

CURRICULUM VITAE

Denise Falchetti, PhD

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ACADEMIC APPOINTMENTS

August 2022 – now	Assistant Professor of Management , Management Department, The George Washington University, School of Business, USA
November 2020 – July 2022	Postdoctoral Research Fellow , Management Department, University of Bologna, Italy
March 2019 – February 2020	Postdoctoral Associate , Strategy & Innovation Department, Boston University, Questrom School of Business, USA
February 2016 – February 2019	Visiting Scholar , Management & Organization Department, New York University, Stern School of Business, USA
August 2014 – October 2014	Visiting Scholar , Management Department, City University London, Bayes Business School (formerly Cass), UK

EDUCATION

October 2013 – March 2018	Ph.D. in General Management , University of Bologna, Italy Thesis Title: “The Novelty Journey in Evaluation Processes: The Role of Personal Traits, Social Factors and Idea Framing in Shaping Audience Preferences”
July 2013	Master of Science in Management Engineering , University of Bologna, Italy 110/110 summa cum laude
April 2011	Bachelor of Science in Management Engineering , University of Florence, Italy 110/110 summa cum laude

RESEARCH INTERESTS

Entrepreneurship, Creativity, Novelty Recognition, Evaluative Biases, Social Impact, Experiments

PUBLICATIONS

- 5) **Falchetti, D.**, Cattani, G., & Ferriani, S. (2024). “Radically concrete or incrementally abstract? The contingent role of abstract and concrete framing in pitching novel ideas”, *Innovation: Organization & Management*, pp. 473-493
- 4) **Falchetti D.**, Cattani, G. & Ferriani, S. (2022) “Start with “Why”, but only if you have to: The Strategic Framing of Novel Ideas across Different Audiences”, *Strategic Management Journal*, vol. 43, pp. 130-159
 - Winner of the 2nd Prize EBS Best Paper Award 2021
 - Recognized among one of the most downloaded papers during its first 12 months of publication in SMJ
- 3) **Falchetti D.** (2022) “How a Strong Present Focus Fosters Radical Idea Recognition”, in *The Generation, Recognition and Legitimation of Novelty*, *Research in the Sociology of Organizations*, vol. 77, pp. 187-204

- 2) Ferriani, S., Cattani, G. & **Falchetti D.** (2021) “When Pitching an Idea, Should You Focus on “Why” or “How”?” , *Harvard Business Review*, online, pp. 1-5
- 1) *Aadland, E., Cattani, G., **Falchetti D.** & Ferriani, S. (2020) “Reflecting Glory or Deflecting Stigma? The Interplay between Status and Social Proximity in Peer Evaluations”, *PLoS One*, 15(9), e0238651. Available at: <https://doi.org/10.1371/journal.pone.0238651> (*Equal authorship)

BOOK CHAPTERS

*Cattani, G., **Falchetti, D.** & Ferriani, S. (2020) “Innovators’ Acts of Framing and Audiences’ Structural Characteristics in Novelty Recognition”. In J. S. Pedersen, B. Slavich, & M. Khaire (Eds.), *Technology and Creativity*. Palgrave Macmillan, Cham, pp. 13-36 (*Equal authorship)

MANUSCRIPTS UNDER REVIEW & RESEARCH IN PROGRESS

Leibel, E., **Falchetti, D.** & O'Mahony, S. “The Dual Purpose of Entrepreneurs’ Pitches for Resource Acquisition” (Revise and Resubmit at *Strategic Management Journal*)

Ballesteros, L., Pamphile V. & **Falchetti, D.** “Is Labor Productivity More Sensitive to Corporate Philanthropy Towards Welfare Shocks or Chronic Condition?” (Revise and Resubmit at *Strategic Management Journal*)

Cattani, G., **Falchetti, D.** & Ferriani, S. “Novelty Evaluation and Innovators’ Framing Strategies” (Refining for Submission, Target: *American Sociological Review or Administrative Science Quarterly*)

Cutolo, D., **Falchetti, D.** & Wesemann, H. “How Emotionally Ambivalent Language Can Support Popular Entrepreneurs in Presenting Unconventional Ideas” (Refining for Submission, Target *Strategic Entrepreneurship Journal*)

Falchetti, D. “Shattering the Gender Gap in STEM” (Working Paper & Data Collection; Target: *Academy of Management Journal*)

Falchetti, D. & Rothman, N., “Internal Conflict Makes Us Wiser” (Working Paper & Data Collection; Target: *Academy of Management Journal*)

Cattani, G., **Falchetti, D.** & Ferriani, S. “The Recognition of Novelty: A Research Agenda” (Working Paper, Target: *Organization Studies*)

Santoni, S., Cattani, G., **Falchetti, D.** & Ferriani, S. “Measuring Novelty in Heterogeneous Markets” (Data Analysis and Experimental Design)

CONFERENCES PRESENTATIONS

October 2024 **AMJ Paper Development Workshop at American University (Washington, DC, USA)**

Paper accepted for presentation: *Shattering the Gender Gap in STEM: Counter-stereotypical Women and Stakeholders’ Lay Theories*

August 2024 **84TH Annual Meeting of the Academy of Management Conference (Chicago, USA)**

Organization of the PDW: *Experimenting: Best Practices and Future Directions*

Organization of the PDW: *Framing Novelty: New Perspectives on Language and Communication in Entrepreneurship and Innovation*

Panelist at the PDW: *Strategic Framing in Multi-Stakeholder Settings: Tensions, Reconciliation Strategies, and Use of AI*

Presentation of the paper: *Novelty Evaluation & Narrative Strategies: The Outsider Challenge* (as part of the symposium *New Perspectives on the Interplay of Networks and Culture*)

July 2024 **40TH European Group for Organizational Studies (Milan, Italy)**

Paper accepted for presentation: *Internal Conflict Makes Us Wiser: A Theory of How Evaluators Use Emotional Ambivalence to Navigate Tensions between Novelty and Usefulness and Become Less Biased Against Novelty*

June 2024	Babson College Entrepreneurship Research Conference (Munich, Germany) Paper accepted for presentation: <i>Lifting the Curse of Social Media Popularity: How Emotionally Ambivalent Language Can Support Popular Entrepreneurs in Presenting Unconventional Ideas</i>
October 2023	Workshop on Experimental Economics and Entrepreneurship (Charlotte, USA) Presentation of the paper: <i>Novelty Evaluation and Framing Strategies: The Outsider Challenge</i>
August 2023	83RD Annual Meeting of the Academy of Management Conference (Boston, USA) Organization of the PDW: <i>Experimenting: Best Practices and Future Directions</i> Organization of the PDW: <i>From Symbols to Rules: New Perspectives on Language and Communication in Entrepreneurship and Innovation Research</i> Presentation of the paper: <i>Making Friends While Pitching Investors—Exploring Different Paths of Resource Acquisition</i> Participation to the ENT Early Career Development Consortium
July 2023	39TH European Group for Organizational Studies (Cagliari, Italy) Presentation of the paper: <i>Novelty Evaluation and Framing Strategies: The Outsider Challenge</i>
August 2022	82ND Annual Meeting of the Academy of Management Conference (Seattle, USA) Presentation of the paper: <i>Novelty Evaluation & Narrative Strategies: The Outsider Challenge</i> (as part of the symposium <i>Evaluating novel technologies: art or science?</i>) Presentation of the paper: <i>Forming ties for impact: Cognitive and Emotional Resonance between Entrepreneurs and Investors</i> (as part of the symposium <i>Why Become an Entrepreneur – And, Why Does It Matter? Exploring The Effects of Motives on Entrepreneurial Outcomes</i>)
June 2022	4TH INSEAD Doriot Entrepreneurship Conference (Paris, France) Poster presentation: <i>When Money isn't Everything — Exploring Different Patterns of Entrepreneur Resource Acquisition</i>
September 2021	37TH Strategic Management Society Conference (Toronto, Canada) Presentation of the paper: <i>When Money isn't Everything — Exploring Different Patterns of Entrepreneur Resource Acquisition</i>
September 2021	13TH International Social Innovation Research Conference (Milan, Italy) Presentation of the paper: <i>When Money isn't Everything — Exploring Different Patterns of Entrepreneur Resource Acquisition</i>
August 2021	81ST Annual Meeting of the Academy of Management Conference (Virtual) Presentation of the paper: <i>When Money isn't Everything — Exploring Different Patterns of Entrepreneur Resource Acquisition</i> Accepted proposal for roundtable session: <i>Has the Art of Persuasion changed over 2,000 years? Rhetorical appeals and attentional engagement in TED talks</i> Accepted proposal for roundtable session: <i>Understanding the relationship between the language of local investors and entrepreneurs' ability to attract resources from the community—a mixed method approach</i> Accepted proposal for roundtable session: <i>Do we always need a story? The role of within-audience heterogeneity in persuasive communication</i> Accepted proposal for roundtable session: <i>A little bit of everything? A configuration approach on entrepreneurial narratives</i>
July 2021	37TH European Group for Organizational Studies (Amsterdam, Netherlands) Presentation of the paper: <i>When Money isn't Everything — Exploring Different Patterns of Entrepreneur Resource Acquisition</i> [presentation was online due to COVID19]
March 2020	Strategic Management Society Special Conference (Berkeley, USA) Accepted presentation: <i>Novelty Recognition: A Strong Present Focus to Foster Radical Ideas</i>
August 2019	79TH Annual Meeting of the Academy of Management Conference (Boston, USA)

	Presentation of the paper <i>The Socio-Cognitive Bases of Reward Allocation: The Interplay between Status and Social Ties in Peer- Based Evaluative Settings</i> Participation to the TIM Junior Faculty Consortium
July 2019	Crete workshop on Innovation & Creativity (Heraklion, Greece) Presentation of the paper <i>Overcoming the Liability of Novelty: The Power of Framing</i>
August 2018	78TH Annual Meeting of the Academy of Management Conference (Chicago, USA) Presentation of the paper <i>Overcoming the Liability of Novelty: The Power of Framing</i>
August 2018	16TH Open and User Innovation Conference (New York, USA) Presentation of the paper <i>Overcoming the Liability of Novelty: The Power of Framing</i>
July 2018	34TH European Group for Organizational Studies (Tallinn, Estonia) Presentation of the paper <i>The interplay between status and social ties in peer audience evaluations: A laboratory experiment and field study</i>
June 2018	Creative Industries Conference, (Edinburgh, UK) Presentation of the paper <i>The interplay between status and social ties in peer audience evaluations: A laboratory experiment and field study</i>
May 2018	East Coast Doctoral Conference (New York, USA) Presentation of the paper <i>The interplay between status and social ties in peer audience evaluations:</i> <i>A laboratory experiment and field study</i>
January 2018	4TH Israel Organizational Behavior Conference (Tel Aviv, Israel) Presentation of the paper <i>Overcoming the Liability of Novelty: The Power of Framing</i> Participation to the Doctoral Students and Junior Faculty Consortium
October 2017	37TH Strategic Management Society Conference (Houston, USA) Presentation of the paper <i>Overcoming the Liability of Novelty: The Power of Framing</i>
July 2017	33TH European Group for Organizational Studies (Copenhagen, Denmark) Presentation of the paper <i>Overcoming the Liability of Novelty: The Power of Framing</i>
May 2017	East Coast Doctoral Conference (New York, USA) Presentation of the paper <i>Overcoming the Liability of Novelty: The Power of Framing</i>
April 2017	The Wharton School of Business, University of Pennsylvania (Philadelphia, USA) Presentation of the paper <i>Overcoming the Liability of Novelty: The Power of Framing</i>

INVITED PRESENTATIONS

October 2023	Case Western Reserve University, Weatherhead School of Management (Cleveland, OH, USA) Presentation of the paper <i>Start with “Why”, but only if you have to: The Strategic Framing of Novel Ideas across Different Audiences</i> [in-person seminar with DBA and PhD students]
April 2023	American University, Kogod School of Business (Washington, DC, USA) Presentation of the paper <i>Novelty Evaluation and Framing Strategies: The Outsider Challenge</i>
August 2022	University of Ljubljana, School of Economics and Business (Slovenia) Presentation of the paper <i>Start with “Why”, but only if you have to: The Strategic Framing of Novel Ideas across Different Audiences</i> [online doctoral seminar as part of the summer school <i>Experimental Design and Analysis</i> , course leader: Jagdip Singh, Case Western Reserve University, USA]
December 2021	Tilburg University, School of Economics and Management (Tilburg, Netherlands) Presentation of the paper <i>When Money isn’t Everything — Exploring Different Patterns of Entrepreneur Resource Acquisition</i> [presentation was online due to COVID19]

November 2021	IESE, Business School, University of Navarra (Barcelona, Spain) Presentation of the paper <i>When Money isn't Everything — Exploring Different Patterns of Entrepreneur Resource Acquisition</i>
November 2021	The George Washington University, School of Business (Washington, DC, USA) Presentation of the paper <i>When Money isn't Everything — Exploring Different Patterns of Entrepreneur Resource Acquisition</i> [presentation was online due to COVID19]
June 2021	Muma College of Business, University of South Florida (Tampa, USA) Presentation of the paper <i>Start with "Why", but only if you have to: The Strategic Framing of Novel Ideas across Different Audiences</i> [presentation was online due to COVID19]
October 2018	Questrom School of Business, Boston University (Boston, USA) Presentation of the paper <i>Overcoming the Liability of Novelty: The Power of Framing</i>
March 2018	University of Lugano (Univeristà della Svizzera Italiana) (Lugano, Switzerland) Presentation of the paper <i>Overcoming the Liability of Novelty: The Power of Framing</i>

TEACHING

2024	Educator , The George Washington University, USA <i>Entrepreneurship (4.5/5, undergraduate level)</i>
2023	Educator , The George Washington University, USA <i>Entrepreneurship (4.5/5, undergraduate level and graduate level)</i> <i>Design Thinking (4.5/5, undergraduate and graduate level)</i>
2019	Educator , Boston University, USA <i>Organizing for Design and Innovation (3.94/5, undergraduate level)</i>
2019	Educator , Innovate@BU, BUild Lab, Boston University, USA <i>Pitch Deck Workshop</i>
2015	Teaching Assistant , University of Bologna, ITA <i>Innovation Management (graduate level)</i> <i>International Supply Chain Management (graduate level, course taught in English)</i>
2014	Teaching Assistant , University of Bologna, ITA <i>Economics and Business Organization (undergraduate level)</i>
2013	Teaching Assistant , University of Bologna, ITA <i>Organizational Behavior and Human Resources Management (graduate level)</i>

AWARDS & NOMINATIONS

December 2023	The George Washington University, Nomination for the 2024 ORAU Ralph E. Powe Junior Faculty Enhancement Awards
March 2020 & March 2021	European Commission, Horizon 2020, Seal of Excellence for the quality of my research

SERVICE TO THE ACADEMIC COMMUNITY

Editorial Review Board (2023 - now): *Organization Science*
 Reviewer: *Strategic Management Journal*, *Strategic Entrepreneurship Journal*, *Journal of Business Venturing*, *Journal of Management Studies*, *AOM*
 Professional Associations: Academy of Management, European Group for Organizational Studies (EGOS), Strategic Management Society
 Speaker Research Seminars Organizer, GWU MGT Department (2022 – now)

EDUCATIONAL ACTIVITIES

June 2023	RM-CARMA Consortium [online]
May 2023	Teaching Entrepreneurship AI Summit [online]

September 2022	Experiential Classroom XXII, Tampa, Florida
March 2016 – February 2018	Lab Seminars, Department of Social Psychology Trope Lab, New York University, USA
June 2017	IX Medici Summer School, The Organization of Innovation and Entrepreneurship MIT Sloan School of Management, Boston, USA
May 2016	Intensive Course, Interactions in Linear Regression Analysis Statistical Horizons, Philadelphia, USA
September 2015	Summer School, Experimental Research University of Calabria, ITA