

SOFIA BAPNA

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Minneapolis, MN

Academic Appointment

July 2016 **Assistant Professor**
Information and Decision Sciences
Carlson School of Management, University of Minnesota

Education

2011 – 2016 **PhD in Business Administration, Strategic Management and Entrepreneurship**
Carlson School of Management, University of Minnesota

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

Honors and Awards

- 2021 Mary and Jim Lawrence Fellowship
- 2021 Dean's Small Research Grant, Carlson School of Management
- 2019 Nominee, Carlson Business Week, Faculty of the year award
- 2019 Dean's Research Travel Grant, Carlson School of Management
- 2017 Finalist, Carlson Business Week, Faculty of the year award
- 2017 Dean's Small Research Grant, Carlson School of Management
- 2017 Dean's Research Travel Grant, Carlson School of Management
- 2016 Kauffman Foundation-Innovation Growth Lab (National Endowment for Science Technology and the Arts (NESTA), UK) grant for RCTs in entrepreneurship, with Gordon Burtch
- 2016 Kauffman Dissertation Fellowship award
- 2016 Social Media and Business Analytics Collaborative (SOBACO) research grant, with Russell Funk
- 2015 Carlson School of Management Dissertation Fellowship award
- 2015 Selected for the West Coast doctoral consortium (UW)
- 2014 Community of Scholars Program Travel Grant, University of Minnesota.
- 2013 and 2012 McNamara Women's Fellowship award

Research Interests

My research lies at the intersection of entrepreneurship, digital platforms, and gender gaps. I investigate the strategies used by entrepreneurial ventures to influence their legitimacy and to acquire resources, through digital contexts such as equity crowdfunding and online social networks. Additionally, I examine questions related to gender gaps in fields such as IT and entrepreneurship where women are a minority.

I explore these topics through the lens of organization theory and utilize randomized field experiments as well as rigorous econometric methods.

My work has been published in *Management Science* and the *MIS Quarterly*, featured in Forbes, and funded by the Kauffman Foundation and the Innovation Growth Lab at the National Endowment for Science Technology and the Arts (NESTA), UK.

Articles and Work in Progress

Refereed Journal Articles

Bapna, Sofia. "Complementarity of Signals in Early Stage Equity Investment Decisions: Evidence from a Randomized Field Experiment." *Management Science* - 2017.

Bapna, Sofia, Mary Benner and Linagfei Qiu. "Nurturing Online Communities: An Empirical Investigation." *MIS Quarterly* - 2019.

Bapna, Sofia, and Martin Ganco. "Evaluating Gender Gaps in Equity Crowdfunding: Evidence from a Randomized Field Experiment." *Management Science* - 2020.

Bapna, Sofia, and Russell Funk. "Interventions for improving professional networking for women: Experimental evidence from the IT sector." *MIS Quarterly* - 2021.

Papers Under Journal Review

Bapna, Sofia, and Martin Ganco. "Investor Response to User Entrepreneurs: Evidence from a Randomized Field Experiment." Revise and Resubmit.

Bapna, Sofia, and Russell Funk. "Does Employer-Paid, Job-Protected Maternity Leave Help or Hurt Female IT Workers?" Revise and Resubmit.

Working Papers

Bapna, Sofia, and Gordon Burtch. "Encouraging Crowdfunding Contributions through Seed versus Match Funding: Experimental Evidence from Social Innovation Projects."

Bapna, Sofia, Alan Benson and Russell Funk. "Communicating Job Rejection and Women's Job Search Persistence: Evidence from a Randomized Field Experiment."

Bapna, Sofia, and Sandy Yu. "Nurturing innovation: Experimental Evidence on the Effect of Feedback."

Conferences, Workshops and Invited Presentations

1. 2021 Seminar guest speaker, CMU-Pitt Seminar on Information Technology and Economics (Virtual)
2. 2021 Seminar guest speaker, Department of Decision Operations and Information Technologies, University of MD Robert H. Smith School of Business (Virtual)
3. 2020 Workshop on Information Systems and Economics (WISE) virtual conference
4. 2020 Statistical Challenges in eCommerce Research (SCECR) virtual conference
5. 2020 Seminar guest speaker, Management and Human Resources Department, University of Wisconsin-Madison School of Business
6. 2020 Innovation growth Lab (IGL) Virtual Research Meeting
7. 2019 Academy of Management Conference, Symposium (CAR, GDO), Boston, MA
8. 2019 Innovation Growth Lab (IGL) Research Meeting, Berlin, Germany
9. 2019 Seminar guest speaker, University of Auckland - Business School, Auckland
10. 2019 Seminar guest speaker, Information Systems & Operations Management (ISOM), Emory University, GA
11. 2017 Conference on Digital Experimentation (CODE@MIT), MIT, MA
12. 2017 Kauffman Emerging Scholars Conference, Kansas City, MO
13. 2017 Statistical Challenges in eCommerce Research (SCECR) conference, Ho Chi Minh City, Vietnam
14. 2017 Workshop on Experimental and Behavioral Economics in Information Systems (WEBEIS), Atlanta, GA
15. 2017 Seminar guest speaker, Work & Organizations Dept., UMN Carlson School of Management, MN
16. 2016 Academy of Management Conference, OCIS Division, Anaheim, CA
17. 2016 Innovation Growth Lab (IGL) Research Meeting, London, UK
18. 2016 Kauffman Emerging Scholars Conference, Kansas City, MO
19. 2015 Conference on Digital Experimentation (CODE@MIT), MIT, MA
20. 2015 INFORMS Conference on Information Systems & Technology (CIST), Philadelphia, PA
21. 2015 Seminar guest speaker, Operations Management and Information Technology Dept., HEC, Paris
22. 2015 Statistical Challenges in eCommerce Research (SCECR) conference, Addis Ababa, Ethiopia
23. 2015 Great Lakes Entrepreneurship Network (GLEN), IU Kelly School of Business, IN
24. 2014 Academy of Management Conference, Philadelphia, PA
25. 2014 Strategic Management Society Special Conference, Startup and Restart Strategies, Tel Aviv, Israel
26. 2013 Statistical Challenges in eCommerce Research (SCECR) conference, Lisbon, Portugal
27. 2013 Seminar guest speaker, Information and Decision Sciences Dept., UMN Carlson School of Management, MN
28. 2013 Great Lakes Entrepreneurship Network (GLEN), OSU Fisher College of Business OH

Teaching

- Collaborated with industry partners to run a Case competition within the course each year <https://carlsonschool.umn.edu/news/mis-students-learn-tools-the-trade>
- 2019 Nominee, Carlson Business Week, Faculty of the year award
- 2017 Finalist, Carlson Business Week, Faculty of the year award

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

Service

Speaking Engagements

- Guest speaker at the Women in Data Science Symposium, University of MN. Topic 'Professional Networking for Women in Data Science' (2019)
- TED-style talk about networking for women, at the Carlson School of Management centennial celebration (2019)
- TED-style talk about networking for women, at the Admitted Student Event: Carlson Community of Women, University of MN (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 MN. Topic 'Fake news, privacy erosion, and device addiction' (April 2018)

Committees

- PhD Recruiting Committee (2018)
- Faculty Recruiting Committee (2017)
- PhD first year exam committee (2019, 2021), PhD second year exam committee (2018, 2021)

Journals

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

Conferences

- Program Committee – CIST (2017, 2018, 2019, 2020)
- AE – ICIS (2019, 2020)

- Reviewer – ICIS (2015, 2018, 2019)
- Discussant – WISE conference (2016, 2018, 2020)
- Reviewer – Strategic Management Society Conference (2016, 2019)
- Reviewer – Academy of Management Conference, OCIS Division (2016)
- Reviewer – International Conference on Information Systems (ICIS) Conference (2015)
- Reviewer and Session Chair – Academy of Management Conference (2014)
- Treasurer and board member for Young Dance (2010 to 2012, MN)

Non-Academic Work Experience

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)

*Last updated June 2021