

CURRICULUM VITAE

Denise Falchetti, PhD

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ACADEMIC APPOINTMENTS

November 2020 – now	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

PUBLICATIONS

- 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
- 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. Khairé (Eds.), *Technology and Creativity*. Palgrave Macmillan, Cham, pp. 13-36 (*Equal authorship)

WORKING PAPERS & RESEARCH IN PROGRESS

- Falchetti D.**, Leibel, E., & O'Mahony, S. "The Dual Purpose of Entrepreneurs' Pitches for Resource Acquisition" (Finalizing Phase - Target: *Academy of Management Journal*)
- Falchetti D.**, Cattani, G. & Ferriani, S. "The Recognition of Novelty: A Research Agenda" (Finalizing Phase - Target: *Strategic Organization*)
- Falchetti D.**, Leibel, E. & Chang, M. "Understanding the relationship between the language of local investors and entrepreneurs' ability to attract resources from the community—a mixed method approach" (Experimental Design and Writing Phase - Target: *Administrative Science Quarterly*)
- Falchetti D.**, Cutolo, D. & Ferriani, S. "A little bit of everything? A configuration approach on entrepreneurial narratives" (Data Analysis - Target: *Journal of Business Venturing*)
- Cutolo, D., **Falchetti D.** & Ferriani, S. "Has the Art of Persuasion changed over 2,000 years? Rhetorical appeals and attentional engagement" (Data Analysis and Experimental Design)
- Cattani, G., Cutolo, D., **Falchetti D.** & Ferriani, S. "Do we always need a story? The role of within-audience heterogeneity in persuasive communication" (Data Analysis and Experimental Design)
- Falchetti D.** & Leibel, E. "Understanding How the Mental Models of Social Investors and Entrepreneurs Influence Resource Mobilization Processes" (Data Coding and Data Analysis)
- Cattani, G., **Falchetti D.** & Ferriani, S. "The Outsider Challenge and Authentic Self-Narratives in Novel Idea Evaluation" (Experimental Design)

OTHER PUBLICATIONS

- Falchetti D.**, Bottani P. & Visintin F. (2011) "Forecasting Insolvencies: the Case of Traditional Textile Producers" (original Italian title: "Previsione delle insolvenze: il caso dei produttori di tessuti tradizionali"), *Amministrazione & Finanza*, IPSOA, vol. 11, pp. 79-84, ISSN:1971-5013

CONFERENCES PRESENTATIONS

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| 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> |
| 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: 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

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

- 2019 **Lecturer**, Strategy & Innovation Department, Boston University, USA
Organizing for Design and Innovation (3.94/5, undergraduate level)
- 2019 **Instructor**, Innovate@BU, BUild Lab, Boston University, USA
Pitch Deck Workshop
- 2015 **Teaching Assistant**, Management Department, University of Bologna, ITA
Innovation Management (graduate level)
International Supply Chain Management (graduate level, course taught in English)
- 2014 **Teaching Assistant**, Management Department, University of Bologna, ITA
Economics and Business Organization (undergraduate level)
- 2013 **Teaching Assistant**, Management Department, University of Bologna, ITA
Organizational Behavior and Human Resources Management (graduate level)

OTHER TEACHING RELATED ACTIVITIES

- 2016 – now **Tutor for International Affairs**
Management Department, University of Bologna, ITA
- 2014 – 2015 **Expert Member in the Commission for the State Exam for Engineers**
University of Bologna, ITA
- 2013 **Tutor of the Degree Program in Management Engineering**
University of Bologna, ITA

FELLOWSHIPS & GRANTS

- November 2017 – April 2018 MarcoPolo scholarship to support my visiting
- January 2016 – July 2016 MarcoPolo scholarship to support my visiting
- October 2013 – September 2017 Full PhD scholarship (4 years)

Grant as participant

- 2016: Italian National Science Foundation (MIUR) PRIN 2016 (Italian Ministry of Education and Research): “Creativity, Audiences and Social Evaluation: An Empirical Inquiry into the Emergence and Legitimation of Novelty (CASE)”.
Principal Investigator: Prof. Simone Ferriani
3-year project: value approx 200,000 Euro
Website: <https://site.unibo.it/case/en>

AWARDS

- March 2021 European Commission, Horizon 2020, [Seal of Excellence](#) for the quality of my research

SERVICE TO THE ACADEMIC COMMUNITY

Ad-Hoc Reviewer: *Strategic Management Journal*, AOM, SMS

Professional Associations: Academy of Management, Strategic Management Society, European Group for Organizational Studies (EGOS)

Ph.D. COURSES

Courses attended at University of Bologna, Department of Management, ITA:

- Social Network Analysis (Professor Corrado R.)
- Econometrics (Professor Raggi D.)
- Quantitative Research Methods (Professor Corsino M. and Pizzi G.)
- Research methods (Professor Sobrero M.)

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- Qualitative Research Methods (Professor Bertolotti F, Professor Mattarelli E. and Professor Tagliaventi M.)
 - Introduction to statistics (Professor Valentini S. and Professor Zammit A.)
 - Strategic management (Professor Boari C.)
 - Organizational Behavior (Professor Bergami M. and Professor Morandin G.)
 - Innovation Management (Professor Torrisi S.)
 - Technology Management and Entrepreneurship (Professor Torrisi S.)
 - Strategic Marketing (Professor Montaguti E.)
 - The Art and Craft of Managing the Peer Review Process (Professor Ferriani S.)

Courses attended at New York University, Stern School of Business, USA:

- Experimental Design & Analysis (Professor Meyvis T., Department of Marketing)
- ANOVA (Professor Cohen B., Department of Psychology)
- Organizational Theory (Professor Greenberg J., Department of Management)
- Theories of Social Psychology (Professor Jost J. T. and Professor Trope Y., Department of Psychology)

Course attended at Columbia University, Department of Sociology, USA:

- New Directions in Economic Sociology (Professor Stark D., Department of Sociology)

OTHER EDUCATIONAL ACTIVITIES

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

LIST OF REFERENCES

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