

# Saras D. Sarasvathy\*

2022 Award Winner

## Career

Born 1959, India

BSc (Statistics), University of Bombay (1980)

MSc (Entrepreneurship and Finance), Carnegie Mellon University (1994)

PhD (Information Systems and Entrepreneurship), Carnegie Mellon University (1998)

Cofounded five ventures (1980–1992)

Assistant Professor, University of Washington (1998–2002)

Assistant Professor, University of Maryland (2002–2004)

Associate Professor, University of Virginia (2004–2016)

Professor, University of Virginia (2016–)

Professor (visiting chair), Indian Institute of Management, Bangalore (2010–)

## Major Scientific Contributions in the Fields of the Award

### *Books*

Sarasvathy, Saras D. (2008), *Effectuation: Elements of Entrepreneurial Expertise*. Cheltenham, UK and Northampton, MA: Edward Elgar.

Read, Stuart, Saras D. Sarasvathy, Nick Dew, Robert Wiltbank and Anne-Valérie Ohlsson (2011), *Effectual Entrepreneurship*. Oxford, UK: Routledge.

Sarasvathy, Saras D., Sankaran Venkataraman and Nick Dew (2020), *Shaping Entrepreneurship Research: Made, as well as Found*. Oxford, UK: Routledge.

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\* This biography covers Saras Sarasvathy's work until February 2022.

Sarasvathy, Saras D. (2022), *Effectuation: Rethinking Fundamental Concepts in the Social Sciences*. Cambridge, UK: Cambridge University Press, *forthcoming*.

\_\_\_\_\_ (2022), *The Effectual ASK: Toward a Theory of Human Interaction*, *Forthcoming*.

### ***Journal Articles***

Sarasvathy, Saras D. (2001), "Causation and Effectuation: Toward a Theoretical Shift from Economic Inevitability to Entrepreneurial Contingency." *Academy of Management Review* 26(2), 243–288.

\_\_\_\_\_ (2003), "Entrepreneurship as a Science of the Artificial." *Journal of Economic Psychology* 24(3), 203–220.

\_\_\_\_\_ (2004), "The Questions We Ask and the Questions We Care about." *Journal of Business Venturing* 19(5), 707–720.

\_\_\_\_\_ (2004), "Making It Happen: Beyond Theories of the Firm to Theories of Firm Design." *Entrepreneurship Theory and Practice* 28(6), 519–531.

Sarasvathy, Saras D. and Nick Dew (2005), "New Market Creation through Transformation." *Journal of Evolutionary Economics* 15(5), 533–565.

Wiltbank, Robert, Nick Dew, Stuart Read and Saras D. Sarasvathy (2006), "What to do Next? The Case for Non-predictive Strategy." *Strategic Management Journal* 27(10), 981–998.

Sarasvathy, Saras D., Nick Dew, Stuart Read and Robert Wiltbank (2008), "Designing Organizations that Design Environments: Lessons from Entrepreneurial Expertise." *Organization Studies* 29(3), 331–350.

Dew, Nick, Stuart Read, Saras D. Sarasvathy and Robert Wiltbank (2009), "Effectual versus Predictive Logics in Entrepreneurial Decision-making: Differences between Experts and Novices." *Journal of Business Venturing* 24(4), 287–309.

Read, Stuart, Nick Dew, Saras D. Sarasvathy and Robert Wiltbank (2009), "Marketing under Uncertainty: The Logic of an Effectual Approach." *Journal of Marketing* 73(3), 1–18.

Wiltbank, Robert, Stuart Read, Nick Dew and Saras D. Sarasvathy (2009), "Prediction and Control under Uncertainty: Outcomes in Angel Investing." *Journal of Business Venturing* 24(2), 116–133.

- Pacheco, Desirée F., Jeffrey G. York, Thomas J. Dean and Saras D. Sarasvathy (2010), “The Co-evolution of Institutional Entrepreneurship: A Tale of Two Theories.” *Journal of Management* 36(4), 974–1010.
- Sarasvathy, Saras D. and Sankaran Venkataraman (2011), “Entrepreneurship as Method: Open Questions for an Entrepreneurial Future.” *Entrepreneurship Theory and Practice* 35(1), 113–135.
- Harmeling, Susan S. and Saras D. Sarasvathy (2013), “When Contingency is a Resource: Education Entrepreneurs in the Balkans, the Bronx and Beyond.” *Entrepreneurship Theory and Practice* 37(4), 713–744.
- Sarasvathy, Saras D., Anil R. Menon and Graciela Kuechle (2013), “Failing Firms and Successful Entrepreneurs: Serial Entrepreneurship as a Temporal Portfolio.” *Small Business Economics* 40(2), 417–434.
- Sarasvathy, Saras D., Kothandaraman Kumar, Jeffrey G. York and Suresh Bhagavatula (2014), “An Effectual Approach to International Entrepreneurship: Overlaps, Challenges and Provocative Possibilities.” *Entrepreneurship Theory and Practice* 38(1), 71–93.
- Townsend, David M., Richard A. Hunt, Jeffery S. McMullen and Saras D. Sarasvathy (2018), “Uncertainty, Knowledge Problems, and Entrepreneurial Action.” *Academy of Management Annals* 12(2), 659–687.
- Sarasvathy, Saras D. and Ramesh, A. (2019), “An Effectual Model of Collective Action for Addressing Sustainability Challenges.” *Academy of Management Perspectives* 33(4), 405–424.
- Sarasvathy, Saras D. (2021), “The Middle Class of Business.” *Entrepreneurship Theory and Practice*, forthcoming.

### **Book chapters**

- Sarasvathy, Saras D. and Sankaran Venkataraman (2001), “Strategy and Entrepreneurship: Outlines of an Untold Story.” In Michael Hitt, Edward Freeman and Jeffrey Harrison, eds., *Handbook of Strategic Management*. Malden, MA: Blackwell Publishing, 655–673.
- Sarasvathy, Saras D., Nick Dew, Ramakrishna Velamuri and Sankaran Venkataraman (2002), “Three Views of Entrepreneurial Opportunity.” In David Audretsch and Zoltan Acs, eds., *International Handbook of Entrepreneurship*. Boston, MA: Springer, 141–160.
- Sarasvathy Saras D. (2022), “An Effectual Analysis of Markets and States.” In Karl Wennberg and Christian Sandström, eds., *Questioning the Entrepreneurial State*. Berlin: Springer Publishing, forthcoming.