Application for NBER Entrepreneurship Summer Boot Camp 2022

Name	Manuela R Collis
Address	105 St George St Toronto, ON M5S 3E6
Email	manuela.collis@rotman.utoronto.ca
Website	www.manuelacollis.com
Phone #	+1-857-654-0787
Current Advisor/ Reference	Nicola Lacetera, PhD, Professor of Management at University of Toronto
Email	nicola.lacetera@rotman.utoronto.ca

Resume

Education

Rotman School of Management, University of Toronto — **Toronto, ON, Canada**
Doctor of Philosophy (Ph.D) in Management — *Sep 2020 -*

Harvard Extension School — **Cambridge, MA, USA**
Non-Degree Seeking — *Sep 2018 - Dec 2018*

Fletcher School of Law and Diplomacy at Tufts University — **Medford MA, USA**
Master of Arts in Law and Diplomacy — *2016 - 2018*

Bern University of Applied Sciences — **Bern, BE, Switzerland**
Bachelor of Science in Business Administration (BFH) with Specialization in Banking and Finance — 2012 - 2016

- One-year exchange at the Leicester Business School at De Montfort University in the United Kingdom (2014-2015)

Previous Research Experience

Harvard Business School — **Boston, MA, USA**
Research Associate — *2018 - 2020*

- Working with Prof. Katie Coffman and Prof. Christine Exley

Institute for Democracy and Higher Education / Tisch College of Civic Life at Tufts University — **Medford, MA, USA**
Quantitative Research Assistant — *2018*

Research

Working Papers

2021 **Stereotypes and Belief Updating**, *with Katherine B Coffman and Leena Kulkarni*
Under Review at AEJ: Economic Policy | WP | Instructions

2021 **Whether to Apply**, *with Katherine B Coffman and Leena Kulkarni*
To be submitted to Management Science | WP | Instructions

Conference Presentations

2019 **Academy of Management (AOM) Annual Meeting 2019, Boston**
Symposium | Paper: "Whether to Apply"

2020 **ASSA Annual Meeting 2019, San Diego**
Session | Paper: "Stereotypes and Belief Updating" (co-author presented)

2022 **ASSA Annual Meeting 2022, Virtual**
Session | Paper: "Whether to Apply" (co-author presented)

Awards and Fellowships

2018 - 2019 **Women in Public Policy Program (WAPPP) Fellow**
Harvard Kennedy School

2016 - 2018 **Scholarship** **Award**
The Fletcher School at Tufts University

2016 - 2018 **Scholarship** **Award**
Canton of Solothurn, Switzerland

Professional Affiliations and Activities

Academy of Management **2019 - Present**

- Memberships: AOM, Organizational Behavior, Gender & Diversity in Organizations, Managerial and Organizational Cognition

Referee Services for

- Academy of Management Annual Meeting

Service and Leadership Activities

- Co-organizer, speaker, and mentor at the Summer Research Opportunity Program (SROP) 2021, 2022
  The goal of the Canada SROP is to increase the number of BIPOC (Black, Indigenous, and People of Color) PhD students and faculty members in the fields of Management, Economics, and Psychology across Canada.
- Organize a virtual PhD student coffee chat (randomized student pairing) during the pandemic year of 2020/2021

Skills and Interests

Languages

- Swiss German (native), German (native), English (fluent), French (intermediate)

Technical

- STATA, R, Python, MTurk, Qualtrics, Javascript, oTree, Tableau

Other

- Hiking, Hot Inferno Pilates, running, current affairs, travelling

PhD Courses:

I am a 2nd year PhD student in Strategic Management at Rotman School of Management.

Methods

- Econometrics I/II
- Models and Methods
- Quantitative Methods in the Applied Behavioral Sciences
- Microeconomic Theory I/II
- Computer-Assisted Textual Analysis
- Economic Applications of Machine Learning

Strategy - Fundamentals

- Research Methods in Strategic Management
- Strategy and Economics
- Organizational Theory
- Economic Sociology

Strategy – Special Topics

- Economics of Innovation
- Behavioral Economics
- Stakeholder Theory

Research

Current and Future Direction

With my current research, I explore how gender influences economic outcomes in organizations, entrepreneurship, and innovation. Innovation is the main driver of economic growth and the biggest contributor to economic and societal progress. An emerging body of evidence suggests that under the right conditions, minority groups or diverse groups produce the most innovative ideas (Jeppesen and Lakhani (2010); Goncalo et al. (2015); Gompers and Wang (2017); AlShebli, Rahwan, and Woon (2018); Hofstra et al. (2020)). However, diversity, or lack thereof, is currently a problem in positions where ideas matter (Ding, Murray, and Stuart 2006; Chari and Goldsmith-Pinkham 2017; Paul A. Gompers et al. 2020). With my work, I want to study structural and normative constraints as well as possible preferences which contribute to an absence of women in entrepreneurship and innovation.

My work within this topic is focused on two streams. The first stream of work has a focus on, what I consider, more basic and general research where I study which normative and structural conditions influence a qualified and talented individual to contribute their knowledge, especially in challenging but highly rewarding settings. My two working papers *Stereotypes and Belief Updating* and *Whether to Apply* are examples of this line of work. I use laboratory experiments and online field experiments to study these questions.

In my second stream of work, I study gender gaps in the setting of entrepreneurship and innovation. With my early stage second-year paper project, I investigate gender gaps in innovation. We know that women faculty members patent at about 40% of the rate of men (Ding, Murray, and Stuart 2006), but we know little about why they are less likely to do so, and, perhaps particularly intriguing, what they do instead. Together with Prof. Mitchell Hoffman and Daphne Baldassari, I am also using the universe of data from the entrepreneurship accelerator Creative Destruction Lab (CDL) to investigate gendered gaps in mentorship and advice to entrepreneurs and founders of early-stage ventures. Furthermore, I am very interested in understanding how stereotypes shapes venture capitalists' and more broadly investors' financing decisions. I use observational data, laboratory experiments, and field experiments to answer these questions.

Why I want to attend the NBER Entrepreneurship Boot Camp

I would like to attend the boot camp for three main reasons: the boot camp would provide me with feedback opportunities on my second-year paper and research agenda more generally, introduce me to peers as well as accomplished scholars with related research interests and bring me up to speed with the frontier of the current work in the field.

First, the boot camp would provide me with an excellent opportunity to hear participant's feedback and advice on my second-year paper project that is focused on the gender gap in innovation. We know that there is a sizable gender gap in entrepreneurship activity and innovation, but we have a poor understanding of why there is a gap. With my second-year paper project, I plan to delve into this question. I have a particular interest in understanding what women work on instead of innovation production, a question that has been overlooked by the literature so far. I am also interested in understanding how similar their work is to work that is cited in patents. This would help us understand whether we omit women's contribution in patents or whether indeed their work is different. I would be particularly delighted to connect with Petra Moser whose working paper "Women in Science – Lessons from the Baby Boom" is very related to my topic and

interests. Second, the boot camp is a fantastic opportunity to get to know faculty and attendees who have similar interests, work on the same data sets, or use the same methods. Such connections – the opportunity to learn from one another - make the PhD experience intellectually more stimulating and interesting. Finally, the boot camp would provide me with the opportunity to create a strong foundation on the fundamentals in entrepreneurship, introduce me to the most important datasets and methods, and bring me to the frontier of the field.

Research Papers

1. ***Stereotypes and Belief Updating (joint with Katherine Baldiga Coffman and Leena Kulkarni; under Review)***

Abstract: We explore how feedback shapes, and perpetuates, gender gaps in self-assessments. Participants in our experiments take tests of their ability across different domains. We elicit their beliefs of their performance before and after feedback. We find that, even after the provision of highly informative feedback, gender stereotypes influence posterior beliefs, beyond what a Bayesian model would predict. This is primarily because both men and women update their beliefs more positively in response to good news when it arrives in a more gender congruent domain (i.e., more male-typed domains for men, more female-typed domains for women), fueling persistence in gender gaps.

2. ***Whether to Apply (joint with Katherine Baldiga Coffman and Leena Kulkarni; in preparation for submission)***

Abstract: Labor market outcomes depend, in part, upon an individual's willingness to put herself forward for different opportunities. We use a series of experiments to explore gender differences in willingness to apply for higher return, more challenging work. We find that, in male-typed domains, qualified women are significantly less likely to apply than similarly well-qualified men. We provide evidence both in a controlled setting and in the field that reducing ambiguity surrounding required qualifications increases the rate at which qualified women apply. The effects are more mixed for men. Our results suggest a path forward for increasing the pool of qualified female applicants.

Research Projects

3. **Gender and Feedback in Entrepreneurship (joint with Mitchell Hoffman and Daphné Baldassari)**
    - We study the relationship between the gender of the venture founder and the type of feedback the mentor provides in an accelerator program. We have access to the universe of data from the accelerator Creative Destruction Lab (CDL). Particular focus for this project are all the transcribed conversations between mentors, investors, and founders.
4. **Gender Gaps in Innovation**
    - I study the gender differences in knowledge production and the extent to which this is related (or not) with the gender gap in innovation.
5. **The impact of (changing) Normative Constraints on Knowledge Contribution (joint with Clémentine Van Effenterre and Avner Seror)**
    - We study how normative constraints impact a participant's willingness to contribute their ideas to gender-incongruent topics in a repeated contribution game setting.

Nicola Lacetera
Professor of Management and (by courtesy)
Economics
Ph: 416 996 2753
Email: nicola.lacetera@utoronto.ca

January 12, 2022

To Whom it May Concern:

I am writing to enthusiastically support the application of Manuela Collis to the 2022 Entrepreneurship Boot Camp. She would greatly benefit from taking part to the Boot Camp and her fellow students, and faculty alike, would benefit from her presence and unique set of skills, intellectual background, and research experiences.

Manuela is a second-year student in the PhD Program in Strategic Management at the Rotman School of Management of the University of Toronto. Before joining our doctoral program, she worked as a Research Associate with Katie Coffman and Christine Exley in the NOM Group at Harvard Business School, on the elaborations of lab and field experiments on gender stereotyping, gender differences in competitive behavior, and on take up and usage of public transportation. Both Katy and Christine think very highly of Manuela and, in fact, asked her to be a coauthor of theirs in some of these projects.

This pre-doctoral work gave Manuela extensive exposure to frontier research in behavioral and experimental economics. She applied to our doctoral program to enhance her knowledge of these fields while applying the tools to questions concerning entrepreneurship and organizations.

She is currently analyzing, for example, data from “pitches” at the Creative Destruction Lab, a U of T based business accelerator, to assess whether female funders receive different kinds of feedback from prospective investors than their male peers. She is also exploring questions at the intersection of entraprenurial finance and gender, in particular whether there may be a prejudice, among investors, that women are less suited or less interested in engaging in high growth ventures, and whether this may explain the higher difficulty of women to obtain venture capital –based financial backing.

Given her relatively early stage in the program, these ideas are still preliminary. I believe, however, that this would be the ideal time for Manuela to attend the Boot Camp; she would be exposed to the state of the art in the Entrepreneurship field at a time when it really matters for her ability to further elaborate her research agenda and identity. Her background in behavioral economics would, in turn, provide valuable insights to share with other students who may not have been as exposed to this field.

Manuela is extremely bright, curious and creative, and she deeply cares about applying scholarly research to address pressing economic and social questions. She is also a great team player and community builder who would contribute to making the experience of all participants to the Boot Camp more inclusive and productive.

For all of these reasons, I recommend that you take Manuela's application into the highest consideration.

Thank you for your attention, Should you need any further information, do not hesitate to contact me.

Best regards,



Nico Lacetera