




Chetan Chawla

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Career Summary

I am a teacher, researcher, and consultant of business strategy, and entrepreneurship. I have 10+ years of business consulting experience with clients ranging from Fortune 100 defense companies to Indian retailers, and technology startups.

My academic research focus is the association between capital providers (debt, equity, and non-traditional forms of financing e.g. crowdfunding) and startup outcomes. More specifically, I investigate the capital provider and startup linkage in contexts ranging from S & P 500 companies to cryptocurrency, blockchain projects, and other early-stage ventures.

My academic teaching focus is strategy, and entrepreneurship.

I am a tenured Associate Professor of Entrepreneurship at North Central College in Naperville, IL in the School of Business and Entrepreneurship.

Academic work experience

North Central College

Naperville, IL

Associate Professor of Entrepreneurship

2021-

Assistant Professor of Entrepreneurship

2015-2021

Primary teaching responsibilities in entrepreneurship (undergraduate lean validation class), and strategy (undergraduate, and MBA strategy capstone classes).

Teaching ratings ≥ 4.4 out of 5, in both undergraduate, and graduate courses.

Research focus: entrepreneurial financing, and other outcomes in the context of blockchains, and cryptocurrencies.

Institutional service: Election Committee, Scholarship and Research Committee, entrepreneurship curriculum redesign, and assessment for AACSB accreditation.

Education

Isenberg School of Management, University of Massachusetts

Amherst, MA

Ph.D. in Strategic Management

2009 – 2015

Research focus: capital structure, innovation, behavioral theory, corporate governance.

Professional Association Membership: Academy of Management (divisions: Strategic Management, Entrepreneurship, Organizational and Management Theory, Technology and Innovation Management, and Research Methods).

Strategic Management Society (Interest Groups: Entrepreneurship & Strategy, and Behavioral Strategy).

Marshall School of Business, University of Southern California

Los Angeles, CA

M.B.A. in International Business

2007 – 2008

Finalist – Annual Technology Commercialization Competition (Lloyd Greif Center for Entrepreneurial Studies), 2008

Sri Aurobindo College, University of Delhi

New Delhi, India

Bachelor of Arts (Honors) in English

2003

Represented India in Youth Across the Commonwealth (YAC) – Canada & Jamaica – 2001.

Certificate in Enterprise Management from the Dept. of Management Studies, Indian Institute of Technology (I.I.T.) Delhi in 2005.

Publications

PEER-REVIEWED JOURNAL PUBLICATIONS

Chawla, C. 2020. [“Trust in blockchains: Algorithmic and organizational.”](#) *Journal of Business Venturing Insights*, 14.

Branch, B. S., Sharma, A., Chawla, C., & Tu, F. 2014. [“An Updated Model of Price-to-Book.”](#) *Journal of Applied Finance (Formerly Financial Practice and Education)*, 24(1).

Sharma, A., Branch, B. S., Chawla, C., & Qiu, L. 2013. [“Explaining Market to Book: The Relative Impact of Firm Performance, Growth, and Risk.”](#) *Business Quest*, 277-293.

Chawla, C., Mangaliso, M., Knipes, B., & Gauthier, J. 2012. [“Antecedents and implications of uncertainty in management: A historical perspective.”](#) *Journal of Management History*, 18(2), 200-218.

PEER-REVIEWED CASE STUDIES

Chawla, C. 2021. [“Financing a New Type of Grill.”](#) *SAGE Business Cases*.

Chawla, C. & Jones, T. 2021. [“Launching a Venture during a Pandemic: SLAB Outdoors LLC.”](#) *SAGE Business Cases*.

CONFERENCE PROCEEDINGS

Chawla, C. 2019. [“The Categorical Conundrum: Legitimacy in Flux and Interpretive Uncertainty during Category Emergence.”](#) *Proceedings of the Academy of Management Annual Conference, Boston*.

Chawla, C. & Tinoco, E. 2018. [“Capital Structure Heterogeneity and Firm Strategic Actions: a Transaction Cost Lens.”](#) *Proceedings of the Academy of Management Annual Conference, Chicago*.

Chawla, C. & Sharma, A. 2016. [“Conflicting Voices & Strategic Choices: Capital Provider Time Horizon And Mergers & Acquisitions.”](#) *Proceedings of the Academy of Management Annual Conference, Anaheim*.

CONFERENCE PRESENTATIONS

Chawla, C. 2019. [“The Categorical Conundrum: Legitimacy in Flux and Interpretive Uncertainty during Category Emergence.”](#) *Academy of Management Annual Conference, Boston*.

Chawla, C. 2019. "The Emergence of Technology Frames in Blockchain Projects: Adversarial Governance of Obscure Stakeholders." *Strategic Management Society Annual Conference, Minneapolis.*

Chawla, C. & Tinoco, E. 2018. "Capital Structure Heterogeneity and Firm Strategic Actions: a Transaction Cost Lens." *Academy of Management Annual Conference, Chicago.*

Chawla, C. & Sharma, A. 2016. "Conflicting Voices & Strategic Choices: Capital Provider Time Horizon And Mergers & Acquisitions." *Academy of Management Annual Conference, Anaheim.*

Chawla, C. & Sharma, A. 2013. "Indebtedness of Equity: The Unsung Role of Debt in Indian Risk Taking." *Strategic Management Society Special Conference, Mohali, India.*

Chawla, C. 2013. "Exploring the Antecedents of Consumer Participation in Value Co-Creation: Microfoundations of Demand-Side Strategy." *European Group for Organizational Studies 29th Annual Colloquium, Montreal, Canada.*

Chawla, C. 2011. "Participated in Track 1 (pre-proposal) of the selective Doctoral Consortium." *West Coast Research Symposium on Technology Entrepreneurship, University of Washington, Seattle.*

Branch, B., Sharma, A, Chawla, C., Qiu, L. 2011. ". Mergers & Acquisitions and the Universal Investor." *Decision Sciences Institute Annual Meeting, Boston.*

Chawla, C. 2011. "Unweaving the Web: Value Co-creation as Strategy" *Theorizing the Web Conference, University of Maryland.*

Chawla, C., Mangaliso, M, Knipes, B., Gauthier, J. 2010. "Antecedents & Implications of Uncertainty in Management: A Historical Perspective." *Academy of Management Annual Conference, Montreal.*

Awards and grants

Academy of Management Annual Meeting 2010 Best Paper Award: CEBC Halloran Prize in the History of Corporate Responsibility. Paper: Chawla, C., Mangaliso, M, Knipes, B., Gauthier, J. 2010. "Antecedents & Implications of Uncertainty in Management: A Historical Perspective."

2011-2012 Isenberg Scholar Award (\$10,000) for integrating engineering & business research.

[Investor Responsibility Research Center Institute](#) research grant 2010-2012. Research Assistant for team that won [IRRCI grant for research on universal investors and M & A](#). Principal Investigators: Dr. Anurag Sharma & Dr. Ben Branch.

Summer Research Grants Won: 2016 (\$2500), 2017 (\$3000), 2019 (\$2250), 2021 (\$2100) from North Central College.

Working papers/ under review

Chawla, C. 2021. "NFTs as Real Options." *Under review.*

Chawla, C. 2021. "Entrepreneurial Finance on the Blockchain: Rethinking Agency Theory." *Paper in analysis stage.*

Chawla, C. 2021. "Blockchain Platforms." *Working title, paper in research design stage.*

Professional service as reviewer

Ad hoc reviewer [The Academy of Management Review](#).

Ad hoc reviewer [Journal of Business Research](#).

Ad hoc reviewer [Academy of Management Annual Conference](#).

Non-academic work experience

Date My Wardrobe

Boston, MA & Amsterdam

Strategy Advisor

2013-2015

Fashion technology startup based in Babson College's Butler Venture Accelerator.

[Beta launch in November 2014 in Boston, and Amsterdam.](#)

Finalist (top 3 out of 35 startups) in Lean Startup Challenge Boston Fall 2013.

Y Combinator Female Founders Conference participant in March 2014.

Y Combinator Startup School Fall 2014 participant.

Shut down in 2015 due to adverse unit economics.

Lockheed Martin Corporation – Mission Systems

Los Angeles & Italy

Consultant

2008

Leveraged strong analytical, strategic, and market research capabilities to empower client to take advantage of global consolidation in the Defense and Homeland Security software sector. Part of team of four consultants responsible for identifying, evaluating, and initiating technology partnerships/acquisitions in Italy based on extensive in-market research. Enhanced competitive position in Europe.

Strategic evaluation of software product/ technology portfolio of potential partners – Technology Readiness Level.

In depth country (Italy) research of companies in four technology areas – Web services (logistics and transportation software on SOA platform), Geospatial Information Systems (including open source GRASS), Search & Discovery (reconnaissance, and surveillance), and Knowledge Management.

Analysis of cultural/ technological fit based on primary (interviews and market research in Italy), and secondary research (scientific papers, industry white papers etc.).

Due diligence of legal, organizational, and regulatory factors affecting potential partnership (offset trade requirements, technology transfer regulation etc.).

M & A due diligence (financial analysis) of over two dozen Italian software firms. Initiation of partnership discussions with C-level executives.

Developed scenario analysis, and strategy plans for senior executives.

Result: 1 acquisition and 1 technology partnership.

References

Available upon request.