

SUSAN LEE COHEN

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ACADEMIC EMPLOYMENT

University of Georgia, Terry College of Business

Assistant Professor of Management

2018 – *present*

University of Richmond, Robins School of Business

Assistant Professor of Management

2014 – 2018

Visiting Lecturer of Management

2013 – 2014

EDUCATION

The University of North Carolina at Chapel Hill, Kenan-Flagler Business School

Ph.D. in Business Administration, Strategy and Entrepreneurship (2008- 2013)

Northwestern University, Kellogg Graduate School of Management

M.B.A. in Strategy and Entrepreneurship (1997)

Beta Gamma Sigma, Kauffman Foundation Fellowship Finalist

University of Michigan

B.A. in Applied Mathematics (1991)

PUBLICATIONS

Miller, Amisha, Siobhan O'Mahony and Susan Cohen (Forthcoming). Opening the aperture: Explaining the complementary roles of advice and testing when forming entrepreneurial strategy. *Organization Science*.

Hallen, Benjamin, Susan Cohen and Sung Park (2023). Are Seed Accelerators Status Springboards for Startups? *Strategic Management Journal*.

O'Mahony, Siobhan and Susan Cohen (2022). Navigating the Promises and Perils of Researching Emerging Phenomena in Strategy and Organizations. *Strategic Organization*. 20 (4), 872-885.

Hallen, Benjamin, Susan Cohen and Chris Bingham (2020). Do Accelerators Work? If so, How? *Organization Science*. 31 (2), 378-414.

Cohen, Susan, Chris Bingham and Benjamin Hallen (2019). The Role of Accelerator Designs in Mitigating the Bounded Rationality of New Ventures: *Administrative Science Quarterly*. 64(4), 810–854.

Cohen, Susan, Daniel Fehder, Yael Hochberg and Fiona Murray* (2019). The Design and Impact of Startup Accelerators. *Research Policy*, 48 (7), 1781-1797.

Cohen, Susan and Mary Tripsas (2018). Managing Technological Transitions by Building Bridges. *Academy of Management Journal*, 61(6): 2319–2342.

Cohen, Susan. (2013). What do Accelerators Do? Insights from Incubators and Angels. *Innovations: Technology, Governance, Globalization*. 8(3-4) 19–25.

Citation Counts (March, 2023)

Google Scholar since 2018 = 2086 | Total = 2471 (h-index = 8, i10-index = 8)

WORKING PAPERS

Cohen, Susan. Learning from Narratives: How Developing “The Pitch” Stimulates Learning in New Ventures. *1st invitation to revise and resubmit, Strategic Management Journal*.

Murray, Alexander, Farhan Iqbal[†] and Susan Cohen. How Early-Stage Ventures Manage Internal Legitimacy Jolts with Initial Resource Providers: Evidence from Kickstarter. (Nominated for best paper at SMS Special Conference in Berkley). Draft completed.

Cohen, Susan, Hallen, Benjamin and Sandy Yu. Do Accelerators Influence Founders’ Career Trajectories? Draft completed.

Cohen Susan and Yael Hochberg. (2014). Accelerating Startups: The Seed Accelerator Phenomenon. Permanent Working Paper.

WORK IN PROGRESS

Cohen, Susan, Benjamin Hallen. Broad Advice-Based Search: A Fresh Perspective on Entrepreneurial Learning. Writing.

Sharma, Shubha[†], Susan Cohen and Marie Mitchell. Funny Money: Strategic Humor in Entrepreneurial Pitches. In data collection.

Clayton, Paige, Susan Cohen and Ross Rubenstein. [Do Merit Scholarships Increase Entrepreneurship Rates? For which Entrepreneurs and in what Regions?] In data collection. Kauffman Foundation Challenge Grant (\$400,000 awarded.)

SEED ACCELERATOR RANKINGS REPORTS AND PUBLICATIONS

Seed Accelerator Rankings Reports, 2015, 2016, 2017 2018 (with Yael Hochberg and Dan Fehder)

Hochberg, Yael, Susan Cohen and Dan Fehder. (2015). These are the Top 20 U.S. Accelerators. **TechCrunch**. March 17, 2015. <https://techcrunch.com/2015/03/17/these-are-the-top-20-us-accelerators/>

Hochberg, Yael, Susan Cohen and Dan Fehder. (2015). The Top 20 Accelerators in the U.S. **Harvard Business Review**. March 31, 2015. <https://hbr.org/2015/03/the-top-20-start-up-accelerators-in-the-u-s>

GRANTS, AWARDS AND FELLOWSHIPS

Kauffman Foundation Challenge Grant (\$400,000). 2022.

TUM Research Excellence Award in Innovation, Entrepreneurship and Leadership 2022 of the Peter Pribilla Foundation, Finalist. 2021.

University of Georgia, UGA Innovation, Creativity, and Design Thinking Research Community Seed Grant (\$500), 2021

Kauffman Foundation Junior Faculty Fellow (\$35,000), 2018 - 2021

Kauffman Foundation Grant (\$95,813), 2015 - 2018

Robins School MBA Professor of the Year, 2016

Best Paper Award, Academy of Management, Technology & Innovation Management, 2014

Batten Fellow, Darden School of Business, University of Virginia (\$5,000), 2012 - 2013

Tanner Award for Excellence in Undergraduate Teaching, UNC at Chapel Hill (\$5,000), 2012
Distinguished Reviewer, Academy of Management Entrepreneurship Division, 2012
National Institute of Science and Technology Scholarship, (\$6,000) 2010 - 2011
Future Faculty Fellowship, UNC at Chapel Hill, 2010

CONFERENCE PRESENTATIONS AND INVITED TALKS

Cohen, Susan. Learning from Narratives: How Developing “The Pitch” Stimulates Learning in New Ventures.

- Strategic Management Society Summer Seminar Series, Strategy & Entrepreneurship IG, Virtual, 2021
- Academy of Management, PDW 2021
- The University of Pennsylvania, Wharton School, 2021 (Invited)
- Syracuse University, 2021 (Invited)
- Technical University of Munich, 2021 (Invited)
- IESEG School of Management, Paris, France, 2021 (Invited)
- Strategy Science, Harvard Business School, Virtual 2021
- West Coast Research Symposium (Canceled due to Covid). 2021
- Strategic Management Society Annual Meeting, Virtual, 2021
- International Symposium on Process Organization Studies, Virtual, 2021
- Academy of Management Annual Meetings, Virtual, 2020

Miller, Amisha, Siobhan O’Mahony and Susan Cohen. Translating External Advice into Action: How Learning Informs Entrepreneurial Strategy

- Georgia State University Entrepreneurship Research Group, 2022
- Academy of Management Annual Meeting 2021
- Industry Studies Association, canceled due to Covid
- Strategic Management Society Annual Meeting, Virtual, 2020
- The University of Michigan Strategy Seminar, 2020

Hallen, Benjamin, and Susan Cohen. Marketplace Platforms in the Presence of Social Networks: The Impact of Accelerators on Venture Capital Investment Syndicate Formation.

- Academy of Management, PDW 2021
- Industry Studies Association, canceled due to Covid
- Strategic Management Society Annual Meeting, Virtual, 2020

Cohen, Susan and Isin Guler. Learning to Hit Homeruns: Evidence from Batches of Ventures Participating in Accelerator Programs.

- Strategic Management Society Annual Meeting, Paris, France, 2018

Hallen, Benjamin and Cohen, Susan. Do Accelerators Reshape Early ventures’ Networks?

- Academy of Management Annual Meetings, Chicago, Illinois, 2018

Cohen, Susan, Christopher Bingham and Benjamin Hallen. Mitigating the Bounded Rationality of New Ventures: The Role of Accelerator Designs.

- Academy of Management Annual Meetings, Atlanta, Georgia, 2017
- Colorado University Entrepreneurship and Collaboration Conference, Boulder, Colorado, 2017
- Strategic Management Society Annual Meeting, Denver, Colorado, 2015
- Atlanta Competitive Advantage Conference, Atlanta, Georgia, 2015

Hallen, Benjamin, Susan Cohen and Chris Bingham. Do Accelerators Accelerate? A Study of Venture Accelerators as a Path to Success.

- Imperial College Innovation and Entrepreneurship Conversation, 2018 (Keynote)
- Boston University, 2018 (Invited)
- University of Georgia, 2017 (Invited)
- Darden Judge Entrepreneurship and Innovation Research Conference, Cambridge, United Kingdom, 2015
- Emory Colloquium on Entrepreneurship and Accelerators, Atlanta, Georgia, 2015
- Academy of Management, Philadelphia, Pennsylvania, 2014
- Wharton Technology Conference, Philadelphia, Pennsylvania, 2014
- West Coast Research Symposium, Seattle, Washington, 2013

Cohen, Susan. How do Accelerators Accelerate Organizational Learning?

- Smith Entrepreneurship Research Conference, College Park, Maryland, 2014
- Academy of Management, Orlando, Florida, 2013
- Atlanta Competitive Advantage Conference, Atlanta, Georgia, 2013
- George Washington University, 2012 (Invited)
- University of Virginia, 2013 (Invited)
- Massachusetts Institute of Technology (MIT) TIES, 2013 (Invited)

Cohen, Susan and Mary Tripsas. Managing Technological Transitions by Building Bridges.

- West Coast Research Symposium, Seattle, Washington, 2015
- Academy of Management, Orlando, Florida, 2013
- Academy of Management, Boston, Massachusetts, 2012
- Darden Entrepreneurship and Innovation Research Conference, Charlottesville, Virginia, 2012
- Strategic Management Society, Miami, Florida, 2011

Turning the Page on Industry Formation: A Population Analysis of the Nascent e-Text Industry.

- Academy of Management, Chicago, Illinois, 2009

Novel Topics or Risky Business: Building Theory from Emerging Phenomena Evidence from Accelerators.

- Academy of Management Annual Meetings, Boston, Massachusetts, 2019

A Platform to Study Lean: Accelerators, Lean Startups and Innovation Strategy.

- Academy of Management Annual Meetings, Atlanta, Georgia, 2017

PROFESSIONAL AND SERVICE ACTIVITIES

Editorial Review Boards

- *Strategic Management Journal*. 2021- present
- *Strategic Entrepreneurship Journal*. 2021- present
- *Organization Science*. 2020 – present

Ad-hoc Reviewing

- *Strategy Science*
- *Research Policy*
- *Administrative Science Quarterly*
- *Academy of Management Journal*

- *Journal of Business Venturing*
- *Entrepreneurship Theory and Practice*
- *Sloan Management Review*
- Academy of Management Annual Meeting's Technology and Innovation Management and Entrepreneurship divisions, including TIM Best Paper Award (2009 - 2019)

Grant Reviewing

- Strategic Management Society Research in Organizations (RIO) grant program, 2018, 2019
- Batten Institute Fellows Program at the Darden School of Business, 2018
- Small Business Administration, 2015
- National Science Foundation's Science of Science and Innovation Policy Grant program, 2014 – 2015

Professional Activities and Associations

- Representative-at-large (Elected position), Academy of Management, Technology and Innovation Management Division, Term 2021-2023
- Member of the Research Committee, Academy of Management, Technology and Innovation Management Division, Term 2020-2021
- Representative-at-large, Strategic Management Society Entrepreneurship and Strategy Interest Group, Term 2019 – 2021 (Elected position)
- Faculty Panelist, Strategic Management Society Entrepreneurship and Strategy Interest Group: "Pitch Your Research"
- Mentor, TechStars, Atlanta, GA, 2019, 2020, 2021
- Member of the Academy of Management
- Member of the Strategic Management Society

Symposium / Conference Participation and Organization

- Discussant, BYU Winter Strategy Conference, Park City Utah, 2023.
- Discussant, INSEAD Doriot Entrepreneurship Conference, Fontainebleau, France, 2022.
- Organizer, Entrepreneurial Strategy Formation Panel, Strategic Management Society Annual Meeting, Virtual, 2020
- Panelist, Lean Startups and Innovation Strategy PDW, Academy of Management, Virtual, 2020
- Chair and Panelist, Digital Technologies and Platforms: Reshaping Entrepreneurship, Business Models, and Ecosystem, Academy of Management, Vancouver, 2020. Canceled.
- Panelist, Reconsidering the Nature and Role of Entrepreneurial Support Organizations, Academy of Management, Vancouver, 2020. Canceled.
- Discussant, Walk-in Strategy Teaching Clinic, Academy of Management, Vancouver, 2020. Canceled.
- Organizer, Organizational Learning in Entrepreneurial Firms, Strategic Management Society Annual Meeting, Minneapolis, MN, 2019
- Session Facilitator, Collaboration and Innovation, Strategic Management Society Annual Meeting, Minneapolis, MN, 2019
- Organizer, Generating Novel Theory from Hot Topics, Academy of Management, Boston, MA, 2019
- Discussant, Crowdfunding, Entrepreneurship Division, Academy of Management, Atlanta, GA, 2017
- Organizer, Accelerating research on accelerators, Professional Development Workshop, Entrepreneurship Division, Academy of Management, Orlando, FL 2013
- Session chair, New product development, value creation and timing, TIM division, Academy of Management, Boston, Massachusetts, 2012
- Coordinated the Mid-Atlantic Strategy Colloquium Doctoral Workshop, Chapel Hill, NC, 2011

Service to the University of Georgia (selected)

- Journal List Review Committee (2022-2023)
- Faculty Search Committee Member (2019, 2020, 2021)
- Member, UGA Innovation, Creativity, and Design Thinking Research Community (2000-2021)
- Performance Appraisal Committee (2020)
- PhD Student Recruiting (2018 – present)

Advising

- Dissertation Committee, Farhan Iqbal, 2023.
- First Year Coach, Catherine Park, expected graduation 2026

Service to the University of Richmond (selected)

- Provost Special Committee on Creativity, Innovation and Entrepreneurship, 2017
- Student Development Committee, (University) 2016 – 2017
- Faculty Search Committee Member, (Department) 2014, 2017

TEACHING EXPERIENCE

University of Georgia

- ENTR 7990: MBA Design Thinking, 2022, 2023
- ENTR 7715: MBA Entrepreneurship, 2019 - 2023 (Avg. instructor evaluation = 4.97/5)
- MNGT 5560: BBA International Strategy, 2019, 2020 (Avg. instructor evaluation = 4.41/5)
- MNGT 9330: PHD Seminar in Entrepreneurship and Innovation, 2020, 2022 (Avg. instructor evaluation = 5/5)

University of Richmond – 2016 MBA Professor of the Year

- Five sections per year, two or three of the following courses:
- MNGT 347: Undergraduate Entrepreneurship and Innovation. 2015 – 2018
- MBA 539: MBA Managing Innovation. 2015
- MBA 539: MBA New Venture Creation. 2016 – 2018
- BUAD 497: Undergraduate Strategic Management Capstone. 2013 – 2015

University of North Carolina at Chapel Hill – 2012 UNC Tanner Award Recipient

- Online MBA 835: Entrepreneurship. Facilitated synchronous online discussions. 2013 – 2014
- BSBA 698: Strategic Management. Winter Term 2011

SELECTED MEDIA COVERAGE

Financial Times, May 2022. Prologue pushes ahead with start-up accelerator despite tech sell-off. Quoted.

Brookings, February 2016: Accelerating growth: Startup accelerator programs in the United States. Think tank policy paper that highlighted several of my papers and projects.

Research Chatter Podcast (Podcast of Strategic Management Society). Podcast 1, July 21, 2015: Highlighted then working paper, “Do accelerators accelerate?” in their discussion of venture accelerators.

Knowledge@Wharton. 2016. Disrupting the disruptors: Startup accelerators feel pressure to evolve. References my working paper, “Accelerating startups: The seed accelerator phenomenon.”

Wall Street Journal. June 2014. Tech startups benefit from accelerator boom.

Economist, January 2014. Accelerators getting up to speed.

Wall Street Journal. Nov. 2014. Techstars graduates' survival rates: What the numbers show.

Media covering the Seed Accelerator Rankings:

- TechCrunch and Strictly VC, March 2016. Your favorite accelerator programs, ranked.
- Forbes, 2015 The best startup accelerators Of 2015.
- Inc. March 2014. The 15 best startup accelerators in the U.S.
- Over a hundred media outlets cover the rankings each year. Reach in 2017 was 21 million people.

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SELECTED INDUSTRY EXPERIENCE

Priceline.com, Member of Founding Team, Director of Marketing

- Managed a team of marketers and technologists who created the initial priceline.com website and an external agency who developed the front-end of the website. Intimately involved with every aspect of product development and customer acquisition strategies.
- Developed strategic licensing plans for intellectual property developed by parent company, Walker Digital.

Yoyodyne, Vice President, Brand Management

- Developed online direct marketing program targeting entrepreneurs. Profitable in six months.
- Supported the sale of the company to Yahoo!
- Helped founder, Seth Godin, write several books, including “Idea Virus.”

SPSS, New Product Marketing Manager

- Launched new statistical software and data collection products.
- Integrated acquisitions, such as SYSTAT, into global sales and marketing channels.