

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, strategic change, game theory, innovation, machine learning

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

PUBLICATIONS

A. Published and Forthcoming

- 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*, ePub ahead of print: DOI 10.1002/smj.2479

- Gavetti, Giovanni, and Anoop R. Menon. 2016 “Evolution Cum Agency: Toward a Model of Strategic Foresight.” *Strategy Science*, 1(3): 207-233.
- Menon, Anoop R., and Dennis A. Yao. 2016. “Elevating Repositioning Costs: Strategy Dynamics and Competitive Interactions.” *Forthcoming in the Strategic Management Journal*.
- Hernandez, Exequiel, and Anoop R. Menon. 2016. “Acquisitions, Node Collapse, and Network Revolution.” *Forthcoming in Management Science, Finalist for the Best Conference Paper Award at the 2015 SMS Annual Conference*.

B. Papers Under Review

- Albert, Daniel, and Anoop R. Menon. 2016. “Temporal Myopia in Strategic Search.”
- Huang, Laura, Anoop R. Menon, and Tiona Zuzul. 2016. “Watershed Moments, Cognitive Discontinuities, and Entrepreneurial Entry: The Case of New Space.”
- Menon, Anoop R. 2016. “Bringing Cognition into Value-Based Strategy: Cognitive Capabilities as Sources of Competitive Advantage.”

C. Working Papers

- Menon, Anoop R. 2014. “The Emotional Impact of Prior Performance on Strategic Choice.”
- Hernandez, Exequiel, and Anoop R. Menon. 2016. “On Network Change.”
- Menon, Anoop R., and Dennis A. Yao. 2016. “Rationalizing Outcomes: Mental-Model-Guided Learning in Competitive Markets.”

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.”
- Menon, Anoop R., Clarence Lee, and Haris Tabakovic. “Using Deep Learning to Identify General Purpose Technologies.”
- Menon, Anoop R., and Haris Tabakovic. “What You Say Your Strategy Is and Why It Matters.”

AWARDS

- 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

- 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 1st Medici Summer School in Management Studies, Florence, Italy

TEACHING EXPERIENCE

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| 2014, 2015, 2016 | The Wharton School MGMT 701: Strategy and Competitive Advantage |
| 2015, 2016 | The Wharton School MGMT 223: Business Strategy and Policy |
| 2015-2016 | The Wharton School MGMT 656: Global Immersion Program (India) – Faculty Director |
| 2014, 2015 | 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
- Member, Doctoral Dissertation Committee of Andrew Boysen, 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*, *Management Science*, *Organization Science*, *Strategic Management Journal*, *Strategic Management Society*, *Strategy Science*

C. Professional Affiliations and Memberships

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