

STEPHEN J. ANDERSON

Mays Business School
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[Faculty Profile](#)
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APPOINTMENTS

Mays Business School, Texas A&M University, USA

- Professor of Marketing (2023-present)
- Leonard L. Berry Chair in Services Marketing (2023-present)
- Site Lead & Academic Director (founding), “Creative Destruction Lab – Texas” (2024-present)

World Bank, Washington DC, USA

- Lead Economic Advisor, consultant (2022-present)
- Senior Economic Advisor, consultant (2018-2022)
- Economic Advisor, consultant (2014-2018)
- *Research design, intervention and program development, data analysis, paper writing, and policy outreach activities for impact evaluations and randomized controlled trials (RCTs) in developing economies (e.g., Bulgaria, Czech Republic, Ghana, Jordan, Kenya, Malawi, Mexico, Nigeria, Peru, Romania, South Africa, Uganda)*

Stanford Graduate School of Business, Stanford University, USA

- Guest Lecturer, Stanford Institute for Innovation in Developing Economies (2025) [scheduled]
- Associate Professor of Marketing (2019-2020)
- John A. Gunn and Cynthia Fry Gunn Faculty Scholar (2017-2020)
- Assistant Professor of Marketing (2015-2019)

ACADEMIC DEGREES

PhD, Marketing (2011-2015), London Business School, UK

- Dissertation: “Role of Marketing in Stimulating Small Firm Growth in Developing Economies.”
- Top 3 of ~500 students (lasting contribution award)

MRes, Marketing (2009-2011), London Business School, UK

MSc, Economics (2008-2009), University of Minnesota, USA

MBA, Entrepreneurship and Technology (2004-2005), Queen’s University, Canada

- #1 of ~65 students (top GPA)

BCom, International Business and Economics (1996-2001), University of Victoria, Canada

- Thesis: “Comparing Consumer Differences Across Cultures: A Field Study in Malaysia.”
- Varsity men’s basketball team – consistently ranked ‘top ten’ teams in nation
- #1 of ~400 students (top GPA)

Diploma, Science and Mathematics (1992-1996), Wellington Secondary, Canada

- Varsity men’s basketball team – consistently selected to ‘all state’ team
- #1 of ~300 students (top GPA)

HONORS (POST-GRADUATION)

Research

- *H. Paul Root Award, Winner* 2022
Marketing Science Institute (MSI) / American Marketing Association (AMA)
- *Shelby D. Hunt / Harold H. Maynard Award, Finalist* 2022
Journal of Marketing (JM)
- *Robert J. Lavidge Global Marketing Research Award, Winner* 2021
American Marketing Association (AMA)
- *Frank M. Bass Outstanding Dissertation Award, Winner* 2019
Institute for Operations Research and the Management Sciences (INFORMS)
- *Gary Lilien Practice Prize Award, Winner* 2016
Institute for Operations Research and the Management Sciences (INFORMS)

Education

- *MSx Distinguished Teaching Award, Finalist* 2018
Stanford Graduate School of Business
- *MSx Distinguished Teaching Award, Finalist* 2017
Stanford Graduate School of Business

Career

- *Fellow, Sheth Doctoral Consortium* 2022
University of Texas at Austin, McCombs School of Business
- *Research Reboot Award (for accelerating scholarship and research)* 2021-2022
University of Texas at Austin, Office of the Provost
- *John A. Gunn and Cynthia Fry Gunn Faculty Scholar* 2019-2020
Stanford Graduate School of Business
- *John A. Gunn and Cynthia Fry Gunn Faculty Scholar* 2018-2019
Stanford Graduate School of Business
- *John A. Gunn and Cynthia Fry Gunn Faculty Scholar* 2017-2018
Stanford Graduate School of Business
- *Visiting Fellow, Center for Social Sector Innovation* 2017
University of Chicago, Booth School of Business

RESEARCH INTERESTS

Experiments (field, quasi, lab-based) with the entrepreneurs and consumers of small firms, SMEs or early-stage ventures.

Research Program #1: Spurring more inclusive, equitable growth in developing economies through marketing and entrepreneurship.

- Marketing Capabilities (building marketing and sales expertise)
- Product Development (enhancing the design and usage of new products/services by consumers)

Research Program #2: Stimulating more sustainable, scalable growth in developing economies via technology and energy innovations.

- Ed-Fintech (leveraging AI and digital solutions to empower marginalized firms and consumers)
- Green Entrepreneurship (growing economic and environmental impact in business)

PUBLICATIONS (PEER-REVIEWED)

1. "Call Me Maybe: Does Customer Feedback-Seeking Impact Non-Solicited Customers?" (with R. Kaul, P. Chintagunta, N. Vilcassim). Forthcoming at *Marketing Science*.
 - Winner, INFORMS Society for Marketing Science (ISMS) 2022 Doctoral Dissertation Award
2. "Breaking the Glass Ceiling: Empowering Female Entrepreneurs through Female Business Mentors" (with F. Germann, P. Chintagunta, N. Vilcassim). *Marketing Science*, 2024.
 - Selected for the INFORMS and ISMS press publicity initiative by the editor-in-chief
 - Selected for a guest Commentary article by the senior editor
3. "Virtual Collaboration Technology and International Business Coaching: Examining the Impact on Marketing Strategies and Sales" (with P. Chintagunta, N. Vilcassim). *Marketing Science*, 2024.
4. "Disruptions, Redundancy Strategies and Performance of Small Firms: Evidence from Uganda" (with A. Kundu, K. Ramdas). *Management Science*, 2024.
5. "Improving Business Practices and the Boundary of the Entrepreneur: A Randomized Experiment Comparing Training, Consulting, Insourcing and Outsourcing" (with D. McKenzie). *Journal of Political Economy*, 2022.
6. "Modernizing Retailers in an Emerging Market: Investigating Externally-focused and Internally-focused Approaches" (with L. Iacovone, S. Kankanhalli, S. Narayanan). *Journal of Marketing Research*, 2021.
7. "Measuring the Unmeasured: Aggregating, Anchoring, and Adjusting to Estimate Small Business Performance" (with C. Lazicky, B. Zia). *Journal of Development Economics*, 2021.
8. "Do Marketers Matter for Entrepreneurs? Evidence from a Field Experiment in Uganda" (with P. Chintagunta, F. Germann, N. Vilcassim). *Journal of Marketing*, 2021.
 - Winner, MSI / AMA 2022 H. Paul Root Award
 - Finalist, JM 2022 Shelby D. Hunt / Harold H. Maynard Award
9. "Pathways to Profits: The Impact of Marketing versus Finance Skills on Business Performance" (with R. Chandy, B. Zia). *Management Science*, 2018.
 - Winner, INFORMS 2019 Frank Bass Outstanding Dissertation Award
 - Winner, INFORMS 2016 Gary Lilien Practice Prize Award
10. "Overcoming the 'Window Dressing' Effect: Mitigating the Negative Effects of Inherent Skepticism towards Corporate Social Responsibility" (with S. Connors, M. Thomson). *Journal of Business Ethics*, 2017.

WORKING PAPERS (AVAILABLE ON SSRN)

1. "Fintech Failure: Examining B2B and B2C Solutions for Two-sided Platform Adoption" (with L. Iacovone, S. Kankanhalli, S. Narayanan)
 - Under review at *Management Science* (revise and resubmit)
2. "Is (Smart) Technology Really Making Us Dumber? Marketing Analytics Improves the Mental, Managerial and Financial Performance of Entrepreneurs" (with P. Chintagunta, R. Kaul, N. Vilcassim)
 - Under review at *Management Science* (reject and resubmit)

3. “Disruptions, Resilience and the Performance Gender Gap in Small Firms” (with A. Kundu, K. Ramdas).
 - Under review at *Management Science* (revise and resubmit)
4. “Business Development Services and New Market Expansion: Evidence from a Field Experiment with Nigerian Entrepreneurs” (with R. Kaul, D. McKenzie)
 - Preparing for submission
5. “Performance Implications of the Lean Startup Methodology: Findings from a Field Experiment with Entrepreneurs in East Africa” (with J. Balbuena, F. Germann, S. Narayanan)
 - Preparing for submission
6. “Closing the Gender Gap in Entrepreneurship: Identifying and Intervening with Growth-Oriented Firms in Emerging Markets” (with A. Grover, S. Kankanhalli, N. Ramani)
 - Preparing for submission

PROJECTS IN PROGRESS

1. “Going Cashless in Emerging Market Retail: Evidence from a Field Experiment in Mexico” (with L. Iacovone, S. Kankanhalli, S. Narayanan)
 - Randomized-controlled trial with 1000 small firms
 - Partners: World Bank, Government of Mexico, Mastercard
 - Status: data collection completed; analysis in progress
2. “Getting Close to Customers Gets You Close to Capital: A Field Experiment on Customer Engagement and Value Creation by African Entrepreneurs” (with J. Balbuena, F. Germann, S. Narayanan)
 - Status: data collection completed; analysis in progress
3. “Does Classroom Diversity Matter More for Experiential versus Rules-based Learning? Evidence from a Field Experiment on Business Education” (with J. Balbuena)
 - Status: data collection completed; analysis in progress
4. “Product Innovation in Loans for Micro-Entrepreneurs” (with X. Li)
 - Status: data collection and analysis in progress
5. “Executive Job Demands of Sales versus Marketer Top Managers” (with H. Shi)
 - Status: data collection and analysis in progress
6. “COVID and Customer Trust: Combining a Natural Experiment and Randomized Experiment for Business Insights during a Pandemic” (with P. Chintagunta, R. Kaul, N. Vilcassim)
 - Status: data collection and analysis in progress
7. “Measuring Store-level Branding of Small Retailers: An Investigation with Image Data” (with S. Kankanhalli, S. Narayanan)
 - Status: data collection and analysis in progress
8. “Diversity Dividends: Examining the Impact of Professional Background Differences through Team and Individual Interactions” (with F. Germann, S. Kagera)
 - Status: data collection and analysis in progress

9. "Innovating and Scaling Technology Ventures with Minimum Viable Products" (with J. Balbuena, X. Garcia-Rada, L. Iacovone)
 - Randomized-controlled trial with 220 early-stage ventures
 - Partners: World Bank, Peru Ministry of Science and Innovation (CONCYTEC)
 - Status: funding secured (\$5 million); intervention completed; endline expected in 2025
10. "Understanding the Influence of CROs on Start-ups and their Executive Teams" (with J. Balbuena, X. Garcia-Rada, L. Iacovone)
 - Status: funding secured; intervention completed; endline expected in 2025
11. "Building Customer Capital: A Field Experiment Comparing Relational and Transactional Approaches in Colombia, El Salvador and Guatemala" (with R. Kaul, S. Narayanan)
 - Randomized-controlled trial with 1,000 firms
 - Partner: Technoserve
 - Status: funding secured (\$4.5 million); intervention completed; endline expected in 2025
12. "Salesforce Professionalization: Assessing the Effectiveness of In-Person versus Digital Accelerators on Firm Growth across Latin America" (with R. Kaul, S. Narayanan)
 - Status: funding secured; intervention completed; endline expected in 2025
13. "Examining the Impact of Business Digitization on Access to Financial Services and Consumer Response in Kenya" (with P. Chintagunta, N. Vilcassim, L. Zimmermann)
 - Status: funding secured; intervention completed; endline expected in 2025
14. "Investigating the Effects of the SEED Transformation Program on Entrepreneur Networks and Business Performance in Africa and Asia" (with J. Balbuena, C. Law, S. Narayanan)
 - Quasi experiment with 400 firms
 - Partner: Stanford Institute for Innovation in Developing Economies (SEED)
 - Status: funding secured; intervention completed; endline expected in 2025
15. "Boosting the Growth of Early-Stage Ventures through Market-Driven Interventions in the Czech Republic" (with F. Campos, M.P. Lopez, R. Suhag, C. Spina)
 - Randomized-controlled trial with early-stage ventures
 - Partners: World Bank, European Union, Government of the Czech Republic (Ostrava)
 - Status: funding secured; intervention completed; endline expected in 2025
16. "Creating Ecosystems for Innovation in a Post-Coal Region: The Role of AI in Stimulating Business Learning and Linkages" (with L. Iacovone, M.P. Lopez, A. Menzel, F. Munch, R. Suhag)
 - Randomized-controlled trial with early-stage ventures
 - Partners: World Bank, European Union, Government of the Czech Republic (Usti)
 - Status: funding secured; intervention completed; endline expected in 2025
17. "Promoting Adoption of Digital Technologies and Productivity Tools for SMEs in the North-East of Romania" (with A. Avdeenko, J. Balbuena, L. Iacovone)
 - Randomized-controlled trial with SMEs
 - Partners: World Bank, European Union, Government of Romania
 - Status: funding secured; intervention completed; endline expected in 2025
18. "Green Entrepreneurship: Measuring the Impact of an SME Accelerator on Economic and Environmental Outcomes in India" (with P. Chintagunta)
 - Randomized-controlled trial with 400 SMEs
 - Partners: IKEA Foundation, Technoserve, J-PAL

- Status: funding secured (\$3.5 million); intervention in progress
19. “To Search or to Socialize: Comparing the Effectiveness of Digital Marketing Technologies with Kenyan Entrepreneurs” (with P. Chintagunta, N. Vilcassim, L. Zimmermann)
 - Randomized-controlled trial with 1,000 firms
 - Partner: Equity Group Bank
 - Status: funding secured; intervention in progress
 20. “Evaluating a Funnelling Approach and Business Support Programs for Enhancing Firm Growth in Malawi” (with A. Grover, N. Ramani, D.J. Ubfal)
 - Randomized-controlled trial with 3000 small firms
 - Partners: World Bank, Government of Malawi
 - Status: funding secured (multimillion-dollar project); intervention in progress
 21. “Understanding the Global Fintech Regulatory Environment and its Impact on E-Payments by Consumers and Small Businesses” (with Y. Dong, A. Grover, X. Li)
 - Quasi experiment with 200 countries
 - Partner: World Bank
 - Status: data collection in progress
 22. “Crime Pays: Examining Sales Trends Following Corporate Violations and The Buffering Role of Marketing” (with A. Sorescu, M. Sun)
 - Quasi experiment with 1000s of corporate violations
 - Status: data collection in progress
 23. “Shadowbanning: Investigating the Existence and Impact of Platform Suppression on Influencers and Brands” (with P. Chintagunta, J. Lee)
 - Quasi experiment with 100s of influencers
 - Status: data collection in progress

PROJECTS IN DEVELOPMENT

1. “Digital Transformation: Increasing AI Usage in the ERP Systems of Eastern European SMEs” (with S. Kask, J. Runge)
 - Randomized-controlled trial with SMEs
 - Partner: SAP
 - Status: funding secured; study design in progress
2. “Stimulating E-Payment Usage by Retailers and Consumers: Behavioral Nudges on a Two-Sided Platform” (with L. Iacovone, S. Kankanhalli, S. Narayanan)
 - Randomized-controlled trial with 1,200 firms
 - Partners: Mastercard, World Bank, KiWi
 - Status: funding secured; study design in progress
3. “Firm Names and Branding: Studying the Performance of Eponymous Owners across Emerging Markets” (with F. Germann, D. McKenzie)
 - Status: data collection in progress (multi-country)
4. “Examining Biases and Barriers for Enhancing Investment Readiness of Female Entrepreneurs in East Africa” (with A. Grover, S. Kankanhalli)
 - Randomized-controlled trial with small firms
 - Partners: World Bank, Gates Foundation, IPA

- Status: funding secured (\$250,000); study design in progress
5. “Marketing Matters: Measuring the Impact of Growth-focused Practices on Firm Performance” (with A. Grover, S. Kankanhalli, N. Ramani)
 - Status: data collection in progress (multi-country)
 6. “Leveraging AI Technologies to Combat Climate-Impacted Agriculture via Information Asymmetry and Authenticity Interventions” (with P. Chintagunta, N. Dominguez, S. Vijayaraghava)
 - Randomized-controlled trial with 600 hectares of coffee farmland in El Salvador
 - Partners: Borlaug Institute of International Agriculture, Kafen Coffee
 - Status: fundraising and study design in progress

TEACHING

Interests

- *New Product/Technology Launch* (experiential learning with AI and market analysis tools)
- *Emerging Market Ventures* (global study trip with entrepreneur coaching and lean marketing)
- *Marketing Management* (‘marketing core’ for MBAs/Execs with mini-cases and data analysis)
- *Green Entrepreneurship and Innovation* (experiential learning with sustainability ventures)

Mays Business School, Texas A&M University

- *BUSN 489/689: Technology Venture Acceleration (with CDL-Texas founders and mentors)*
 - Part I (Intro Course): Venture Generation, 2025 [scheduled]
 - Part II (Advanced Course): Venture Growth, 2025 [scheduled]
- *MKTG 642: Innovation and New Product Launch*
 - Executive MBA (EMBA) program, 2025 [scheduled]
 - Professional MBA (PMBA) program, 2025 [scheduled]
 - Engineering MBA (EngMBA) program, 2025 [scheduled]
- *MKTG 442: Innovation and New Product Launch*
 - Bachelor of Commerce (BCom) program, 2024-2025
- *BUAD 689: Special Topics*
 - Full-Time MBA (FMBA) program, 2024
- *MKTG 682: Marketing Strategy Research*
 - Doctorate (PhD) program, 2024

Stanford Graduate School of Business, Stanford University

- *GSB-SEED: Marketing (‘marketing core’ for Executive students), 2019-2020, 2025 [scheduled]*
 - Stanford Institute for Innovation in Developing Economies (Ghana, Indonesia, Kenya)
- *MKTG 249: Marketing (‘marketing core’ for Executive students), 2015-2020*
 - Average course ratings: 4.64 (out of 5.0)
- *MKTG 240: Marketing Management (‘marketing core’ for MBA students), 2018-2020*
 - Average course ratings: 4.80 (out of 5.0)
- *GSBGEN 390: Individual Research, 2015-2020 (8 student projects supervised)*

INVITED SEMINAR PRESENTATIONS

1. Queen’s University, Smith School of Business, 2024
2. World Bank, The Missing Element of Digitalization workshop (Keynote), Warsaw, 2024
3. Association for Consumer Research Methodology Webinar, 2024
4. Columbia University, Columbia Business School, 2023
5. University of California Berkeley, Haas School of Business, 2023
6. University of Michigan, Ross School of Business, 2023

7. Texas A&M University, Mays Business School, 2023
8. Dartmouth College, Tuck School of Business, 2022
9. University of Minnesota, Carlson School of Management, 2022
10. World Bank and European Commission, IE Workshop on SMEs (Keynote), Lisbon, 2022
11. World Bank and European Commission, IE Workshop on SMEs (Methods: RCTs), Lisbon, 2022
12. Tecnologico de Monterrey, Graduate School of Government and Public Transformation, 2022
13. University of Georgia, Terry College of Business, 2021
14. University of Washington, Foster School of Business, 2020
15. Georgia Tech, Scheller College of Business, 2020
16. Santa Clara University, Leavey School of Business, 2019
17. University of Texas at Austin, McCombs School of Business, 2019
18. Santa Clara University, Leavey School of Business, 2018
19. Harvard University, Harvard Business School, 2017
20. University of Chicago, Booth School of Business, 2017
21. University of Chicago, Booth School of Business (Center for Social Sector Innovation), 2017
22. University of Notre Dame, Mendoza College of Business, 2017
23. World Bank, Competitive Policy Evaluation Lab, Mexico City, 2017
24. Cornell University, Johnson Graduate School of Management, 2015
25. University of California Berkeley, Haas School of Business, 2015
26. Northwestern University, Kellogg School of Management, 2014
27. MIT, Sloan School of Management, 2014
28. INSEAD, 2014
29. Duke University, Fuqua School of Business, 2014
30. University of Texas at Austin, McCombs School of Business, 2014
31. University of Southern California, USC Marshall School of Business, 2014
32. Stanford University, Graduate School of Business, 2014
33. Yale University, School of Management, 2014
34. Emory University, Goizueta Business School, 2014
35. University of California San Diego, Rady School of Management, 2014
36. New York University, Stern School of Business, 2014
37. Indiana University, Kelley School of Business, 2014
38. University of Notre Dame, Mendoza College of Business, 2014
39. Singapore Management University, 2014
40. University of Victoria, Gustavson School of Business, 2014
41. International Institute for Management Development, IMD Business School, 2014
42. Erasmus University, Rotterdam School of Management, 2014
43. University of Navarra, IESE Business School, 2014

CONFERENCE PRESENTATIONS

1. AMA Winter Educators Conference, St. Pete's, FL, 2024
2. Association for Consumer Research Conference, Seattle, WA, 2023
3. AMA Summer Educators Conference, San Francisco, CA, 2023
4. INFORMS Marketing Science Conference, Miami, FL, 2023
5. China India Insights Conference – Plenary (Yale / USC), Los Angeles, CA, 2022
6. Association for Consumer Research Conference, Denver, CO, 2022
7. Advances with Field Experiments (Economics Department), University of Chicago, 2022
8. AMA-Sheth Doctoral Consortium (UT McCombs), Austin, TX, 2022
9. Marketing Strategy Doctoral Consortium (Texas A&M), College Station, TX, 2022
10. AMA Winter Educators Conference, Las Vegas, NV, 2022
11. Association for Consumer Research Conference, 2021
12. Beyond the Known Conference, International Labor Organization (United Nations), 2021

13. Association for Consumer Research Conference, 2020
14. China India Insights Conference – Plenary (Yale / MIT), Boston, MA, 2019
15. INFORMS Marketing Science Conference, Rome, Italy, 2019
16. The 11th Triennial Invitational Choice Symposium (Georgetown), Cambridge, MD, 2019
17. AMA Winter Educators Conference, Austin, TX, 2019
18. Customer Insights Conference (Yale), New Haven, CT, 2018
19. INFORMS Marketing Science Conference, Philadelphia, PA, 2018
20. AMA Winter Educators Conference, New Orleans, LA, 2018
21. China India Insights Conference (Yale / CKGSB), New York, NY, 2017
22. INFORMS Marketing Science Conference, Los Angeles, CA, 2017
23. AMA Winter Educators Conference, Orlando, FL, 2017
24. IPA Small-Medium Enterprise Initiative Conference (Yale), New Haven, CT, 2016
25. INFORMS Marketing Science Conference, Shanghai, China, 2016
26. Field Experiments with Firms Conference (INSEAD), Abu Dhabi, UAE, 2015
27. International Growth Centre Conference (LSE), London, England, 2014
28. IPA Small-Medium Enterprise Initiative Conference (MIT), Boston, MA, 2014
29. Trans-Atlantic Doctoral Conference (LBS), London, England, 2014
30. AMA Winter Educators Conference, Orlando, FL, 2014
31. Private Enterprise Development in LICs Conference, Warwick, England, 2013
32. INFORMS Marketing Science Conference, Istanbul, Turkey, 2013
33. Theory & Practice in Marketing Conference (LBS), London, England, 2013
34. Partnership in Economic Policy Conference, Cape Town, South Africa, 2013
35. AMA Winter Educators Conference, St. Petersburg, FL, 2012
36. Trans-Atlantic Doctoral Conference (LBS), London, England, 2011

PROFESSIONAL SERVICE

Student Advising – Chair

- Rupali Kaul, PhD Student (co-chair), Stanford GSB, 2018-2023
 - Placement: INSEAD
- Shreya Kankanhalli, PhD Student (co-chair), Stanford GSB, 2016-2021
 - Placement: Cornell University

Student Advising – Other

- Yuchen Dong, PhD Student (committee), Mays Business School, 2025-present [scheduled]
- Nicolas Dominguez, PhD Student (committee), Mays Business School, 2024-present
- Mike Sun, PhD Student (committee), Mays Business School, 2024-present
- Jane Lee, PhD Student (committee), Mays Business School, 2024-present
- Jonathan Serrano, PhD Student (committee), UT McCombs, 2021-2022
- Juan Balbuena, Pre-Doc Research Fellow (co-advisor), Stanford GSB, 2019-2021
 - Placement: London Business School
- Solene Delecourt, PhD Student (committee), Stanford GSB, 2017-2018

Editorial Board Member

- Marketing Science, Associate Editor, 2024-present

Ad-hoc Reviewer

- Marketing Science
- Management Science
- Journal of Marketing Research
- Journal of Marketing
- Quantitative Marketing and Economics

- Marketing Letters
- Journal of the Academy of Marketing Science
- International Journal of Research in Marketing
- Production and Operations Management
- Journal of Development Economics
- Journal of Political Economy

Conferences

- Selection Committee, China India Insights Conference, Yale/USC, 2022
- Selection Committee, China India Insights Conference, Yale/MIT, 2019

Texas A&M University

- Member, Faculty Search Committee (Marketing), Mays Business School, 2024-2025
- Member, PhD Student Committee (Marketing), Mays Business School, 2024-present
- Organizer, Friday Conversations Seminar (Marketing), Mays Business School, 2023-present
- Member, Faculty Search Committee (Marketing), Mays Business School, 2023-2024

Stanford University

- Organizer, Marketing Faculty Seminars, Stanford GSB, 2017-2019
- Moderator, Graduate Student Panel, Stanford Center on Global Poverty and Development, 2017
- Advisor (ad hoc), Stanford Institute for Innovation in Developing Economies (SEED), 2016-2020
- Faculty Lead, Global Study Trips (Kenya, Mexico, Rwanda, Uganda), 2019-2020

Other Service

- Reviewer, Robert J. Lavidge Global Marketing Research Award, AMA, 2024
- Reviewer, Alden G. Clayton Dissertation Proposal Award, MSI, 2022
- Reviewer, Research Grant Proposals, 2018-present
 - Competitive Policy Evaluation Lab (Compel), World Bank
 - Private Enterprise Development in L.I.C.s (PEDL)
 - Templeton Foundation

RESEARCH GRANTS

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| • <i>Innovations for Poverty Action (SME Initiative) – Research Grant,</i>
~\$125,000 (with A. Grover, S. Kankanhalli), Gates Foundation | forthcoming |
| • <i>Smart Specialization Program – Research Grant (Czech Republic),</i>
~€27,000 (with M.P. Lopez), World Bank | forthcoming |
| • <i>Innovations for Poverty Action (Peru Country Office) – Research Funding,</i>
~\$110,000 (with J. Balbuena, X. Garcia-Rada, L. Iacovone), Peru Government | 2024 |
| • <i>Mays Research Excellence Grant,</i>
\$10,000, Mays Business School, Texas A&M University | 2024 |
| • <i>Adam C. Sinn '00 Dean's Leadership Chair – Research Award,</i>
\$18,000 (with X. Garcia-Rada), Mays Business School, Texas A&M University | 2024 |
| • <i>Women Entrepreneurship – Research Grant,</i>
\$80,000 (with A. Grover, S. Kankanhalli), World Bank Trust | 2024 |
| • <i>Fama Miller Centre for Research in Finance – Research Grant,</i>
\$12,000 (with P. Chintagunta, N. Vilcassim, L. Zimmermann), Chicago Booth | 2023 |
| • <i>Climate Action / Green Entrepreneurship – Research Grant,</i>
\$647,222 (with P. Chintagunta), IKEA Foundation | 2023 |
| • <i>Smart Specialization Program – Research Grant (Ostrava, Czech Republic),</i>
€210,500 (with M.P. Lopez, C. Spina), World Bank | 2023 |
| • <i>Smart Specialization Program – Research Grant (Romania),</i> | 2023 |

- €407,750 (with A. Avdeenko, J. Balbuena, R. Chandy, L. Iacovone), World Bank 2023
- *Smart Specialization Program – Research Grant (Usti, Czech Republic)*, 2023
- €164,970 (with M.P. Lopez, A. Menzel, F. Munch), World Bank
- *Herb Kelleher Entrepreneurship Center (HKEC) – Research Grant*, 2023
- \$14,800, McCombs, University of Texas at Austin
- *Smart Specialization Programs – Research Grant (Romania)*, 2022
- €10,000 (with A. Avdeenko, J. Balbuena, R. Chandy, L. Iacovone), World Bank
- *Smart Specialization Programs – Research Grant (Czech Republic)*, 2022
- €10,000 (with M.P. Lopez, C. Spina), World Bank
- *Smart Specialization Programs – Research Grant (Bulgaria)*, 2022
- €10,000 (with J. Balbuena, F. Campos, R. Chandy, L. Iacovone), World Bank
- *Becker Friedman Institute (Initiative for the Study of Gender) – Research Grant*, 2022
- \$5,000 (with P. Chintagunta, F. Germann, N. Vilcassim), University of Chicago
- *McCombs Research Excellence Grant*, 2021
- \$5,000, University of Texas at Austin
- *Competitive Policy Evaluation Lab (Compel) – Research Grant*, 2021
- \$97,200 (with L. Iacovone, J. Salhab), World Bank
- *Polsky Centre for Innovation & Entrepreneurship – Research Grant*, 2021
- \$10,000 (with P. Chintagunta, R. Kaul, N. Vilcassim), Chicago Booth
- *McCombs Research Excellence Grant*, 2021
- \$6,000, University of Texas at Austin
- *Center for Inclusive Growth – “DigitAll” Research Grant*, 2020
- \$345,900 (with S. Kankanhalli, L. Iacovone, S. Narayanan), Mastercard
- *Economic Impact of Digital Technologies – Research Grant*, 2020
- \$80,000 (with P. Chintagunta, N. Vilcassim, L. Zimmermann), Facebook
- *Private Enterprise Development in L.I.C.s (PEDL) – Research Grant*, 2020
- £24,500 (with J. Balbuena, S. Kagera), DFID / CEPR
- *Rustandy Center for Social Sector Innovation – Research Grant*, 2020
- \$19,670 (with P. Chintagunta, N. Vilcassim, L. Zimmermann), Chicago Booth
- *McCombs Research Excellence Grant*, 2020
- \$15,000, University of Texas at Austin
- *Competitive Policy Evaluation Lab (Compel) – Research Grant*, 2019
- \$180,000 (with A. Criscuolo, L. Iacovone), World Bank
- *Stanford Center on Global Poverty & Development (SCGPD) – Research Grant*, 2019
- \$46,316, Stanford University
- *Booth Initiative on Global Markets – Research Grant*, 2019
- \$18,900 (with P. Chintagunta, N. Vilcassim), Chicago Booth
- *Pablo Gonzalez (MBA ‘96) – Mexico Research Grant*, 2019
- \$100,000 (with S. Narayanan), Stanford GSB Alumni Gift
- *Polsky Centre for Innovation & Entrepreneurship – Research Grant*, 2019
- \$20,000 (with P. Chintagunta, N. Vilcassim), Chicago Booth
- *Competitive Policy Evaluation Lab (Compel) – Research Grant*, 2018
- \$50,000 (with D. McKenzie), World Bank
- *Empowering Women Entrepreneurs – Research Grant*, 2018
- \$80,000 (with S. Kankanhalli, L. Iacovone, S. Narayanan), World Bank Trust
- *Center for Inclusive Growth – Research Grant*, 2018
- \$100,000 (with FUNDES, S. Kankanhalli, L. Iacovone, S. Narayanan), Mastercard
- *Rustandy Center for Social Sector Innovation – Research Grant*, 2018
- \$19,800 (with P. Chintagunta, N. Vilcassim), Chicago Booth
- *International Growth Lab (IGL) – Research Grant*, 2018
- £32,017 (with Balloon Ventures), Agridius Foundation
- *Economic Development & Institutions (EDI) – Research Grant*, 2018

- £69,891 (with D. McKenzie), DFID / Oxford Policy Management
- *Stanford Center on Global Poverty & Development (SCGPD) – Research Grant*, 2018
\$43,200, Stanford University
- *National Entrepreneur Institute of Mexico (INADEM) – Research Grant*, 2017
\$350,000 (with S. Kankanhalli, L. Iacovone, S. Narayanan), Mexico Government
- *UPS Endowment Fund – Research Grant*, 2017
\$45,000 (with S. Kankanhalli, S. Narayanan), Stanford University
- *Booth Initiative on Global Markets – Research Grant*, 2017
\$29,775 (with P. Chintagunta, N. Vilcassim), Chicago Booth
- *Marshall Institute – Small Grants Programme*, 2017
£9,575 (with P. Chintagunta, N. Vilcassim), LSE
- *Qualcomm Wireless Reach – Research Grant*, 2017
\$56,000 (with P. Chintagunta, N. Vilcassim), Qualcomm
- *STARS Foundation – Grant for Action Research in Developing Countries*, 2017
£12,000 (with A. Kundu, K. Ramdas), LBS
- *Marketing Science Institute (MSI) – Research Grant*, 2017
\$4,000 (with R. Chandy, F. Germann)
- *Competitive Policy Evaluation Lab (Compel) – Research Grant*, 2017
\$15,000 (with A.P. Cusolito), World Bank
- *Deloitte Institute for Innovation & Entrepreneurship – Research Grant*, 2016
£2,500 (with A. Kundu, K. Ramdas), LBS
- *Qualcomm Wireless Reach – Research Grant*, 2016
\$199,900 (with P. Chintagunta, N. Vilcassim), Qualcomm
- *Polsky Centre for Innovation & Entrepreneurship – Research Grant*, 2016
\$19,608 (with P. Chintagunta, N. Vilcassim), Chicago Booth
- *SEED iAward – Research Grant (Ghana/Rwanda)*, 2016
\$148,631, Stanford Graduate School of Business
- *Fama Miller Centre for Research in Finance – Research Grant*, 2015
\$29,869 (with P. Chintagunta, N. Vilcassim), Chicago Booth
- *Deloitte Institute for Innovation & Entrepreneurship – Research Grant*, 2015
£24,650 (with A. Kundu, K. Ramdas), LBS
- *SEED iAward – Research Grant (Uganda)*, 2015
\$34,800, Stanford Graduate School of Business
- *Private Enterprise Development in L.I.C.s (PEDL) – Research Grant*, 2015
£32,454 (with P. Chintagunta, N. Vilcassim), DFID / CEPR
- *STARS Foundation – Grant for Action Research in Developing Countries*, 2015
£100,000 (with R. Chandy, O. Narasimhan)
- *Polsky Centre for Innovation & Entrepreneurship – Research Grant*, 2015
\$19,962 (with P. Chintagunta, N. Vilcassim), Chicago Booth
- *Deloitte Institute for Innovation & Entrepreneurship – Research Grant*, 2015
£11,383 (with P. Chintagunta, N. Vilcassim), LBS
- *Social Enterprise Initiative – Research Grant*, 2015
\$14,000 (with P. Chintagunta, N. Vilcassim), Chicago Booth
- *Deloitte Institute for Innovation & Entrepreneurship – Research Grant*, 2015
£24,838 (with P. Chintagunta, N. Vilcassim), LBS
- *Economic & Social Research Council (ESRC) of UK – Research Grant*, 2014
£339,719 (with P. Chintagunta, N. Vilcassim), DFID / ESRC
- *Private Enterprise Development in L.I.C.s (PEDL) – Research Grant*, 2014
£19,512 (with B. Zia), DFID / CEPR
- *Global Financial Inclusion Initiative – Research Grant*, 2014
\$37,973 (with R. Chandy, O. Narasimhan), Gates Foundation / Citi Bank
- *International Growth Centre (IGC) – Research Grant*, 2014

- £27,948 (with R. Chandy, O. Narasimhan), SSA Country Program 2013
- *Partnership for Economic Policy (PEP) – Research Grant*, \$100,000 (with A. Owusu, M. Amponsah), IDRC / DFID 2013
- *Deloitte Institute for Innovation & Entrepreneurship – Research Grant*, £20,000 (with P. Chintagunta, N. Vilcassim), LBS 2013
- *Partnership for Economic Policy (PEP) – Research Grant*, \$20,000 (with A. Owusu, M. Amponsah), IDRC / DFID 2013
- *US AID – Research Grant*, \$80,808, Development Innovation Ventures (DIV) 2013
- *World Bank Development Group – Research Grant*, \$100,000 (with B. Zia, R. Chandy), World Bank 2012
- *Private Enterprise Development in L.I.C.s (PEDL) – Research Grant*, £35,000, DFID / CEPR 2012
- *Deloitte Institute for Innovation & Entrepreneurship – Research Grant*, £25,000 (with R. Chandy), LBS 2012
- *Research & Development Management – Doctoral Research Award*, £35,000, RADMA Group. 2012
- *Research & Materials Development (RAMD) award – Research Grant*, £14,600 (with M. Hay), LBS 2012
- *Innovations for Poverty Action (SME Initiative) – Doctoral Competition*, \$10,032, IPA / Yale 2011
- *Deloitte Institute for Innovation & Entrepreneurship – Research Grant*, £25,000 (with R. Chandy, M. Hay), LBS 2011
- *Management Lab – Research Grant*, £13,000 (with R. Chandy, M. Hay), LBS 2011
- *Research & Materials Development (RAMD) award – Research Grant*, £12,500 (with R. Chandy), LBS 2011
- *Institute for Innovation & Entrepreneurship – Research Grant*, £7,500, LBS 2011

HONORS (PRE-GRADUATION)

Academic Awards

- *Lasting Contribution to the School Award (for “truly exceptional impact”)*, Top 3 of 500 students, LBS 2015
- *PhD Program Financial Award – Tuition & Stipend*, ~£160,000, LBS 2009-2014
- *AMA-Sheth Doctoral Consortium – Fellow*, American Marketing Association 2012
- *Carlson School of Management Financial Award – Tuition & Stipend*, ~\$75,000, University of Minnesota 2008-2009
- *Molson Canadian Science of Marketing Award*, \$2,000, Queen’s University 2008
- *R. Hand Graduate Award for Leadership*, \$1,000, Queen’s University 2008
- *Queen’s Graduate Award*, \$10,000, Queen’s University 2007
- *Queen’s School of Business Award*, \$10,000, Queen’s University 2007
- *D.I. McLeod Fellowship*, \$5,000, Queen’s University 2007

- *Melville S. Hatch Memorial Fellowship*, \$5,000, Queen's University 2007
- *Iola A. Worthington Prize (for top overall Business graduate in academic year)*, #1 of ~400 students, UVic 2002
- *Blue and Gold Circle Award (for top 10 overall students of ~20,000) – Gold level*, \$500 (gold: third time winner), UVic 2001
- *Academic Medal (for top GPA in all 2001 Business convocations)*, #1 of ~400 students, UVic 2001
- *Dean's Academic Excellence Award (for top GPA in spring Business convocation)*, #1 of ~250 students, UVic 2001
- *Blue and Gold Circle Award (for top 10 overall students of ~20,000) – Silver level*, \$500 (silver: second time winner), UVic 2000
- *Robert Lorne Stanfield Book Prize (for top political science student)*, #1 of ~100 students, UVic 2000
- *B.C. Asia-Pacific Ambassadorship Award*, \$3,000 (research grant), Government of B.C. 2000
- *Rhodes Scholarship Finalist*, B.C. Rhodes Committee, Canada 2000
- *Blue and Gold Circle Award (for top 10 overall students of ~20,000) – Bronze level*, \$500 (bronze: first time winner), UVic 1999
- *Academic All-Canadian*, Canadian Inter-University Sports Union 1998-2000
- *Martlett Leadership Award*, \$500, Athletic Director, UVic 1999
- *President's Entrance Scholarship*, \$2,500, UVic 1996
- *National Leadership Scholarship (for top 10 overall students nationally)*, \$500, Canadian Association of Principals 1996
- *Governor General's Bronze Medallion (for top GPA in graduating class)*, #1 of ~300 students, Government of Canada 1996

Other Awards

- *Varsity Highlight Award (for community leadership)*, \$500, UVic 2005-2006
- *Academic Achievement Award & Tuition Scholarship*, \$7,200, UVic 1997-2001
- *Captain of Men's Basketball Team*, Varsity, UVic 1999-2000
- *President of Athletic Council*, Varsity, UVic 1999-2000
- *B.C. Athletic Scholarship*, \$4,000, UVic & Government of B.C. 1996-2000
- *Varsity Athletics & Basketball Awards (35 All-Star and 10 MVP awards)* 1992-2000
- *Diane Mary Hallam Achievement Award*, \$1,000, UVic 1999
- *William McMillan Scholarship*, \$500, UVic 1999
- *Yeamens Achievement Award*, \$2,000, UVic 1997-1999
- *CWUAA Men's Basketball Conference Champions*, Varsity, UVic 1997-1999
- *Leadership Scholarship (for top 10 students nationally)*, \$7,500, Canada Post 1996-1999
- *Kinsmen Scholarship*, \$2,000, Nanaimo Kinsmen Society 1996-1998
- *G.L. Few Achievement Award*, \$1,000, UVic 1998
- *Yeats Achievement Award*, \$500, UVic 1998
- *CIS: Canadian National Basketball Champions*, Varsity, UVic 1997
- *Canada Games: National Basketball Champions*, Team B.C. 1997
- *MedGrill Scholarship*, \$500, UVic 1997
- *Academic-Athlete of Year (for top GPA graduating athlete)*, Wellington Secondary 1996
- *BEST Scholarship (for top 15 student-athletes provincially)*, \$500, N.B.A. 1996

- *Provincial Exam & Education Scholarship*, \$2,000, Government of B.C. 1996
- *Outstanding Senior Student Award* (for top overall student) Wellington Secondary 1996
- *Academic Excellence Award* (for straight 'As' in all courses), Wellington Secondary 1992-1996
- *Athlete of the Year*, Wellington Secondary 1992-1996

MEMBERSHIPS AND AFFILIATIONS

- Member, INFORMS Society for Marketing Science, 2013-present
- Member, American Marketing Association, 2013-present
- Member, Association for Consumer Research, 2020-2023
- Faculty Affiliate, Stanford Center on Global Poverty and Development, 2017-2020
- Faculty Affiliate, Stanford GSB Center for Social Innovation, 2016-2020
- Research Affiliate, International Growth Centre, 2016-present
- Research Affiliate, Innovations for Poverty Action (SME Initiative), 2015-present

CORPORATE EXPERIENCE

Project Manager, Colehower and Company, Pfaffikon, Zurich, Switzerland, 2006-2007

- Managed global executive search consultancy projects in IT and telecom industry

Tech-Transfer Officer, Innovation Development Corporation, Victoria, Canada, 2005-2006

- Managed technology development, IP evaluation, and commercialization projects

Product Manager, ZIM Corporation, Ottawa, Canada, 2002-2004

- Developed and managed operator partnerships (e.g., T-Mobile, Vodafone, O2)
- Project management (8 team members) for database solutions and wireless apps