

YOUTHIKA CHAUHAN

300 Kenan Center Drive,
Suite 5500, McColl Building,
Chapel Hill, NC 27599

Youthika_Chauhan@kenan-flagler.unc.edu
+1 919-638-4175
<http://youthika.com/>

EDUCATION

University of North Carolina at Chapel Hill, Kenan-Flagler Business School	
Ph.D., Strategy and Entrepreneurship	2021
Master of Science, Management (Degree received en route to Ph.D.)	2020
Berlin School of Economics and Law (HWR Berlin)	
Master of Arts, International Business and Consulting (Strategic Management) (Merit-based selection for the Dual-Degree Program by Symbiosis International University; DAAD Scholarship recipient)	2014
Symbiosis International University	
Master of Business Administration, International Business (Supply Chain Management)	2014
Institute of Chemical Technology, (erstwhile, University Department of Chemical Technology)	
Bachelor of Technology, Food Engineering and Technology (Merit-based AICTE fee-waiver recipient)	2012

RESEARCH INTERESTS

Social Entrepreneurship, Social Innovation, Emerging Economies, Sustainability, Qualitative Methods

DISSERTATION

Title: "Three Essays on Social Entrepreneurship for Development in Emerging Economies"

Committee: Hugh O'Neill (adviser and chair), Olga Hawn, Timothy Ott, Michelle Rogan, Garima Sharma, Afroz Taj

My dissertation focusses on entrepreneurship for development. In the essays that comprise my dissertation, I use a range of quantitative and qualitative methods to match the research question I examine. To understand different aspects of entrepreneurship, I also use different levels of analysis, i.e., firm-level, entrepreneurial community-level, and individual level. The first essay is titled "Strategic Advantages through Social Responsiveness." We study firms in South Asia, specifically India, Bangladesh, and Myanmar, using multiple case-study analysis at the level of firms. We use the literature on organizational categories. 'Organizational category' refers to the shared understanding for firms' actions by which internal and external stakeholders interpret firm actions. The category of socially-oriented enterprises is not well-established in this context of South Asian emerging economies. Therefore it serves as a suitable setting to study the process of category clarification. Using the grants from the Mahatma Gandhi Fellowship and the Kenan Institute of Private Enterprise at UNC, I collected my own data through extensive field research involving interviews and observations. My findings reveal the different organizational changes that occur when an enterprise undergoes third-party certification for its impact on development. We find that the B-Corp certification process leads to certain organizational changes through which organizations can communicate their category more effectively. We identify the different mechanisms, namely, communication of founders' mission, external diffusion of the firms' category, and others, which enable category clarification among firms' employees and external audiences, including investors, customers, and

prospective employees. This paper is in the final stages of editing and will be submitted to the *Academy of Management Journal* in January 2021.

In the second essay, "Reverse Migration and Social Entrepreneurship," I uncover a new and understudied phenomenon – migration from developed economies to developing ones – that I refer to as "reverse migration." This is a multi-country study encompassing firms across fourteen countries across Asia, Africa, and Latin America. Using qualitative comparative analysis at the entrepreneurial community level, i.e., entrepreneur, his/her family, and his/her close network, I study how different entrepreneurial resources combine with social innovation and institutional support to lead to a successful enterprise in emerging economies. I also find the core resources that are essential for the success of RM-founded enterprises. This paper is in the final stages of editing and will be submitted to the *Strategic Entrepreneurship Journal* in January 2021.

The third essay, "Resilience and Recovery in Crisis," involves a field experiment with mixed methods in collaboration with the Kagal Education Society, an agricultural philanthropic organization in western India that has been significantly impacted by COVID-19. I study the effectiveness of an intervention on this organization to assess whether founding mission can help an organization to recover from crisis. The intervention will be a training program about the entrepreneurial mission to boost farmers' and their trainers' organizational identity. Using field-based randomized control trials and differences-in-differences design, I will study whether and to what extent our intervention enables the enterprise to recover its organizational identity after the COVID19-related setback. The baseline survey for this study has been carried out. I will conduct the intervention and the final survey as the COVID-19 situation improves, and the local government relaxes the social distancing rules. I will incorporate qualitative insights from field interviews and observations to complement the quantitative findings from the surveys. This paper will be finalized by May 2021 subject to the local COVID19-related regulations.

RESEARCH AND PUBLICATIONS

Research Projects in Preparation for Journal Submission

1. Chauhan, Y., O'Neill, H. Strategic Advantages through Social Responsiveness: The Case of Certified B-Corps. **Under final revisions. Targeted for the *Academy of Management Journal* in January 2021**
2. Chauhan, Y. Reverse Migration and Social Entrepreneurship: A Multi-Country Study. **Under final revisions. Targeted for the *Strategic Entrepreneurship Journal* in January 2021**

Ongoing Research Projects

1. Chauhan, Y., Barbera, T. Resilience and Recovery in Crisis: Reviving Agriculture During and After COVID-19. To be finalized by May 2021.

Past research

1. Chauhan, Y. (2020) Food Waste Management with Technological Platforms: Evidences from Indian Food Supply Chains. Published in *Sustainability*, special issue on "Recycling and Valorising Waste from the Agri-food Sector for Sustainability."

This paper is developed from research before doctoral education, i.e., the Master's Thesis research for the Berlin School of Economics and Law.

Journal Impact Factor: 2.576 (2019); 5-Year Impact Factor: 2.798 (2019)

Indexed by: Social Sciences Citation Index (Web of Science), Scopus, Science Citation Index, and other databases

URL: <https://doi.org/10.3390/su12198162>

2. Sustainability and Transparency in Food Industry: An Event Study (Doctoral)
3. Evaluation Of Cloud-Based Information Platforms To Reduce Wastage In Supply Chains Of Processed Foods (Master's Thesis)

AWARDS AND GRANTS

- People's Choice Award for the Best Paper** 2020
- Paper selected for the showcase presentation and **voted as the best paper** by the audience at the Global B Academics Paper Development Workshop (1 paper awarded out of 39 submitted papers)
- Ph.D. Paper Prize at the Strategic Management Society Annual Conference** 2020
- Paper nominated
- P. Rao & Venku M. Chatrathi Scholarship** 2020
- \$1,500 awarded to one student across all Ph.D. programs at the Kenan-Flagler Business School for outstanding research on issues related to global development (1 doctoral student selected out of 71 doctoral students at UNC Kenan-Flagler Business School)
- Graduate Phillips Ambassador Program and Scholarship** 2020
- \$6,000 research grant from the UNC Carolina Asia Center to research in Asia (1 out of 8 doctoral applicants across all colleges and programs at UNC)
- Mahatma Gandhi Fellowship** 2019
- \$3,000 research grant from UNC Sangam and UNC Carolina Asia Center to research on issues related to sustainability in South Asia (1 out of 8 doctoral applicants across all colleges and programs at UNC)
- Internal UNC Small Research Grant** 2019
- \$1,700 research grant from the Kenan Institute of Private Enterprise in conjunction with Mahatma Gandhi Fellowship for research in South Asia

CONFERENCE PRESENTATIONS

- International QCA Paper Development Workshop 2020 – *paper presented* 2020
(Organized by ETH Zurich, University of Bamberg, and others)
- European Academy of Management Conference, virtual – *paper presented* 2020
- Annual Social Entrepreneurship Conference, virtual – *paper presented* 2020
(Organized by the Indiana University and the University of Southern California)
- Strategic Management Society Annual Conference, virtual – *paper presented* 2020
 - Paper nominated for the Ph.D. Paper Prize
 - Doctoral Workshop
- Academy of Management Annual Meeting, virtual – *paper presented* 2020
 - Doctoral Consortium by the Organizations and the Natural Environment (ONE) Division
 - Global Paper Development Workshop by the Organization and Management Theory Division
- European Group for Organizational Studies (EGOS), virtual – *paper presented* 2020
 - Sub-theme 27: Hybridity and Beyond
- Global B Academics Paper Development Workshop, virtual – *paper presented* 2020
 - Showcase presentation; People's Choice Award
- Academy of Management Annual Meeting, Boston, MA – *paper presented* 2019
 - Doctoral Consortium by the ONE Division
 - Research Workshop by the Social Issues in Management (SIM) Division
- Global B Academics Paper Development Workshop, Los Angeles, CA – *paper presented* 2020
- Summer Seminar in Stakeholder Theory, Charlottesville, VA – *paper presented* 2019
(Organized by the University of Virginia)

TEACHING

Instructor: BUSI 411 – Strategic Management Fall 2019
Required (core) course for UNC's Undergraduate Business Program; the program has been consistently ranked among the top ten undergraduate business programs in the USA by US News, Princeton Review, Poets and Quants, and Great Business Schools

- Sole instructor for two sections of a required undergraduate core strategy course (58 students total)
- Instructor ratings: 4.1 out of 5
 - Received strong and positive comments from students
 - Teaching evaluations and syllabus available upon request

Teaching assistant: GLBL 281 – Global Studies (for Carolina Asia Center) Spring and Fall 2020
 Required course for the Undergraduate Phillips Ambassadors scholarship recipients. The course prepares selected students to participate in UNC's study-abroad program in Asia, as well as asks them to reflect upon their experience in Asia to help them use the experience for their career.

- Conduct group discussions and project grading for Prof. Michael Tsin (24 students total from across colleges and programs at UNC)
- Provide additional assistance to students needing additional preparation for the study-abroad program

Teaching assistant: MBA 801 – Leading and Managing (planned) Spring 2021
 Will serve as a facilitator to conduct virtual team-building sessions for the Evening and Weekend MBA class for Prof. Mabel Miguel at the Kenan-Flagler Business School (UNC).

- Online teaching and facilitation of virtual class activities

Teaching assistant for grading:

Global Immersion Electives are study-abroad courses that students may take to understand the business practices and cultures in different places. The course prepares them for global careers as well as inculcates cross-cultural understanding.

- MBA Global Immersion Electives (Helsinki Summit) 2019
- Undergraduate Business Inclusive Leadership Program 2019
- MBA Global Immersion Electives (Chapel Hill Summit) 2018
- MBA Global Immersion Electives (Cornerstone and Consulting Tracks) 2018
- MBA Global Immersion Electives (Consulting Track) 2018
- MBA Global Immersion Electives (San Antonio Summit Track) 2018

PROFESSIONAL ACTIVITIES AND SERVICE

Memberships and Affiliations

- Strategic Management Journal, *Ad-hoc reviewer* 2020
- Academy of Management, *Volunteer* for the ONE Communication Team 2020
- Academy of Management, STR, OMT, ONE and SIM divisions, *Member* 2016 - present
- B Academics (Global B Corp Academic Community), *Member* 2019 - present
- Strategic Management Society, *Member* 2020 - present

Other Service

- Academy of Management Annual Meetings, *Reviewer* 2017 - present
- UDAAN (UDCT Alumni Association Newsletter), *Editor* 2015 - 2018
- SAMPUSHTI, (Student initiative to address malnutrition), *Mentor* 2015 - 2016

PROFESSIONAL WORK EXPERIENCE

OmniActive Health Technologies Limited, Mumbai, India – *Assistant Manager* 2014 - 2016
Indian nutraceutical company manufacturing active pharmaceutical ingredients for major food supplements manufacturers across the world

- Identified the future nutritional requirements, translated them into potential product ideas, and assessed their techno-commercial feasibility
- Served as the interface between the marketing, R&D, and production (including intellectual property and regulatory compliance) departments.

Daimler Financial Services AG, Stuttgart, Germany – *Student Consultant* 2013
Financial services provider of Daimler AG

- Worked on a live project titled "Used Car Financing in India and China."

Deutsche Telekom AG, Berlin, Germany – *Student Consultant* 2012 - 2013

- Worked on an ongoing project titled "Machine-to-Machine Communication in Food Supply Chains."

Cadbury India Limited (now, under Mondelez International), Mumbai, India - *Intern* 2011

- Worked on projects for the Research and Development Division

LANGUAGES

Hindi (native); **English** (bilingual proficiency); **French** (full working proficiency – DELF B2 certified); **German** (professional working proficiency – Goethe Zertifikat A2); **Other Indian languages** – Gujarati, Marathi (full working proficiency)

REFERENCES

Contact information of referees available upon request.