SILVIA C. REYES

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EDUCATION

PhD in General Management (specialization in Entrepreneurship) 2022
Ivey Business School, Western University, London, ON, Canada
Advisors: Simon Parker and Larry Plummer
Dissertation expected completion by [July 2022]

Master of Business Administration Degree (Global MBA) 2013
Korea University, Seoul, South Korea

Bachelor of Science, Electrical Engineering 2009
United States Naval Academy, Annapolis, MD, United States

RESEARCH INTERESTS

- Regional Determinants and Entrepreneurial Dynamics (New Firm Entry/New Firm Exit)
- Organizational Sponsorship and New Firm Performance Metrics
- Entrepreneurial Ecosystems
- Regional Innovation Adoption

TEACHING INTERESTS

- New Venture Creation
- Business Planning and Feasibility Analysis
- Innovation and Technology
- Managing High Growth Firms

DISSERTATION

"The Role of Organizational Sponsorship and Regional Determinants in New Firm Survival"

This monograph advances research in Organizational Sponsorship. Organizational Sponsorship research highlights the deliberate effort made by both government and private institutions through several policies and programs such as incubation, and tax schemes in fostering a nurturing and resource munificent environment that can enhance the performance of new firms. In this monograph, I develop the underlying mechanisms on how different types of organizational sponsorship impact new firm survival at the firm level. Subsequently, I explain the effect of these different types of organizational sponsorship on new firm survival. This research attends not only to the variation in organizational sponsorship types, but also to the variety of local environmental factors in which new firms are embedded. Drawing from the regional innovation systems and agglomeration literature, I argue that both knowledge systems and agglomeration factors play an important role on the effectiveness of the different types of organizational sponsorship and their effect on new firm survival. I test the hypotheses using a unique panel dataset covering the survival of US new firm from a period of 2004-2007. The dissertation proposal has been defended, and the expected completion date is July

2021. The papers coming out from this dissertation will be targeted for publication at Entrepreneurship Theory and Practice Journal.

REFEREED ARTICLES

Plummer, L. A., Parker, S. C. & Reyes, S.C. (forthcoming) "Regional Path Breaking: The Role of Industry Switching, Industry Diversity and New Knowledge in New Venture Exit", *Entrepreneurship Theory and Practice.*

WORKING PAPERS

Lim, D., Mitchell, R., Morse, E.A., & Reyes, S. C. "Cognitive aspects of rapid growth". Currently reworking from conference submission. Targeted for submission to the Journal of Business Venturing, 2020.

Reyes, S.C., Plummer, L. A., & Parker, S. C. "Regional Innovation Adoption: The role of regional determinants on innovation adoption by new and incumbent firms". Targeted at Academy of Management Journal.

CONFERENCE PRESENTATIONS

Reyes, S.C., Plummer, L. A., Parker, S. C. & Amezcua, A.S. "The Role Of Organizational Sponsorship And Regional Determinants In New Firm Survival", accepted for presentation at BCERC, Knoxville, TN, June 2020.

Plummer, L. A., Parker, S. C. & Reyes, S.C. "Regional Path Breaking: The Role of Industry Switching, Industry Diversity and New Knowledge in New Venture Exit", accepted for presentation at Academy of Management Conference, Boston, MA, August 2019. **Received Best Paper Award at AOM**.

Plummer, L. A., Parker, S. C. & Reyes, S.C. "Regional Path Breaking: The Role of Industry Switching, Industry Diversity and New Knowledge in New Venture Exit", accepted for presentation at Uddevalla Symposium, L'Aquila, Italy, July 2019.

Reyes, S.C., Plummer, L. A. & Parker, S. C. "Effect of State Taxation and Regional New Knowledge on New Firm Exit", accepted for presentation at Great Lakes Entrepreneurship Network convention, Syracuse, NY, May 2017.

Lim, D. S., Mitchell, J. R, Morse, E. A., & Reyes, S.C. "Entrepreneurial Images, Growth Cognition, and Entrepreneurs' Decisions to Grow", accepted for presentation at Babson College Entrepreneurship Research Conference, Oklahoma, OK, June 2017.

Plummer, L. A., Parker, S. C. & Reyes, S.C. "The Effect of Industry Diversity and New Knowledge on New Venture Exit Rates", accepted for presentation at Strategic Management Society, Denver, CO, October 2015.

TEACHING EXPERIENCE

Instructor
New Venture Creation (ES3330B), Western University 2018-2020
London, ON, Canada

The course content is a mix of 10 teaching Ivey cases, and background notes on relevant new venture creation and entrepreneurship topics.

- Enable undergraduate engineering students to gain practical entrepreneurship experience through several projects that foster students to develop their ideas into a business
- Course has been taught three times [Winter 2018, 2019, 2020]
- Instructor rating [Winter 2019]: 5.15 out of 7[1]

Instructional Skills Workshop (ISW-O) 2020
London, ON, Canada
This program offers participants the opportunity to explore, in very practical and hands-on ways, the conditions that give rise to powerful eLearning experiences among students

Instructional Skills Workshop (ISW) 2019
London, ON, Canada
A three-day intensive program designed to strengthen instructors' skills in student-centred teaching through evidence-based, practical opportunities for teaching practice.

Ivey Case Teaching Training Program 2018
Toronto, ON, Canada
In this course participants learn relevant teaching topics related to teacher preparation, case teaching plans, managing the class and student engagement.

Graduate Teaching Assistant
(New Venture Creation 4558), Western University 2015
London, ON, Canada
Assisted Associate Professor Robert Mitchell in his New Venture Creation course by grading assignments and providing feedback to students' assignments and projects.

Teaching Assistant Training Program 2014
Western University Teaching Assistant Training Program
London, ON, Canada
The Teaching Assistant Training Program is a hands-on, two-and-a-half day program taught by current Teaching Assistants (TAs) and designed for new TAs embarking on their teaching careers

ACADEMIC POSITIONS

Research Assistant
Ivey Business School, Western University 2019-2021
London, ON, Canada
- Worked as a research assistant for Professor Simon Parker
- Dataset management and theory development on research that looks at the role of regional determinants on innovation adoption.

Research Assistant
Ivey Business School, Western University 2015-2017
London, ON, Canada
- Worked as a research assistant for Assistant Professor Dominic Lim
- Designed survey and conjoint analysis to conduct research on cognition and growth of high growth entrepreneurs
- Organized interviews and conducted more than eighty individual interviews of high growth entrepreneurs in Ontario, Canada
- Prepared the data for both conjoint and survey analysis

[1] Due to the impact of COVID-19 on the Western Community, instructor rating has been suspended for the Winter 2020 term.

Research Assistant
Ivey Business School, Western University 2015-2016
London, ON, Canada

- Worked as a research assistant for Professor Simon Parker
- Dataset management on research that examined how benefit corporation (B-corps) can gain sustainable advantage

PROFESSIONAL SERVICE

Conference reviews: Academy of Management Annual Meeting (2018)

University Service: Judge of Ivey & Western New Venture Creation Pitches (2017-2019)

- Judged and graded more than fifty new venture creation pitches at Ivey Business School and Western Engineering
- Provided constructive feedback to improve the quality of the pitches delivered by students

GRANTS/SCHOLARSHIPS

Western University
Ivey PhD Thesis Proposal Funding (2019-Current)

Western University
George E Connell Graduate Scholarship, Ivey Business School (2018)

Western University
Pierre L. Morrissette Scholarship, Ivey Business School (2017-2018)

Western University
Plan for Excellence Doctoral Fellowship, Ivey Business School (2014-2018)

Korea University
SK Telecom Scholarship, Global MBA Program (2012-2013)

PROFESSIONAL DEVELOPMENT

BCERC Doctoral Consortium, Babson College Entrepreneurship Research Conference, Knoxville (USA) | June 2020.

AOM ENT Division Doctoral Consortium, Academy of Management Annual Meeting, Atlanta (USA) | August 2017.

Social Entrepreneurship Doctoral Consortium, JBV Special Issue Symposium & Doctoral Consortium, London (CANADA) | April 2017.

Intro to Big Data and Data Mining with R, Consortium for the Advancement of Research Methods and Analysis (CARMA), Detroit, (USA) | June 2017

Regression Analysis, Summer Program in Quantitative Methods of Social Research (ICPSR), Ann Arbor, MI (USA) | June 2016

PROFESSIONAL AFFILIATIONS

Academy of Management (AOM) | Strategic Management Society (SMS)

ADDITIONAL

Methods Panel Data Analysis | Conjoint analysis| Survey | Multivariate Analysis| Geographic Information Systems (GIS) Methods

Software R | SPSS| PLS|AMOS | Stata

Languages English | Spanish (native) | Korean (beginner level, certified by Test in Proficiency in Korean [TOPIK])

REFERENCES

Simon C. Parker
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