

**SOFIA BAPNA**  
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## Academic Appointment

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2024– **Associate Professor (with tenure) and Lawrence Fellow**  
2021– 2024 **Assistant Professor and Lawrence Fellow**  
2016– 2021 **Assistant Professor**  
Information and Decision Sciences  
Carlson School of Management, University of Minnesota

## Education

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2011 – 2016 **PhD in Business Administration, Strategic Management and Entrepreneurship**  
Carlson School of Management, University of Minnesota  
*Thesis:* Entrepreneurship and Digital Communities: Harnessing Legitimacy and Resources

2002-2004 **Master of Business Administration (cum laude)**  
Babson College – F. W. Olin School of Business

1989- 1993 **Bachelor of Technology in Computer Engineering**  
Manipal Institute of Technology, India

## Articles and Work in Progress

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### Refereed Journal Articles

1. **Bapna, Sofia**, and Russell Funk. "Does Employer-Paid, Job-Protected Maternity Leave Help or Hurt Female IT Workers? Evidence from Millions of Job Applications." *Management Science* - 2025.  
Selected Media Coverage:
  - 2025 Feb – India Today [Did better maternity leave disadvantage Indian women in jobs? Study says...](#)
  - 2022 May – Carlson School Magazine [Notable grants power research underway at Carlson School](#)
  - 2021 Oct – BQ Prime by Bloomberg [Gender Justice In Post-Covid India: 'Glass Ceiling' Versus 'Sticky Doors'](#)
2. **Bapna, Sofia**, and Gordon Burtch. "An Experimental Evaluation of Gender Differences in Responses to Major-Donor Funding Schemes for Crowdfunded Social Ventures." *Information Systems Research* - 2024.

Selected Media Coverage:

2023 July - Star Tribune [Minnesotans use crowdfunding to launch their businesses and find community](#)

- 2022 May - Carlson School Magazine [Notable grants power research underway at Carlson School](#)

3. **Bapna, Sofia**, and Martin Ganco. “Equity Crowdfunding and Access to Capital for User Entrepreneurs: Evidence from a Randomized Field Experiment” *MIS Quarterly* - 2023.

Selected Media Coverage:

2023 July - [Minnesotans use crowdfunding to launch their businesses and find community](#)

4. Bapna, Sofia, and Russell Funk. “Interventions for Improving Professional Networking for Women: Experimental Evidence from the IT Sector.” *MIS Quarterly* - 2021.

[Video Summary](#) (~2 minutes)

Selected Media Coverage:

- 2024 March – University of MN News and Events [How Networking Can Reduce Gender Gaps in STEM](#)
- 2019 March - WSJ Custom Content [The Evolution of Professional Networking](#)
- 2018 Nov - [Top 3 Takeaway from WITH \(Women in Technology Hollywood\)](#)
- 2018 Oct - Forbes [How To Improve Gender Diversity In Entertainment Through Social Networking](#)
- 2018 Aug - Entrepreneur [The 5 Women All Female Entrepreneurs Need in their Corner](#)
- 2018 April - Carlson School Magazine [The Job Market–Academically Speaking - Better Networking May Improve the STEM Gender Gap](#)

5. **Bapna, Sofia**, and Martin Ganco. “Gender Gaps in Equity Crowdfunding: Evidence from a Randomized Field Experiment.” *Management Science* - 2021.

[Video Summary](#) (~2 minutes)

Selected Media Coverage:

- 2021 June - Discovery at Carlson [Wisdom of the Crowds? It's Complicated](#)
- 2019 Oct - StarTribune [Addressing Dearth of Women Inventors](#)
- 2019 June - Innovation Growth Lab 2019 [Gender and Innovation](#)
- 2019 May - Experimental (by Innovation Growth Lab) [Balancing the Scales - Crowdfunding Sees Ideas Not Gender](#)
- 2018 Oct - Forbes [How To Improve Gender Diversity In Entertainment Through Social Networking](#)

6. **Bapna, Sofia**, Mary Benner and Liangfei Qiu. “Nurturing Online Communities: An Empirical Investigation.” *MIS Quarterly* - 2019.

Selected Media Coverage:

- 2018 Jan - Discovery at Carlson [Equity Investors and Entrepreneurs: The signals that matter](#)

7. **Bapna, Sofia.** “Complementarity of Signals in Early-Stage Equity Investment Decisions: Evidence from a Randomized Field Experiment.” *Management Science* - 2019.

Selected Media Coverage:

- 2019 Dec – EIX [How Young Companies Can Build Online Communities](#)

### Articles in the Review Process

1. Bapna, Sofia, Ravi Bapna, Pankaj Kumar, Vandith Pamuru, Akhmed Umyarov, Mochen Yang “Agentic AI and Managers’ Analytics Capabilities: An Exploration.” Revise and resubmit.
2. **Bapna, Sofia,** Alan Benson, and Russell Funk. “Rejection Communication and Women’s Job-Search Persistence.” Under review.

Selected Media Coverage:

- 2025 July - Digital Data Design (D<sup>3</sup>) Institute at Nova SBE [Special Episode - What's the role of women in AI](#)
3. **Bapna, Sofia,** and Gordon Burtch. "Personal appeals to male investors can backfire in fundraising for women’s reproductive health ventures." Under review.

### Research in Progress

1. Bapna, S., Bapna R., Pamuru V., Umyarov A., & Yang M. Agentic AI and Structured versus Self-guided learning.
2. Bapna, S., Cecere, G., Parasurama, P., & Zhang, J. The Effect of Recommendation Letter Timing on Applicant Behavior.
3. Bapna, S., Gutt, D., Ravindran, K., & Tsekouras, D. The Causal Effects of Fairness and Equity Information on Performance in Video-Based Assessments.
4. Bapna, S., & Parasurama, P. Expanding the applicant pool of female IT workers through the use of coding tests: Evidence from a field experiment.

### Awards, Honors, and Fellowships

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1. 2025 Sandra A. Slaughter Early Career Award, INFORMS Information Systems Society
2. 2023 Best Overall Paper Runner-Up, Workshop on Information Systems and Economics (WISE)
3. 2023 Social Justice Best Paper Award, INFORMS Information Systems Society
4. 2022 Association for Information Systems (AIS) Early Career Award
5. 2021 Gordon B. Davis Young Scholar Award, INFORMS Information Systems Society
6. 2021 Mary and Jim Lawrence Fellowship, Carlson School of Management
7. 2019 Nominee, Carlson Business Week, Faculty of the year award
8. 2017 Finalist, Carlson Business Week, Faculty of the year award
9. 2016 Kauffman Dissertation Fellowship award
10. 2015 Carlson School of Management Dissertation Fellowship award
11. 2012 McNamara Women’s Fellowship award, Carlson School of Management

## Grants

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### External Sources

1. National Science Foundation, \$407,450 (April 1, 2022 – March 31, 2024)  
Co-Principal Investigator, [\*Factors Relating to Successful Recruitment of Women in Information Technology Jobs\*](#)
2. Ewing Marion Kauffman Foundation, \$89,000 (September 23, 2016 – March 31, 2018)  
Co-Principal Investigator, *Experimental Evaluations of Investor Decision-Making in Equity Crowdfunding*

### University Sources

1. 2024 Analytics for Good Institute's Micro-grant (\$20,000)
2. 2024 Dean's Research Travel Grant (\$5,000)
3. 2024 Dean's Small Research Grant, Carlson School of Management (\$10,000)
4. 2023 Dean's Research Travel Grant (\$5,000)
5. 2021 Dean's Small Research Grant, Carlson School of Management, *Creation of animated videos to disseminate research findings* (\$1,500)
6. 2019 Dean's Research Travel Grant, Carlson School of Management, (\$4,909.06)
7. 2017 Dean's Small Research Grant, Carlson School of Management (\$10,000)
8. 2017 Dean's Research Travel Grant, Carlson School of Management (\$1,131.58)
9. 2016 Social Media and Business Analytics Collaborative research grant (with Russell Funk, \$5,000)

## Invited Presentations

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1. 2025 Invited Speaker, Innovation Growth Lab (IGL) by NESTA Members Learning Days, London, UK (Topic: The Process of Collaboration: Research Network & Government Agencies/Organizations)
2. 2025 Keynote, Digital Data Design (D<sup>3</sup>) Institute at Nova SBE, Lisbon, Portugal (Topic: What's the Role of Women in AI?)
3. 2025 Seminar guest speaker, Management, Economics and Social Sciences, University of Cologne, Cologne, Germany
4. 2025 Seminar guest speaker, Department of Management, University of Bologna, Bologna, Italy
5. 2025 Panelist, Academy of Management STR Division's series of virtual events (Topic: Is digital convergence leading to scholarly convergence?)
6. 2025 Seminar guest speaker, Nova School of Business and Economics, Lisbon, Portugal
7. 2025 Seminar guest speaker, Digital Economics Paris, Joint initiatives of Institut Mines Télécom - Business School, Telecom Paris, and the University of Paris-Saclay, Paris, France
8. 2025 Seminar guest speaker, Business Information Management at Rotterdam School of Management, Rotterdam, Netherlands

9. 2025 Seminar guest speaker, IE Business School, IE University, Madrid, Spain
10. 2025 Lab guest speaker, Cornell Tech, NY
11. 2025 Seminar guest speaker, School of Human Resources and Labor Relations speaker series at Michigan State University
12. 2024 Human-Centered Computing Seminar guest speaker, Department of Computer Science & Engineering, University of Minnesota
13. 2024 Panelist, Production and Operations Management Society (POMS) conference, Minneapolis (Topic: Field experiments)
14. 2024 Seminar guest speaker Information, Risk and Operations Management Department, McCombs School of Business, University of Texas at Austin
15. 2024 Seminar guest speaker Management Science Group, Chapman University, CA
16. 2024 Seminar guest speaker Information, Technology, and Operations Area, Gabelli School of Business, Fordham University
17. 2022 Colloquium guest speaker, Paul Merage School of Business, University of California-Irvine
18. 2022 Research talk, Science of Diversity and Inclusion (SODI) Convening, University of Chicago
19. 2022 Seminar guest speaker, Technology Operations and Statistics Department, New York University Stern
20. 2021 Seminar guest speaker, Carnegie Mellon University-University of Pittsburgh, Seminar on Information Technology and Economics
21. 2021 Seminar guest speaker, Department of Decision Operations and Information Technologies, University of MD Robert H. Smith School of Business
22. 2020 Seminar guest speaker, Management and Human Resources Department, University of Wisconsin-Madison School of Business
23. 2019 Seminar guest speaker, University of Auckland Business School
24. 2019 Seminar guest speaker, Information Systems and Operations Management Department, Emory University
25. 2017 Seminar guest speaker, Work and Organizations Department, Carlson School of Management, University of Minnesota
26. 2015 Seminar guest speaker, Operations Management and Information Technology Department, HEC, Paris
27. 2013 Seminar guest speaker, Information and Decision Sciences Department, Carlson School of Management, University of Minnesota

### Conferences and Workshops

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1. 2025 Conference on Field Experiments in Strategy, San Francisco, CA
2. 2025 Conference on the Digital Economy (CODE), Varanasi India
3. 2024 Workshop on Information Systems and Economics Conference, Bangkok, Thailand
4. 2024 Columbia Management Analytics and Data Conference, New York City, NY
5. 2023 Workshop on Information Systems and Economics Conference, Hyderabad, India
6. 2023 Statistical Challenges in eCommerce Research Conference, Bogota, Colombia
7. 2023 Conference on the Digital Economy (CODE), Kochi India

8. 2022 Statistical Challenges in eCommerce Research Conference, Madrid, Spain
9. 2021 Workshop on Information Systems and Economics Conference, Austin, TX
10. 2020 Workshop on Information Systems and Economics Conference, virtual
11. 2020 Statistical Challenges in eCommerce Research Conference, virtual
12. 2020 Innovation Growth Lab Research Meeting, virtual
13. 2019 Academy of Management Conference, Symposium (CAR, GDO), Boston, MA
14. 2019 Innovation Growth Lab Research Meeting, Berlin, Germany
15. 2017 Conference on Digital Experimentation, MIT, MA
16. 2017 Kauffman Emerging Scholars Conference, Kansas City, MO
17. 2017 Statistical Challenges in eCommerce Research Conference, Ho Chi Minh City, Vietnam
18. 2017 Workshop on Experimental and Behavioral Economics in Information Systems (WEBEIS), Atlanta, GA
19. 2016 Academy of Management Conference, OCIS Division, Anaheim, CA
20. 2016 Innovation Growth Lab Research Meeting, London, UK
21. 2016 Kauffman Emerging Scholars Conference, Kansas City, MO
22. 2015 Conference on Digital Experimentation, MIT, MA
23. 2015 INFORMS Conference on Information Systems and Technology, Philadelphia, PA
24. 2015 Statistical Challenges in eCommerce Research Conference, Addis Ababa, Ethiopia
25. 2015 Great Lakes Entrepreneurship Network, Indiana University's Kelly School of Business, IN
26. 2014 Academy of Management Conference, Philadelphia, PA
27. 2014 Strategic Management Society Special Conference, Startup and Restart Strategies, Tel Aviv, Israel
28. 2013 Statistical Challenges in eCommerce Research Conference, Lisbon, Portugal
29. 2013 Great Lakes Entrepreneurship Network, Ohio State University's Fisher College of Business, OH

## Teaching

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- Fall 2016-2020 – The Business of Social Media (IDSC 4455)
- Spring 2017, Fall 2017-2023 – Analysis and Modeling for Business Systems (IDSC 3202)

### Recognitions

- 2019 Nominee, Carlson Business Week, Faculty of the year award
- 2017 Finalist, Carlson Business Week, Faculty of the year award

### Collaborations with External Organizations

2025 Spoke on effective processes through which organizations, particularly government entities, and researchers can successfully collaborate. The material will be incorporated into the Innovation Growth Lab's learning resources (Nesta, UK).

### Student mentoring

2025 Hired and mentored three research assistant interns (two at the bachelor's level and one at the master's level) for a study using a field experiment on LinkedIn to examine how job selection processes stated in software job postings affect the gender composition of the applicant pool.

### Sessions on Randomized Field Experiments

- 2024 Conducted a session on field experiments as part of the IDSC 8541 Economics of Information Systems PhD seminar
- 2024 Conducted a workshop on randomized field experiments at University College UCL in Odense, Denmark. The workshop was attended by faculty from across Denmark, and funded by the Network in Science Education (NiSE)

### Case development

2024 Adapted my *Management Science* publication—on the unintended consequences of employer-paid maternity leave legislation on female IT workers—into a case for the Carlson School's Analytics for Good Institute hackathon.

### Collaborative Efforts and Activities

2017-21 Wrote cases in collaboration with Boston Scientific, so students have the opportunity to work on multifaceted real-world business problems. Students worked in teams and presented their final solutions to executives from Boston Scientific, who evaluated the presentations. In addition, the student teams responded to the executives' questions regarding their solutions. Co-writing cases and organizing these in-class case competitions gave students a comprehensive real-world learning opportunity. Selected Media Coverage: [MIS Students Learn Tools of the Trade](#)

## Service

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### Speaking Engagements

- Keynote Speaker at the Emerging Leaders of Color Program, Carlson School of Management (2023)
- Guest speaker at the Women in Data Science Symposium, University of Minnesota. Topic 'Professional Networking for Women in Data Science' (2019)
- [TED-style talk about professional networking for women](#), at the Carlson School of Management centennial celebration (2019)
- TED-style talk about professional networking for women, at the Admitted Student Event: Carlson Community of Women, University of Minnesota (2019)
- Panelist at the DocNet PhD Recruitment Event, Carlson School of Management (Oct 2018)
- Panelist at the CoMIS Case Competition, Carlson School of Management (April 2018)
- Guest speaker for the Undergraduate Honors Students Association (USHA), University of Minnesota. Topic 'Fake news, privacy erosion, and device addiction' (April 2018)

### Conference Organization

- 2024 Statistical Challenges in eCommerce Research, Lisbon, Portugal - organizing committee
- 2024 Workshop on Information Systems and Economics Conference - organizing committee
- 2024 and 2023 Workshop on Information Systems and Economics Conference - organized a networking event

### Committees

- IFORMS ISS Social Justice Best Paper award committee (2024, 2025)
- PhD Recruiting Committee (2018, 2026)
- Faculty Recruiting Committee (2017, 2021)
- PhD first year exam committee (2019, 2021), PhD second year exam evaluator (2018, 2021, 2024)

### Department

- Coordinated the Carlson School of Management, Information and Decision Sciences department's research seminar series (2021-2022 academic year)

### College

- 2024 Carlson Analytics for Good, Hackathon - Compiled a dataset for the hackathon. Identified a problem for students to solve. Served as a judge.  
Media Coverage: Carlson News, 2024Feb, [Hackathon draws competitors nationwide](#)

### University

- Elected (Alternate) Representative of the University Senate (2023-2024)

### Journals

- Reviewer – Management Science (2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024)
- Reviewer – MIS Quarterly (2016, 2018, 2019, 2020, 2021, 2022, 2023)
- Reviewer – Information Systems Research (2018, 2020, 2021, 2022, 2023, 2024)
- Reviewer – Organization Science (2023, 2024)
- Reviewer – Strategic Management Journal (2019, 2021)
- Reviewer – Journal of Business Venturing (2020, 2021)
- Reviewer – Administrative Science Quarterly (2019)
- Reviewer – Strategic Entrepreneurship Journal (2017)
- Reviewer – Academy of Management Discoveries (2022)
- Reviewer – European Journal of Information Systems (2015, 2016)

### Conferences

- Organized a networking event to facilitate connections among academics at the Workshop on Information Systems and Economics Conference (2023, 2024, 2025)

- Trach Chair – International Conference on Information Systems – Social Media Track (2025)
- Associate Editor – International Conference on Information Systems (2019, 2020, 2022, 2023, 2026)
- Program Committee – INFORMS Conference on Information Systems and Technology (2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024)
- Reviewer – International Conference on Information Systems (2015, 2018)
- Discussant – Workshop on Information Systems and Economics Conference (2016, 2018, 2020, 2023)
- Reviewer – Strategic Management Society Conference (2016, 2017, 2019)
- Reviewer – Academy of Management Conference, OCIS Division (2016)
- Reviewer and Session Chair – Academy of Management Conference (2014)

#### Community

- Treasurer and board member for Young Dance (2010 to 2012, MN)

#### Non-Academic Work Experience

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2009-2011 Assistant Director – Executive Education, Carlson School of Management (MN)

Acted as a liaison between corporate clients, faculty and an internal operations team to design and deliver custom executive education programs.

2006-2008 Assistant Director – Programs, Wadhvani Center for Entrepreneurship Development. Indian School of Business (India)

Developed and oversaw the delivery of three new entrepreneurship related programs including: Entrepreneurship for SMEs, Venture Capitalist Development Program, and Entrepreneurship Educator Development Program.

2007- 2008 Consultant (Strategic Planning), Microsoft R&D India (India)

Provided strategic analysis and planning support for new products targeted at emerging markets.

2004-2006 Founder, Bunjara LLC (MA)

Conceptualized, built and ran a multi-channel (online and brick and mortar) business that retailed specialty home furnishings.

1996-2001 Project Manager, Sapient (MA)

Led multidisciplinary teams that produced leading edge e-commerce solutions to the business problems of Global 2000 clients such as BankBoston's online banking and Hallmark's e-card applications.

1995-1996 Systems Analyst Programmer, PSI International (CT)

1995 Consultant (Programmer), Insurers Advisory Organization A.I.S. (Canada)

1994 Programmer Analyst, Inland Revenue Department (New Zealand)