

NILOOFAR ABOLFATHI

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Academic Appointment

Singapore Management University

PhD Program Coordinator, Strategy and Entrepreneurship Area
Assistant Professor of Strategy and Entrepreneurship

July 2026–Present
July 2023–Present

National University of Singapore

Visiting Assistant Professor (Non-tenure track)

2019–2023

WU Vienna University of Economics and Business

Assistant Professor (Non-tenure track)

2017–2019

Education

Bocconi University (Milan, Italy)

2018

Ph.D. in Business Administration and Management

Dissertation title: “Essays on organizations and competition”

Committee: Charles Williams (chair), Anupama Phene (GWU), Nilanjana Dutt

George Washington University (US)

Fall 2015

Visiting Research Scholar

Allameh Tabataba'i University (Tehran, Iran)

2010

MSc. in Industrial Management

Thesis title: “A model for prioritizing firm strategies using multicriteria decision making techniques”

K.N. Toosi University of Technology (Tehran, Iran)

2008

BSc. in Industrial Engineering

Research Interests

Areas: Competitive strategy, Entrepreneurship, Firm scope, New market entry, Demand-side perspective.

Methods: Field experiment, Difference-in-Differences, Panel data analysis, Formal theory.

Publications

1. **Abolfathi, N.** (2026). Multihoming and single-homing complementors' responses to intensified between-platform competition: Evidence from the YouTube-Twitch rivalry. *Strategic Management Journal*, 47(1), 141–188. doi.org/10.1002/smj.70016
– Strategic Management Society Best Proposal Award for Rigor in Research Finalist (2024).
2. 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. doi.org/10.1002/smj.3560
– wISE Scholarship in Oceania Best Paper Award (2023).

3. **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. doi.org/10.1002/smj.3388
– Strategic Management Society Best Paper Prize Honorable Mention (2021).
4. **Abolfathi, N.**, Santamaria, S., & Williams, C. (2022). 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
– Academy of Management Strategic Management Division Glueck Best Paper Award (2020).

Practitioner Publications

5. **Abolfathi, N.**, & Santamaria, S. (2020). Dating disruption—How Tinder gamified an industry. *MIT Sloan Management Review*, 61(3), 7–11. sloanreview.mit.edu/article/dating-disruption-how-tinder-gamified-an-industry

Other Publications

6. **Abolfathi, N.**, Santamaria, S. & Williams, C. (2020). Market frictions and competitive positions: Lessons from the mobile telecommunications market. *Academy of Management Best Paper Proceedings*, doi.org/10.5465/AMBPP.2020.119

Selected Working Papers & Work In Progress

- **Abolfathi, N.**, Kacperczyk, A., & Wang, H. A field experiment on startup fundraising.
- Kotha, R., Xu, G., **Abolfathi, N.**, Jiang, L., & Dimov, D. Evaluating entrepreneurial potential with human and AI.
- **Abolfathi, N.**, Cennamo, C., & Pistilli, L. Disruption in the dating market.
- **Abolfathi, N.**, & Phene, A. Demand-side perspective to new technology introduction.
- **Abolfathi, N.**, & Kacperczyk, A. Paradox of affiliations.

Recent Research Grants

- Singapore’s Ministry of Education Tier 1 Grant, “Paradox of Affiliations” (PI; 2026–2027)
- Singapore’s Ministry of Education Tier 1 Grant, “Digital Entrepreneurship” (PI; 2023–2025)

Awards & Honors

- Strategic Management Society Best Proposal Award for Rigor in Research Finalist (2024)
- Best Paper Award, wISE Scholarship in Oceania co-organized by AOM STR (2023)
- Best Paper Prize Honorable Mention, SMS Annual Conference (2021)
- Glueck Best Paper Award, Strategic Management Division of AOM (2020)
- Outstanding Reviewer Award, Strategic Management Division of AOM (2016)
- CoCoCo Research Grant, Bocconi University (2016–2017)
- Fondazione Cariplo (Research Visit Grant and Travel Awards), Bocconi University (2014–2016)
- PhD Fellowship, Bocconi University (2012–2016)
- Graduated with honors, Allameh Tabatabai University (2010)

Selected Invited Seminars & Accepted Conference Presentations

(co-author presentations are excluded)

1. Hong Kong University of Science and Technology (Guangzhou)	2026
2. OECD Productivity, Innovation and Entrepreneurship Division (Paris)	2026
3. SMS Annual Conference (Berlin)	2026
4. AIEA-NBER Conference on Innovation and Entrepreneurship (Singapore)	2026
5. DRUID Conference (Copenhagen)	2026
6. Entrepreneurship & Inequality Workshop (Copenhagen Business School)	2026
7. Asian Management Research Consortium (Singapore)	2026
8. AOM Annual Meeting (Copenhagen)	2025
9. Strategy Science Conference (Barcelona)	2025
10. Barcelona School of Economics Summer Forum (Barcelona)	2025
11. SMS Special Conference (Palermo)	2025
12. Asian Management Research Consortium (Hong Kong)	2025
13. Strategic Entrepreneurship Journal Workshop (Singapore)	2025
14. SMS Annual Conference (Istanbul)	2024
15. DRUID Conference (Nice)	2024
16. Asian Management Research Consortium (Singapore)	2024
17. Organization Science Workshop (Singapore)	2024
18. European Digital Platform Research Network (Milan)	2023
19. SIE Virtual Workshop	2023
20. wISE Scholarship in Oceania (Sydney)	2023
21. ESSEC Business School	2022
22. ESADE	2022
23. IESE Business School	2022
24. Rotterdam School of Management (RSM)	2022
25. University College London (UCL)	2022
26. University of Melbourne	2022
27. University of Sydney	2022
28. China Europe International Business School (CEIBS)	2022
29. Hong Kong Baptist University (HKBU)	2022
30. City University of Hong Kong (CityUHK)	2022
31. Chinese University of Hong Kong (CUHK)	2022
32. Singapore Management University (SMU)	2022
33. Copenhagen Business School (CBS)	2022
34. Frankfurt School	2022
35. KU Leuven	2022
36. Michigan Ross School of Business (Virtual)	2021
37. University of Tehran (Faculty of Entrepreneurship)	2021
38. SMS Annual Conference (Virtual)	2021
39. NUS Business School	2021
40. NUS BizWIP Seminar Series	2020
41. AOM Annual Meeting (Virtual)	2020
42. Before 2020: SMS Special Conference (Frankfurt, 2019), DRUID Conference (Copenhagen, 2019), SMS Annual Conference (Paris, 2018), SMS Special Conference (Oslo, 2018), AOM Annual Meeting (Atlanta, 2017), Formal Models in Strategy Workshop (Paris, 2017), SMS Annual Conference (Berlin, 2016), AOM Annual Meeting (Philadelphia, 2014).	

Teaching Interests

Strategy, Entrepreneurship, Innovation.

Teaching Experience

Instructor

1. Singapore Management University
 - MGMT102 Strategy (BSc course: Spring 2024, Spring 2025, Fall 2025)
 - MGMT730 Pro Seminar (PhD course: Fall 2023, Fall 2024, Fall 2025, Fall 2026)
2. NUS Business School
 - BSP3701 Strategic Management (BSc course: Fall 2019, Fall 2020, Fall 2021, Fall 2022)
3. WU Vienna University of Economics and Business
 - 6028 Elective: Advanced Innovation Management (MSc course: Fall & Spring 2017–2019)
 - 4074 E&I Project 2: Digitalization and Business Model Innovation (BSc course: Fall 2017, Spring 2018)
4. Bocconi University
 - 20147 Innovation Management (MSc course: Spring 2017)

Teaching Case

Abolfathi, N., & Santamaria, S. (2024). [Vibefam: Raising the Bar\(bell\) in the Singapore Fitness Industry](#). Singapore Management University.

Service

Institutional Service

- Singapore Management University (2023–Present)
 - PhD Program Coordinator, Strategy & Entrepreneurship Area (2026–Present)
 - Seminar Series Coordinator, Strategy & Entrepreneurship Area (2023–2026)
 - Brown Bag Seminars Coordinator, Strategy & Entrepreneurship Area (2023–2026)
 - Research Summer Camp Co-organizer, Strategy & Entrepreneurship Area (2025)
 - Reviewer, Singapore Ministry of Education Tier 1 Grant applications (2026–Present)
 - Undergraduate Admissions Screening Member, Lee Kong Chian School of Business (2024–Present)
 - PhD student mentor to Hu Jian and Liu Zhengqing (2023–2025)
 - Speaker, Asia Business Model Challenge, SMU's Institute of Innovation and Entrepreneurship (2026)
 - Judge, Startup Pitch Competition, SMU×Standard Chartered Women in Entrepreneurship Incubator (2023)
- WU Vienna University of Economics and Business (2017–2019)
 - Committee Member, CEMS Program Master's Admissions Selection (2017–2019)
 - PhD and master's thesis supervisor (2018–2019)
- Bocconi University (2016–2017)
 - Session Chair, Post-Seminar PhD Meetings (2016–2017)
 - PhD Buddy for incoming students (2016–2017)

Review Service

- Journals (ad hoc reviewer)
Strategic Management Journal, Management Science, Organization Science, Academy of Management Journal, Administrative Science Quarterly, Research Policy, Strategic Organization, Journal of Management Studies, Organizational Behavior and Human Decision Processes.
- Conferences
 - Best Paper Reviewer for SMS Annual Conference (2023–2024; 2026)
 - Best Dissertation Reviewer for TIM Division of AOM (2024)
 - Strategic Management Society Reviewer
 - Academy of Management Reviewer

Service to the Profession

- Representative-at-Large, Competitive Strategy Interest Group, Strategic Management Society (2026–2027)
- Media Innovations Team Member, Strategic Management Society (2022–2024)
- Panel Organizer, “New Frontiers in the Demand-Side Perspective in Strategy,” SMS Annual Conference (2026)
- PDW Panelist, “Innovating for Science Commercialization and Academic Entrepreneurship,” AOM Annual Meeting (2025)
- Discussant: DRUID (2026), DRUID (2024), Asian Management Research Consortium (2024)
- Session Chair: SMS Annual Conference (2021), DRUID (2019)

Doctoral Committee Member

- Dissertation committee member: Xiaowei Zhang, Tilburg University (2026)

Outreach & Community Engagement

- Judge, Startup Pitch Competition, Singapore Week of Innovation and Technology (SWITCH), Enterprise Singapore (2023)

Media Contributions & Mentions

- These Gen Z artists cracked the code to getting a stable paycheck: snail mail clubs. [Business Insider](#). (2026, April 16).
- Pledge your allegiance? [Platform Papers](#). (2026, January 19).
 - Summary of “Multihoming and single-homing complementors’ responses to intensified between-platform competition”
- Lower switching costs a win for providers and consumers: study. [iTWire](#). (2022, September 1).
 - Covering “Out of the trap: Conversion funnel business model, customer switching costs, and industry profitability”
- Make the right call: Telcos benefit when customers can retain numbers when switching firms. [BizBeat](#). (2022, August 30).
 - Covering “Out of the trap: Conversion funnel business model, customer switching costs, and industry profitability”
- 超级应用崛起 谁是下个乱“市”英雄? [Rise of the super apps: Which one will be the next big thing?]. [Lianhe Zaobao](#) (Singapore). (2022, August 14).
 - Covering “How does firm scope depend on customer switching costs?”

- The Different Strategies of WhatsApp and WeChat. [ViaSarfatti25](#). (2021, June 21).
 - Opinion on “How does firm scope depend on customer switching costs?”
- Don’t trap your customers. [SMS Explorer](#). (2021, June 15).
 - Covering “Out of the trap: Conversion funnel business model, customer switching costs, and industry profitability”
- When do super apps dominate the market? South China Morning Post. Page B3. [Link](#). (2021, May 19).
 - Commentary on “How does firm scope depend on customer switching costs?”
- The Korean Chatroulette-style dating app quietly taking over the world. [Rest of World](#). (2021, May 13).
 - Covering “Dating disruption”
- Generation Robinhood: How the trading app conditioned its inexperienced users to obsessively play the market. [Business Insider](#). (2021, February 8).
 - Covering “Dating disruption”

Other Professional Experience

Research Associate at Sharif University Energy Research Institute (Iran, 2010–2012).

Skills

- Languages. Farsi (native), Azerbaijani (native), English (fluent), Italian (intermediate).
- Statistical software. Stata, Python.