

SIDDHARTH NATARAJAN

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ACADEMIC EMPLOYMENT

- 2019- current **Assistant Professor**
Department of Management, CUHK Business School,
The Chinese University of Hong Kong

EDUCATION

- 2019 **Ph.D.** in Strategy and Policy, National University of Singapore
- 2009 **MBA**, S.P. Jain Institute of Management and Research, Mumbai
- 2005 **B.E.** in Mechanical Engineering, College of Engineering, Pune

RESEARCH

I am interested in understanding how firms can better manage their business and technology portfolios. My current research focuses on the role of complementarities in commercialization.

Research Interests: Technology Management, Corporate Strategy, Ecosystems

Refereed Journal Publications

1. Natarajan, S., Mahmood, I. P. & Mitchell, W. 2019. Middle management involvement in resource allocation: The evolution of automated teller machines and bank branches in India. *Strategic Management Journal*, 40(7):1070–1096.
2. Singh, K., Mahmood, I. P., & Natarajan, S. 2017. Capital Market Development and Firm Restructuring During an Economic Shock. *Organization Science*, 28(3): 552–573.

Best Paper Proceedings

- Hu, T., Natarajan, S., & Delios, A. 2016. 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

Working Papers

- Benefiting from Innovation: How the Innovation-Performance Relationship is Affected by User Adoption of Complementary Technologies
- External Complementary Assets and Incumbent Entry into New Adjacent Markets (with Ishtiaq Mahmood and Will Mitchell)
- Analyst Coverage and Allocation of Efforts in Organizational Learning; *under review at Management Science* (with Fenglong Xiao & Ishtiaq Mahmood)
- The Effects of Sister-city Ties on MNC entry (with Hu Tianyou and Andrew Delios)
- Competition Networks and Entry into New Markets (with Ishtiaq Mahmood)

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

TEACHING

- 2019 NUS SCALE, National University of Singapore
Course: Strategic Planning (Business and Finance Summer School)
- 2016-2019 NUS Business School, National University of Singapore
Course: BSP 2005 Asian Business Environments

REVIEWING

- Strategic Management Journal, Ad-hoc Reviewer
- AoM Annual Meetings 2017 onwards; AIB Meeting 2019

INVITED TALKS AND CONFERENCE PRESENTATIONS

- Complementary Technologies and Incumbent Entry into New Products
 - Asian Management Research Conference, ISB Hyderabad, 2019
- Benefiting from Innovation: Firm Innovativeness and Market Share during the Evolution of Complementary Technologies
 - SMS Special Conference, Hyderabad, December 2018; AoM Boston 2019
 - Indian School of Business, Chinese University of Hong Kong, HEC Paris, INSEAD
- 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
 - AIB Conference 2019 (invited)
- 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

INDUSTRY EXPERIENCE

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

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

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 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