

Sandip Bisui

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AFFILIATIONS

Purdue University , West Lafayette, IN, USA Assistant Professor- Strategic Management	2023-
University of Colorado (CU) , Boulder, CO, USA Ph.D. in Strategy & Entrepreneurship	2018-23
Indian School of Business (ISB) , Hyderabad, TG, India Research Associate- Strategic Management	2016-18
Indian Institute of Technology (IIT) , Kanpur, UP, India Master of Science in Mathematics & Scientific Computing Bachelor of Science in Mathematics & Scientific Computing Minor in Industrial & Management Engineering	2011-15

RESEARCH INTERESTS

Behavioral Information Economics (Information Disclosures)	Corporate Strategy (Alliances and M&As)	Innovation & Entrepreneurship (Knowledge Sourcing)
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PUBLICATIONS

- [1] Bisui, Sandip; Zhang, Kun; Reuer, Jeffrey; and Tadikonda, Harsha (2025). “**Demystifying the Black-box: Organizational Design and R&D Alliance Contracting.**” Conditionally Accepted at Organization Science.
- [2] Reuer, Jeffrey; Bisui, Sandip and Chondrakis, George (2025). “**Innovation Disclosures and the Design of Technology Acquisition Contracts: Evidence from the American Inventors Protection Act.**” Strategy Science 10(1):68-92.
- [3] Reuer, Jeffrey and Bisui, Sandip (2022). “**Information Economics.**” In Oxford Bibliographies in Management. Ed. Ricky Griffin. New York: Oxford University Press.

WORKING PAPERS

- [1] Cho, Jaeyoung; Bisui, Sandip; and Reuer, Jeffrey. “**Title Withheld.**” Revise and Resubmit at Journal of Management Studies.
- [2] Bisui, Sandip; Reuer, Jeffrey; and McCann, Brian. “**Title Withheld.**” under review at Strategic Management Journal.
- [3] Bisui, Sandip and Chakravarty, Sugato. “**Title Withheld.**” under review at Organization Science.
- [4] Bisui, Sandip; Cho, Jaeyoung; and Reuer, Jeffrey. “**Title Withheld.**” preparing to submit.
- [5] Bisui, Sandip; Reuer, Jeffrey; and Song, Kyungsub. “**Title Withheld.**” preparing to submit.
- [6] Bisui, Sandip; Song, Kyungsub; and Zhang, Kun. “**Title Withheld.**” preparing to submit.
- [7] Shermon, Anavir and Bisui, Sandip. “**Title Withheld.**” preparing to submit.

Titles and specific details are withheld to maintain anonymity in the review process. A complete list of my working papers is available upon request.

RESEARCH TALKS

2025	Texas A&M University , College Station, TX, USA
2025	Strategic Management Seminar, The Culverhouse College of Business, University of Alabama, Virtual
2024	Health Informatics Working Group, Virtual

- 2023 [Indian School of Business](#), Hyderabad, IN
 2022 [Purdue University](#), West Lafayette, IN, USA

CONFERENCES

Organization

- 2025 Co-organizer, SMS Extension- Rethinking Strategy and Innovation in Pharmaceutical Industry, San Francisco, CA, USA
 Co-organizer, A PDW on Behavioral Perspective into the Economics of Strategy, Academy of Management (AOM): Annual meeting- Copenhagen, Denmark
 Co-organizer, A PDW on Strategy and Innovation in Pharmaceutical Industry, Academy of Management (AOM): Annual meeting- Copenhagen, Denmark
- 2024 Co-organizer, A PDW on Strategy and Innovation in Pharmaceutical Industry, Academy of Management (AOM): Annual meeting- Chicago, IL, USA
- 2023 Co-organizer, A PDW on Strategy and Innovation in Pharmaceutical Industry, Academy of Management (AOM): Annual meeting- Boston, MA, USA
- 2022 Co-organizer, A Symposium on Strategy and Innovation in Pharmaceutical Industry, Academy of Management (AOM): Annual meeting- Seattle, WA, USA

Attended/Presented

- 2025 [India Strategy Conference](#): ISB Hyderabad, India
[Strategic Management Society \(SMS\)](#): Annual conference- San Francisco, CA, USA
[Academy of Management \(AOM\)](#): Annual meeting- Copenhagen, Denmark
[Academy of International Business \(AIB\)](#): Annual meeting- Louisville, KY, USA
- 2024 [India Strategy Conference](#): IIM Ahmedabad, India
[Academy of Management \(AOM\)](#): Annual meeting- Chicago, IL, USA
[Global Entrepreneurship and Innovation Research Conference](#): Boulder, CO, USA
[Reversing the Arrow Conference](#): Boulder, CO, USA
 Strategy Science: Annual conference- Ann Arbor, MI, USA
- 2023 [Strategic Management Society \(SMS\)](#): Annual conference- Toronto, CA
[Academy of Management \(AOM\)](#): Annual meeting- Boston, MA, USA
 Boston Consulting Group(BCG) - Strategic Management Review (SMR): Untamed Issues in Strategy- New York City, NY, USA
- 2022 [Wharton Corporate Strategy and Innovation Conference](#)- Philadelphia, PA, USA
 Strategic Management Review (SMR): Paper Development Workshop- London, UK
[Strategic Management Society \(SMS\)](#): Annual conference- London, UK
[Academy of Management \(AOM\)](#): Annual meeting- Seattle, WA, USA
[Consortium for Competition and Cooperation \(CCC\)](#)- Toronto, Canada
 Midwest Strategy Meeting- Purdue University, IN, USA
- 2021 [Strategic Management Society \(SMS\)](#): Annual conference- Virtual
[Academy of Management \(AOM\)](#): Annual meeting- Virtual
 Strategy Science Conference- Virtual

2020	Strategic Management Society (SMS) : Annual conference- Virtual Academy of Management (AOM) : Annual meeting- Virtual
2019	Strategic Management Society (SMS) : Annual conference- Minneapolis, MN, USA Academy of Management (AOM) : Annual meeting- Boston, MA, USA
2018	Strategic Management Review (SMR): Special conference on Open Innovation- Berkeley, CA, USA

TEACHING INTERESTS

Strategic Management	Technology Strategy	Entrepreneurship & Innovation
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TEACHING EXPERIENCES

2024-	Instructor (UG Elective: Technology Strategy), Purdue University , USA students), Inperson, Most Recent FCQ: 4.5/5	1 section (45+
2023-	Instructor (UG Core: Strategic Management), Purdue University , USA students), Inperson, Most Recent FCQ: 4.4/5	5 sections (275+
2020-22	Instructor (UG Core: Strategic and Entrepreneurial Thinking), University of Colorado (CU) Boulder , USA 7 sections (400+ students), Online/Hybrid, Most Recent FCQ: 4.5/5	
2020, 22	Teaching Assistant (Evening MBA: Strategy; Instructor: Jeffrey Reuer), University of Colorado (CU) Boulder , USA	Summer 2020, 2022
2020	Teaching Assistant (UG Core: Strategic and Entrepreneurial Thinking; Instructor: Mukund Chari), University of Colorado (CU) Boulder , USA	Spring 2020

ACADEMIC EXPERIENCES & SERVICES

2025-	Treasurer, Strategic Management (STR) Division, Academy of Management (AOM)
2024	Chair, Best Paper Awards Committee, Strategic Management Track, SMA 2024
2023	PhD Student Recruitment Committee Member, Purdue University
2023-	Engagement Editor: Strategic Management Review (SMR)
2020	Associate Editor: Technology and Innovation Management (TIM) Division, Academy of Management (AOM): Annual meeting- Virtual
2019-	Ad-hoc Reviewer: Strategic Management Journal; Strategic Management Review; Industry and Innovation; Academy of Management (AOM)- Annual meeting; Strategic Management Society (SMS)- Annual conference

AWARDS & SCHOLARSHIPS

2024	Grant for a book proposal on key theories in strategic management, Purdue Office of Research
2021	MacMillan award for best submitted paper in Entrepreneurship, Deming Center for Entrepreneurship, CU Boulder
2020	MacMillan Fellowship for outstanding work as a PhD student, Deming Center for Entrepreneurship, CU Boulder
2020,19	Gerald Hart Research Fellowship, CU Boulder
2018-22	Strategy, Entrepreneurship, and Operations (SEO) Division Fellowship, CU Boulder
2018-2023	CU Boulder PhD Fellowship
2015	GATE Scholarship, All India Council for Technical Education
2011-14	Inspire Scholarship, Dept. of Science & Technology, Govt. of India

PROGRAMMING LANGUAGES, STATISTICAL SOFTWARE & DATABASES USED

Languages & Software: Stata, Python, R, MySQL
Database: WRDS (Compustat, CRSP), VentureXpert, Cortellis, PatentsView

OTHER PUBLICATIONS [140+ CITATIONS, H-INDEX- 8]

- [1] Misra, S. C., & Bisui, S. (2014). Critical challenges for adopting personalized medicine system in healthcare management: perspectives of clinicians and patients. *International Journal of E-Health and Medical Communications (IJEHMC)*, 5(2), 70-89.
- [2] Misra, S. C., Singh, V., & Bisui, S. (2016). Characterization of Agile ERP. *Software Quality Professional*, 18(3).
- [3] Misra, S. C., Singh, V., Jha, N. K., & Bisui, S. (2016). Modeling privacy issues in distributed enterprise resource planning systems. *International Journal of Communication Systems*, 29(2), 378-401.
- [4] Misra, S. C., & Bisui, S. (2016). Feasibility of large scale implementation of personalized medicine in the current scenario. *International Journal of E-Health and Medical Communications (IJEHMC)*, 7(2), 30-49.
- [5] Misra, S. C., Bisui, S., & Fantazy, K. (2016). Identifying critical changes in adoption of personalized medicine (PM) in healthcare management. *International Journal of E-Health and Medical Communications (IJEHMC)*, 7(3), 1-15.
- [6] Misra, S. C., & Bisui, S. (2017). Adoption of Personalized Medicine: Towards Identifying Critical Changes. In *Healthcare Engineering* (pp. 55-57). Springer, Singapore.
- [7] Rahi, S. B., Bisui, S., & Misra, S. C. (2017). Identifying the moderating effect of trust on the adoption of cloud-based services. *International Journal of Communication Systems*, 30(11), e3253.
- [8] Rahi, S. B., Bisui, S., & Misra, S. C. (2017). Identifying critical challenges in the adoption of cloud-based services. *International Journal of Communication Systems*, 30(12), e3261.
- [9] Bisui, S., & Misra, S. C. (2018). Personalized Medicine. In *Encyclopedia of Information Science and Technology, Fourth Edition* (pp. 5901-5907). IGI Global.
- [10] Misra, S. C., & Bisui, S. (2018). Modelling vital success factors in adopting personalized medicine system in healthcare technology and management. *Engineering Science and Technology, an international journal*, 21(3), 532-545.
- [11] Misra, S. C., Bisui, S., & Mahapatra, G. (2018). Trust Issues in ERP Implementation: Modeling and Analysis. *Software Quality Professional*, 20(3).
- [12] Misra, S. C., Rahi, S. B., Bisui, S., & Singh, A. (2019). Factors Influencing the Success of Cloud Adoption in the Semiconductor Industry. *Software Quality Professional*, 21(2), 38-51.
- [13] Bisui, S., & Misra, S. C. (2019). Impact of Privacy Issues on Successful Implementation of Personalized Medicare System: An Empirical Study. *International Journal of E-Health and Medical Communications (IJEHMC)*, 10(3), 96-115.

- [14] Misra, S. C., & Bisui, S. (2019). Security Determinants in ERP Systems: Modeling and Analysis. *Software Quality Professional*, 22(1), 9-22.
- [15] Misra, S. C., Bisui, S., & Nayak, S. C. (2020). Security Concerns in the Adoption of Personalized Medicine in Electronic Healthcare in India. *Software Quality Professional*, 22(3), 16-26.
- [16] Misra, S. C., Bisui, S., & Singh, A. (2020). A study on the role of trust factor in adopting personalised medicine. *Behaviour & Information Technology*, 39(7), 771-787.

NON ACADEMIC EXPERIENCES

2019-23	International Peer Mentor, International Student and Scholar Services, CU Boulder
2019-23	Graduate Peer Mentor, Graduate School, CU Boulder
2019-20	Campus Lead, India Student Hub USA
2019	Volunteer: Academy of Management (AOM) Annual meeting
2019	Volunteer: Strategic Management Society (SMS) Annual conference
2016-	Class of 2016 Batch Coordinator: Alumni Association, IIT Kanpur
2015-16	Department Placement Coordinator, Students Placement Office, IIT Kanpur
2014	Head, Events and Competitions, Udghosh: Annual Sports Festival, IIT Kanpur
2014	Manager, Megaworld, Techkriti: Annual Technical Festival, IIT Kanpur
2013	Coordinator, Informals, Antaragni: Annual Cultural Festival, IIT Kanpur
2012-13	Secretary, Design Club, IIT Kanpur
2011-12	Volunteer, National Social Service (NSS)

PERSONAL INTERESTS

Hiking | Camping | Badminton | Rubik's Cube | Cooking