

Florenta Teodoridis

Marshall School of Business
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Appointments:

- 2014 – Assistant Professor, Strategy; Management and Organizations, Marshall School of Business, University of Southern California
- 2016 – Affiliate, Lloyd Greif Center for Entrepreneurial Studies, Marshall School of Business, University of Southern California
- 2018 – Affiliate, Laboratory for Innovation Science, Harvard Business School

Education:

- Ph.D. Strategic Management and Economics, Rotman School of Management, University of Toronto, 2014
 - Academy of Management (AOM), Technology and Innovation Management (TIM) Dissertation Award, finalist
 - International Society for Professional Innovation Management (ISPIM) Dissertation Award, semi-finalist
- MBA York University, Schulich School of Business, Toronto, 2008
- B.Sc. Computer Science and Mathematics, University of Bucharest, 1998

Research Activity:

Peer-reviewed Journal Publications:

In all papers, peer-reviewed or otherwise, all authors contributed equally. Authors listed in alphabetical, reverse alphabetical or random order.

- Raffiee, J., Fehder, D., Teodoridis, F. (forthcoming). "Revealing the Revealed Preferences of Public Firm CEOs and Top Executives: A New Database from Credit Card Spending and an Application to Firm Innovation", *Strategic Management Journal*.
- Vakili, K., Teodoridis, F., Bikard, M. 2021. "Detrimental Collaborations in Creative Work: Evidence from Economics", *Organization Science*, articles in advance: 1-25.
 - Finalist Best Proposal Award, Strategic Management Society, Knowledge & Innovation, 2020.
- Furman, J., Teodoridis, F. 2020. "Machine Learning Could Improve Innovation Policy", *Nature Machine Intelligence*, Correspondence Article, 2: 84.
- Furman, J., Teodoridis, F. 2020. "Automation, Research Technology and Researchers' Trajectories: Evidence from Computer Science and Electrical Engineering", *Organization Science*, 31(2): 330-354.
 - Covered by *Fortune* (online), 2021.
- Nagle, F., Teodoridis, F. 2019. "Jack of All Trades and Master of Knowledge: The Role of Diversity in New Distant Knowledge Integration", *Strategic Management Journal*, 41: 55-85.
 - Covered by *Fortune* (online), 2021.
 - Best paper proceedings Academy of Management (AOM), 2019.

- Covered by *Harvard Business Review* (online), 2019.
- Teodoridis, F, Bikard, M., Vakili, K. 2019. “Creativity at the Knowledge Frontier: The Impact of Specialization in Fast- and Slow-paced Domains”, *Administrative Science Quarterly*, 64(4): 894-927.
 - Finalist Organization and Management Theory (OMT) Best Published Paper, 2020.
 - Best paper proceedings Academy of Management (AOM) 2017.
 - Covered by *Harvard Business Review* (online), 2017.
- Bikard, M., Vakili, K, Teodoridis, F. 2018. “When Collaboration Bridges Institutions: The Impact of Industry Collaboration on Academic Productivity”, *Organization Science*, 30(2):426-445.
 - Covered by *Nature: Savage*, N. 2017. Industry links boost research output. 554(7693): 423-423.
- Teodoridis, F. 2018. “Understanding Team Knowledge Production: The Interrelated Roles of Technology and Expertise”, *Management Science*, 64(8): 3625-3648.
 - Covered by *Fortune* (online), 2021.
 - Covered by *Harvard Business Review* (online), 2019.
 - Steven Klepper Award for Best Young Scholar Paper, DRUID, Copenhagen, 2014.
 - Best Student Paper Award, Roundtable for Engineering Entrepreneurship Research (REER), Scheller College of Business, Georgia Tech, Atlanta, 2013.
- Agrawal, A, Goldfarb, A., Teodoridis, F. 2016. “Understanding the Changing Structure of Scientific Inquiry”, *American Economic Journal: Applied Economics*, 8(1): 100-128.

Peer-reviewed Conference Proceedings:

- 1) Goldfarb, A., Taska, B. Teodoridis, F. 2020. “Artificial Intelligence in Healthcare? Evidence from Online Job Postings”, *AEA Papers and Proceedings*, 110 (5): 400-404.
- 2) Nagle, F., Teodoridis, F. 2019. “Jack of All Trades and Master of Knowledge: The Role of Diversity in Knowledge Integration”, *Academy of Management Best Paper Proceedings*, online publication <https://doi.org/10.5465/AMBPP.2019.207>.
- 3) Teodoridis, F., Bikard, M., Vakili, K. 2017. “The Pace of Change and Creative Performance: Specialist and Generalist Mathematicians and the Fall of the Soviet Union”, *Academy of Management Best Paper Proceedings*, online publication <https://doi.org/10.5465/AMBPP.2017.224>.

Policy and Practitioner-Oriented Publications:

- 1) Goldfarb, A., Teodoridis, F. 2022. “Why is AI Adoption in Healthcare Lagging?”, *Brookings series “The Economics and Regulation of Artificial Intelligence and Emerging Technologies.”* <https://www.brookings.edu/research/why-is-ai-adoption-in-health-care-lagging/>
- 2) Teodoridis, F. 2021. “Don’t Underestimate the Role of Generalists in Innovation”, *Fortune*, <https://fortune.com/2021/10/15/stop-underestimating-the-role-of-generalists-in-innovation/>
- 3) Nagle, F., Teodoridis, F. 2020. “In R&D, Generalists Are More Valuable Than You Think”, *Harvard Business Review*, <https://store.hbr.org/product/in-r-d-generalists-are-more-valuable-than-you-think/H05UYD>.
- 4) Teodoridis, F., Bikard, M., Vakili, K. 2018. “When Generalists Are Better Than Specialists, and Vice Versa”, *Harvard Business Review*, <https://store.hbr.org/product/when-generalists-are-better-than-specialists-and-vice-versa/H04FQY>.

Working Papers:

- Goldfarb, A., Taska, B., Teodoridis, F. “Could Machine Learning be a General Purpose Technology? A Comparison of Emerging Technologies Using Data from Online Job Postings”, NBER working paper #29767
 - Under review
- Teodoridis, F., Lu, J., Furman, J. “Measuring the Direction of Innovation: Frontier Tools in Unassisted Machine Learning”
 - Under review
- Fehder, D, Teodoridis, F., Raffiee, J. “The Partisanship of American Inventors: A New Dataset and Implications for Strategy Research”
 - Under review
- Raffiee, J., Teodoridis, F. “Does the Political Ideology of Patent Examiners Matter? An Empirical Investigation”

Work in Progress:

- Teodoridis, F., Barrosu S., Staha, M. “Towards a Taxonomy of Research Technology and the Heterogeneity of Impact on the Rate and Direction of Innovation”
- Bikard, M., Vakili, K, Teodoridis, F. “Creativity in Response to Innovation Demand”
- Goldfarb, A., Lu, J., Teodoridis, F. “The Development Trajectory of Quantum Computing”
- Goldfarb, A., Lu, J., Teodoridis, F. “Artificial Intelligence, Co-invention Costs and Regional Diversity”
- Nagle, F., Teodoridis, F. “Social Media in Science: A Matthew Effect?”
- Tartari, V., Teodoridis, F. “Collocation and the Direction of Innovation”
- Teodoridis, F., Raffiee, J., Fehder, D. “Political Polarization, Inventor Collaboration and Productivity”

Honors and Grants:

- Dean’s Excellence in Research Award, Marshall School of Business, USC, 2021
- Excellence in Research Award, Department of Management and Organizations, Marshall School of Business, USC, 2021
- Nominated and elected representative at large, Strategic Management Society (SMS), Knowledge & Innovation, 2021
- Nominated and elected representative at Large, Strategic Management Society (SMS), Competitive Strategy, 2021
- Sloan Foundation: “Tracking the Diffusion of High- and Low-Quality Science Through Digital Media” (2020-2022), PI (in collaboration with Frank Nagle) for approx. \$95,000
- TIM Emerging Scholar Award, AOM, 2020
- Top Gun Award for Excellence in Research, Teaching, and Service, Department of Management and Organizations, Marshall School of Business, USC, 2020
- Greif Research Award, Marshall School of Business, USC, 2020
- Excellence in Research Award, Department of Management and Organizations, Marshall School of Business, USC, 2019
- Nominated and elected representative at large, Academy of Management (AOM), Technology and Innovation Management (TIM) division, 2019
- NSF Science of Science & Innovation Policy: “Collaborative Research: The Impact of Research Costs on the Rate and Direction of Scientific Discovery” (2016-2020); Co-PI (with Jeff Furman); Approx. \$500,000
- Greif Research Award, Marshall School of Business, USC, 2016

- Research Program on the Economics of Knowledge Contribution and Distribution funded by the Sloan Foundation, Research Grant, 2014
- School of Graduate Studies Conference Grant, University of Toronto, 2013
- The Canadian Credit Management Foundation (CCMF) Doctoral Fellowship, 2009 to 2014

Presentations: Conferences and invited seminars

- 2021
Cornell University; Boston University; Humboldt New Mobility Conference; “The Promise and Potential Perils of Using Machine Learning Techniques in Management Research,” SMS Special Seminar series; “New Data and Methods in Strategic Management Research,” AOM; Artificial Intelligence in Management (AI@M), University of Southern California; Wharton Innovation & Technology Conference; Massachusetts Institute of Technology (MIT), Initiative on the Digital Economy (IDE); London Business School; University of Michigan, Ross School of Business; Research Fair, Marshall School of Business, USC; AI & Strategy Consortium, India.
- 2020
Tulane University; University of Colorado Boulder; “How Platforms and AI Are Changing Business Strategy,” SMS; Harvard University, Economics; University of Maryland, Smith School of Business; Dartmouth University, Tuck School of Business; Massachusetts Institute of Technology (MIT), Sloan School of Business; Max Plank Institute; “Organizations in the Age of AI: Human-Machine Interaction, Strategy, Innovation, and Entrepreneurship” Workshop, Europe; DRUID Society Conference, Copenhagen (postponed due to COVID19); Strategy Research Forum (SRF), Montreal (postponed due to COVID19); Cornell University, Ithaca (postponed due to COVID19); Artificial Intelligence in Management (AI@M), University of Southern California (postponed due to COVID19); SMS Special Conference, Berkley (postponed due to COVID19); Organization Science Winter Conference, Monterey (postponed due to COVID19); AEA ASSA Annual Meeting, San Diego.
- 2019
CalO2, University of Southern California; Roundtable for Engineering Entrepreneurship Research (REER), Georgia Institute of Technology; West Coast Research Symposium on Technology Entrepreneurship, Stanford; Academy of Management, Boston; Digital Initiative Discussion and Symposium, Harvard Business School, Boston; AI Strategy and Workshop, New York University, New York; National Bureau of Economic Research (NBER), Productivity Seminar Series, Boston; Conference of the American Society of Health Economists (ASHEcon), Washington DC; Strategy Research Forum (SRF), Toronto.
- 2018
Academy of Management, Chicago; NYU Strategy Workshop, New York; DRUID Society Conference, Copenhagen; Social Science and Technology seminar, Stanford University.
- 2017
Roundtable for Engineering Entrepreneurship Research (REER), Georgia Institute of Technology; Duke Strategy Conference, Durham; Academy of Management, Atlanta; DRUID Society Conference, New York; Smith Entrepreneurship Research Conference, Maryland; Boston University.
- 2016
West Coast Research Symposium on Technology Entrepreneurship, Foster School of Business, Seattle; Roundtable for Engineering Entrepreneurship Research (REER), Georgia Institute of Technology; Academy of Management, Anaheim; DRUID Society Conference, Copenhagen Business School; Individual and Collective Antecedents of Scientific Knowledge Production, Workshop.

- 2015
Roundtable for Engineering Entrepreneurship Research (REER), Georgia Institute of Technology; Academy of Management, TIM Doctoral Dissertation Competition.
- 2014
Roundtable for Engineering Entrepreneurship Research (REER), Georgia Institute of Technology; Washington University in St. Louis, Olin Business School; University of California at San Diego, School of International Relations and Pacific Studies; Carnegie Mellon University, Department of Engineering and Public Policy; Georgia Institute of Technology, Scheller College of Business, Atlanta; DRUID Society Conference on Entrepreneurship, Copenhagen Business School; National Bureau of Economic Research (NBER) Summer Institute; Academy of Management, Symposium.
- 2013
CCC Colloquium for Doctoral Student Research; DRUID, 35th Celebration Conference on Innovation, Strategy and Entrepreneurship, ESADE, Barcelona; National Bureau of Economic Research (NBER), Productivity Seminar Series; Economics of Knowledge Contribution and Distribution, Sloan Foundation and Georgia Tech; Bocconi University, Milan; IESE Business School, Barcelona.
- 2012
Roundtable for Engineering Entrepreneurship Research (REER), Georgia Tech, Atlanta; The Organization, Economics and Policy of Scientific Research, LEI & BRICK, Turin; University of Toronto, Rotman School of Management, Strategy Seminar Series.

Teaching:

- 2020 – present Technology Strategy in the Age of AI (MBA, elective)
- 2021 Technology Strategy: The Case of AI (Undergraduate, elective)
- 2016 – present Quantitative Research Methods (PhD, required)
- 2016 Decision-Making and Problem-Solving: An Integrated Perspective (MBA, required)
- 2015 – 2018 Strategic Management (Undergraduate, required)
- 2009 – 2014 Teaching assistant (Strategic Management, MBA; Corporate Strategy, MBA; Venture Capital, MBA; Model-based Decision Making in Practice, MBA; International Business, MBA)

Ph.D. Committees:

- Jino Lu (chair), Department of Management and Organization, Marshall School of Business, USC
 - Graduation 2024 (expected)
- Beverly Rich (member), Department of Management and Organization, Marshall School of Business, USC
 - Graduation 2021
 - Placement: University of Utah, David Eccles School of Business
- Yongzhi (Alex) Wang (member), Department of Management and Organization, Marshall School of Business, USC
 - Graduation 2017
 - Placement: The Ohio State University, Fisher College of Business
- Hao Wu (external member), Viterbi School of Engineering, USC
 - Graduation 2017
 - Placement: Apple Inc.

Ph.D. Qualifying Exam Committees:

- Alina Ha, Sol Price School of Public Policy, USC (2022)
- Bo Yong, Department of Management and Organization, Marshall School of Business, USC (2020)
- Wilson Lin, Department of Data Science and Operations, Marshall School of Business, USC (2019)
- Alison Comings, Department of Management and Organization, Marshall School of Business, USC (2015)

Professional Activities:

Editorial Review Board

- Organization Science (2018- present)
- Methods Advisory Committee @ Organization Science (2018-present)
- Strategic Management Journal (2019-present)
- Administrative Science Quarterly (2022-present)

Ad Hoc Referee

Management Science, Science, Review of Economic Studies, Research Policy, Industry and Innovation, Economic Letters, Journal of Management Studies, Journal of Labor Economics, Nature Machine Intelligence, Economic Inquiry, Academy of Management (AOM), DRUID Society Conference, Strategic Management Society (SMS), European Research Council Advanced Grant, Sloan Foundation.

Professional Affiliations

Academy of Management (AOM), American Economic Association (AEA), Strategic Management Society (SMS)

Other

- 2021– present Representative at Large, Strategic Management Society (SMS), Knowledge & Innovation
- Junior Faculty Consortium organizer and mentor
- 2021– present Representative at Large, Strategic Management Society (SMS), Competitive Strategy
- Junior Faculty Consortium organizer and mentor
- 2020 – present Co-organizer Artificial Intelligence in Management (AI@M) annual conference
- 2018 – present Investigator, Science and Innovation Hub, UC Berkeley
- 2019 – 2021 Representative at Large, Academy of Management (AOM), Technology and Innovation Management (TIM) division
- Junior Faculty Consortium organizer and mentor
- 2017 – 2019 Research Committee member, Academy of Management (AOM), STR – Strategic Management division
- 2013 – 2014 Fellow, Creative Destruction Lab at Rotman School of Management, University of Toronto

Non-Academic Experience:

Identified, designed, and managed the full development life cycle of various data-driven business decision-making applications (big data, business intelligence, data warehousing)

- Consultant/Project Manager (PMP), Harlequin Enterprises – TORSTAR, Toronto, 2006-2009
- Technical Project Manager, St. Elizabeth Health Care, Toronto, 2002-2005
- Project Lead/Software Developer, IPSOS-Reid, Toronto, 2000-2002