

# NILOOFAR ABOLFATHI

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## Academic Appointment

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<b>Singapore Management University</b> Assistant Professor of Strategy and Entrepreneurship	July 2023–Present
<b>National University of Singapore</b> Visiting Assistant Professor	2019–2023
<b>WU Vienna University of Economics and Business</b> Assistant Professor (Non-tenure track)	2017–2019

## Education

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<b>Bocconi University</b> (Italy) Ph.D. in Business Administration and Management Dissertation title: “Essays on Organizations and Competition”	2018
<b>George Washington University</b> (US) Visiting Research Scholar	Fall 2015
<b>Allameh Tabatabai University</b> (Iran) MSc. in Industrial Management Thesis title: “A model for prioritizing firm strategies using multicriteria decision making techniques”	2010
<b>K.N.Toosi University of Technology</b> (Iran) BSc. in Industrial Engineering	2008

## Research Interests

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Competitive Strategy, Entrepreneurship, Firm Scope, Demand-side Perspective

## Publications

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- Santamaria, S., **Abolfathi, N.**, & Mahmood, I. P. (2023). Demand Pull versus Resource Push Training Approaches to Entrepreneurship: A Field Experiment. *Strategic Management Journal*. 1–24. [doi.org/10.1002/smj.3560](https://doi.org/10.1002/smj.3560)  
– Best Paper Award, wISE Scholarship in Oceania, 2023
- **Abolfathi, N.**, Fosfuri, A., & Santamaria, S. (2022). Out of the Trap: Conversion Funnel Business Model, Customer Switching Costs, and Industry Profitability. *Strategic Management Journal*, 43(9), 1872–1896. [doi.org/10.1002/smj.3388](https://doi.org/10.1002/smj.3388)  
– Best Paper Prize Honorable Mention, SMS Annual Conference, 2021
- **Abolfathi, N.**, Santamaria, S., & Williams, C. (2021). How Does Firm Scope Depend on Customer Switching Costs? Evidence from Mobile Telecommunications Markets. *Management Science*. 68(1): 316–332. [doi.org/10.1287/mnsc.2020.3913](https://doi.org/10.1287/mnsc.2020.3913)  
– Glueck Best Paper Award, Strategic Management Division of AOM, 2020
- **Abolfathi, N.**, & Santamaria, S. (2020). Dating Disruption-How Tinder Gamified an Industry. *MIT Sloan Management Review*, 61(3), 7–11. [sloanreview.mit.edu/article/dating-disruption-how-tinder-gamified-an-industry](https://sloanreview.mit.edu/article/dating-disruption-how-tinder-gamified-an-industry)

## Selected Working Papers and Work in Progress

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- Platform Competition and Complementors Scope: A Study of Gaming Streaming Platforms.
- A Demand-side Perspective on Firm Performance after New Technology Introduction: The Role of Customer Complementary Assets. (with Phene, A.)
- Strategic Human Capital and Early-stage Startup Funding: A Field Experiment.

- Niche Expansion Strategy: Explaining Leadership Change in the Mobile Dating App Industry.

### **Selected Invited Seminar and Conference Presentations**

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European Digital Platform Research Network (EU-DPRN), SIE Virtual Workshop, wISE Scholarship in Oceania.	2023
ESSEC, ESADE, IESE, Rotterdam School of Management, University College London, University of Melbourne, University of Sydney, CEIBS, Hong Kong Baptist University, City University of Hong Kong, Chinese University of Hong Kong, Singapore Management University, Copenhagen Business School, Frankfurt School, KU Leuven.	2022
Michigan Ross, University of Tehran (Faculty of Entrepreneurship), Virtual SMS Annual Conference, NUS Business School.	2021
NUS Business School BizWIP Seminar Series, Virtual AOM Annual Meeting.	2020
SMS Special Conference (Frankfurt), DRUID Conference (Copenhagen), SMS Annual Conference (Paris), SMS Special Conference (Oslo), AOM Annual Meeting (Atlanta), SMS Annual Conference (Berlin), AOM Annual Meeting (Philadelphia).	2014–2019

### **Selected Grants, Awards, and Scholarships**

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- Best Paper Award, wISE Scholarship in Oceania co-organized by Strategic Management Division of AOM (2023)
- Best Paper Prize Honorable Mention, SMS Annual Conference (2021)
- Glueck Best Paper Award, Strategic Management Division of AOM (2020)
- CoCoCo Research Grant, Bocconi University (2016–2017)
- Outstanding Reviewer Award, Strategic Management Division of AOM (2016)
- Fondazione CARIPLO Travel Award, Bocconi (2016)
- Fondazione CARIPLO Grant (Research Visit), Bocconi (2015)
- Fondazione CARIPLO (Travel Award), Bocconi (2014)
- Ph.D. Fellowship, Bocconi (2012–16)
- Graduated with honors, Allameh Tabatabai (2010)

### **Teaching Experiences**

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#### **Instructor**

- NUS Business School
  - Strategic Management (BSc course, Fall 2019/ 2020/2021/2022)
  - Recent Instructor Scores: **4.60 and 4.7 out of 5.00** (Department average: 4.20)
- WU Vienna University of Economics and Business
  - Advanced Innovation Management (MSc course, Fall 2017/2018/2019)
  - Business Model Innovation (BSc course, Spring 2018)
- Bocconi
  - Innovation Management (MSc course, Spring 2017)

#### **Teaching Assistant (Bocconi)**

- Technology and Innovation Management for Fosfuri A. (BSc, 2016/2017)
- Corporate Strategy for Williams C. & Dutt N. (MSc, 2016)

### **Service**

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- **Reviewer**  
Strategic Management Journal, Academy of Management Journal, Journal of Management

- Studies, Strategic Management Society, Academy of Management
- **Thesis Committee Member**  
Ph.D. and Master thesis (co)supervisor| WU Vienna (2018–19)
- **Others**  
Startup Pitch Competition Judge for SWITCH and Women in Entrepreneurship Incubator (2023)  
SMS Media Innovations Team Member (since 2022)  
Conference session chair (SMS 2021, DRUID 2019)  
Committee member in selecting the Department’s Master candidates| WU Vienna (2017–19)  
Session chair for post-seminar meetings with Ph.D. candidates| Bocconi University (2016–17)  
Ph.D. Buddy| Mentoring new Ph.D. students| Bocconi University (2016-17)

### **Other Professional Experiences**

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- Research Associate in Sharif University Energy Research Institute, Iran (2010–2012)

### **Skills**

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- Languages. Farsi (native), Azerbaijani (native), English (fluent), Italian (intermediate), German (basic)
- Statistical software. Stata (advanced), Python (basic)