

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; 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

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

- Undergraduate Research Associates Grant (USC Marshall – \$6k, merit-based, 2023-2024)
- Joint Research Grant for Entrepreneurial Cognition (USC Marshall iORB – \$20k, merit-based, 2022 - 2023)
- BLAIS Fund Challenge Research Grant (Claremont Graduate University – \$10k, merit-based, 2020)
- AOM OMT (Organization and Management Theory) Division Research Committee Service Award (2019)
- Andrew W. Mellon Foundation Research Grant (Claremont Graduate University – 2018-2019)
- Rick & Susan Sontag Center for Collaborative Creativity course grant (Claremont Graduate University – 2018)
- Fletcher Jones Foundation Research Grant (Claremont Graduate University – 2017-2018 and 2016-2017)
- Transdisciplinary Summer Research grant: Big Data analytics (Claremont Graduate University – \$5k, 2016-17)
- Microsoft Research Grant – data analytics (2015-2016)
- 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 (UCLA – \$15k, merit-based)

PUBLICATIONS

- Tchalian, H. (2025). Two of these things are linked by another: Commensuration and theory development across analytical levels. In D. Harmon, T. Hannigan, and P. Haack. (Eds.), *Multilevel analysis*. Emerald Publishing Limited.
- Bien, J., Burgos, M., Cardon, P., Carnevale, P., Chen, F., Guo, Y., Gupta, V., Henneman, T., Hill, M., Ho, G., Hoberg, G., Jia, N., Larson, L., Lind, S., Mukherjee, G., O'Leary, D. E., Philadelphia, M., Raffiee, J., Randhawa, R. S., Robinson, K., Rusmevichientong, P., Simons, M., Tchalian, H., Teodoridis, F., Walske, J., Wong, J. (2024). *Embracing AI in Business Education: A Case Study of USC Marshall School of Business*. Elsevier BV. <https://doi.org/10.2139/ssrn.4975641>
- Tchalian, H. (2019). Microfoundations and recursive analysis: A mixed-methods framework for language-based research, computational methods, and theory development. In P. Haack, J. Sieweke, & L. Wessel (Eds.), *Microfoundations of institutions* (Vol. 65B, pp. 107–125). Emerald Publishing Limited.
- Hannigan, T. Haans, R. F. J., Vakili, K., Tchalian, H., Glaser, V. L., 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., & Tchalian, H. (2016). A corpus periodization framework to periodize a temporally ordered text corpus. *Proceedings of the 22nd Americas Conference on Information Systems*.
- Tchalian, 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*.
- Tchalian, H. (2013). Bureaucracy. In Smith, V. (Ed.), *The sociology of work: An encyclopedia*. Thousand Oaks, CA: Sage Publications, Inc.
- Tchalian, H. Edge Semiconductor, Planet ATE. (2010). Case study written for the Anderson School of Management and used in graduate business courses at Anderson.
- Basu, S., Raj, M., & Tchalian, H. (2008). A comprehensive study of behavioral finance: A study of irrationality. *JFSP*, 62(4): 51-62.

WORKING PAPERS

- Tchalian, H. The ties that bind: Inter-dependence, topological analysis, and the “third way” of mixed methods. (Submitted and under review at *Academy of Management Journal*, Feb 2024)
- Tchalian, H., Glaser, V. L., & Kennedy, M. T. Successful failures: Category infrastructure and cumulative advantage in the modern rebirth of the Electric Vehicle, 1990-2014. (To be submitted to *Academy of Management Journal*, summer 2025)
- Tchalian, H., Cornelissen J., & Werner, M. Social, specialist and synthetic credentialing: Logical and extra-logical commitments in constructing institutional consensus. (To be submitted to *Academy of Management Review Special Issue*, fall 2025)
- Tchalian, H., & Ocasio, W. Rewriting the unwritten rules: Role configurations and the rise of corporate

governance and the logic of shareholder value. (Targeted for *Organization Science*)

- Tchaljian, H., Hannigan, T., Hiatt, S., & Lounsbury, M. 2025. The dieselgate scandal: Attentional dynamics and the evolving meaning of a field. (Targeted for *Administrative Science Quarterly*)
- Tchaljian, H., & Voronov, M. The letter of the spirit: The legal construction of status-based authenticity claims. (Targeted for *Academy of Management Journal*)
- Tchaljian, H. Modulating signal strength: Deploying authenticity as a strategic resource. (Currently being reframed for re-submission)

CONFERENCE PRESENTATIONS

- Tchaljian, H., Glaser, V. L., & Kennedy, M. T. *Paths to viability: Commercialization strategies for radical innovators in the modern rebirth of the Electric Vehicle, 1990-2014* [Paper presentation: Best paper nomination]. (2023). European Group of Organizational Studies symposium, Cagliari, Sardinia.
- Tchaljian, H. (2022). *Crafting authenticity: Rationalization and the reconfiguring of craft-based authenticity in the digital age* [Paper presentation]. West Coast Research Symposium for Technology Entrepreneurship, University of Washington, Seattle, WA, USA.
- Tchaljian, H. (2022). *Factionalism and fictionalism: The interplay of logical and ideological commitments in the production of social consensus* [Paper presentation: Best paper nomination]. Presenter at European Group of Organization Studies, WU Vienna, Vienna, Austria.
- Tchaljian, H., & Voronov, M. (2021). *How did Canadian whisky upscale?* [Invited paper presentation]. Humanistic Entrepreneurship Research Symposium, Marshall School of Business, University of Southern California, Los Angeles, CA, USA.
- Tchaljian, H. (2021). *Mixed methods and recursive analysis* [Invited paper presentation: Content analysis session]. Academy of Management Annual Meeting, Philadelphia, PA, USA.
- Tchaljian, H., & Voronov, M. (2019). *Category mechanisms in the history of Canadian whisky* [Invited paper presentation: Framing and innovation session]. Academy of Management Annual Meeting, Boston, MA, USA.
- Tchaljian, H., & Voronov, M. (2019). *Generous spirits: Sacred economies, category consecration and the upscaling of Canadian whisky* [Paper presentation]. European Group of Organization Studies Colloquium, Edinburgh, Scotland.
- Tchaljian, H. (2019). *Truthspotting: Markers of trustworthiness in public statements* [Paper presentation]. Big Data Discovery Summit, Azusa, CA, USA.
- Tchaljian, H., Glaser, V. L., Green, J., & Lounsbury, M. (2018). *GM, Tesla and the construction of the EV category* [Paper presentation]. West Coast Research Symposium on Technology Entrepreneurship, Seattle, WA, USA.
- Tchaljian, H., Glaser, V. L., Green, J., & Lounsbury, M. (2018). *Institutional attention: Cultural entrepreneurship and the dynamics of category construction* [Paper presentation]. Alberta Institutions

Conference, Edmonton, Alberta, CA.

- Tchalian, H., & Alsudais, K. (2018). *Bringing values back in: Cultural persistence in institutional vocabularies* [Paper presentation]. Academy of Management Specialized Conference on Managing Big Data, Surrey, UK.
- Tchalian, H. (2017). *Talk as data: New approaches to analyzing text to advance theory* [Paper presentation]. Academy of Management Annual Meeting, Atlanta, GA, USA.
- Tchalian, H., Glaser, V. L., & Green, J. (2017). *Movers and shapers: Placement, mediation and influence in the Electric Vehicle category* [Paper presentation]. European Group of Organizational Studies Colloquium, Copenhagen, Denmark.
- Tchalian, H., & Alsudais, K. (2016). *The (staying) power of words: The persistence of social cues in institutional vocabularies, 1975-2004* [Paper presentation]. European Group of Organizational Studies Colloquium, Naples, Italy
- Tchalian, H., & Alsudais, K. (2016). *A new application of blockmodeling: Socio-discursive analysis of semantic networks* [Paper presentation]. Pacific Conference on Statistical Computing and Data Mining, Palm Springs, CA, USA.
- Alsudais, K., & Tchalian, H. (2016). *Periodizing a text corpus temporally* [Paper presentation]. 22nd Americas Conference on Information Systems, San Diego, CA, USA.
- Alsudais, K. Tchalian, H. & Hilton, B. (2016). *Labeled topics for news corpora using word embedding and news corpora* [Paper presentation]. IJCAI Workshop on NLP Meets Journalism, New York, NY, USA.
- Tchalian, H., Glaser, V. L., & Kennedy, M. T. (2015). *Categorical evolution or revolution: How Tesla and GM promote emerging categories* [Paper presentation.]. European Group of Organizational Studies Colloquium, Athens, Greece.
- Tchalian, H. (2011). *Technology and innovation* [Paper presentation]. University of Southern California Teaching with Technology Conference, Los Angeles, CA, USA

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)
- *Venture Feasibility* (designed and taught, required course for Master’s in Entrepreneurship and Innovation)
- *Venture Initiation* (designed and taught, required course for Master’s in Entrepreneurship and Innovation)
- *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).

- Tchaljian, 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).
- Tchaljian, 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., & Tchaljian, 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., Tchaljian, H., Glaser, V. L., 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., Tchaljian, H., Kiley, J., & Nelson, L. K. 2018. Curating Big Data Sets. Session co-organizer at Academy of Management Specialized Conference on Managing Big Data.
- Tchaljian, 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

- Ad Hoc Reviewer, *Academy of Management Review*
- Ad Hoc Reviewer, *Academy of Management Journal*
- Ad Hoc Reviewer, *Strategy Science*
- Ad Hoc Reviewer, *Journal of Business Venturing*
- Ad Hoc Reviewer, *Organization Studies*
- Ad Hoc Reviewer, *Journal of Management Studies*
- Ad Hoc 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 Business and Leadership, University of Illinois at Urbana-Champaign