

Simone Santamaria

NUS Business School, 15 Kent Ridge Drive, Singapore 119245

bizsim@nus.edu.sg

Academic Appointment

Assistant Professor (2019- Present) | **National University of Singapore, NUS Business School,**
Department of Strategy and Policy

Education

Bocconi University (Italy)	2018
Ph.D. in Business Administration and Management <i>Committee:</i> Alfonso Gambardella (Chair), Andrea Fosfuri, Mario Amore	
Boston University (U.S.)	2016
Visiting Research Scholar	
Bocconi University (Italy)	2013
MSc. in Economics and Management of Innovation and Technology <i>Graduated Magna cum Laude</i>	
ETH Zürich (Switzerland)	2012
Exchange student	
Bocconi University (Italy)	2012
BSc. in Economics and Social Sciences	

Research Interests

Entrepreneurship, Competitive Strategy, Formal Theory

Publications

- Santamaria, S. & Breschi, S. (2025). On Resource Complementarity among Startups, Accelerators, and Financial Investors: a Large-scale Analysis of Sorting and Value Creation. *Organization Science*. <https://doi.org/10.1287/orsc.2022.16730>
- Santamaria, S., Abolfathi, N., & Mahmood, I. P. (2024). Demand pull versus resource push training approaches to entrepreneurship: A field experiment. *Strategic Management Journal*, 45(3), 564–587. <https://doi.org/10.1002/smj.3560>
 - Best Paper Award, wISE Scholarship in Oceania, (2023)
- Hietaniemi, L., Santamaria, S., Kacperczyk, A., & Peltonen, J. (2024). Human resource redeployability and entrepreneurial hiring strategy. *Strategic Management Journal*, 45(2), 272–300. <https://doi.org/10.1002/smj.3547>
- Abolfathi, N., Fosfuri, A., & Santamaria, S. (2022). Out of the Trap: Conversion Funnel Business Model, Customer Switching Costs, and Industry Profitability. *Strategic Management Journal*, 43(9), 1872–1896. <https://doi.org/10.1002/smj.3388>
 - Best Paper Prize Honorable Mention, SMS Annual Conference (2021)

- Santamaria, S. (2021). Portfolio Entrepreneurs' Behavior and Performance: A Resource Redeployment Perspective. *Management Science*. 68(1):333-354. <https://doi.org/10.1287/mnsc.2020.3929>
- Abolfathi, N., Santamaria, S., & Williams, C. (2021). How Does Firm Scope Depend on Customer Switching Costs? Evidence from Mobile Telecommunications Markets. *Management Science*. 68(1): 316–332. doi.org/10.1287/mnsc.2020.3913
 - Glueck Best Paper Award, Strategic Management Division, AOM Annual Conference (2020)
- Abolfathi, N., & Santamaria, S. (2020). Dating Disruption-How Tinder Gamified an Industry. *MIT Sloan Management Review*, 61(3), 7-11.

Selected Working Papers

- The Data Revolution in Soccer: Lessons for Strategic Management. (with Hu, A. & Wu, B.) *Writing draft*
- Methodological pluralism in startups: Evidence from a field experiment in India. *Collecting data*

Selected Conference Papers and Presentations

- The Data Revolution in Soccer: Lessons for Strategic Management
 - Asian Management Research Consortium (AMRC), Hong Kong (2025)
 - SMS Special Conference, Palermo, Italy (2025)
 - The Hong Kong Polytechnic University seminar series (2024)
 - SMS Annual Conference, Istanbul, Türkiye (2024)
 - Asian Management Research Consortium (AMRC), Singapore (2024)
 - DRUID, Nice, France (2024)
 - Rotterdam School of Management seminar series (2024)
- Demand pull versus Resource push Approaches to Entrepreneurship: A Field Experiment.
 - WISE Conference in Oceania, Sydney, Australia (2023)
 - DRUID, Lisbon, Portugal (2023)
 - The Barcelona School of Economics Summer Forum, Barcelona, Spain (2023)
 - AOM Annual Meeting, Seattle, USA (2022)
 - SMS Special Conference, Milan, Italy (2022)
- Out of the Trap: Customer Switching Costs, Funnel Business Model, and Industry Profitability.
 - Virtual SMS Annual Conference (2021)
- How Does Firm Scope Depend on Customer Switching Costs? Evidence from Mobile Telecommunications Markets.
 - Virtual AOM Annual Meeting (2020)
 - SMS Special Conference, Frankfurt, Germany (2019)

Selected Grants, Awards, and Scholarships

- Best Strategy Paper, WISE Conference in Oceania | Strategic Management Division of Academy of Management (2023)
- Best Paper Prize Honorable Mention, Strategic Management Society Annual Conference (2021)
- Glueck Best Paper Award | Strategic Management Division of Academy of Management (2020)
- NUS Startup Grant | National University of Singapore (2019-2024)

- Research Grant, Final year of Ph.D. | Bocconi University (2018)
- Research grant for the project “The Digital Transformation Challenge of Leading Companies” | Silvio Tronchetti Provera Foundation and Pirelli (2018)
- Ph.D. Full Fellowship| Bocconi University (2013-18)

Selected Workshops and Doctoral Consortia

- Consortium on Competitiveness and Cooperation (CCC) 25th Annual Conference for Doctoral Student Research, University of California, Berkeley, USA (2018)
- Entrepreneurship Doctoral Consortium, Academy of Management Annual Meeting, Atlanta, USA (2017)
- Formal Models in strategy Workshop, HEC Paris, France (2017)
- Strategy, Entrepreneurship & Innovation (SEI) Doctoral Consortium, ETH Zurich, Switzerland (2016)
- National Bureau of Economic Research (NBER) Entrepreneurship Bootcamp, Boston, USA (2016)

Teaching Interests

Strategic Management, Entrepreneurship, Data Analysis for Business

Teaching Experience

Instructor

- NUS Business School
 - Strategic Management (BSc course, Fall 2019/ 2020/2021/2022/2023/2024)
Instructor Score 2024: **4.40 out of 5.00**, (Department average: 4.20)
Instructor Score 2023: **4.40 out of 5.00**, (Department average: 4.20)
Instructor Score 2022: **4.60 out of 5.00**, (Department average: 4.20)
Instructor Score 2021: **4.40 out of 5.00**, (Department average: 4.20)
Instructor Score 2020: **4.50 out of 5.00**, (Department average: 4.20)
Instructor Score 2019: **4.30 out of 5.00**, (Department average: 4.20)
 - Innovation Strategy (MSc course, Fall 2023/2024)
Instructor Score 2024: **4.40 out of 5.00**
Instructor Score 2023: **4.50 out of 5.00**
 - PhD seminars on Innovation Management (PhD course, Fall 2021)
Instructor Score 2021: **4.80 out of 5.00**
- Bocconi University
 - Innovation Management (MSc course, Spring 2018)
Instructor Score: **8 out of 10**
 - Empirical Methods (MSc course, Fall 2017)
Instructor Score: **10 out of 10**

Service

- **Member of the Editorial Review Board** for the Strategic Management Journal (since 2024)
- **Reviewer**
Strategic Management Journal (since 2016), Management Science (since 2020),

Strategic Entrepreneurship Journal (since 2023), Industrial and Corporate Change (since 2020), Strategic Organization (since 2022), Strategic Management Society (since 2016), Academy of Management Annual Meeting (since 2016)

- **Student Supervisor**

Supervised Internships | NUS (2020-22)

Supervised MSc theses | NUS (2020-24)

Supervised BSc field service projects | NUS (2019-25)

Supervised BSc independent study modules | NUS (2019-25)

Supervised MSc theses | Bocconi University (2017-18)

Recent Media Mentions

- Huang, V., & Johnson, C. (2021, February 8). Generation Robinhood: How the trading app conditioned its inexperienced users to obsessively play the market. *Business Insider*.
www.businessinsider.com/how-robinhood-conditioned-generation-trade-obsessive-investing-reddit-gamestop-wallstreetbets-2021-2
 - Covering “Submarket Expansion and Customer Adoption Barriers: Explaining Leadership Change in the Mobile Dating App Industry.”
- Abolfathi, N. (2021, May 19). Super apps offer new take on old question. *South China Morning Post*. Page B3.
 - Commentary on “How Does Firm Scope Depend on Customer Switching Costs?”

Skills

- Languages: Italian (native), English (fluent), Spanish (basic)
- Statistical software: Stata (advanced), Python (basic), R (basic)