

Curriculum Vitae

HOVIG TCHALIAN

Greif Center for Entrepreneurial Studies, USC Marshall School of Business; hovig.tchalian@gmail.com

Expert in discourse analysis and cutting-edge research; gifted and experienced teacher; skilled designer of innovation frameworks and entrepreneurial methods

ACADEMIC APPOINTMENTS

Greif Center for Entrepreneurial Studies, Marshall School of Business, Univ. of Southern California 2021 – present
Assistant Professor of Clinical Entrepreneurship, Director of Technology Commercialization

Peter F. Drucker & Masatoshi Ito Graduate School of Management 2012 – 2021
Assistant Professor

University of Southern California (USC) 2008 – 2012
Lecturer, Marshall School of Business, Viterbi School of Engineering

California State University, Channel Islands, Smith School of Business 2008 – 2009
Lecturer (part-time)

EDUCATION

University of Southern California (USC), Marshall School of Business 2009-2011
Completed Ph.D. Core Coursework, Management & Organization

Completed all core courses for PhD program (Organization Theory, Strategic Management, Organization Behavior, Research Methods) while teaching at USC, retooling expertise for organizational research

UCLA Anderson School of Management 2008
M.B.A., Entrepreneurship and Strategy Emphasis
Academic Fellow, Management Development for Entrepreneurs

University of California, Los Angeles (UCLA) 2005
Ph.D., English, Summa cum laude
Dissertation: Historical study of authority models in manuals of advice

University of California, Los Angeles (UCLA) 2005
B.A., Economics and English (double major) 1991

HONORS, AWARDS AND GRANTS

- Joint Research Grant for Entrepreneurial Cognition project (USC Marshall iORB – merit-based, 2022 - 2023)
- Individual Research Grant (USC Marshall – merit-based, Summer 2022)
- BLAIS Fund Challenge Research Grant (Claremont Graduate University – merit-based, 2020)
- AOM OMT (Organization and Management Theory) Division Research Committee Service Award (2019)
- Andrew W. Mellon Foundation Research Grant (2018-2019)
- Rick and Susan Sontag Center for Collaborative Creativity (the Hive) entrepreneurship course grant (2018)
- Fletcher Jones Foundation Research Grant (2017-2018 and 2016-2017)
- Transdisciplinary Summer Research grant: Big Data management and analytics platform project (2016-17)
- Microsoft Research Grant – data analytics (2015-2016)
- Fund for Innovative Undergraduate Teaching (2011) award, University of Southern California
- C3 Technology grant (2011), University of Southern California
- Learning and Education grant (2010), University of Southern California
- UCLA Anderson First-Year Fellowship, 2005-2006 (merit-based, one of only two awarded)
- James Phillips Memorial Dissertation Fellowship, 2000-2001 (merit-based)

PUBLICATIONS

- Tchaljian, H. 2019. Microfoundations and Recursive Analysis: A Mixed-Methods Framework for Language-Based Research, Computational Methods, and Theory Development. Haack, P., Sieweke, J. and Wessel, L. (Ed.), *Microfoundations of Institutions (Research in the Sociology of Organizations: Microfoundations of Institutions, Vol. 65B)*, 107-125.
- Hannigan, T. Haans, R.F.J., Vakili, K, Tchaljian, H., Glaser, V., Wang, M., Kaplan, S, & Jennings, P.D. 2019. Topic Modeling in Management Research: Rendering New Theory from Textual Data. *Academy of Management Annals*, 13(2), 586-632.
- Alsudais, K. & Tchaljian, H. 2016. A Corpus Periodization Framework to Periodize a Temporally Ordered Text Corpus. *Proceedings of the 22nd Americas Conference on Information Systems*.
- Tchaljian, H. & Alsudais, K. 2016. A New Application of Blockmodeling: Socio-Discursive Analysis of Semantic Networks. 2016. *Proceedings of the Pacific Conference on Statistical Computing and Data Mining*.
- Tchaljian, H. 2013. Bureaucracy. In Smith, V. (Ed.), *The Sociology of Work: An Encyclopedia*. Thousand Oaks, CA: Sage Publications, Inc.
- Tchaljian, H. Edge Semiconductor, Planet ATE. 2010. Case studies written for the Anderson School of Management and used in graduate business courses at Anderson
- Basu, S., Raj, M., & Tchaljian, H. 2008. A Comprehensive Study of Behavioral Finance: A Study of Irrationality. *JFSP*, 62(4): 51-62.

WORKING PAPERS

- Tchaljian, H. Digital Authenticity: Rationalization and the Reconfiguration of Craft-Based Authenticity in the Digital Age. (Submitted to top peer-reviewed academic journal, early 2023)
- Tchaljian, H., Glaser, V.L., & Kennedy, M.T. 2023. The Strategic Uses of Ambiguity: Extended Nascency, Category Uncertainty, and the Modern Rebirth of the Electric Vehicle, 1990-2014. (Targeted for *Strategic Management Journal*)
- Tchaljian, H. Glaser, V.L., Hannigan, T., & Lounsbury, M. 2022. Institutional Attention: Cultural Entrepreneurship and the Dynamics of Category Construction. (Targeted for *Administrative Science Quarterly, Organization Studies*)
- Tchaljian, H., Alsudais, K., & Ocasio, W. Rewriting the Unwritten Rules: Role Configurations and the Rise of Corporate Governance and the Logic of Shareholder Value. (Targeted for *Administrative Science Quarterly*)
- Tchaljian, H., Voronov, M. Generous Spirits: Sacred Economies, Category Consecration and the Upscaling of Canadian Whisky. (Targeted for *Academy of Management Journal*)
- Tchaljian, H. Factionalism and Fictionalism: Social Credentialing and the Construction of Logical and Ideological Commitments. (Targeted for *Academy of Management Review*)

CONFERENCE PRESENTATIONS

- Tchalian, H. 2022. Crafting Authenticity: Rationalization and the Reconfiguring of Craft-Based Authenticity in the Digital Age. Presenter at West Coast Research Symposium for Technology Entrepreneurship, University of Washington, Seattle, WA.
- Tchalian, H., Voronov, M. 2021. Generous Spirits: Sacred Economies, Category Consecration and the Upscaling of Canadian Whisky. Co-presenter for invited paper session at Humanistic Entrepreneurship Research Symposium, Marshall School of Business, University of Southern California in Los Angeles, CA.
- Tchalian, H. 2021. Mixed Methods and Recursive Analysis. Presenter for invited paper session at Academy of Management Annual Meeting (“Content Analysis”) in Philadelphia, PA.
- Tchalian, H., Voronov, M. 2019. Generous Spirits: Sacred Economies, Category Consecration and the Upscaling of Canadian Whisky. Co-presenter for invited paper session at Academy of Management Annual Meeting (“Framing and Innovation: Discursive Strategies in Organizations”) in Boston, MA.
- Tchalian, H., Voronov, M. 2019. Generous Spirits: Sacred Economies, Category Consecration and the Upscaling of Canadian Whisky. Presenter at European Group of Organization Studies Colloquium in Edinburgh, Scotland (UK).
- Tchalian, H. 2019. Truthspotting: Markers of Trustworthiness in Public Statements. Presenter at the Big Data Discovery Summit in Azusa, CA.
- Tchalian, H. Glaser, V., Green, J., & Lounsbury, M. 2018. Institutional Attention: Cultural Entrepreneurship & the Dynamics of Category Construction. Co-presenter at West Coast Research Symposium on Technology Entrepreneurship.
- Tchalian, H. Glaser, V., Green, J., & Lounsbury, M. 2018. Institutional Attention: Cultural Entrepreneurship & the Dynamics of Category Construction. Presenter at Alberta Institutions Conference.
- Tchalian, H. & Alsudais, K. 2018. Bringing Values Back In: Cultural Persistence in Institutional Vocabularies. Presenter at the Academy of Management Specialized Conference on Managing Big Data.
- Tchalian, H. 2017. Talk as data: New Approaches to Analyzing Text to Advance Theory. Presentation at the Academy of Management Annual Meeting in Atlanta, GA.
- Tchalian, H., Glaser, V., & Green, J. 2017. Movers and Shapers: Placement, Mediation and Influence in the Electric Vehicle Category. Presentation at the European Group of Organizational Studies Colloquium in Copenhagen, Denmark
- Tchalian, H. & Alsudais, K. 2016. The (Staying) Power of Words: The Persistence of Social Cues in Institutional Vocabularies, 1975-2004. Presentation at the European Group of Organizational Studies Colloquium in Naples, Italy
- Tchalian, H. & Alsudais, K. 2016. A New Application of Blockmodeling: Socio-Discursive Analysis of Semantic Networks. Presentation at the Pacific Conference on Statistical Computing and Data Mining in Palm Springs, California
- Alsudais, K & Tchalian, H. 2016. A Corpus Periodization Framework to Periodize a Temporally Ordered

Text Corpus. Presentation at the 22nd Americas Conference on Information Systems 2016 in San Diego, California.

- Alsudais, K. Tchalian, H. & Hilton, B. 2016. Labeled Topics for News Corpora Using Word Embedding and News Corpora. Presentation at *IJCAI Workshop on NLP Meets Journalism* in New York, NY.
- Tchalian, H., Glaser, V., & Kennedy, M. Categorical Evolution or Revolution: How Tesla and GM Promote Emerging Categories. 2015. Presentation at the European Group of Organizational Studies Colloquium in Athens, Greece
- Tchalian, H. 2014. The Limits of an Idea: Discursive Logics and the Vocabularies of Corporate Governance. Presentation at Professional Development Workshop, European Group of Organizational Studies Colloquium in Rotterdam, Netherlands
- Tchalian, H. 2011. Technology and Innovation. Presentation at Teaching with Technology Conference, University of Southern California in Los Angeles, California
- Tchalian, H. 2011. Collaboration Inside and Outside the Classroom. Presentation in Faculty Forum Series, University of Southern California in Los Angeles, California

COURSES TAUGHT

MARSHALL SCHOOL OF BUSINESS, UNIVERSITY OF SOUTHERN CALIFORNIA

(Faculty in Lloyd Greif Center for Entrepreneurial Studies– teaching Master’s students, undergrads)

- *Technology Feasibility* (designed and taught, required course in Grad Commercialization Certificate)
- *Technology Commercialization* (designed and taught, required course in Grad Commercialization Certificate)
- *Technology Entrepreneurship* (designed and taught, required course in UG Entrepreneurship Concentration)
- *Founders’ Dilemmas* (taught, required course in MS in Entrepreneurship & Innovation)

DRUCKER SCHOOL OF MANAGEMENT, CLAREMONT GRADUATE UNIVERSITY

(Faculty in MBA program and executive education – taught MBAs, Master’s students, PhDs, undergrads, executives)

- *7 Steps to Startup: From Idea to Prototype* (designed and taught, required course in entrepreneurship concentration)
- *Innovation & Entrepreneurship: Startup Business Models* (designed and taught, course leading to pitch competition)
- *Introduction to Entrepreneurship: Concepts & Frameworks for New Ventures* (designed and taught)
- *New Venture Creation* (co-taught, introductory course for students in art business / arts management MA degree)
- *Startup Studio* (co-taught, capstone course for students in art business / arts management MA degree)
- *Communication in An Increasingly Complex World* (designed and taught, MA and PhD Org Theory elective)
- *Data Analytical Tools & Technologies* (designed and taught, interdisciplinary course on novel data-analytic methods offered in conjunction with graduate Information Systems and Technology school)

MARSHALL AND VITERBI SCHOOLS, UNIVERSITY OF SOUTHERN CALIFORNIA

(Faculty in Master’s Programs – taught Master’s students, PhDs, undergrads)

- *Technology Management* (designed and taught, graduate elective on technology management)
- *Management Communication* (taught, required undergraduate course on effective organizational communication)
- *Engineering Communication* (taught, required undergraduate course on effective technical communication)

SMITH SCHOOL OF BUSINESS, CALIFORNIA STATE UNIVERSITY, CHANNEL ISLANDS

- Strategic management capstone and courses on business and economic history (both undergraduate)

UNIVERSITY AND SCHOOL LEADERSHIP AND SERVICE

- Academic Director, Marshall Greif Technology Commercialization Certificate
- Academic Director, Drucker School Digital Innovation and Text Analysis Lab (2018 – present)
- Founding Director, Drucker School Game Lab on technology entrepreneurship (2017 – present)
- Academic Director, ReConnect communication technology platform prototype project (2017 – 2018)
- Faculty Member, Drucker School Assurance of Learning Committee
- Faculty Member, Drucker School MBA Curriculum Committee
- Faculty member, Claremont Graduate University Transdisciplinary Program Advisory Committee
- Faculty Member, Claremont Colleges Data Science Working Group

ACADEMIC LEADERSHIP AND SERVICE

CONFERENCE SESSION ORGANIZING

- Harmon, D., Tchalian, H., & Rhee, E. 2021. Language, Meaning and Organizing: Multi-Level Methods & Theorizing. Co-organizer of session at Academy of Management Annual Meeting in Philadelphia, PA (conducted online).
- Harmon, D., Tchalian, H., & Rhee, E. 2020. Language, Meaning and Organizing: Linguistic Theories and Methods of Organizing. Co-organizer of session at Academy of Management Annual Meeting in Vancouver, BC (conducted online).
- Tchalian, H. & Hannigan, T. 2020. Advances in Topic Modeling: Curating Corpora, Using Structured Models, and Theorizing with Visuals. Co-organizer of / session presenter at Academy of Management Annual Meeting in Vancouver, BC (conducted online).
- Tchalian, H., Hannigan, T., & Harmon, D. 2019. Cutting-Edge Linguistic Methods: Taking Stock of Advances in the Study of Meaning Structures. Co-organizer of Paper Symposium at Academy of Management Annual Meeting in Boston, MA.
- Harmon, D., Etchanchu, H., & Tchalian, H. 2019. Language, Meaning, and Organizing: The Future of Linguistic Theories, Data, and Methodologies. Co-organizer of Professional Development Workshop at Academy of Management Annual Meeting in Boston, MA.
- Hannigan, T. Haans, R. F. J., Tchalian, H., Glaser, V., Wang, M., Vakili, K., & Kaplan, S. 2018. Topic Modeling: theory, method, and applications in management research. Session co-organizer at Academy of

Management Annual Conference.

- Hannigan, T., Tchalian, H., Kiley, J., & Nelson, L. K. 2018. Curating Big Data Sets. Session co-organizer at Academy of Management Specialized Conference on Managing Big Data.
- Tchalian, H. 2017. Topic Modeling in Quant and Qual Research. Session Co-lead and presenter at the Academy of Management Annual Meeting in Atlanta, GA.

ACADEMIC REVIEWING

- Reviewer, *Academy of Management Review*
- Reviewer, *Academy of Management Journal*
- Reviewer, *Strategy Science*
- Reviewer, *Organization Studies*
- Reviewer, *Journal of Management Studies*
- Reviewer, *Sociological Methods and Research*
- Reviewer, Academy of Management annual meetings, ENT (Entrepreneurship) Division (2018 – present)
- Reviewer, Academy of Management annual meetings, OMT (Organization and Management Theory) Division (2014 – present)

PROFESSIONAL MEMBERSHIP AND ACTIVITIES

- Director of Communications / Executive Committee Member, Academy of Management OMT (Organization and Management Theory)
- Member, Academy of Management and Western Academy of Management
- Member, Academy of Management OMT, *Membership Division*
- Member, Academy of Management OMT (Organization and Management Theory), *Research Committee*
- Associate member, American Sociological Association
- Executive Committee Member, American Sociological Association, *Theory Division* [2018-2019]
- Advisory Board Member, Startup Guide, Los Angeles [2018]
- Faculty member of Duke Corporate Education's GLRN (Global Learning Resource Network)

PROFESSIONAL EXPERIENCE

MONITOR GROUP / M2C

Santa Monica, CA

Management Consultant

April 2006 – January 2007

- Advised Fortune 500 executives and top management on key strategic issues and business decisions
- Helped guide internal teams in the design and implementation of complex and critical research initiatives
- Developed custom content, focused on marketing and growth, that helped improve processes and results

LANGUAGES

- French, Spanish: read, write and speak

- Latin: reading knowledge
- Armenian: read, write, and speak fluently (native speaker)

ACADEMIC REFERENCES

- Peer Fiss, Professor of Management & Organization, USC Marshall School of Business
- Michael Lounsbury, Professor of Entrepreneurship & Innovation, University of Alberta School of Business
- William Ocasio, Professor of Management & Organizations, Kellogg School of Management