



# HARVARD | BUSINESS | SCHOOL

**MARIA ROCHE**

ASSISTANT PROFESSOR OF BUSINESS ADMINISTRATION  
MROCHE@HBS.EDU

## RESEARCH INTERESTS

---

Knowledge Production, Sourcing, and Diffusion; Microgeography of Innovation; Technology Strategy; Entrepreneurship

## ACADEMIC APPOINTMENTS

---

July 2020 - Harvard Business School | Harvard University, Cambridge MA  
**Assistant Professor**, Strategy Unit

## 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

---

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

**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.”

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

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

Brown D. and **Roche M.** “Learning to Use Technology: Evidence from Stack Overflow.” *Nominated for best paper award at SMS 2023*

## WORKING PAPERS

---

“Incentivizing Innovation in the Open: Evidence from the GitHub Sponsorship Program” with Annamaria Conti, Jorge Guzman, and Vansh Gupta

“Bringing Science to Market: Academic Startups' Knowledge Foundations and Performance” with Justine Boudou

“You've Got Mail! The Late 19th Century US Postal Service Expansion, Entrepreneurship, and Firm Performance” with Astrid Marinoni

“The Ties that No Longer Bind: Inventor Mobility and Patent Enforceability” with Dan Brown

“Does Physical Infrastructure Shape Search? Evidence from Organizational Foundings.” With Daniel Armanios and Sunasir Dutta

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

“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

---

## WORK IN PROGRESS

---

“Recombining for novelty and unconventionality: When resource constraints may promote firm performance” (with Harshvardhan Ketkar)

---

## 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.**, 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.

**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

---

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)
- Management Graduate Teaching Assistant of the Year, Georgia Institute of Technology

## INVITED TALKS (\*) & PRESENTATIONS

---

- 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; *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 Entrep. Research Conference\* | Strategy Research Forum | Strategy Science Conference; *Bringing Science to Market*. BSE SF | Druid; *Recombining for Novelty*. Strategy Science Conference
- 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 CONFERENCE SESSIONS

---

2023	<p>AOM TIM Junior Faculty Consortium (with Colleen Cunningham, planned)</p> <p>Junior Innovation Economics Conference at HBS (co-organized with Kyle Myers, Evgenii Fadeev, Josh Krieger, and Jacqueline Lane)</p>
2022	<p>AOM TIM Doctoral Research Development Workshop (Organized with: Caroline Fry, Sina Khoshokhan, Hyunjin Kim, Jang Woo Kim)</p> <p>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)</p>
2021	<p>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)</p>
2018	<p>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</p>

## ACADEMIC COMMUNITY SERVICE

---

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 -	<i>Ad hoc</i> reviewer for American Economic Review Insights, Administrative Science Quarterly, German Research Foundation, Journal of Economic Geography, Journal of Economics & Management Strategy, Management Science, Organization Science, Research Policy, Regional Science and Urban Economics, Regional Studies, Strategic Entrepreneurship Journal, Strategic Management Journal

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<sup>th</sup> Annual Smith Entrepreneurship Research Conference & 7<sup>th</sup> 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)

## WORKSHOPS

---

2019 NBER Digitization Tutorial and Economics of Digitization Meeting, Palo Alto CA | CCC Doctoral Conference, Durham, NC | Academy of Management Annual Conference (STR Doctoral Workshop), Boston MA | West Coast Research Symposium (Doctoral Workshop), Palo Alto CA | WINDS, Philadelphia PA

2018 Strategy Science Conference (Doctoral Workshop), Philadelphia PA | NBER Entrepreneurship Bootcamp, Boston MA | Academy of Management Annual Conference (TIM Doctoral Workshop), Chicago IL | West Coast Research Symposium (Doctoral Workshop), Seattle WA | MPI Junior Researcher Workshop, Munich

2017 Strategic Management Society Conference (Doctoral Workshop), Houston TX | REER, Atlanta GA

2016 12<sup>th</sup> Annual Smith Entrepreneurship Research Conference & 7<sup>th</sup> & Kauffman Doctoral Consortium, College Park MD

## TEACHING EXPERIENCE

---

- 2021 - **Assistant Professor**  
Harvard Business School  
MBA - RC Strategy  
Exec. Ed. - Strategy: Building and Sustaining Competitive Advantage
- 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 Sauerermann
- 2013 – 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	<b>Jr. Project Manager</b> Osterfestival Tirol, Innsbruck, Austria Marketing, HR, Communications, Project Management
2009	<b>Cultural Sensitivity Coach</b> German Olympic Academy
2007	<b>Stuntwoman</b> <i>Wilde Kerle 5</i> , Bavaria Filmstudios, Munich
2004 – 2015	<b>Gymnastics coach</b> 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	Canadian, German
Cambridge, July 2023	