

PREETIKA BASAK

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EDUCATION

Purdue University, West Lafayette

Ph.D. Student in Strategic Management

August 2022 - Present

Carnegie Mellon University, Pittsburgh

M.S. in Organizational Behavior and Theory

May 2022

Jawaharlal Nehru University, Delhi

M.A. in Economics

May 2017

Jadavpur University, Kolkata

B.A. in Economics

May 2015

RESEARCH INTERESTS

Entrepreneurship, Strategic Human Capital, Hiring and Career Outcomes

WORKS-IN-PROGRESS

Dissertation Projects

Basak, P, Byun, H – “Founder Imprint on Startup Hiring Architecture.” Investigates how founders’ educational backgrounds and prior career experience shape the functional architecture of the organizations they build, and how funding events moderate this imprint, asking whether capital crystallizes founders’ templates or prompts firms to professionalize beyond them. *Data analysis in progress.*

Basak, P, Hahl, O – “(Why) Do Start-ups Avoid High-Quality Candidates?” Examines why startups systematically attract lower-quality talent from the supply side, testing whether high-caliber candidates actively avoid startups in favor of established firms and whether situational pressures such as job-market urgency can override this preference. *Draft and study design in progress.*

Additional Works-in-Progress

Basak, P, Byun, H – “Who Fills the Gap When Rival Firms Dissolve?” Examines who captures value when a competitor abruptly exits the market, asking how network position, tie strength, and prior collaboration determine whether incumbent rivals or new entrants absorb displaced demand, and when such exogenous shocks spur new venture formation. *Draft and data analysis in progress.*

CONFERENCES

INSEAD Doriot Entrepreneurship Conference (IDEC) (Singapore, 2023)

Winner, Best Poster Presentation, Krannert Doctoral Student Association (KDSA) Research Symposium (West Lafayette, 2023)

AOM Doctoral Consortium (Chicago, 2024)

AWARDS & GRANTS

Krannert School of Business Doctoral Research Funds, Purdue University (2023)

Frederick N. Andrews Fellowship, Purdue University (2022-current)

WORK EXPERIENCE

Research Associate June 2019
Indian School of Business, Mohali

Intern - Economics July 2017
Indian Institute of Technology, Mumbai

Visiting Student - Economics July 2016
Indira Gandhi Institute of Development Research, Mumbai

TEACHING

Instructor of Record

Strategic Management (UG) Spring 2026
Strategic Management (UG) Spring 2025

TEACHING ASSISTANT

Managing Organization and Networks (MBA)
Statistical Decision Making (MBA)
Team Conflict and Multiparty Negotiations (MBA)
Professional Speaking (MS)
Team Dynamics and Leadership (UG)
Principles of Microeconomics (UG)

PROFESSIONAL SERVICE

Reviewer: Academy of Management Conference

PERSONAL

Citizenship: India
Languages: English (proficient), Bengali (Native), Hindi (proficient)
Computational Skills: R, STATA, Python, LaTeX