

DUYGU PHILLIPS

September 2023
Lerner College of Business and Economics
University of Delaware, Newark, DE 19716.
email: duygu@udel.edu

EDUCATION

Oklahoma State University, Stillwater, Oklahoma, USA July 2021
PhD in Business Administration
Major in Entrepreneurship

University of Birmingham, Birmingham, England 2004
Master of Science in Marketing

Galatasaray University, Istanbul, Turkey 2003
Bachelor of Arts in Communications: Public Relations and Advertising

ACADEMIC POSITIONS

University of Delaware, Newark, DE, USA July 2022-Present
Department of Business Administration
Assistant Professor of Entrepreneurship

Oklahoma State University, Stillwater, Oklahoma, USA August 2021-May2022
School of Entrepreneurship
Postdoctoral Researcher

RESEARCH

RESEARCH INTERESTS

New venture strategy, cultural entrepreneurship, institutional theory, organizational identity theory, family business, innovation, gender, women and minority entrepreneurship, and entrepreneurial finance.

PUBLICATIONS AND PROCEEDINGS

Phillips, D., Bylund, P. L., Rutherford, M. W., & Moore, C. B. (2023). Cryptocurrency legitimization through rhetorical strategies: an institutional entrepreneurship approach. *Entrepreneurship & Regional Development*, 35(1-2), 187-208.

Glosenber, A., **Phillips, D.**, Schaefer, J., Pollack, J. M., Kirkman, B. L., McChesney, J., Ward, M. K., & Foster, L. L. (2022). The relationship of self-efficacy with entrepreneurial success: A meta-analytic replication and extension. *Journal of Business Venturing Insights*, 18, e00342.

Tracy, E. M., Billingsley, J., Pollack, J. M., Barber III, D., Beorchia, A., Carr, J. C., Gonzalez, G., Harris, M. L., Michaelis, T. L., Morrow, G., **Phillips, D.**, Rutherford, M. W., & Sheats, L. (2021). A behavioral insights approach to recruiting entrepreneurs for an academic study during the COVID-19 pandemic. *Journal of Business Venturing Insights*.

PUBLICATIONS AND PROCEEDINGS CONTINUED

Phillips, D., Rutherford, M. W., & Edwards, B. D. (2020). Does isomorphism –or identity—legitimate? The subtle power of new venture nomenclature. *Frontiers of Entrepreneurship Research Proceedings*.

Phillips, D., & Rutherford, M. W. (2020). The relation between new venture legitimacy and performance: a meta-analytic review. *Frontiers of Entrepreneurship Research Proceedings*.

Grumbles, L., **Phillips, D.**, & Rutherford, M. W. (2020). Opaque costly signals and debt contracts in entrepreneurial ventures. In *Academy of Management Proceedings*. Academy of Management Briarcliff Manor, NY 10510.

- Received *Best Conceptual Paper Award* from the Annual Meeting of AOM ENT Division.

Phillips, D., Rutherford, M. W., & Moore, C. (2019). New venture legitimacy diffusion: The role of storytelling and social networks. In *Academy of Management Proceedings*. Academy of Management Briarcliff Manor, NY 10510.

Phillips, D. (2019). Bitcoin or 2000 others? Who will succeed? An institutional approach to cryptocurrency with a focus on Austrian Economics. *Quarterly Journal of Austrian Economics*, 22(2), pp.306-306.

BOOK

Phillips, D. (2011). *Ismin Marka Hali*. [Name as a Brand]. MediaCat.

BOOK REVIEW

Phillips, D., & Jones, S. (2019). The firm beyond the market. *MISES: Interdisciplinary Journal of Philosophy, Law and Economics*, 7(3). <https://doi.org/10.30800/mises.2019.v7.1243>.

BOOK CHAPTERS

Rutherford, M. W., & **Phillips, D.** (2021). Bootstrapping: Complementary lines of inquiry in entrepreneurship. In *Oxford Research Encyclopedia of Business and Management*.

BOOK CHAPTERS CONTINUED

Rutherford, M. W., **Phillips, D.**, & Arteaga, J. (2022). The bootstrapping-bricolage interface. *The Handbook of Entrepreneurial Finance*. De Gruyter Handbook of Entrepreneurial Finance.

Rutherford, M. W., & **Phillips, D.** (2023). Nonresponse bias in family business research. In K. H. Brigham & G. T. Payne (Eds.), *The Field Guide to Family Business Research*.

CONFERENCE PRESENTATIONS

Phillips, D., Redding, H., Rutherford, M. W., & Krukowski, K. Re-individuating the organization: Optimal distinctiveness of new ventures in stigmatized industries. To be presented at the annual meeting of Southern Management Association, 2023, St. Pete Beach, FL.

CONFERENCE PRESENTATIONS CONTINUED

Phillips, D., Rutherford, M. W., Madison, K, Arteaga, J., & Krukowski, K. The effects of founder narcissism on name-familiness and performance. Presented at the annual meeting Academy of Management Conference, 2023, Boston, MA.

Arteaga*, J., **Phillips***, **D.**, Rutherford, M. W., & Krukowski, K. Eponymous Firms and Market Value: Finding the Sweet Spot at Harvest. Presented at the Theories of Family Enterprise Conference, 2023, New Jersey, NY. (*authors contributed equally)

Phillips, D., Grumbles, L., & Rutherford, M. W. Legitimacy diffusion in crowdfunding campaigns. Presented at the annual meeting of United States Association for Small Business and Entrepreneurship, USASBE 2023, Tallahassee, FL.

Phillips, D., Rutherford, M. W., Edwards, B. D., Moore, C., & Madison, K. Legitimate distinctiveness via cultural entrepreneurship in new ventures. Presented at the annual meeting of the Southern Management Association, 2022, Little Rock, AR.

Grumbles, L., **Phillips, D.**, & Rutherford, M. W. Signal opacity and debt contracts in entrepreneurial ventures. Presented at Babson College Entrepreneurship Research Conference, 2022, Waco, TX.

Phillips, D., Rutherford, M. W., Edwards, B. D., & Baron, R. A. Positive but not too positive: Investigating entrepreneurs' psychological capital and authentic leadership during the pandemic. Presented at the annual meeting of the United States Association for Small Business and Entrepreneurship, USASBE 2022, Raleigh, NC.

Phillips, D., & Jones, S. The Ideal Partnership: Balancing entrepreneurial experience and skills in partnerships to improve new venture performance. Presented at the annual meeting of the Southern Management Association, 2021, New Orleans, LA.

Phillips, D., Rutherford, M. W., Bylund, P. L., & Moore, C. Quarentrepreneurship: How can Social Distancing Lead to Stronger Networks during a Pandemic?. Presented at Southwest Academy of Management (SWAM) Conference, 2021. (virtual)

Phillips, D., & Rutherford, M. W. A meta-analytic review of the relation between new venture legitimacy and performance. Presented at Babson College Entrepreneurship Research Conference, 2020. (virtual)

Billingsley, J., Tracy, E. M., Pollack, J. M., Michaelis, T. L., Carr, J. C., Barber, D., Beorchia, A., Harris, M., **Phillips, D.**, Rutherford, M., & Sheats, L. Examining entrepreneurs' social network embeddedness and engagement via data from Gmail: Initial evidence. Presented at the annual meeting of the United States Association for Small Business and Entrepreneurship, USASBE 2021.

Grumbles, L., **Phillips, D.**, & Rutherford, M. W. Opaque costly signals and debt contracts in entrepreneurial ventures. Presented at Academy of Management Conference, 2020. (virtual)

- Received Best Conceptual Paper Award from the Annual Meeting of AOM ENT Division.

Phillips, D. The effects of founder narcissism and humility on name-familiness and performance. Poster accepted by Family Enterprise Research Conference, 2020. (virtual)

CONFERENCE PRESENTATIONS CONTINUED

Phillips, D., Rutherford, M. W., & Edwards, B. D. Does isomorphism –or identity—legitimate? The subtle power of new venture nomenclature. Presented at Babson College Entrepreneurship Research Conference, 2020. (virtual)

Phillips, D., Rutherford, M. W., & Moore, C. New venture legitimacy diffusion: the role of storytelling and social networks. Presented at the annual meeting of the Academy of Management Conference, 2019, Boston.

Phillips, D. Bitcoin or 2000 others? Who will succeed? An institutional approach to cryptocurrency with a focus on Austrian Economics. Presented at the annual meeting of the Austrian Economics Research Conference, 2019, Auburn, AL.

Phillips, D., & Rutherford, M. W. Fake it until you make it: Why can some entrepreneurs fake it successfully while others can't? Presented at the annual meeting of the United States Association for Small Business and Entrepreneurship, USASBE 2019, Tampa, FL.

Sanchez-Ruiz, P., Maldonado-Bautista, I., **Phillips, D.**, & Rutherford, M. W. CEO personality and corporate social responsibility: an upper echelon perspective. Presented at the 2019 Family Enterprise Research Conference, FERC 2019, Burlington, Vermont.

RESEARCH RELATED EXPERIENCE

- **Postdoctoral Researcher** August 2021-May 2022
Oklahoma State University, School of Entrepreneurship,
Stillwater, Oklahoma, USA
- **Graduate Research Assistant** September 2017-July 2021
Oklahoma State University, School of Entrepreneurship,
Stillwater, Oklahoma, USA
- **Graduate Assistant** September 2016-September 2017
Oklahoma State University, Watson School of Business,
Stillwater, Oklahoma, USA
 - *Editorial Assistant for the Journal of Marketing Theories and Practice.*

TEACHING

TEACHING INTERESTS

Creativity and Design Thinking, Intro to Entrepreneurship, Innovation, Family Business, Entrepreneurial Marketing, Women and Minority Entrepreneurship, Digital Entrepreneurship, and Technology Entrepreneurship.

TEACHING EXPERIENCE

- **Instructor and Course Captain** Fall 2022 - Present
University of Delaware, Newark, DE
 - Creativity and Design Thinking, ENTR356 (3 sections)

- **Instructor** Fall 2019 – May 2022
Oklahoma State University, Stillwater, Oklahoma
 - Intro to Entrepreneurship: EEE2023

- **Graduate Teaching Assistant** Spring 2018-July 2021
Oklahoma State University, Stillwater, Oklahoma
 - Intro to Entrepreneurship: EEE2023
 - Entrepreneurship Processes: EEE6343
 - PhD in Business for Executives program

- **English Teacher** June 2005 – June 2006
Volkswagen Language School, Puebla, Mexico

TEACHING CERTIFICATE

- **ESL Teaching Certificate Course** April 2004
International Teacher Training Organization (ITTO),
Guadalajara, Mexico

HONORS AND AWARDS

- Phillips Dissertation Fellowship Spring 2021
Spears School of Business, OSU
- Institute for the Study of Free Enterprise Doctoral Fellow, OSU 2019-2021
- Best Conceptual Paper Award for the submission titled June 2020
"Opaque Costly Signals and Debt Contracts in Entrepreneurial Ventures."
ENT Division of the Annual Meeting of AOM
- Outstanding PhD Student June 2020
Spears School of Business, OSU
- Phillips Dissertation Fellowship Spring 2020
Spears School of Business, OSU
- Research Excellence in Entrepreneurship May 2020
School of Entrepreneurship, OSU
- Global Student of the Month October 2019
Center for Advanced Global Leadership and Engagement (CAGLE),
Spears School of Business, OSU
- Institute for the Study of Free Enterprise Doctoral Scholar, OSU 2018-2019
- Phi Kappa Phi and Beta Gamma Sigma member. 2018-Present
- Outstanding MBA Student 2017
Watson School of Management, OSU
- Outstanding SAS OSU Marketing Analytics Certificate Student 2017
Watson School of Management, OSU
- VP of International Affairs at OSU MBA Association. 2017
- ExxonMobil Controllers Scholar, OSU 2016-2017
- Creativity, Innovation and Entrepreneurship (CIE) Scholar, OSU 2017

SERVICE

- Entrepreneurship Research Coordinator January 2023-Present
- Mentor for ExpertConnect at Horn Entrepreneurship program August 2022-Present
- Best Doctoral Paper Award Committee Member at SMA July 2022
- Group and Organization Management Editorial Review Board Member January 2021-Present
- Ad Hoc reviewer for Journal of Business Venturing, Entrepreneurship Theory and Practice, Journal of Strategy and Management, and conferences. January 2021-Present

PROFESSIONAL AFFILIATIONS

- Academy of Management (AOM)
- United States Association for Small Business and Entrepreneurship (USASBE)
- Southern Management Association (SMA)

PROFESSIONAL EXPERIENCE

Naming House Branding, April 2012 – Present
Stillwater, Oklahoma, USA
Founder/Owner

**BigWing Interactive – The Oklahoman’s
Digital Marketing Services Company,** August 2014 – July 2015
Oklahoma City, USA
Project Manager

Markam Branding and Marketing Consultancy, July 2008 – April 2012
Istanbul, Turkey
Marketing Strategist and Naming Director

Brandassist Branding Consultancy, June 2006 – June 2007
Istanbul, Turkey
Brand consultant – Brand Manager