, *Sept 2014*
- Academy of Management 2014 ENT Division Doctoral Consortium, *August 2014*
- Babson Conference for Entrepreneurship Research Doctoral Consortium, *June 2014*
- Ivey/ARCS PhD Sustainability Academy, Ivey Business School, *November 2013*
- Academy of Management 2013 TIM Division Doctoral Consortium, *August 2013*
- Robert H Smith Doctoral Consortium for Entrepreneurship, University of Maryland, *April 2013*
- West Coast Research Symposium for Technology Entrepreneurship, University of Southern California, *Sept 2012*

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## REFEREED CONFERENCE PAPERS & PRESENTATIONS

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*14<sup>th</sup> Annual Social Entrepreneurship Conference, November 2017, Boston, Massachusetts*

- York, G.J., **Vedula, S.**, Conger, M., Hekman, D. Green to Gone? Regional Institutional Logics and New Venture Survival in the Green Building Supply Industry

*Strategic Management Society Conference, October 2017, Houston, Texas*

- MacGregor, N., Madsen, T. **Vedula**, S. Cluster Shocks and Firm Failure: The Contingent Effects of Community Social Capital

*Academy of Management Conference, August 2017, Atlanta, Georgia*

- York, J.G., **Vedula**, S., Lenox, M. It's not easy building green: The impact of policy, private actors, and logics on standards adoption – *Paper is part of a symposium on Social movements and market categories*
- Armstrong, C., Baker, T.L., Bock, A.J., Edelman, E.L., Kim, H.P., Kotha, R., Marino, L., Newbert, S., Senyard, M.J., **Vedula**, S. Jones, M.L. Bringing Entrepreneurship Theories to Life through Classroom Exercises- *Professional development workshop*

*Babson College Entrepreneurship Research Conference, June 2017, University of Oklahoma, Norman, Oklahoma*

- **Vedula**, S. Lashley, K. Regional Stigma of Failure and Risk-Taking among Entrepreneurs
- **Vedula**, S., Sanwar, S. The Green Inventors: Micro, Meso, and Macro Level Antecedents of Patenting Behavior in Renewable Energy

*Sustainability, Ethics, and Entrepreneurship Conference, March 2017, Puerto Rico*

- **Vedula**, S., Sanwar, S. The Green Inventors: Micro, Meso, and Macro Level Antecedents of Patenting Behavior in Renewable Energy
- Sanwar, S., **Vedula**, S., Hornsby, J. The Influence of Founding Team Characteristics on Technology Commercialization Strategies for Environmental Entrepreneurs

*University of Colorado at Boulder Research Conference on Entrepreneurship and Collaboration, February 2017, Boulder, Colorado*

- **Vedula**, S. Frid, C. Community Social Capital and the Venture Gestation Process

*Strategic Management Society Conference, September 2016, Berlin, Germany*

- **Vedula**, S., McCoy T., Robb, A., Kim, P. Frontier Cities: Analyzing the efficiency of U.S. Metropolitan Ecosystems for Technology-Based Entrepreneurship

*Academy of Management Conference, August 2016, Anaheim, California*

- **Vedula**, S. Startup failure in clusters: Investigating adverse selection and performance premium effects
- Armstrong, C., Kim, P., Baker, L., Linda, E., Kotha, R., Newbert, S., Richtner, A., **Vedula**, S. Bringing Entrepreneurship Theories to Life through Classroom Exercises- *Professional development workshop*

*Babson College Entrepreneurship Research Conference, June 2016, University of Nordand, Bodo, Norway*

- Dinger, M, Letwin, C., **Vedula**, S. Beg, borrow, or just steal: Plagiarism in crowdfunding
- York G.J., **Vedula**, S., Conger, M., Hekman, D. Green to Gone? How Institutional Logics Impact the Survival of Social Entrepreneurs

*Sustainability, Ethics, and Entrepreneurship Conference, May 2016, University of Denver, Denver, Colorado*

- York, G. J., **Vedula**, S., Lenox, M. It's Not Easy Building Green: How Community Logics Impact the Emergence of Hybrid Market Categories

*Cambridge Judge-Darden Entrepreneurship and Innovation Conference, May 2016, Washington, D.C.*

- **Vedula**, S. A behavioral theory of startup failure within geographic clusters

*Kauffman Firm Survey Conference on Entrepreneurial Dynamics, December 2015, Duke University, Durham, NC*

- **Vedula**, S. A behavioral theory of startup failure within geographic clusters

*Strategic Management Society Conference, October 2015, Denver, Colorado*

- **Vedula**, S., York, G.J. Knowledge spillovers, community environmental ideologies, and new venture creation in clean technology.
- **Vedula**, S., Fitza, M. Explaining performance differentials among venture-backed startup firms: How much does region matter?

*Babson College Entrepreneurship Research Conference, June 2015, Babson College, Babson Park, Massachusetts*

- **Vedula, S., Vogel, P., Robb A.** Decomposing the performance of metropolitan entrepreneurial ecosystems

*Sustainability, Ethics, and Entrepreneurship Conference, May 2015, University of Denver, Denver, Colorado*

- **Vedula, S., York, G.J.** The geography of clean tech startups

*Strategic Management Society Conference, October 2014, Madrid, Spain*

- **Vedula, S., York, G. J., Conger. M.** Towards a Theory of Socio-Cultural Munificence: Firm Survival in the Green Building Supply Industry

*Academy of Management Conference, August 2014, Philadelphia, Pennsylvania*

- **Vedula, S., Yao, X., York, G.J.** Market Entry and Adoption Dynamics in the Emerging Cleantech Sector- ***This symposium was selected as a showcase symposium by the OMT division***
- **Vedula, S., York, G. J.** The Geography of Cleantech Entrepreneurship. *To be presented as part of a symposium titled "Market Entry and Adoption Dynamics in the Emerging Cleantech Sector"*.
- **Vedula, S., Matusik, F.S.** Uncertainty, Imitation, and Strategic Action: The Case of VC Internationalization.
- **York, G.J., Vedula, S., Conger, M., Hekman, D.,** Towards a Theory of Socio-Cultural Munificence: Regional Norms and Social Entrepreneurship Perseverance. *To be presented as part of a symposium titled "The more the merrier: Integrating Civil Society and State in Innovation Research"*.

*Babson College Entrepreneurship Research Conference, June 2014, IVEY Business School, London, ON, Canada*

- **Vedula, S., Fitzg, M., Doblinger. C.** The Impact of Subnational Region on the Growth of New Ventures: Empirical Evidence from US Venture-backed firms.

*NYU Stern Conference on Social Entrepreneurship, November 2013, New York, New York*

- **York, G.J., Conger, M., Vedula, S., Hekman, D.,** 2013. Towards a Theory of Socio-Cultural Munificence: Regional Norms and Social Entrepreneurship Perseverance.

*Strategic Management Society Conference, October 2013, Atlanta, Georgia*

- **Vedula, S., York, G. J.** The Interplay between Environmental Norms and Venture Capital Supply on Driving Entrepreneurial Entry into the Clean Tech Sector.

*Babson College Entrepreneurship Research Conference, June 2013, EMLYON, Lyon, France*

- **Vedula, S., Forster, W., Dinger, J., Conger, M.** The impact of regional human capital and socio-cultural institutions on the functional composition of founding teams.
- **Vedula, S., York, G. J.** The Interplay between Environmental Norms and Venture Capital Supply on Driving Entrepreneurial Entry into the Clean Tech Sector.

*Sustainability, Ethics, and Entrepreneurship Conference, April 2013, University of Denver, Denver, Colorado*

- **Vedula, S., York, G. J.** The Interplay between Environmental Norms and Venture Capital Supply on Driving Entrepreneurial Entry into the Clean Tech Sector.

*Strategic Management Society Conference, October 2012, Prague, Czech Republic*

- **Matusik, F.S., Vedula, S. 2012.** Contagion or competencies? Drivers of internationalization in knowledge based VC firms– ***This paper was nominated for the best paper award at SMS 2012.***

*Academy of Management Conference, August 2012, Boston, Massachusetts*

- **Taube, F., Vedula, S., Riddle, L. 2012.** The Informal Economies of Diaspora Networks-Institutional Entrepreneurship and Innovation.

*Babson College Entrepreneurship Research Conference, June 2012, Fort Worth, Texas*

- **Vedula, S., Matusik, F.S. 2012.** Leaders or Lemmings? The Impact of Firm Knowledge Diversification on the Internationalization Destination Choice of US VC Firms.

*Babson College Entrepreneurship Research Conference, June 2011, Syracuse, New York*

- **Vedula, S., Fund R.B.** 2011. Startup-VC Funding Dynamics in VC "Non-Centers".

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## TEACHING EXPERIENCE

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### **FME 1000-Foundations of Management and Entrepreneurship**

*Sept 2016-Present*

- I currently teach the introductory first year entrepreneurship course at Babson College known as FME. This is a two-semester, experiential class where students go through the process of ideation, feasibility, launch, and termination of a new venture.

### **Babson Executive Education**

*July 2016 & 2017*

- **July 2016: Babson Build Program & Babson Bulgarian Young Leaders Program:** I taught a session on Entrepreneurial Thought & Action (ET&A) in the Babson Build Program in July 2016, and a session on competitive analysis and positioning in the Babson Bulgarian Young Leaders Program. I was also a faculty mentor to one of the student teams in the Babson Bulgarian Young Leaders Program. These were short, intensive teaching programs as part of the Babson's Executive Education program.
- **July 2017: Babson Build Program & Verizon High School Summer Emprende Program:** I taught a session on presentation skills in the Babson Build Program in July 2017, and a session on market analysis in the Verizon High school summer program. These were short, intensive teaching modules as part of the Babson Executive Education program.

### **MGMT 4850-Senior Seminar in Strategic Management**

*Jan 2014- May 2014*

- I taught the capstone undergraduate class in strategic management in the spring semester of 2014. In this course I primarily used a simulation (Capsim), allowing students to integrate their understanding of foundational strategy concepts in an interactive, group dynamic.

### **ESBM 3700-Entrepreneurial Environments**

*Maymester 2013*

- Motivated by the success of one of the teams from my class last year, I re-modeled the course using Dr. Sharon Matusik's MBA course as an analog. I recruited a number of mentors from other departments on campus as well as local Boulder startup companies to both provide feasibility projects and guide the student groups. Student groups provided a customized deliverable to each startup by the end of the Maymester. 30% of the students received full-time internships/job offers at the end of the semester, and student deliverables were used towards securing two NSF research grants for university scientists.

### **ESBM 3700-Entrepreneurial Environments**

*Jan 2012- May 2012*

- Collaborated with Kate Tallman at the CU TTO to match a student team with a local boulder startup (AgriHouse, Inc.). The goal of their course deliverable was to evaluate the commercial feasibility of a lightweight sensor that measures water content in foliage.
- Their analysis efforts resulted in the company winning a NASA Spinoff Grant in 2012.

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## **SERVICE**

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### **Reviewing**

- Journal of Business Venturing
- Journal of Management Studies
- Management Decision
- Academy of Management Conference
- Strategic Management Society Conference
- Western Academy of Management Conference

### **Professional Society Committees**

- Academy of Management Entrepreneurship Division-Teaching Committee (2015-2016)

### **Professional Association Memberships**

- Academy of Management
- Strategic Management Society

### **Conference Organization Committee**

- University of Colorado Academy of Management Reception 2013, Orlando (*August 2013*)
- University of Colorado Crowd Funding Conference 2013, Boulder (*June 2013*)
- University of Colorado Entrepreneurship Scholars Retreat, Boulder (*Oct 2012*)
- University of Colorado Academy of Management Reception 2012, Boston (*August 2012*)

**Committees and Associations**

- Babson Honors Council Committee, 2017-2018.
- Babson Faculty Fun Day Organization Committee, 2017.
- Babson Innovation Center, *Faculty Mentor*, 2016-2017.
- Babson Global Scholars Program, *Faculty Mentor*, 2015-2017.
- CU Leeds School of Business Technology Committee, *Student Representative*, 2014-2015.
- Graduate Teaching Program LEAD Teacher for the Business School, 2014-2015.
- CU Leeds School of Business Doctoral Business Students Association (DBSA) President, 2012-2013
- CU Leeds School of Business Doctoral Business Students Association (DBSA) Social Officer, 2011-2012
- CU Leeds UROP (Undergraduate Research Opportunity) Program-Project Supervisor (*May 2011-Aug 2011*)
- McGill University, Post Graduate Student Society- Councilor (2007-2008)
- McGill University, International Student Buddy (*Jan 2006-May 2008*)
- Skills for Change Toronto, Non-Profit Professional Mentoring Agency-Professional Mentor (*Jan 2010- May 2010*)
- Mount Sinai Hospital Toronto- Volunteer, Medical Imaging Department (*Oct 2003-Jan 2004*)

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**PROFESIONAL WORK EXPERIENCE**


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- Black Swift Technologies, LLC- Co-Founder and Business Development Director** *Sept 2011-July 2013*
- Evaluated the commercial feasibility of a prototype low-cost unmanned aerial vehicle system designed for aerial surveillance and terrain mapping. BlackSwift Technologies is working in collaboration with the Research and Engineering Center for Unmanned Vehicles (RECUV) at the Aerospace Engineering Department at the University of Colorado.
  - Helped BlackSwift procure a Phase I Small Business Innovation Research grant from NASA.
- University of Colorado, Technology Transfer Office (TTO) – Research Analyst** *May 2011-Aug 2011, June 2012- Aug 2012*
- *May-Aug 2011:* Worked with Dr. David Allen at the TTO on designing a research study to evaluate how academic spin out team compositions impact the licensing/commercialization success of the CU Boulder TTO.
  - *June 2011-Aug 2012:* Worked with Donna Sichko at the TTO to track the commercial success by CU based spin outs.
- Sunnybrook Health Sciences Centre, Toronto-Device Engineer, Ultrasound Research Group** *Nov 2009- May 2010*
- Designed a software interface to analyze ultrasound data for a renal cancer imaging study. Finished product was delivered to collaborating radiologist team at the Princess Margaret Hospital.
- Sunnybrook Health Sciences Centre, Toronto-Biomedical Engineer-Prostate Cancer Research Group** *Nov 2008-Nov 2009*
- Evaluated the performance of a non-invasive prototype ultrasonic device for treating prostate cancer.
  - Re-structured data collection procedures. Implemented software tools to automate data management/analysis.
  - Wrote two manuscripts for academic peer-review and to guide future device development.
- I.C. AXON, Montreal- Medical/Technical Editor & Writer (Part Time)** *May 2008-Aug 2008*
- Researched, reviewed, and edited training material for the HR/sales staff of clients (pharmaceuticals, hospital managers).
- Department of Psychology, McGill University-Software Programmer, Obesity Study** *Oct 2005-Dec 2005*
- Programmed portable hand-held devices with a questionnaire for an obesity study
- Bloorview Macmillan Center for Child Rehabilitation, Toronto-Stroke Center Research Assistant** *Sept 2004-June 2005*
- Carried out a literature review on the mathematical modeling of hypertonic (spastic) muscles in stroke patients
  - Designed a software algorithm to control a stress gauge used for measurements of prototype prosthetic devices
- Human Sleep and Exercise Physiology Lab, University of Toronto-Research Assistant** *Jan 2004-July 2004*
- Assisted a PhD student with data collection. The project evaluated the effects of interrupted sleep on breathing patterns.

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## REFERENCES

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**Andrew Corbett**

Chair of Entrepreneurship Division  
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**Sharon F. Matusik**

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