

NILOOFAR ABOLFATHI

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Academic Appointment

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| Singapore Management University Assistant Professor of Strategy and Entrepreneurship | July 2023–Present |
| National University of Singapore Visiting Assistant Professor | 2019–2023 |
| WU Vienna University of Economics and Business Assistant Professor (Non-tenure track) | 2017–2019 |

Education

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| Bocconi University Ph.D. in Business Administration and Management Dissertation title: “Essays on organizations and competition” Committee: Charles Williams (chair), Anupama Phene (GWU), Nilanjana Dutt | 2018 |
| George Washington University Visiting Research Scholar | Fall 2015 |
| Allameh Tabatabai University MSc. in Industrial Management Thesis title: “A model for prioritizing firm strategies using multicriteria decision making techniques” | 2010 |
| K.N.Toosi University of Technology BSc. in Industrial Engineering | 2008 |

Research Interests

Areas: Competitive strategy, Entrepreneurship, Firm scope, Incumbent versus entrant dynamics, Demand-side perspective.

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

Publications

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1. **Abolfathi, N.** (2025). 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
– Finalist for Best Proposal Award for Rigor, Competitive Strategy IG, SMS Annual Conference, 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
– Best Paper Award, wISE Scholarship in Oceania, 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
 – Best Paper Prize Honorable Mention, SMS Annual Conference, 2021.
4. **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 of AOM, 2020.

Other 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
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. When do advisors help with startup fundraising? Evidence from a field experiment.
- Kotha, R., Xu, G., **Abolfathi, N.**, Jiang, L., & Dimov, D. Evaluating entrepreneurial potential with AI and human judgment.
- **Abolfathi, N.** Niche expansion strategy: Explaining leadership change in the mobile dating app industry.
- **Abolfathi, N.** & Phene, A. Demand-side perspective on firm performance after new technology introduction: The role of customer complementary assets.

Selected Grants, Awards, & Scholarships

- Singapore’s Ministry of Education Tier 1 Grant for the Project “Digital Entrepreneurship” (2023 – 2025).
- Best Paper Award, wISE Scholarship in Oceania co-organized by the Strategic Management Division of AOM (2023)
- Best Paper Prize Honorable Mention, SMS Annual Conference (2021)
- Glueck Best Paper Award, Strategic Management Division of AOM (2020)
- CoCoCo Research Grant, Bocconi University (2016–2017)
- Outstanding Reviewer Award, Strategic Management Division of AOM (2016)
- Fondazione CARIPOLO Travel Award, Bocconi (2016)
- Fondazione CARIPOLO Grant (Research Visit), Bocconi (2015)
- Fondazione CARIPOLO (Travel Award), Bocconi (2014)
- Ph.D. Fellowship, Bocconi (2012–16)
- Graduated with honors, Allameh Tabatabai (2010)

Selected Invited Seminar & Conference Presentations

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| • AOM Annual Meeting (Copenhagen) | 2025 |
| • Strategy Science Conference (Barcelona) | 2025 |
| • Barcelona School of Economics Summer Forum | 2025 |
| • SMS Special Conference (Palermo) | 2025 |
| • 7th Asian Management Research Consortium (Hong Kong) | 2025 |
| • Strategic Entrepreneurship Journal Workshop (Singapore) | 2025 |
| • SMS Annual Conference (Istanbul) | 2024 |
| • DRUID Conference (Nice) | 2024 |
| • 6th Asian Management Research Consortium (Singapore) | 2024 |
| • Organization Science Workshop (Singapore) | 2024 |
| • European Digital Platform Research Network (Milan) | 2023 |
| • SIE Virtual Workshop | 2023 |
| • wISE Scholarship in Oceania (Sydney) | 2023 |
| • ESSEC Business School | 2022 |
| • ESADE | 2022 |
| • IESE Business School | 2022 |
| • Rotterdam School of Management (RSM) | 2022 |
| • University College London (UCL) | 2022 |
| • University of Melbourne | 2022 |
| • University of Sydney | 2022 |
| • China Europe International Business School (CEIBS) | 2022 |
| • Hong Kong Baptist University (HKBU) | 2022 |
| • City University of Hong Kong (CityUHK) | 2022 |
| • Chinese University of Hong Kong (CUHK) | 2022 |
| • Singapore Management University (SMU) | 2022 |
| • Copenhagen Business School | 2022 |
| • Frankfurt School | 2022 |
| • KU Leuven | 2022 |
| • Michigan Ross School of Business | 2021 |
| • University of Tehran (Faculty of Entrepreneurship) | 2021 |
| • Virtual SMS Annual Conference | 2021 |
| • NUS Business School | 2021 |
| • NUS BizWIP Seminar Series | 2020 |
| • Virtual AOM Annual Meeting | 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 |
| • SMS Annual Conference (Berlin) | 2016 |
| • AOM Annual Meeting (Philadelphia) | 2014 |

Teaching Interests

Strategy, Entrepreneurship, Innovation Management.

Teaching Experiences

Instructor

- Singapore Management University
 - MGMT102 Strategy (BSc course: Spring 2024, Spring 2025, Fall 2025)
 - PhD Pro-Seminar (PhD course: Fall 2023, Fall 2024, Fall 2025)
- NUS Business School
 - BSP3701 Strategic Management (BSc course: Fall 2019, Fall 2020, Fall 2021, Fall 2022)
- 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)
- 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

Reviewer

Strategic Management Journal, Organization Science, Academy of Management Journal, Strategic Organization, Journal of Management Studies, Strategic Management Society, Academy of Management.

Others

- Strategy & Entrepreneurship Area Seminar Series Coordinator (2023–Present)
- Strategy & Entrepreneurship Area Research Summer Camp Co-organizer (2025)
- Representative-at-Large, Competitive Strategy Interest Group, Strategic Management Society (2026–2028)
- LKC School of Business Admissions Screening Exercise | SMU (2024–Present)
- AOM TIM Best Dissertation Reviewer (2024)
- Strategic Management Society Best Paper Reviewer (2023–24)
- Startup Pitch Competition Judge for SWITCH (2023)
- Startup Pitch Competition Judge for Women in Entrepreneurship Incubator | SMU (2023)
- PhD student mentor | SMU (2023–Present)
- Conference paper discussant (DRUID 2024, AMRC 2024)
- SMS Media Innovations Team Member (2022–24)
- Conference session chair (SMS 2021, DRUID 2019)
- Ph.D. and Master thesis (co)supervisor | WU Vienna (2018–19)

- Committee member in selecting the Department’s Master candidates | WU Vienna (2017–19)
- Session chair for post-seminar meetings with Ph.D. candidates | Bocconi (2016–17)
- Ph.D. Buddy | Mentoring new Ph.D. students | Bocconi (2016-17)

Selected Media Mentions

- 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?”
- 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”
- Generation Robinhood: How the trading app conditioned its inexperienced users to obsessively play the market. [Business Insider](#). (2021, February 8).
 - Covering “Niche expansion strategy: Explaining leadership change in the mobile dating app industry”
- The Korean Chatroulette-style dating app quietly taking over the world. [Rest of World](#). (2021, May 13).
 - Covering “Niche expansion strategy: Explaining leadership change in the mobile dating app industry”
- 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 Different Strategies of WhatsApp and WeChat. [ViaSarfatti25](#). (2021, June 21).
 - Opinion on “How does firm scope depend on customer switching costs?”

Other Professional Experiences

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

Skills

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