

SIDDHARTH NATARAJAN

#06-48, 15 Kent Ridge Drive, Singapore 119245
email: siddharth.n@u.nus.edu

EDUCATION

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| Ph.D. in Strategy and Policy, National University of Singapore | April 2019 (expected) |
| <i>Dissertation Title:</i> Innovation and Performance during the Evolution of Complementary Technologies | |
| <i>Committee:</i> Ishtiaq Mahmood, Kulwant Singh, Sea-Jin Chang, Will Mitchell | |
| MBA, S.P. Jain Institute of Management and Research, Mumbai | 2009 |
| B.E. College of Engineering, Pune | 2005 |

RESEARCH

I investigate firm adaptation to technological and institutional shifts, and the performance implications of such adaptation. In my dissertation, I study how complementary technologies affect innovating firms. My research connects strategy, technology management and international business.

Research Interests: Firm Adaptation and Innovation, Emerging Technologies, Business in Asia

Publications

1. Capital Market Development and Firm Restructuring during an Economic Shock, **Organization Science** 2017 28:3, 552-573, (with Kulwant Singh and Ishtiaq Mahmood)
2. Sister-city Ties and Location Choice: Multinationals' Strategies to Reduce Political Uncertainty, **Academy of Management Best Paper Proceedings (2016)**, doi: 0.5465/AMBPP.2016.165, (with Tianyou Hu and Andrew Delios)

Articles Under Journal Review

3. Managerial Involvement in Resource Allocation: The evolution of ATMs in India, **2nd Round Revise & Resubmit at Strategic Management Journal**, (with Ishtiaq Mahmood and Will Mitchell)

Working Papers

4. Capital Markets and Innovation (3rd round rejection at AMJ in Jul 2018; **plan to resubmit to Organization Science** by Nov 2018) (with Fenglong Xiao & Ishtiaq Mahmood)
5. Benefiting from Innovation: How the Innovation-Performance Relationship is Affected by User Adoption of Complementary Technologies (**Job market paper**)
6. Adaptation to Uncertainty in Complements: Product Innovation in Mobile Devices during the Evolution of Complementary Technologies (**part of dissertation; paper ready**)
7. The Effects of Sister-city Ties on MNC entry (preparing for submission to an IB journal)
8. Competition Networks and Entry into New Markets (rewriting after rejection at SMJ)

Dissertation Overview

Although a strong stream of research focuses on the challenges of managing core products, firms increasingly have to navigate changes in complementary products and services (“complementary technologies”). I investigate how changes in complementary technologies affect innovation and firm performance. I first evaluate how changes in the market adoption of complementary technologies affects the relationship between firm innovation and performance. Next, I study how uncertainty about change in complementary technologies affects product innovation. Insights from my dissertation help us better understand the mechanisms through which complementary technologies affect the ability of firms to benefit from their innovations.

AWARDS

- NUS President’s Graduate Fellowship awarded in 2016
- NUS Research Scholarship awarded in 2014
- Dean’s Merit List, S.P. Jain Institute of Management and Research
- Best Graduating Student Award, College of Engineering, Pune
- Best Student Award from Tata Consultancy Services Limited

CONFERENCE PRESENTATIONS

Benefiting from Innovation: Firm Innovativeness and Market Share during the Evolution of Complementary Technologies

- *Invited for presentation at Strategic Management Society Special Conference, Hyderabad, December 2018*

Adaptation to Uncertainty in Complements: Product Innovation in Mobile Devices during the Evolution of Complementary Technologies (with Ishtiaq Mahmood and Will Mitchell)

- *Academy of Management Conference, Chicago 2018*

Differing Incentives for Middle- and Senior- Managers: The Evolution of ATMs in India (with Ishtiaq Mahmood and Will Mitchell)

- *Academy of Management Conference, Atlanta 2017*

A Behavioural View of ‘Bad-Assets’: Bank NPAs in India

- *Strategic Management Society Special Conference, Hong Kong 2016*

Newcomers-slip in: The effects of incumbent competition networks on newcomer entry (with Ishtiaq Mahmood)

- *DRUID Asia Conference, Singapore 2016*
- *Academy of Management Conference, Anaheim 2016*

Why do firms manage resources differently? Effects of internal competition on resource deployment (with Ishtiaq Mahmood)

- *Academy of Management Conference, Anaheim 2016*

Sister-city ties and MNC location choice (with Hu Tianyou and Andrew Delios)

- *Academy of Management Conference, Anaheim 2016 (nominated as Best Paper in International Management Division)*

WORKSHOPS

- TIM Doctoral Consortium, AoM Annual Meetings, Chicago 2018
- BPS Dissertation Consortium, AoM Annual Meetings, Anaheim 2016
- Strategic Management Society Special Conference, Hong Kong, December 2016
- Asian Management Research Consortium, Singapore, 2016, 2017
- DRUID Asia Special Conference, Singapore, 2016

REVIEWING

- Strategic Management Journal, Ad-hoc Reviewer in 2017
- Academy of Management Annual Meetings 2017, 2018

TEACHING EXPERIENCE

Tutorial Instructor at NUS Business School for three years

BSP2005: Asian Business Environments

(* names in parentheses are the professors who coordinated the module)

- Sem II 2015-16 (Markus Taussig)
- Sem I 2016-17 (Peter Zeitz)
- Sem II 2016-17 (Markus Taussig)
- Sem I 2017-18 (Edmund Malesky, Suresh Nanwani, Andrew Delios)
- Sem II 2017-18 (Peter Zeitz)
- Sem I 2018-19 (Andrew Delios)

Teaching assistant in multiple semesters for Ishtiaq Pasha Mahmood

- **BMA5112: Asian Business Environments (MBA)**
- **BSP3001: Strategic Management (Undergraduate)**

INDUSTRY EXPERIENCE

Before joining academia, I worked as a manager for more than seven years with MNCs, in different countries, and across diverse industries.

1. **SingTel Group, Singapore**
Product Manager. Managed business for enterprise mobility products.
2. **Tata Communications Ltd., India**
Strategic Alliances Manager. Managed alliance partners and analytics initiatives.
3. **Robert Bosch Ltd., India**
Management Development Program. Managed post-merger integration activities of Bosch with Kalyani Brakes Ltd.
4. **Tata Consultancy Services, India/ USA**
Design Engineer, Managed product design for a global semiconductor OEM.
5. **Microsoft, India**
Intern, Modelled and assessed potential of Microsoft's online products in India.

Key Professional Awards

- Group Enterprise CEO Award at SingTel
- ‘Blue Ribbon’ award for project excellence at Tata Communications
- Customer Appreciation Award for “Achieving Customer Delight” at TCSL

Experience with non-profit organizations

- Applied Environmental Research Foundation: www.aerf.org; 2008 onwards-
- Brihanmumbai Municipal Corporation (city of Mumbai) 2007-08
- Volunteer; CYDA, Pune for Tsunami relief activities in 2005

REFERENCES

Ishtiaq Pasha Mahmood

Professor
Dept. of Strategy & Policy
NUS Business School,
National University of
Singapore

Kulwant Singh

Professor
Dept. of Strategy & Policy
NUS Business School,
National University of
Singapore

Will Mitchell

Anthony S. Fell Chair in New
Technologies &
Commercialization and Professor
of Strategic Management
Rotman School of Management,
University of Toronto