

Sofia Bapna

Assistant Professor

EDUCATION

- **PhD 2016**
Business Administration, Strategic Management and Entrepreneurship,
University of Minnesota
- **MBA 2004**
Business Administration, Babson College
- **BTech 1993**
Computer Engineering, Manipal Institute of Technology, India

EXPERTISE

- Crowdfunding
- Online Social Networks
- Entrepreneurship
- Experiment Design
- Economics of Information Systems

ABOUT

Digital innovations are having a significant impact on entrepreneurship, as new ventures are increasingly weaving digital technologies into their business strategies. Sofia's research focuses on the strategies used by entrepreneurial ventures in digital contexts such as equity crowdfunding and online social networks, to influence their legitimacy and to acquire resources. Sofia investigates these topics through the lens of organization theory and strategic management, and utilize randomized field experiments as well as econometric methods. Her dissertation received the Kauffman Dissertation Fellowship award as well as the Carlson School of Management Dissertation Fellowship award.

RECENT WORKS

1. Bapna, Sofia. "The Independent and Combined Effects External Endorsements: Evidence from a Randomized Field Experiment in the Context of Equity Crowdfunding." Dissertation essay. *Revise and Resubmit at a top journal.*
2. Bapna, Sofia, and Mary Benner. "Entrepreneurship, Legitimacy and Online Social Communities: An Empirical Investigation." Dissertation essay. *Under review at a top journal.*
3. Bapna, Sofia, and Russell Funk. "Offline Effects of Online Connections: A Randomized Field Experiment of Social Network Dynamics." *Working paper.*

