

KARTIK V. RAO

School of Business, Trent University
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EDUCATION

Ivey Business School, Western University 2021

Ph.D. in Business, Economics and Public Policy.

Dissertation Title : “Perspectives on Firm Strategies in the Non-Market Environment”

Dissertation Committee: Advisor: [Guy L.F. Holburn](#) | [Adam R. Fremeth](#) | [Brandon Schaufele](#)

Nanyang Business School, Nanyang Technological University, Singapore

Master of Business Administration

Visvesvaraya Technological University, India

Bachelor of Engineering (Distinction)

PROFESSIONAL EXPERIENCE

Assistant Professor 2023 - *Present*
School of Business, Trent University

Assistant Teaching Professor 2021 - 2023
Ivey Business School, Western university

Research Associate, Lee Kuan Yew School of Public Policy, 2013 - 2015
National University of Singapore, Singapore

RESEARCH INTERESTS

Strategic management, sustainability, corporate social responsibility, stakeholder management, public policy, regulation.

PEER-REVIEWED JOURNAL ARTICLES

Rao, Kartik, and Brandon Schaufele. 2021 "Interacting Corporate Political Activities with Evidence from the Tobacco Industry." *Business and Politics*, 23(4): 456 - 473.

WORKING PAPERS

- Competing by Lobbying: Evidence from Ridesharing and Taxi Firms. (with Guy Holburn and Davin Raiha)
- Negotiating Agreements with Environmental Activists in the Shadow of Regulation (with Adam Fremeth and Guy Holburn)
- The Impact of the U.S. Federal Government Bailout of Chrysler: Synthetic Control Estimates of Chrysler Brand Sales

WORK IN PROGRESS

- Market and Non-market response of firms following product recall announcements (with Vivek Astvansh)
- Win-Win Outcomes from Firm-Activist Collaborations
- Interacting Corporate Social Responsibility and Corporate Political Activities (with Nahyun Kim)

- Heterogeneity in Firms' Choice of Non-Market Strategies

CASE STUDY PUBLICATIONS

- Kartik Rao (2023), "*Fintech Solutions: Under Pressure*", Ivey Business School Case Series, W33636
- Tony Frost, Martha Maznevski, and Kartik Rao (2022), "*Greenerland – Accelerating Green Growth*", The Ivey Academy
- Adam Fremeth, Rod White, and Kartik Rao (2016), "*The Canadian Television Industry Confronts Subscription Video on Demand*", Ivey Business School Case Series, 9B16M072.

RESEARCH PRESENTATIONS

Negotiating Agreements with Environmental Activists in the Shadow of Regulation

- School of Business, Trent University, April 2023
- School of Business, College of Charleston, February 2023
- Department of Social Science, NYU Abu Dhabi, January 2023
- The University of Auckland Business School, November 2022
- Society for Institutional & Organizational Economics, June 2022
- Strategic Management Society, September 2021
- Academy of Management Annual Meeting, August 2021
- Bocconi School of Management, May 2021
- Alliance for Research on Corporate Sustainability Annual Conference, June 2021

Competing by Lobbying: Evidence from Ridesharing and Taxi Firms

- Carleton University, Sprott School of Business, February 2022
- Syracuse University, Whitman School of Management, March 2021*
- ESSEC Workshop on the Nexus of Business and Government in the Global Economy, March 2021*
- Academy of Management Virtual Conference, August 2020
- Virtual Strategy Student Conference, May 2020
- Harvard Business School, Institutions and Innovation Workshop, October 2019*
- Strategic Management Society Annual Conference, October 2019 (Nominated for Best Conference Paper Prize)

Integrated market and nonmarket strategies: Evidence from Product Recalls in the U.S. Automotive Industry

- Production and Operations Management Society Annual Conference, May 2021*

The Impact of Government Intervention on Chrysler and General Motors: Synthetic Control Estimates of Firm Performance During the Bailout Period.

- Strategic Management Society Annual Conference, September 2018
- Industry Studies Association Annual Conference, April 2019

* *Presented by a coauthor*

INVITED CONSORTIA AND WORKSHOPS

Virtual Visiting PhD Scholar - Department of Management and Technology, Bocconi School of Management, Bocconi University, September 2020 – February 2021

SMS, Annual Doctoral Workshop, Minneapolis, October 2019
STR Doctoral Consortium, Academy of Management Annual Meeting, Chicago, August 2018
Strategy Science Pre-Conference Doctoral Workshop, Philadelphia, June 2018
17th Session of the Institutional & Organizational Economics Academy, Corsica, May 2018
Academy of Management Discoveries, Paper Development Workshop, Toronto, April 2018
Workshop on Research Design for Causal Inference, Chicago, June 2017

TEACHING EXPERIENCE

Instructor:

Intro to Business/Business for Engineers, 2022-23 (In-Person), 2021-2022 (Hybrid)
Introduction to Business, Summer 2021 (Virtual).

Teaching Assistant:

Corporations & Society (HBA), Ivey Business School (Fall 2017, Spring 2018, Fall 2019)
Global Macroeconomics for Managers (HBA), Ivey Business School (Fall 2019, Fall 2020)
Strategic Management for International Business (MSc); *Fall 2018*
Macroeconomics for Business Decisions, MBA; *Spring 2019*

AWARDS AND GRANTS

MITACS Research Training Award (2020)
John F. Rankin Doctoral Scholarship (2019-2020)
Ivey Energy Policy and Management Centre Scholarship, 2015 – 2021
Ivey Business School, Plan for Excellence Scholarship, 2015 – 2019

PROFESSIONAL SERVICE

Ivey Business School High School Teaching, 2022
Organizer, Ivey Business Foundations Case Competition, 2021
Faculty Mentor, Ivey Business Plan Competition, 2022
Ad-hoc Reviewer: Health Care Management Science, Canadian Journal of Administrative Sciences
Ad-hoc Reviewer for Academy of Management Conference, 2017, 2018, 2019, 2020, 2021
Ad-hoc Reviewer for Strategic Management Society Conference 2022
Vice President of Academic Affairs, Ivey PhD Association, 2016-2017

OTHER PROFESSIONAL EXPERIENCE

Regional Business Analyst Prudential Asset Management, Singapore	2011-2013
Consultant Cognizant Business Consulting, India	2010-2011
Business Analyst Infosys Technologies, India and U.S.	2004-2008