

Andishe Ashjari

Department of Entrepreneurship & Innovation
Haskayne School of Business, University of Calgary
2500 University Drive N.W., SH488K
Calgary, AB, T2N1N4
Phone: +1 587 578 4245
Email: Andishe.ashjari@ucalgary.ca

EDUCATION

- | | | |
|-----------------------|---|---------|
| • 2018-2024(expected) | Haskayne School of Business, University of Calgary
PhD- Entrepreneurship & Innovation | Calgary |
| • 2015-2018 | University of Tehran
MBA-Strategy | Tehran |
| • 2009-2014 | Sharif University of Technology (SUT)
B.S. in Mechanical Engineering | Tehran |

RESEARCH INTERESTS

Crowdfunding	Digital Entrepreneurship
Technology Entrepreneurship	Serial Entrepreneurship/Serial Crowdfunding
Optimal Distinctiveness	AI & Entrepreneurship

WORK EXPERIENCES

1. **Sessional Instructor**, Haskayne School of Business, University of Calgary, Calgary, Canada, 2022-Present
 - i. **ENTI 407 (Technology for Entrepreneurs / Digital Entrepreneurship Technology)- Fall 2022;2023 & Winter 2023**
Modify and execute the course structure and lecture contents for a senior level entrepreneurship course to familiarize students with Entrepreneurship Technology (with heavy emphasis on NoCode entrepreneurship) which refers to technological tools that support and enhance the process of starting and running a new venture or small business. **(Online)**
 - ii. **ENGG 683 (Innovation & Entrepreneurship)- Winter 2023**– Design and execute the course structure and lecture contents for a graduate level interdisciplinary course in the **Schulich School of Engineering** to inspire innovation and creativity through a collaborative, engaging, and active learning experience. Students will be taught fundamental concepts and critical interpersonal skills that introduce them to the world of entrepreneurship. **(Hybrid)**

- iii. **ENTI 201 (Introduction to Business Venturing)- Spring & Fall 2023-** Modify and execute the course structure and lecture contents for an introductory level entrepreneurship course to familiarize non-business undergraduate students with entrepreneurship and entrepreneurial process. (*In-person*)
- 2. **Research Assistant**, Haskayne School of Business, University of Calgary, Calgary, Canada, 2023 – Present
 - a. As a current Research Assistant, I am actively involved in an ongoing collaborative project led by Dr. Charan K Bagga (Marketing area). The project focuses on investigating the impact of unanimous reviews on brand image. Within this role, I am responsible for conducting a comprehensive literature review, assisting in data collection efforts, and actively participating in data analysis. By working closely with Charan and other team members from multiple universities, I have gained valuable experience in synthesizing relevant research literature, collecting and organizing data, and employing robust analytical techniques.
- 3. **Teaching Assistant**, Haskayne School of Business, University of Calgary, Calgary, Canada, 2018-Present
 - i. **ENGG 683 (*Innovation and Entrepreneurship*) & ENGG 525 (*Engineering Entrepreneurship*)**- designing and grading assignments, coaching students in their main project, running tutorial sessions, developing and delivering lectures
 - ii. **MKTG 493 (*Strategic Marketing*) & 601 (*Marketing Management*)** – Grading case studies and final/midterm exams
 - iii. **ENTI 405- *New Venture Startup*** – Coaching students in their main project through the semester: 17th Ave entrepreneurial ecosystem analysis.
 - iv. **ENTI 559- *Entrepreneurship Technology*** – Evaluating the teams' assignments as part of their final project: collaborating with a startup in Alberta in order to provide them with practical answers for their ongoing issues.
- 4. **Teacher Assistant**, Faculty of Management, University of Tehran, Tehran, Iran, 2017
 - i. **Strategic Management:** working on (HBR) cases with students, teach students how to use strategic tools such as Business Model Canvas and Value Proposition Canvas in real business cases.
- 5. **Business Development Expert**, ASCO International, Tehran, Iran, 2015-2016
 - i. As a Business Development Expert at ASCO, I spearheaded initiatives to create partnerships and foster relationships with high-tech solution providers worldwide. My responsibilities included identifying potential opportunities for business expansion and negotiating strategic alliances to broaden our service offerings. Utilizing a keen understanding of customer needs, I led the exploration and evaluation of cutting-edge inspection technologies, enhancing ASCO's capability to provide sophisticated solutions to complex technical issues. I also managed contract negotiations and ensured the effective integration of new solutions into ASCO's existing operations. My role involved frequent international communication, promoting ASCO's reputation as a versatile solution provider in the technical inspection field and paving the way for significant business growth.
- 6. **Teacher & Test Maker**, Allame Helli High School, Tehran, Iran, 2010

RESEARCH PROJECTS

Published:

1. Keyhani, M., Robinson, M., Lehar A., **Ashjari A.** (2022). *Digital Entrepreneurship And Capital Acquisition In The Global Economy*. In Munoz, JM. (Ed.), *Digital Entrepreneurship And The Global Economy* (pp. 91-101) . U.K.: Routledge.
2. **Ashjari, A.** (2022). *Crowdfunding: A Competency Framework for Creators*. In M. Keyhani, T. Kollmann, A. Ashjari, A. Sorgner, & C. E. Hull (Eds.), *Handbook of Digital Entrepreneurship* (pp. 222-235). Cheltenham, U.K.: Edward Elgar.
3. Keyhani, M., **Ashjari, A.**, Sorgner, A., Kollmann, T., Hull, C. E., & Jamshidi, Z. (2022). *An Introduction to Digital Entrepreneurship: Concepts and Themes*. In M. Keyhani, T. Kollmann, A. Ashjari, A. Sorgner, & C. E. Hull (Eds.), *Handbook of Digital Entrepreneurship* (pp. 2-25). Cheltenham, UK: Edward Elgar.
4. **Ashjari A.**, “Analysis of Crowdfunding Projects’ Success: A Comparison between United States and Iran”, Dr. N. Haji Heidari, University of Tehran, Tehran, Iran, 2017, “Thesis in Persian”.

Working Papers and Work-In-Progress:

5. **Ashjari A.**, Keyhani M., *Goal Adjustment In Serial Crowdfunding: An Empirical Study Of Kickstarter*. (working paper)
 - i. Presented at Babson College Entrepreneurship Research Conference (BCERC) 2021
6. **Ashjari A.**, Keyhani M., *Being Distinctive to Conventionally Conform? Evidence from Reward-Based Crowdfunding*. (work-in-progress)
7. **Ashjari A.**, Keyhani M., *Optimal Distinctiveness: Impact of Market Category Characteristics in Distinctiveness – performance relationship*. (working paper)
8. Hosseini Amereei S.A., Keyhani M., Parker S.C., **Ashjari A.**, Ehsani M., *Learning and Performance in Serial Crowdfunding*. (working paper)
9. **Ashjari A.**, *Crowdfunding Platforms Orientation- Market or Hierarchy?* (work-in-progress)
 - i. Presented at Administrative Sciences Association of Canada (ASAC) 2022

HONORS & AWARDS

- **Haskayne School of Business Doctoral Scholarship**, University of Calgary, 2018; 2019
- **Top Student Award, Ranked 1st** in my major at University of Tehran, 2016
- **Ranked 142** in the nationwide University Entrance Exam for MBA
- **Ranked 111** in the nationwide University Entrance Exam **among 350,000** participants in Iran, in 2009. (Among the 0.018 percentile)

- Recipient of Scholarship for the B.S. degree.
- **Semi-finalist** in **National Mathematics Olympiad**, Iran, April 2007.
- **Semi-finalist** in **National Mathematics Olympiad**, Iran, April 2006.

AFFILIATIONS

- **Academy Of Management (AOM)** (2020 – present)
- **Administrative Sciences Association of Canada (ASAC)** (2020- present)
- **Strategic Management Society** (2022 – present)
- **Interpretive Data Science (IDeaS) Group** (2021 – present)
- **National Organization for Development of Exceptional Talents (NODET)** (2002 - present), Iran
- **National Society of "Exceptionally Talented Students"** (2009 - present), Iran

SKILLS

Language:	<i>Proficient in English and Fluent in Persian</i>
Data Analysis:	<i>SPSS, R, STATA, Familiar with Python.</i>
App/WebApp Builder (NoCode):	Bubble.io, Adalo.com
AI Powered Research Tools:	Elicit, Consensus, Perplexity AI, Research Rabbit

ACADEMIC SERVICE

Served as **reviewer** for following conferences and journals (2019- present):

- Academy of Management Annual Meeting (AOM)
- Administrative Sciences Association of Canada Annual Conference (ASAC)
- European Academy of Management Annual Conference (EURAM)
- Canadian Journal of Administrative Sciences (CJAS)

Served as conference **co-editor** for ASAC 2022 (Entrepreneurship & Family Business Division).

Served as conference **co-coordinator** for ASAC 2023 (Entrepreneurship & Family Business Division).

Serving as conference **co-chair** for ASAC 2024 (Entrepreneurship Division)

Served as a **Mentor** (2023):

- David Holub CleanTech Interdisciplinary Design Challenge
- Technovation Challenge (Calgary)

Representative, Graduate Representative Council (GRC), Haskayne Doctoral Students Association (2021 – Present)

- Serving as a representative to advocate for students' needs and concerns, contributing to policy and initiative development for enhanced graduate student experiences.