



HARVARD | BUSINESS | SCHOOL

MARIA ROCHE

ASSISTANT PROFESSOR OF BUSINESS ADMINISTRATION
MROCHE@HBS.EDU

RESEARCH INTERESTS

Commercialization Strategy; Knowledge Transfer; Microgeography of Innovation; Entrepreneurship

ACADEMIC APPOINTMENTS

July 2020* - Harvard Business School | Harvard University, Cambridge MA
Assistant Professor, Strategy Unit
*off tenure clock for parental leave, 2024-2025

EDUCATION

2015 – 2020 **Ph.D., Strategy and Innovation**
Scheller College of Business | Georgia Institute of Technology, Atlanta GA
Dissertation Chair: Alexander Oettl; **Committee:** Annamaria Conti, Frank T. Rothaermel, Pian Shu, Peter Thompson
Thesis: Interactions and Innovation

June 2016 **Visiting Doctoral Student**
Max Planck Institute for Innovation and Competition, Munich, Germany

2013 – 2015 **M.Sc., Business Administration**
University of Passau, Germany
International Marketing and Management, Innovation Management, Entrepreneurship
Thesis: Credit Allocation in Scientific Articles

2011 – 2012 **ERASMUS Study Abroad**
University Castilla – La Mancha, Toledo, Spain

2009 – 2012 **B.A., International Cultural and Business Studies**
University of Passau, Germany
Thesis: Author Contribution and Name Ordering: An Empirical Study of PLOS

PEER REVIEWED PUBLICATIONS

Conti, A., Peukert, C., **Roche, M.** “Beefing IT up for your Investor? Technology Strategy and Startup Funding: Evidence from GitHub.” *Organization Science*. *Accepted (November 2024)*. *Best paper award at Strategy Science 2022*.

Marinoni, A., and **Roche, M.** “You’ve Got Mail! The Late 19th Century US Postal Service Expansion, Entrepreneurship, and Firm

Performance” *Management Science*. *Accepted (July 2024)*. *Best Conference Paper Runner-Up in Innovation and Entrepreneurship at ISA 2024*.

Roche, M., Oettl, A., Catalini, C. Proximate (Co-)Working: Knowledge Spillovers and Social Interactions. *Management Science*. *Accepted (July 2023)*.

Roche, M. Academic Entrepreneurship: Entrepreneurial Advisors and their Advisees' Outcomes. *Organization Science* 34, no. 2 (March, 2023): 959–986.

Conti, A., **Roche, M.** Lowering the Bar? External Conditions, Opportunity Costs, and High-Tech Startup Outcomes. *Organization Science* 32, no. 4 (July–August 2021): 965–986.

Wagner, G., Prester, J., **Roche, M.**, Benlian, A., Schryen, G., Paré, G., Templier, M. Which Factors Affect the Scientific Impact of Review Papers in IS Research? A Scientometric Study. *Information & Management* (January 2021).

Roche, M., Conti, A., Rothaermel, F.T. Different Founders, Different Firms: A Comparative Analysis of Academic and Non-academic Startups. *Research Policy* 49, no. 10 (December 2020).

Roche, M. Taking Innovation to the Streets: Micro-geography, Physical Structure and Innovation. *The Review of Economics and Statistics* 102, no. 5 (December 2020): 912–928.

SUBMITTED OR UNDER REVIEW

Conti, A., **Roche, M.** “Advisors Matter: The Research Productivity of Professors and their PhD Students’ Publication and Career Outcomes.” (*revising*)

Gross, D. and **Roche, M.** “Coordinated R&D Programs and the Creation of New Industries.” (R&R)

Conti, A., Guzman, J., Gupta V, and **Roche, M.** “Incentivizing Innovation in the Open: Evidence from the GitHub Sponsorship Program”

Boudou, J., and **Roche, M.** “Bringing Science to Market: Knowledge Foundations and Performance”

WORKING PAPERS

"Transferability MATTRs: Towards Understanding Antecedents of Strategic Licensing." With Dafna Bearson

"Combining for Unconventionality: When Resource Constraints may promote Innovation Capabilities." With Harsh Ketkar.

“Paving the Way: How Street Networks Shape Entrepreneurial Diversity.” With Daniel Armanios and Sunasir Dutta

“The Ties that No Longer Bind: Inventor Mobility and Patent Enforceability” with Daniel Brown (*resting*)

“Learning to Use Technology: Evidence from Stack Overflow”.
Finalist best paper award at SMS 2023. with Daniel Brown (*resting*)

“Where do Startups use Digital Technology? Physical and Social Patterns of Adoption” with Rem Koning (*resting*)

“Scientific Production: An Exploration into Organization, Resource Allocation, and Funding” with Jerry Thursby, Marie Thursby, Karim Lakhani, Kyle Myers, Nina Cohodes, Sarah Bratt, Dennis Byrski, and Hannah Cohoon (*resting*)

OTHER ARTICLES

Roche, M., Wu, A. "What's the Optimal Workplace for Your Organization?" *Harvard Business Review Digital Articles* (February 9, 2022).

CASE & TEACHING MATERIAL

Roche, Maria P., Carlota Moniz, and Daniela Beyersdorfer. "ZEISS: Commercializing Science." Harvard Business School Case 725-359, July 2024.

Nagle, Frank, and **Maria P. Roche**. “CoPilot(s): Generative AI at Microsoft and GitHub.” Harvard Business School Teaching Note 724-452, March 2024.

Zuzul, Tiona, **Maria P. Roche**, and Exequiel Hernandez. “The Globalization of Manchester City Football Group.” Harvard Business School Teaching Note 724-451, February 2024.

Roche, Maria P. “Moving Science: The Rowland Institute at Harvard.” Harvard Business School Case 724-441, February 2024.

Roche, Maria P. “Strategic Assets, Capabilities, and Other Resources.” Harvard Business School Note 722-392, January 2024.

Nagle, Frank, Shane Greenstein, **Maria P. Roche**, Nataliya Langburd Wright, and Sarah Mehta. “Copilot(s): Generative AI at Microsoft and GitHub.” Harvard Business School Case 624-010, November 2023.

Kenney, B, Lopez, V., **Roche Maria P.** “How the United States Air Force Accelerated AI Adoption” *Harvard Business Review Cold Call Series, Episode 216* (October 2023).

Roche, Maria P. “Accelerating AI Adoption in the U.S. Air Force.” Harvard Business School Teaching Note 724-386, September 2023.

Roche, Maria P., and Alexander Farrow. “Accelerating AI Adoption in the U.S. Air Force.” Harvard Business School Case 723-429, March 2023.

Roche, Maria P. “What is the Game? Understanding the Environment.” Harvard Business School Module Note 723-405, December 2022 (updated 2023).

Roche, Maria P., Tiona Zuzul, Exequiel Hernandez, and Amy Klopfenstein. “The Globalization of Manchester City Football Group.” Harvard Business School Case 723-391, November 2022.

Roche, Maria P., “Walmart USA—Searching for Growth.” Harvard Business School Teaching Note 723-390, November 2022.

Oberholzer-Gee, Felix, and **Maria P. Roche.** “Walmart USA—Searching for Growth.” Harvard Business School Case 722-395, January 2022.

Montgomery, Cynthia, and **Maria P. Roche.** “Assets, Capabilities, and Other Resources.” Harvard Business School Note 722-392, August 2021.

AWARDS AND GRANTS

2024	Industry Studies Association Runner Up for Best Conference Paper in Innovation and Entrepreneurship for “You’ve Got Mail.”
2023	Organization Science Outstanding Reviewer Award
2022	Strategy Science Conference Best Paper Award for “Beefing IT up for your Investor? Technology Strategy and Startup Funding: Evidence from GitHub”
2021	Winner of the Grigor McClelland Doctoral Dissertation Award – European Group for Organizational Studies TIM Best Dissertation Award Winner – Academy of Management
2019	Ewing Marion Kauffman Best Student Paper Award (Roundtable for Engineering Entrepreneurship Research Conference) NSF Science of Science and Innovation Policy Doctoral Dissertation Research Improvement Grant (with Peter Thompson) Ashford Watson Stalnaker Memorial Award (Annual college-wide award recognizing PhD students who contribute exemplary scholarship and innovation through outstanding research and teaching)

INVITED TALKS (*) & PRESENTATIONS

2024 (*maternity leave*)

Paper presenter: *Incentivizing Innovation in the Open: Evidence from the GitHub Sponsorships Program*. Lausanne Management and Economics Workshop* | Wharton Technology and Innovation Conference; *Bringing Science to Market*. NBER Productivity Lunch Meeting*; *You've Got Mail*. University of Colorado Boulder* (planned but rescheduled due to weather); *Coordinated R&D*: AOM; *Combining for Unconventionality*. SMS; *Transferability MATTRs*. MSI Seminar KU Leuven.
Invited Discussant: REER, RISE7

2023

Keynote: Zentrum Ideenmanagement*

Paper presenter: *Proximate (Co-)working: Knowledge Spillovers and Social Interactions*. Organizing Innovation for the Global Talent Race Workshop (U. Amsterdam)* | University of Illinois Urbana-Champaign* | MIT Sloan TIES Seminar* | INSEAD Strategy Progress Research Conference*; *Incentivizing Innovation in the Open: Evidence from the GitHub Sponsorships Program*. NBER Productivity Lunch Meeting* | Economics of Open Source | Pioneer Policy Lecture Series at Iowa State University*; *Beefing IT up for your Investor? Technology Strategy and Startup Funding: Evidence from GitHub*. CEAR*; *Coordinated R&D Programs and the Creation of New Industries*. AFWERX (US Airforce)* | Smith Entrepreneurship Research Conference* | Strategy Research Forum | Strategy Science Conference; *Bringing Science to Market*. Barcelona School of Economics Summer Forum | Druid; *Recombining for Novelty*. Strategy Science Conference; *You've Got Mail*. LMU Institute for Strategy, Technology and Organization (ISTO) Seminar Series*.

2022

Keynote: Zentrum Ideenmanagement – 150 Jahre
Ideenmanagement*

Paper presenter: *(Co-)Working in Close Proximity: Knowledge Spillovers and Social Interactions*. The Lazaridis Institute* | Ghoshal Conference | SIE* | University of Minnesota*; *Technology Strategy and Startup Funding: Evidence from GitHub*: Strategy Science | Digital Initiative Discussion and Symposium (HBS) | Bocconi Internal Seminar; *You've Got Mail!*: Strategy Research Forum | Druid | SMS; *Coordinated R&D*: NYU Stern strategy workshop* | REER; *Bridging vs Bonding*: AOM; *Where do Startups use Digital Technology?*: Duke Strategy Conference*

- 2021 Paper presenter: *(Co-)Working in Close Proximity: Heterogeneous Impacts on Peer Learning and Startup Performance Outcomes: #STRongerTogether Virtual Symposium** | Wharton Technology and Innovation Conference | UCLA seminar*; *Technology Strategy and Startup Funding: Evidence from GitHub*: Cornell Dyson Strategy seminar* | Digital Economy Workshop | SCECR | WCRS | WEFI* | Universitat Pompeu Fabra (BSE) seminar*
Invited discussant (virtual): CCC Brownbag (Entrepreneurship Group) | BGSE Summer Forum on Entrepreneurship
- 2020 Talk: The Fuqua School of Business, Duke University (Strategy); Paper presenter (virtual): *Lowering the Bar? External Conditions, Opportunity Costs, and High-Tech Startup Outcomes* | Max Planck Institute for Innovation and Competition; *Entrepreneurs (Co-)Working in Close Proximity: Impacts on Technology Adoption and Startup Performance Outcomes*: EPFL Virtual Innovation Seminar*; *Exposure to Entrepreneurial Advisors and Advisees' Innovative Output*: AOM
Invited discussant (virtual): CCC Brownbag (Strategy Group)
- 2019 Talks*: Krannert School of Management, Purdue University (Strategic Management) | Questrom School of Business, Boston University (Strategy and Innovation) | McDonough School of Business, Georgetown University (Strategy, Economics, Ethics and Public Policy) | Harvard Business School, Harvard University (Strategy) | Olin Business School, Washington University in St. Louis (Strategy) | Rotman School of Management, University of Toronto (Strategic Management) | IESE Business School, University of Navarra (Strategy, Entrepreneurship) | Haas School of Business, University of California Berkeley (Entrepreneurship) | Eccles School of Business, University of Utah (Entrepreneurship & Strategy)
Paper presenter: *Exposure to Entrepreneurial Advisors and Advisees' Innovative Output*: CCC Doctoral Conference, Durham, NC | WINDS, Philadelphia PA | REER, Atlanta GA; *Different Founders, Different Firms: A Comparative Analysis of Academic and Non-academic Startups*: AOM, Boston MA | WCRS, Palo Alto CA (presented by F.T. Rothaermel) | SMS, Minneapolis MN
- 2018 Paper presenter: *Necessity Never Made a Good Bargain: External Conditions, Entrepreneurial Motives, and Startup Outcomes*: IIOC, Indianapolis IN | Munich Summer Institute, Munich; *Just One Step Away? Microgeography, technology adoption, and entrepreneurial learning*: AOM Chicago II; *Taking Innovation To The Streets Micro-geography, Physical Structure and Innovation*: MPI Junior Researcher Workshop, Munich

ORGANIZED CONFERENCES AND SESSIONS

- 2024
- SRF Annual Conference 2024 in Montreal, Canada (with Danny Kim, Hyunjin Kim, and Megan Lawrence)
- AOM TIM Junior Faculty Consortium (with Daniel Armanios)
- AOM STR Junior Faculty Paper Development Workshop (with Wesley Koo, Elie Sung, and Pavel Zhelyazkov)
- SMS Junior Faculty Workshop IG Competitive Strategy (with Thomaz Teodorovicz)
- 2023
- AOM TIM Junior Faculty Consortium (with Colleen Cunningham)
- Junior Innovation Economics Conference at HBS (co-organized with Kyle Myers, Evgenii Fadeev, Josh Krieger, and Jacqueline Lane)
- 2022
- AOM TIM Doctoral Research Development Workshop (Organized with: Caroline Fry, Sina Khoshokhan, Hyunjin Kim, Jang Woo Kim)
- SMS PDW: Strategies for an Open World: Junior Scholar Paper Development Workshop (Organized with Birgul Arslan, Oliver Baumann, Julia Bodner, Thorsten Grohsjean, Jacqueline Kirtley, Philipp Meyer, Anna Mina, Elie Sung, Florenta Teodoridis, Lei Zhang)
- 2021
- SMS PDW: Creating and Sustaining Competitive Advantage in a Discordant World (Co-Organizer with Elizabeth Altman, Oliver Baumann, Turanay Caner, Xena Welch Guerra, Nan Jia, Jacqueline Kirtley, Florenta Teodoridis, and Lie Zhang)
- 2018
- Presenter Symposium: The Place To Be: Exploring the role of the micro-geography of office space inside organizations (Co-Organizer with: M. Maoret and M. Sosa), Academy of Management Annual Conference, Chicago IL

ACADEMIC COMMUNITY SERVICE

Ad hoc reviewer for

American Economic Review Insights, Administrative Science Quarterly, German Research Foundation, Journal of Economic Geography, Journal of Economics & Management Strategy, Management Science, National Science Foundation, Organization Science, Research Policy, Regional Science and Urban Economics, Regional Studies, Strategic Entrepreneurship Journal, Strategic Management Journal

Elected for 2024 - 2025	Elected SMS Competitive Strategy Representative-at-Large
2023 -	Editorial Review Board Organization Science
2023 - 2024	Elected AOM TIM Division Representative-at-Large
2022 -	Editorial Review Board Strategy Science
2021 - 2022	Elected SMS Knowledge & Innovation Representative-at-Large
2017 -	ENT, TIM, STR division reviewer for the Academy of Management Annual Conference

FELLOW-, PARTNER- & SCHOLARSHIPS

2022 -	Linux Foundation Research Advisory Board Member – Honorary Expert
2022 -	Lazaridis Institute Research Partner (Wilfred Laurier University)
2019	NBER Digitization Tutorial, Full Sponsorship
2018 - 2019	Fellowship at the Laboratory for Innovation Science at Harvard and the Science Production Function Society, Project PIs: Karim Lakhani, Jerry Thursby, and Marie Thursby
2018	NBER Entrepreneurship Bootcamp, Full Sponsorship Strategy Science, Full Sponsorship West Coast Research Symposium, Full Sponsorship
2017	Strategic Management Society, Full Sponsorship for the 2017 Conference and Doctoral Workshop
2016	12 th Annual Smith Entrepreneurship Research Conference & 7 th Kauffman Doctoral Consortium, College Park MD
2015	Acceptance to the ‘Bavarian Elite Academy’ (competitive state scholarship awarded to 15 individuals annually)
2011/2013	ERASMUS Scholarship (for study abroad and internship)

TEACHING EXPERIENCE

2021 -	<p>Assistant Professor Harvard Business School MBA - RC Strategy; EC Innovating at Scale (co-created with R. Karp, scheduled to begin teaching in 2026) Exec. Ed. - Strategy: Building and Sustaining Competitive Advantage; custom programs PhD Special Topics in Strategy (Innovation Strategy)</p>
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PhD student advising (^denotes primary advisor)/committee member (D. Bearson^, J. Boudou, D. Brown, J. Ryu^, K. Schirmann, Haiyang Zhang)

- 2019 **Instructor**
Scheller College of Business | Georgia Institute of Technology
Undergraduate - Foundations of Strategy
- 2017 - 2020 **Guest Speaker**
Scheller College of Business | Georgia Institute of Technology
Executive MBA - Cross-Cultural Management, Instructor Dong Liu
- 2018, 2019 **Graduate Teaching Assistant**
Scheller College of Business | Georgia Institute of Technology
Undergraduate - Foundations of Strategy, Instructor Pian Shu
- 2018 **Graduate Teaching Assistant**
Scheller College of Business | Georgia Institute of Technology
MBA – Managerial Economics, Instructor Annamaria Conti
- 2016, 2017, 2018 **Graduate Teaching Assistant**
Scheller College of Business | Georgia Institute of Technology
MBA - Core Strategy, Instructor Frank T. Rothaermel
- 2010 – 2015 **Teaching Assistant**
University of Passau | Sports Education

RESEARCH ASSISTANCE

- 2015 - 2020 **Graduate Research Assistant**
Scheller College of Business | Georgia Institute of Technology
Strategy and Innovation; Assignment: Annamaria Conti, Alexander Oettl, Frank T. Rothaermel, Henry Sauermann
- 2014 – 2015 **Graduate Research Assistant**
University of Passau (Organisation, Technology Management and Entrepreneurship); Assignment: Carolin Häussler

PROFESSIONAL EXPERIENCE

- 2013 – 2014 **Jr. HR Manager**
Robert Bosch España Gasoline Systems, S.A., Madrid, Spain
Recruitment Management, Marketing, Process Improvement, Organisation
- 2012 – 2013 **Jr. Business Developer**
Venture Stars GmbH | Incubator for Internet Start-ups, Munich, Germany; Entrepreneurship, Online Marketing, Operations, Project Management for miflora.de
- 2012 **Jr. Project Manager**
Osterfestival Tirol, Innsbruck, Austria

	Marketing, HR, Communications, Project Management
2009	Cultural Sensitivity Coach German Olympic Academy
2007	Stuntwoman <i>Wilde Kerle 5</i> , Bavaria Filmstudios, Munich
2004 – 2015	Gymnastics coach for various gymnastics clubs (coaching license certified by the state of Bavaria, Germany, active, renewed 2018)

TECHNICAL SKILLS

Stata, Python, ArcGIS, R, SPSS, SpaceSyntax, LaTeX

LANGUAGE SKILLS

German and English (Native Speaker), Spanish (Proficient User), French (Advanced User), Portuguese (Beginner)

ATHLETIC ACHIEVEMENTS

2010	German National Collegiate Champion, Gymnastics, Bars
2003 – 2011	Athlete competing in the German Gymnastics Bundesliga

STATUS

Citizenship Cambridge, December 2024	Canadian, German
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