

Department of Management and Human Resources  
Fisher College of Business  
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[Google Scholar](#)

## **ANNA GOUSSEVSKAIA, PhD**

### **EDUCATION**

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**PhD, Industrial and Business Studies** - Warwick Business School, The University of Warwick, United Kingdom (2005)

**MPhil, Marketing and Strategic Management** - Federal University of Minas Gerais (UFMG), Brazil (2000)

**BSc, Computer Science** - Federal University of Minas Gerais (UFMG), Brazil (1998)

*UFMG Computer Science program is consistently ranked at the top by the Brazilian Ministry of Education*

**Applied Mathematics with Concentration in Computer Science** – Novosibirsk State University, Russian Academy of Science, Russia (1992-1994)

*Novosibirsk State University is one of the Russia's leading universities and is consistently placed as the best Russian university for scientific research by the QS World University Rankings*

### **PROFESSIONAL EXPERIENCE**

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**Fisher College of Business, The Ohio State University, United States (2020 - present)**

Senior Lecturer, Department of Management and Human Resources (2022 – present)

Lecturer, Department of Management and Human Resources (2020 – 2021)

**Sam M. Walton College of Business, University of Arkansas, United States (2013 - 2019)**

Clinical Assistant Professor, Department of Management

**W. P. Carey School of Business, Arizona State University, United States (2008 - 2013)**

Visiting Associate Professor, Department of Management

**Fundação Dom Cabral, Brazil (2005 - 2008)**

*Fundação Dom Cabral is a leading business school in Brazil, accredited by EQUIS and AMBA. It is consistently ranked among the best business schools in Latin America and top ranked worldwide in Executive Education by the Financial Times (#4 worldwide for Open Programs and #8 worldwide for Custom Programs in 2025)*

Associate Professor (2008)

Assistant Professor (2005-2007)

**A&A Consulting, Brazil (2005 - 2008)**

*Co-Founder (Strategic and IT consulting)*

**Warwick Business School, the University of Warwick, United Kingdom (2004 - 2006)**

*Senior Research Fellow (Innovation, Knowledge and Organizational Networks Research Unit – IKON)*

**Pontifícia Universidade Católica (PUC), Brazil (2000)**

*Lecturer in Entrepreneurship for Computer Science students*

**TELEMAR, Brazil (1996 - 1999)**

*Computer Engineer (TELEMAR was one of the largest telecommunication companies in Brazil and Latin America)*

**TEACHING**

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**Fisher College of Business, The Ohio State University, United States (2020 - present)**

*Entrepreneurship and Innovation, OSU Entrepreneurship Minor core course (2022 - present)*

*Corporate Entrepreneurship, Undergraduate elective course (2021 - present)*

*Strategic Management, FTMBA/WPMBA/Graduate Certificate programs (2020-present)*

*Global Environment of Business, Executive MBA/WPMBA (2023 – present)*

*Executive Education: McDonalds, Tata Consulting Services, DHL Supply Chain, Honda*

**Sam M. Walton College of Business, University of Arkansas, United States (2013 - 2019)**

*Strategic Management*, Executive MBA (2013 - 2019)

*International Management*, Undergraduate upper division course (2013 - 2019)

*Organizational Change*, Undergraduate upper division course (2013 to 2019)

*Entrepreneurship Practicum*, Undergraduate upper division course (2013)

**W. P. Carey School of Business, Arizona State University, United States (2008 - 2013)**

*Entrepreneurship*, Undergraduate upper division course (2008 - 2013)

*Business Plan Development*, Undergraduate upper division course (2009 - 2011)

**Fundação Dom Cabral, Brazil (2005 - 2008)**

*Innovation and Competitiveness*, Executive MBA (2007)

*Executive Education*: ABB, Accor, ArcelorMittal, Banco Real, Bunge, GOL Airlines, Natura, NEC, Novelis, Petrobras, Philips, Rede Globo, Rexam, Sadia, Siemens, Telefónica, Vale, Votorantim, Xerox

**ACADEMIC LEADERSHIP & STUDENT MENTORSHIP**

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**Academic Director (2025–present):** Currently serving as the Academic Director for the OSU Entrepreneurship Minor (Ohio State University).

**Entrepreneurship curriculum design:**

Spearheaded a task force for the redesign of the undergraduate entrepreneurship curriculum (University of Arkansas)

Participated in the inter-disciplinary team that designed university-wide entrepreneurship offerings, an initiative funded by the Kauffman Foundation (Arizona State University)

**Entrepreneurial Advisor:** Served as an advisor for student entrepreneurial teams for the Edson Student Entrepreneur Initiative (Arizona State University)

**Interdisciplinary Mentorship:** Acted as an advisor for student innovation teams within the InnovationSpace university-level program (Arizona State University)

**Honors Thesis Advisor** (Arizona State University)

**MBA Theses Advisor** (Fundação Dom Cabral)

## INDUSTRY ENGAGEMENT & OUTREACH

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### Consulting:

Strategic and IT consulting (A&A Consulting)

Served as a consultant on corporate entrepreneurship initiatives (Fundação Dom Cabral)

### Industry networks:

Collaborated with the Spirit of Enterprise Center (Arizona State University), a network of small and medium sized entrepreneurial firms, to create an entrepreneurship course where student teams worked with firms on solving real business challenges (e.g., creating an innovative business model, entering a new market)

Coordinated a practitioner-oriented network of 30+ large national and multinational companies, facilitating the exchange of knowledge among executives and innovation managers to address complex organizational challenges related to innovation (Fundação Dom Cabral)

### Organization of conferences that brought together academics and practitioners:

New frontiers of Innovation Management. Grant provided by the Ministry of Science and Higher Education, Brazil, 2008

Workshop: Rethinking construction? Managing projects as complex social settings. Grant provided by the Engineering and Physical Sciences Research Council, UK, 2004

## RESEARCH

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My research investigates how entrepreneurial and established firms create and adopt innovations. My work has been published in leading journals, including **Research Policy**, **Organization Studies**, **Long Range Planning**, and **International Journal of Management Reviews**. I also contributed to several books, such as *Knowledge-Based Enterprise: Theories and Fundamentals* (IGI Publishing), *The Evolution of Business Knowledge* (Oxford University Press), and *Trust and Anti-Trust in Cross-Cultural Alliances* (Palgrave Press).

### Active research projects

#### Co-evolution of networks, technology platforms, and firm innovation

This project aims to answer calls for a more accurate estimation of network effects on firm outcomes and elucidate the dynamics that exist between networks and innovation by disentangling the processes that drive tie formation and firm innovation. We employ RSiena, a statistical package for longitudinal network analysis based on a stochastic actor-oriented model. It enables the investigation of changes in network structure and changes in network and firm-level outcomes simultaneously. We draw from a unique dataset constructed from several databases: FactSet (for network ties data), the United States Patent and Trademark

Office (for firm innovation data), Compustat (for firm-level financial data), and a unique proprietary dataset of platform adoption in the RosettaNet consortium.

Working papers:

SODERO, A. and GOUSSEVSKAIA, A. Technological platform participation, alliance formation, and firm innovation (data analysis stage)

### Innovation and acquisition of entrepreneurial firms

This project focuses on acquisitions of entrepreneurial firms. We investigate the process of post-acquisition integration from the perspectives of both the large acquiring firms and the acquired entrepreneurial firms. From the acquirer's perspective, the challenge is how to integrate and scale the acquired firm's capabilities without losing its innovativeness. From the acquired entrepreneurial firm perspective, the challenge is how to manage internal organizational changes through rapid growth after being acquired. The research contributes to a better understanding of how entrepreneurial ventures can overcome tensions between the demands for scaling and the normative constraints delineated by the existing organizational identity. We draw on a longitudinal qualitative dataset of several acquisitions.

Working papers:

GOUSSEVSKAIA, A. and LÓTFI VAZ, S. Organizational identity, problematistic search, and firm capabilities (revision for a new journal submission).

GOUSSEVSKAIA, A. and LÓTFI VAZ, S. Growing pains: venture identity and capability scaling. (preparing for submission)

### **Reviewer and editorial service**

Ad-hoc reviewer: Organization Studies, Scandinavian Journal of Management, European Journal of Information Systems, Building Research & Information, Long Range Planning.

Guest Editor: Building Research & Information, Special Issue on "Managing Projects as Complex Social Settings"

### **Selected publications**

Please refer to [Google Scholar](#) for the full list of publications. **Citation h-index =8, 2220 citations (as of March 2026)**

LÓTFI VAZ, S., GOUSSEVSKAIA, A., FELIX, B. and NELSON, R. Identity regulation in post-acquisition: a double-edged sword. **International Journal of Organizational Analysis**, 2025

LÓTFI VAZ, S., GOUSSEVSKAIA, A., NELSON, R. and FELIX, B. Identity regulation in post-acquisition: a double-edged sword. **Academy of Management Meeting**, Copenhagen, Denmark, 2025.

- GOUSSEVSKAIA, A., ARRUDA, C. and LÓTFI VAZ, S. Capability transformation through acquisitions: the interplay between interest alignment and knowledge leveraging mechanisms. **Management Research: Journal of Iberoamerican Academy of Management**, v. 15, issue 2, 2017.
- GOUSSEVSKAIA, A. and ARRUDA, C. The intersection of organizational identity and capabilities. **Academy of Management Meeting**, Anaheim, California, US, 2016.
- FURRER, O., THOMAS, H. and GOUSSEVSKAIA, A. The structure and evolution of the strategic management field: a content analysis of 26 years of strategic management research. **International Journal of Management Reviews**, 10 (1), p.1-23, 2008.
- GOUSSEVSKAIA, A., ARRUDA, C. and LÓTFI VAZ, S., Capability transformation: interplay between interest alignment and knowledge leveraging mechanisms. **Academy of Management Meeting**, Anaheim, California, US, 2008 (*Best Paper Proceedings*, Business Policy and Strategy Division).
- NEWELL, S., GOUSSEVSKAIA, A., SWAN, J., ROBERTSON, M., and BRESNEN, M. The interactivity of projects and the evolution of knowledge in biomedical innovation. **Long Range Planning**, v. 41, p. 33-54, 2008.
- GOUSSEVSKAIA, A., ARRUDA, C. and CHICARINO, G. Make or buy: the challenge is in the next day. (in Portuguese). **Harvard Business Review** (Special Edition for Brazil), April, 2008
- NEWELL, S., BRESNEN, M., GOUSSEVSKAIA, A. and OBEMBE, A. Organizing biomedical innovation in the UK and US. In: Scarbrough, H. (Org.) **The evolution of Business Knowledge**. Oxford: Oxford University Press, p. 161-187, 2008 (ISBN: 978-0-19-922959-8).
- SWAN, J., GOUSSEVSKAIA, A., NEWELL, S., ROBERTSON, M., BRESNEN, M. and OBEMBE, A. Modes of organizing biomedical innovation in the UK and US and the role of integrative and relational capabilities. **Research Policy**, v. 36, p. 529-547, 2007.
- SWAN, J., ROBERTSON, M., NEWELL, S., GOUSSEVSKAIA, A. and BRESNEN, M. The role of institutional differences in biomedical innovation processes: a comparison of the UK and US. **International Journal Healthcare Technology Management**, v. 8, p. 333-353, 2007.
- GOUSSEVSKAIA, A. and KIDD, J. The role of trust in the process of alliance evolution. In: Kidd, J. and Richter, F.-J. (Eds). **Trust and Anti-trust in Cross-cultural Alliances**. London: Palgrave Press, p. 181-195, 2004. (ISBN 1-4039-1619-5)
- BRESNEN, M., GOUSSEVSKAIA, A. and SWAN, J. Exploring the embedding of new management knowledge in project organization. **Organization Studies**, 25(9), p.1535 – 1556, 2004.