

## DUYGU PHILLIPS

September 2022

309 Alfred Lerner Hall, Lerner College of Business and Economics  
University of Delaware, Newark, DE 19716.

Phone: 302-831-6275; email: duygu@udel.edu

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### EDUCATION

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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**

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### ACADEMIC POSITIONS

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Oklahoma State University, Stillwater, Oklahoma, USA

August 2021-May2022

School of Entrepreneurship

**Postdoctoral Researcher**

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### RESEARCH

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#### RESEARCH INTERESTS

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

#### PUBLICATIONS AND PROCEEDINGS

**Phillips, D.**, Bylund, P. L., Rutherford, M. W., & Moore, C. (In press). Cryptocurrency Legitimation Through Rhetorical Strategies: An Institutional Entrepreneurship Approach. *Entrepreneurship & Regional Development*

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

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*

**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*

## PUBLICATIONS AND PROCEEDINGS CONTINUED

**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*.

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

Rutherford, M. W., & **Phillips, D.** Nonresponse bias in family business research. In K. H. Brigham & G. T. Payne (Eds.), *The Field Guide to Family Business Research*. (Forthcoming 2022)

## SELECTED WORK IN PROGRESS

**Phillips, D.**, Rutherford, M. W., Edwards, B. D., Moore, C., & Madison, K. Legitimate distinctiveness via cultural entrepreneurship in new ventures (Preparing to submit to the *Journal of Business Venturing*)

Grumbles, L., **Phillips, D.**, Rutherford, M. W., Moore, C., & Edwards, B. D. Debt contracts within a pooling equilibrium: Introducing translucent signals in entrepreneurial ventures. (Preparing to submit; *British Journal of Management*)

**Phillips, D.**, Rutherford, M. W., & Madison, K. The effects of founder narcissism on name-familiness and performance. (Manuscript in progress; target journal: *Entrepreneurship Theory and Practice*)

## SELECTED WORK IN PROGRESS *CONTINUED*

**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. (Manuscript in progress; target journal: *Strategic Entrepreneurship Journal*)

**Phillips, D.,** Grumbles, L., & Rutherford, M. W. Legitimacy diffusion in crowdfunding campaigns. (Manuscript in progress; target journal: *Journal of Business Venturing*)

## CONFERENCE PRESENTATIONS

**Phillips, D.,** Rutherford, M. W., Edwards, B. D., Moore, C., & Madison, K. Legitimate distinctiveness via cultural entrepreneurship in new ventures. To be 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.

Sanchez-Ruiz, P., Daspit, J. J., Pidduck, R. J., **Phillips, D.,** & Holt, D. T. Risk-taking in family firms: The paradoxical role of CEO narcissism and humility. Presented at the annual meeting of the Academy of Management, 2021. (virtual)

**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)

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.,** & 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)

**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.

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## RESEARCH RELATED EXPERIENCE

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- **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.*

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## TEACHING

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### TEACHING EXPERIENCE

- **Instructor** Fall 2022 - Present  
University of Delaware, Newark, DE
  - Creativity and Design Thinking, ENTR356
- **Instructor** Fall 2019 – May 2022  
Oklahoma State University, Stillwater, Oklahoma
  - Intro to Entrepreneurship: EEE2023

## TEACHING EXPERIENCE *CONTINUED*

- **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  
*Instructed English as a Second Language.*

## TEACHING CERTIFICATE

April 2005

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

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## HONORS AND AWARDS

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- 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

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## SERVICE

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- Best Doctoral Paper Award Committee Member at SMA July 2022-Present
- Group and Organization Management Editorial Review Board Member January 2021-Present
- Ad Hoc reviewer for Journal of Business Venturing, Entrepreneurship Theory and Practice, and conferences.

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## PROFESSIONAL AFFILIATIONS

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

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## PROFESSIONAL EXPERIENCE

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

*Naming Specialist and Branding Strategist*

- Create branding strategies, as well as develop company names for startups and small businesses.

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

- Managed digital marketing campaigns, analyzed websites, and offered solutions, and supported sales staff.

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

- Developed and applied branding strategies of small and mid-sized companies.
- Managed the naming department and created names for new products, services, and companies.

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

- Managed the branding of products and services and naming processes.