

Mana Heshmati

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EDUCATION

- University of Michigan, Ross School of Business** 2017–present
 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
- **Working papers**
 - Csaszar, F. A., **Heshmati, M.**, and Rosenkranz, N. “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.** and Csaszar, F. A. “Learning strategic representations: Exploring the effects of taking a strategy course.”
 - Revise & Resubmit at *Organization Science*
 - Nominee, 2020 Strategic Management Society Conference Best PhD Paper Prize
 - **Heshmati, M.** “Firms as influencers: Shaping industries through search and collaboration.”
- **Works in progress**
 - **Heshmati, M.** and Li, C. “Front office face-offs: Conflicting goals and strategic experimentation in the NHL” [*Data analysis stage*]
 - **Heshmati, M.** “Search and structure as enablers of imitative speed” [*Data collection 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.”
 - Academy of Management Annual Meeting, August 2021
 - Strategic Management Society Annual Conference, October 2020
 - Organization Science Winter Conference, March 2020 (*conference postponed*)
 - Ross School of Business Strategy Brown Bag, 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.”
 - 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

- 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, Rackham Merit Fellowship 2017–present
 - Awarded to students from backgrounds that are underrepresented in the field of study
- University of Michigan, Ross Doctoral Fellowship 2017–present

· 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

- STR 290: Business Strategy (BBA Core) Winter 2020
 - Teaching Evaluation: 4.8/5.0, 98% of students rated the teaching as excellent
 - Students: 79 sophomores at Ross, taught in-person
 - 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 Michigan, Ross School of Business

- PhD Forum President (elected by student body) 2021–present
- Founder and Coordinator of Strategy/M&O Anti-Racist Reading Group 2020–present
- 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 2019–2021
- Reviewer for Academy of Management Annual Meeting (STR and TIM) 2018–2021

· Mentorship

- Undergraduate Research Opportunity Program (UROP) Research Mentor 2020–2021
- Ross BBA Senior Thesis Mentor 2019–2020

· Conferences

- 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 [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

REFERENCES

Felipe Csaszar

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Brian Wu

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Cheng Gao

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