

Mana Heshmati

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University of Washington ◊ Foster School of Business

ACADEMIC POSITIONS

University of Washington, Foster School of Business 2022–Present
Assistant Professor of Management & Organization

EDUCATION

University of Michigan, Ross School of Business 2017–2022
Doctoral Candidate in Strategy
· Committee: Felipe Csaszar (chair), Brian Wu, Cheng Gao, Justin Frake, Jim Walsh, Scott Page
Cognitive Science Graduate Certificate, Computation & Cognition Track

Indiana University, Kelley School of Business 2013–2015
Master of Business Administration, Management
Master of Science, Supply Chain Management

Carnegie Mellon University 2007–2011
Bachelor of Science, Mechanical Engineering
Minor, Engineering Design

RESEARCH

- **Research Interests**
 - **Substantive:** Managerial cognition, strategic decision making, technological innovations
 - **Methodological:** Machine learning, computational linguistics, econometric analysis with large datasets, experiments
- **Publications**
 - **Heshmati, M.** and Csaszar, F. A. 2023. “Learning strategic representations: Exploring the effects of taking a strategy course.” *Organization Science* (forthcoming).
– Nominee, 2020 Strategic Management Society Conference Best PhD Paper Prize
- **Working papers**
 - Csaszar, F. A., Rosenkranz, N., and **Heshmati, M.** “External representations in strategic decision making: Understanding strategy’s reliance on visuals.”
– Revise & Resubmit at *Strategic Management Journal*
– Finalist, 2020 Academy of Management STR Best Paper Award, Behavioral Strategy Track
 - **Heshmati, M.** “Firms as influencers: Shaping industries through search and collaboration.”
– Nominee, 2022 Strategic Management Society Conference Research Methods Paper Prize
– Nominee, 2022 Strategic Management Society Conference Best Paper Prize
- **Works in progress**
 - **Heshmati, M.** “To shape or not to shape? Examining the consequences of industry shaping on firm performance” [*Writing stage*]
 - **Heshmati, M.** and Li, C. “Front office face-offs: Conflicting goals and strategic experimentation in the NHL” [*Data analysis stage*]

- **Proceedings**

- Csaszar, F. A., **Heshmati, M.**, and Rosenkranz, N. “External representations in strategic decision making: Understanding strategy’s reliance on visuals.” *Academy of Management 2020 Best Paper Proceedings*.

PRESENTATIONS

- **Paper Presentations**

- “Learning strategic representations: Exploring the effects of taking a strategy course.”
 - University of Washington, Foster School of Business, November 2021
 - Academy of Management Annual Meeting, August 2021
 - Strategic Management Society Annual Conference, October 2020
 - Organization Science Winter Conference, March 2020 (*conference cancelled*)
 - Ross School of Business Strategy Seminar, May 2019
- “External representations in strategic decision making: Understanding strategy’s reliance on visuals.”
 - Academy of Management Annual Meeting, August 2020
- “Firms as influencers: Shaping industries through search and collaboration.”
 - University of Washington, Foster School of Business, March 2023
 - Strategy Science Conference, June 2022
 - Academy of Management Conference, August 2022
 - Academy of Management Annual Meeting, August 2022
 - Ross School of Business Strategy Brown Bag, April 2021

- **Invited Participation**

- SMS Annual Conference Doctoral Workshop, September 2021
- UNC/TIM Emergence Paper Development Workshop, August 2021
- Academy of Management Meeting TIM Doctoral Consortium, August 2021
- Academy of Management Meeting OMT Doctoral Consortium, August 2020
- Academy of Management Meeting TIM Research Development Workshop, August 2020
- Industry Studies Association Professional Development Workshop, June 2020
- Maryland Methods Bootcamp, June 2020 (*workshop cancelled*)
- Strategy Science Doctoral Workshop, April 2020
- SERC Consortium in Entrepreneurship Research, April 2020 (*conference cancelled*)
- Medici Summer School, June 2019
- Computational Organization Science Summer School, June 2018

AWARDS, FELLOWSHIPS, & GRANTS

- **Awards**

- Nominee, Strategic Management Society Conference Research Methods Paper Prize 2022
- Nominee, Strategic Management Society Conference Best Paper Prize 2022
- Outstanding Reviewer Award, Academy of Management Meeting STR Division 2021
- W. A. Spivey/Valerie and W. Hall Award for Academic and Research Excellence 2020
- Nominee, Strategic Management Society Conference Best PhD Paper Prize 2020
- Finalist, Academy of Management STR Best Paper Award, Behavioral Strategy Track 2020
- Ross Early Candidacy Award 2019

- Institute for Social Research-Rackham Summer Training Award 2019
- Motor City Match Detroit Small Business Award 2016
- Ford Reward and Recognition Award 2012, 2015, 2016
- **Fellowships**
 - University of Michigan, Gilbert and Ruth Whitaker Doctoral Fellowship 2022
 - University of Michigan, Rackham Merit Fellowship 2017–2022
 - University of Michigan, Ross Doctoral Fellowship 2017–2022
- **Grants**
 - University of Michigan, UROP Supplementary Research Funding Grant 2020
 - University of Michigan, Rackham Candidacy Research Grant 2020
 - University of Michigan, Ross PhD Research Grant 2020
 - University of Michigan, Rackham Pre-Candidacy Research Grant 2018
 - University of Michigan, Rackham Professional Development Grant 2018
 - University of Michigan, Rackham Conference Travel Grant 2017, 2018, 2019, 2021

TEACHING EXPERIENCE

- **Instructor**
 - MGMT 430: Strategic Management (Capstone) Winter 2023
 - Teaching Evaluation: 4.9/5.0, 4.8/5.0
 - Students: 2 sections of 50 seniors at Foster
 - STR 290: Business Strategy (BBA Core) Winter 2020
 - Teaching Evaluation: 4.8/5.0
 - Students: 79 sophomores at Ross
 - Selected by students for Women’s History Month social media feature
- **Instructional Support Specialist**
 - STR 533: Corporate Strategy (Online MBA Core) Winter 2021
 - Supported development of first online MBA strategy course & served as teaching assistant
- **Teaching Assistant**
 - STR 682: Mergers, Acquisitions, & Corporate Development (MBA Elective) Winter 2019, 2020
 - STR 637: Mergers, Acquisitions, & Corporate Development (WMBA Core) Summer 2019
 - STR 636: Strategic Thinking & Competitive Analysis (EMBA Core) Winter 2019
 - MO 503: Leading People & Organizations (MBA Core) Fall 2018, 2019
 - BE/MO 619: Incentives & Productivity (MBA Elective) Winter 2019
 - ICOS Big Data Summer Camp (Doctoral Workshop) Summer 2018

PROFESSIONAL SERVICE AND MEMBERSHIP

- **University of Washington, Foster School of Business**
 - Micro Hiring Committee Member 2022–2023
- **University of Michigan, Ross School of Business**
 - PhD Forum President 2021–2022
 - Founder and Coordinator of Strategy/M&O Anti-Racist Reading Group 2020–2022
 - Strategy Doctoral Student Research Seminar Co-Coordinator 2018–2019
 - PhD Committee Member for Diversity, Equity, and Inclusion 2019–2020

- PhD Forum Grants Committee Member 2018–2019
- PhD Forum Social Co-Chair 2018–2019
- Ross School of Business Uplift Committee Member 2017–2018
- **Ad hoc referee**
 - Reviewer for *Organization Science* 2019–present
 - Reviewer for Strategic Management Society Annual Conference 2019–present
 - Reviewer for Academy of Management Annual Meeting (STR and TIM) 2018–present
- **Mentorship**
 - Undergraduate Research Opportunity Program (UROP) Research Mentor 2020–2021
 - Ross BBA Senior Thesis Mentor 2019–2020
- **Conferences**
 - Co-Organizer, “Shaping the Future: Past, Present, and Future Avenues for Research on Market Shaping,” Academy of Management 2022 Symposium
 - Co-Organizer, “Behavioral Strategy and Microfoundations,” Academy of Management 2022 Symposium
 - Co-Organizer, “Deciphering Managerial Cognition: New Methods & Opportunities for Studying Strategic Decision Making,” Academy of Management 2021 Professional Development Workshop
 - Co-Organizer, “Cognition & Competition: Microfoundations of Competitive Adaptation,” Academy of Management 2020 Symposium (*cancelled due to virtual format*)

INDUSTRY EXPERIENCE

- **Ford Motor Company** 2011–2017
 - Product Planning & Strategy
Developed business cases on advanced technologies for conventional and autonomous vehicles.
 - Product Development Engineering
Worked in a range of engineering divisions including Ford Performance Motorsports, crash safety, vehicle prototyping, and chassis engineering.
- **Peace Meal Kitchen** 2016–2017
 - Founder & Owner
Peace Meal Kitchen is a dinner pop-up dedicated to educating diners on regions that are either misrepresented by the U.S. media or are struggling with political conflict. Featured in [Eater](#), [Detroit Free Press](#), [NPR](#), [The New York Times](#), and [The Washington Post](#), Peace Meal Kitchen uses the concept of gastrodiploamacy to educate diners on misrepresented cultures through food.

OTHER

- **Citizenship:** USA, EU (Sweden)
- **Languages:** English (native), Farsi (fluent)
- **Software:** Python, R, Stata, MATLAB, SQL, L^AT_EX