

Inna Smirnova

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RESEARCH INTERESTS

Organization Theory & Design, Innovation & Technology, Strategy, Nonfinancial Incentives, Social Evaluation, Online Communities, Open Source Software, Computational Social Science

ACADEMIC APPOINTMENTS

School of Information, University of Michigan, USA Sept 2021 – Present
Postdoctoral Research Fellow

Department of Accounting, Innovation and Strategy, University of Vienna, Austria Nov 2020 – Aug 2021
Postdoctoral Research Fellow

EDUCATION

University of Vienna, Austria 2014 – 2020
PhD in Management with honors (*focus on Strategy*)

Dissertation: “Essays on the organizational design of online communities” (*data from GitHub and Stack Overflow as well as surveys with software developers*)

Focus: Firms have for a long time recognized online communities as pools of human capital that reside outside the organizational boundary and constitute a complementary asset to firms’ traditional innovation activities when appropriately accessed and exploited. To do so effectively, however, firms need to get an in-depth understanding of how such communities work and how they can be influenced. To that end, I explore how different design solutions to fundamental problems of organizing—division of labor and reward distribution—affect participation and performance of community contributors. My first chapter explores how project owners in GitHub can manage their repositories so as to incentivize particularly high-skilled contributors to exert effort after joining a project. My second chapter examines how contributors, by collecting non-pecuniary awards for their contributions, attain high status within the Stack Overflow community. My third chapter explores what shapes project growth in online communities and how they can achieve efficient division of labor. Finally, my fourth chapter examines the consequences of delegating the decision-making power in the GitHub community with regards to talent management and decision-making processes.

Committee: Markus Reitzig (Chair, University of Vienna), Georg von Krogh (ETH Zurich), Stefan Haefliger (City University London)

School of Business, University of California, Riverside, USA 2018 – 2019
Visiting research scholar (*short-term visit Sept – Dec 2017*)

University of Helsinki, Finland 2012 – 2014
MSc in Computer Science | Semester abroad, TU Graz, Austria

Kazan Federal University, Russia 2010 – 2014
MA in Management of Organizations

Kazan Federal University, Russia 2008 – 2012
BSc in Information Technologies with honors | Semester abroad, University of Helsinki, Finland

JOURNAL PUBLICATIONS

Smirnova I, Reitzig M, & Sorenson O. 2021. Building status in an online community. *Organization Science*, forthcoming.

Smirnova I, Reitzig M, & Alexy O. 2021. What makes the right OSS contributor tick? Treatments to motivate high-skilled developers. *Research Policy*, forthcoming.
Available at <https://doi.org/10.1016/j.respol.2021.104368>.

PAPERS UNDER REVIEW

Smirnova I, Reitzig M, & Mitsuhashi H. OSS communities as complementary assets – why and where do they work efficiently?. *Reject and Resubmit at the Strategic Management Journal*, preparing for resubmission.

- The paper explores what shapes project growth in online communities and why some GitHub project founders induce more contributions than others, relying on the arguments from the organizational research, social networks, and reciprocity literature.

RESEARCH IN PROGRESS

“Division of labor and the decentralization of power: Delegation in software development projects” with M. Raveendran (UC Riverside). Data analysis stage (GitHub dataset, surveys with software developers), initial results completed. Targeting *Strategic Management Journal*.

“How badges and awards influence contributor reputation and performance: Evidence from Stack Overflow” with T. Gubler (Brigham Young University). Data analysis stage, initial results completed. Targeting *Management Science*.

“When do virtual teams create innovations and when do they fall apart? A dynamic view on global virtual teams” with S. Keck (University of Vienna). Explorative data analysis stage (GitHub dataset).

“Stimulating scientific serendipity: Evidence from a field experiment” with M. Teplitskiy (University of Michigan). Conceptualization stage.

PEER-REVIEWED CONFERENCE PROCEEDINGS AND OTHER PUBLICATIONS

Mishra B & **Smirnova I**. 2021. Optimal configuration of intrusion detection systems. *Information Technology and Management* 22, 231–244. Available at <https://doi.org/10.1007/s10799-020-00319-z>.

Smirnova I, Reitzig M, & Mitsuhashi H. 2020. On the division of labor in open innovation teams: An empirical analysis. *Academy of Management Conference Proceedings*.

Smirnova I & Reitzig M. 2017. What makes the right contributor tick? Skill-based sorting in non-traditional production communities. *Academy of Management Conference Proceedings*.

Smirnova I, Münch J, & Stupperich M. 2014. A canvas for establishing global software development collaborations. *Proceedings of the 20th International Conference on Information and Software Technologies* 465, 73–93.

Smirnova I. 2013. Impact of cloud computing on global software development challenges. *Proceedings of the seminar no. 58312107 on Cloud-Based Software Engineering, University of Helsinki*, 34–39.

TEACHING EXPERIENCE

Department of Business Administration, University of Vienna, Austria

Lecturer: Strategy (BSc), theory-oriented focus on concepts from business strategy, elements from corporate strategy, and innovation management 2015 – 2017

Lecturer: Seminar on Specialization to Strategy (BSc), focus on performing and presenting comprehensive analyses of various business case studies 2015 – 2017

Lecturer: Experimental Methods in Organizational Research I (MA), theory-oriented focus 2017 – 2019

Lecturer: Experimental Methods in Organizational Research II (MA), focus on designing computer-based interactive experiments (z-Tree) and analyzing the data (using SPSS, Stata)	2017 – 2019
Teaching Assistant: Strategic Innovation	2015 – 2017
Teaching Assistant: Strategy Seminar on Social Networks	Winter 2017
Teaching Assistant: Strategy Seminar on Teal Management	Summer 2018

SCHOLARSHIPS & AWARDS

Google Cloud Platform Research Grant (\$5,000), Google for Education	2020
Diversity scholarship, PyData Los Angeles	2019
Netidee Grant (€10,000) for PhD thesis on Open Source (see https://www.netidee.at/essays-communities), Internet Privatstiftung Austria	2018
Marietta Blau Research Grant Abroad (12 months), Austrian Federal Ministry of Education, Science and Research	2018
Short-term Research Grant Abroad (€3,060), University of Vienna, Austria	2017
“International Communication” Research Grant (€1,500), Austrian Research Association	2017
1st prize in Data Science Contest, category “Creativity”, price-based segmentation of smartphone markets, KPMG Vienna, Austria	2017
Research Semester Travel Grant (3 months), University of California, Riverside, USA	2017
ERASMUS Travel Grant (6 months), University of Helsinki, Finland	2014
“Introduction to Modern China: Economy track” Summer School Travel Grant, Fudan University, Shanghai, China	2013
International Student Grant (€2,000), University of Helsinki, Finland	2012
“Software Engineering” Winter School Travel Grant, Higher School of Economics, Moscow, Russia	2012
Exchange Semester Travel Grant (6 months), Kazan Federal University, Russia	2011

SKILLS & GENERAL INFORMATION

Data analytics: Stata, SPSS, R, SQL, Excel, Google Cloud Platform, Tableau, Power BI, Lisrel (SEM models), SurveyMonkey, Qualtrics, z-Tree (designing experiments)

Programming: Python, C++/C#, HTML, JavaScript, Matlab, Wolfram Mathematica

Languages: Russian (Native), English (Proficient), German (Advanced), Tatar (Intermediate), Finnish (Elementary), Italian (Elementary)

Hobbies: Tennis, Dance, Jazz music, Travelling (40 countries so far), Languages (ad hoc translator for Terra Mater Factual Studios)

REFERENCES

Markus Reitzig

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Reference letter send-out is coordinated by Ms.
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Olav Sorenson

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