**Christopher Courtney, Ph.D.**

Collegiate Associate Professor of Technology Entrepreneurship

Major Coordinator: Entrepreneurship, Innovation & Technology Management

Minor Coordinator: Entrepreneurship – New Venture Growth

Management Department, Pamplin College of Business, Virginia Tech

​716-400-4328

[chriscourtney@vt.edu](mailto:chriscourtney@vt.edu)

[www.linkedin.com/in/cmc23](http://www.linkedin.com/in/cmc23)

[www.crowdfund.academy](http://www.crowdfund.academy/)

[Google Scholar Link](https://scholar.google.com/citations?user=7cdMBfcAAAAJ&hl)

[**VT Entrepreneurship Education: 2022 USASBE Model Program Award Winner**](https://vtx.vt.edu/articles/2022/01/pamplin-usasbe-award.html)

**EDUCATION**

**University at Buffalo, The State University of New York, Buffalo, NY**

**Ph.D.,** Strategic Management and Entrepreneurship, 2018 (GPA: 3.9/4.0)

*Dean's Award for Ph.D. Student Research Excellence*

**Advanced Graduate Certificate**, Applied Statistical Analysis(Graduate School of Education)

**MBA**, 2013 (GPA: 3.9/4.0)

[LeaderCORE™ Certified](https://mgt.buffalo.edu/content/dam/mgt/Degree-Programs/MBA/LeaderCORE/Documents/MBARoundtable2013.pdf)at the highest Role Model Level (UB School of Management)

**B.S.** Business Administration (Management Information Systems), 2004

# RESEARCH INTERESTS

My research lies at the interface of entrepreneurship, innovation, and strategic management.

-Entrepreneurial Finance/Resource Acquisition (Crowdfunding, VC, Angel)

-Social Ventures and Entrepreneurial Identity (Identity theory, Role congruity theory)

-Innovation across Firm Boundaries (Co-creation, Inclusive Innovation, Open Innovation, and Crowdsourcing)

-Contracting with Asymmetric Information (Signaling Theory)

# TEACHING INTERESTS & OVERVIEW

**-Entrepreneurship & Innovation** (e.g., design thinking, agile, Lean Startup, business models, intrapreneurship, social entrepreneurship, product development, entrepreneurial finance, creativity & innovation)

**-Technology Entrepreneurship** (e.g., AI, machine learning, big data, Fintech, Blockchain)

**-Strategic Management** (e.g., business & corporate strategy, strategy implementation, technology strategy)

*I have experience in face-to-face (in-person), online, and hybrid delivery at the undergraduate and graduate (MBA) levels. I am interested in integrating hands-on team activities, case studies (including 'live' cases), interactive discussions, and experiential learning into courses.*

***Most recent teaching evaluations***

***Virginia Tech*** *(well prepared | effective teaching)*

1. Foundations of Entrepreneurship (Undergraduate – Pathways – Large sections) **5.69**/6.00 | **5.43**/6.00
2. German Fulbright Summer Institute – Leaders in Entrepreneurship (23 German Engineering Students – In person) *[Same survey not administered. Feedback from Director of Global Study Abroad program “The program went exceedingly well last year and the students were very impressed with your class.”]*

***University of Richmond*** *(overall teaching ability)*

1. Entrepreneurship (MBA – Online): **4.62**/5.00
2. Strategic Management (Undergraduate – Hybrid): **4.56**/5.00
3. Innovation & Entrepreneurship (Undergraduate – Hybrid): **4.75**/5.00
4. Introduction to Entrepreneurship (Undergraduate) **4.10**/5.00

# PUBLICATIONS

Anglin, A., Courtney, C., & Allison, T. (2022).Venturing for Others, Subject to Role Expectations? A Role Congruity Theory Approach to Social Venture Crowdfunding**.** *Entrepreneurship Theory and Practice* [[Download]](https://www.researchgate.net/publication/352285155)

Courtney, C., Dutta, S., & Li, Y. (2017). Resolving information asymmetry: Signaling, endorsement, and crowdfunding success. *Entrepreneurship Theory and Practice*, 41(2), 265-290. doi:10.1111/etap.12267 (Contributed significantly to enhance the Journal Impact Factor)[[Download]](https://ssrn.com/abstract_id=2866139)

Broughton, P., Freilich, A., Hwang, V., Miller, A., Courtney, C., Johnson, S., Li, G., Taylor, J., and Kauffman Foundation. (2016), Changing Capital: Emerging Trends in Entrepreneurial Finance. [[Download]](http://www.kauffman.org/~/media/kauffman_org/research%20reports%20and%20covers/2016/emerging_trends_in_entrepreneurial_finance.pdf)

Bortz, M., & Courtney, C. (2012). *The Exports to Canada Program Handbook*. Erie County Industrial Development Agency

# HONORS AND AWARDS

**​Best Paper Award** (Academy of Management Annual Meeting, 2022)

**Entrepreneurship Education: United States Association for Small Business and Entrepreneurship (USASBE) Model Program Award Winner** (Virginia Tech, 2022)

**Outstanding Paper Award** (University of Richmond, 2021)  
 Recognized as second most cited assistant professor in the Robins School of Business

**Teaching Innovation Award** (University of Richmond, 2020 – 2021)

**Scholarship of Teaching & Learning Grant** (University of Richmond, 2020)

**Research Grant** (University of Richmond, 2019, 2020, 2021)

**Dean's Award for Ph.D. Student Research Excellence** (University at Buffalo, 2017)

**Western New York Prosperity Fellow** (University at Buffalo 2012 – 2018) Including financial award of $148,500.

**Arun Jain Fellowship** (University at Buffalo 2011 – 2013) Including support of $15,200.

**3rd Place: 2012 NYS Business Plan Competition** (with over 105 teams competing)

**Developed a matching system and filed for a patent** (2012)

**Top 10 Business to Business Sellers – eBay Live Award** (2004)

# PEER-REVIEWED CONFERENCE PROCEEDINGS

Anglin, A., Courtney, C., Alison, T., (2022). Doing Good to Look Good? Displayed Narcissism and Moral Values in Raising Capital for Social Venture. Academy of Management Proceedings, Seattle, 1: 18224 (***Awarded Best Paper***)

Courtney, C., Li, Y. (2018). The Wisdom of the Crowd: How Entrepreneurs and Consumers Learn from Customer Feedback. *Strategic Management Society Annual Conference Proceedings*, Paris, 1: 1100

Courtney, C. (2018). Crowd Wisdom: Entrepreneur and Consumer Learning, Customer Feedback, Heuristics, and Uncertainty. *Academy of Management Annual Meeting Proceedings*, Chicago, 1: 18415

Courtney, C. (2018). How Do Men Attract Women and Get Them to Pay? Why Women Are Less Likely to Buy from Men and Rely More on Customer Reviews When Purchasing from Male Entrepreneurs. *Global Research Symposium on Marketing & Entrepreneurship* *Proceedings*, Boston

Courtney, C. (2017). Negative Sentiment is weighted Greater in a Positive Crowd: Endorsements in Crowdfunding. *Academy of Management Annual Meeting Proceedings*, Atlanta, 1: 17750

Courtney, C., Dutta, S., Li, Y. (2016) Resolving Information Asymmetries: Influence of Media and Crowd Sentiment on Crowdfunding Success. *Academy of Management Annual Meeting Proceedings*, Anaheim, 1: 14663

# CONFERENCES PRESENTATIONS, SEMINAR TALKS, & WORKSHOPS

Academy of Management's Annual Meeting, August 2020 in Virtual format

Co-organizer for accepted Professional Development Workshop

Title: Crowdfunding: Broadening our Sight Through Theory-Building (Video available [here](https://www.youtube.com/watch?v=LzhfaoElFXM))

Academy of Management's Annual Meeting, August 2019 in Boston, MA

Co-organizer for accepted Professional Development Workshop

Title: Crowdfunding: Moving from Phenomenon-Based to Theory-Building

Academy of Management's Annual Meeting, August 2019 in Boston, MA (Conference Workshop)  
 Courtney, C., Mattson, T. "Friends & Family Backers: One Project and Done?"

Shanghai University of Finance and Economics, July 2016, Shanghai, China

Courtney, C., Dutta, S., Li, Y. "Signaling and Crowdfunding Success"

The Darden Entrepreneurship and Innovation Research Conference, May 2016 in Washington, DC

Courtney, C., Dutta, S., Li, Y. "Resolving Information Asymmetries: Signaling and Crowdfunding Success"

Stony Brook University, October 2016, Stony Brook, NY

Courtney, C., "Crowdfunding Research"

Blackstone Launchpad, SUNY Buffalo, November 2016, Buffalo, NY (Organizer and a presenter)

I brought in a guest speaker, [Oscar Pedroso](https://www.linkedin.com/in/oscarpedroso), whose Kickstarter Campaign [Thimble](https://www.kickstarter.com/projects/1891856541/thimble-learn-and-build-electronics-w-monthly-deli/description) raised $295K from 1,776 backers and was the most successful campaign in the Buffalo, NY area.

The Exports to Canada Program, September 2012, Ontario, Canada

Co-organizer for a two-day conference with a dozen speakers and two company tours for small and medium sized businesses looking to export to the Canadian marketplace.

# WORKING PAPERS / WORK IN PROGRESS

"Effects of Geographic Distance on Pre-orders in Crowdfunding: The Moderating Role of Cultural Attraction” (with Supradeep Dutta and Yong Li. **Submission to *Journal of International Business Studies -* January, 2024.**)

“Experiencing Social Class Transitions Enhances Creativity” (with Sean Martin. IRB submitted at UVA.)

"Doing Good to Look Good? Displayed Narcissism and Moral Values in Raising Capital for Socially Oriented Ventures" (with Thomas Allison and Aaron H. Anglin. Working paper complete – revising based on reviewer comments.)

"In Women We Trust! Narrowing the Financing Gap with Crowdfunding: The Signaling Advantage of Woman Run Start-ups" (Data collection and analysis complete. In preparation for submission to *Journal of Business Venturing.*)

"Signaling in a Global Economy: How New Ventures Gain Foreign Support by Resolving Information Asymmetries" (with Supradeep Dutta and Yong Li. Data collection and analysis complete; targeted for *Journal of International Business Studies*)

“The influence of early funding decision, an experimental study of crowdfunding” (with Richard Chan, Arnout van de Rijt, and Annaleena Parhankangas. The study is supported by a $20,000 research grant*;* IRB approval granted for the second study.)

"How feedback from the crowd influences entrepreneurs and customers" (with Yong Li)

“The Multi-level Location: Local and Hyper-Local Innovation Factors for New Venture Success”

Pedagogy focused: "Modified Entrepreneurial Experiential Exercise for Online/Hybrid/Social-distanced classrooms: Marshmallow Challenge – Redesigned – Facilitator Guide."

# INVITED CONSORTIUMS/WORKSHOPS/CONFERENCES

* American Real Estate Society 38th Annual Meeting & Conference, 2022 (Bonita Springs, FL)
* Strategic Management (STR) Junior Faculty Teaching Consortium, 2018 (Chicago, IL)
* ENT Division, Doctoral Consortium, Academy of Management, 2017 (Atlanta, GA)
* TIM Doctoral Research Development Workshop, Academy of Management, 2016 (Anaheim, CA)

# ACADEMIC EXPERIENCE

**Virginia Tech**, **Pamplin College of Business,** Blacksburg, VA  
**Collegiate Associate Professor of Technology Entrepreneurship**, 2022 – Current **Department of Management**

* **(2022-Current) Majors and Minors Coordinator** for the Entrepreneurship, Innovation, and Technology Major and Minor.
* **(2023-Current)** **Undergraduate Curriculum Committee member.**
* **(2022-Current) Multi-Section Course Coordinator for MGT 2064**: Foundations of Entrepreneurship, a [Pathways](https://www.pathways.prov.vt.edu/content/dam/pathways_prov_vt_edu/8pdf/PathwaysConcepts_2019-20.pdf) course to general education, which integrates reasoning in the social sciences, critique and practice in the design, ethical reasoning, and intercultural and global awareness.
* **(2022-2023) ENT-NOVA Committee** member exploring the need and viability of an entrepreneurship degree program as part of Virginia Tech’s Innovation Campus in Northern Virginia, scheduled to open in 2024.
* **(2022-Current) Xidian Academic Committee** member working on a joint technology entrepreneurship program between the Pamplin College of Business at Virginia Tech and Xidian University. The [partnership](https://vtx.vt.edu/articles/2021/10/pamplin-vt-xdu.html) welcomes 100 Chinese students yearly to our campus to learn about entrepreneurship and big data technology and results in students earning bachelor’s degrees from both institutions.
* **(2022-Current) Student Organization Faculty Advisor** for the student run [Entrepreneurship Club](https://www.eclubvt.com/).
* Teaching undergraduate courses mainly focused on entrepreneurship, innovation, and technology commercialization.
* Integrate experiential learning, guest speakers, and a pitch competition as part of class. For example, I am piloting a class competition where students submit their problem validation pitch to win $2,500 in prize money. Through my connections, I was able to get an Angel Investor to generously provide the funding, bring in guest judges, and speak to the class.
* **(2023)** **Fulbright Program – Intercultural Teaching: German Fulbright Summer Institute, Leaders in Entrepreneurship.** Taught 23 German students in an intensive and immersive three week program supported by a grant awarded to Virginia Tech, through its [Cranwell International Center](http://international.vt.edu/), by the [German-American Fulbright Commission](https://fulbright.de/), and is designed and delivered in partnership with the Pamplin College of Business and the [Apex Center for Entrepreneurship](https://www.apex.vt.edu/) for undergraduate students from Germany’s Universities of Applied Sciences. The experience ended with a process pitch with guest judges, [Lisa Garcia](https://www.linkedin.com/in/lisa-k-garcia-llc/) (trained I-Corps instructor; regional innovation ecosystem leader), [Daniel Lundberg](https://www.linkedin.com/in/daniel-lundberg-9a18b5/) (Apex Center advisory board member, life sciences entrepreneur), [Ron Poff](https://www.linkedin.com/in/ronpoff/) (Entrepreneur, Business Coach, Professor & Assistant Department Head). [Student LinkedIn Post](https://www.linkedin.com/feed/update/urn:li:activity:7110266431941877760/)
* **(2024)** **Fulbright Program Proposal Submission:** Based on the positive response from 2023, we have submitted a grant proposal for 2024.
* **(2023) Hosted Mary Davie as a guest speaker on the topic Government Contracting and Entrepreneurship.** [Attendance: 120]Mary Davie, named one of the top 50 Women in Technology, has 30-plus years of federal service, including her recent role as Deputy Associate Administrator for Mission Support Directorate at NASA, overseeing a $3B budget and 7,000 people. A pre/post-test indicated that the event increased student interest in working for the government, working for a small business or startup, and learning about entrepreneurship and contracting with the government (p<0.05, n=93).
* **(2023) Hosted a Fireside Chat with Marc Lore – Serial Entrepreneur.** [Attendance: 225] Marc Lore is the co-owner of the Minnesota Timberwolves & Lynx and founder, chairman, and CEO of the Wonder Group, a company that is redefining food delivery. Prior to Wonder, Mr. Lore started and sold four companies, including Jet.com for 3.3B (acquired by WalMart), and Quidsi for $550M (acquired by Amazon).

**University of Richmond**, **Robins School of Business,** Richmond, VA

**Assistant Professor of Management**, 2018 – 2022

**Tenure Track** **(Focus areas: Entrepreneurship and Strategy)**

* Teaching undergraduate and MBA courses, mainly focused on strategic management, entrepreneurship, innovation, and new product development.
* Co-taught the MBA Opening Residency, a multi-day live case-based introductory experience for students enrolled in The Richmond MBA. The new Richmond MBA students worked together to consult and make recommendations for [Goodwill of Central and Coastal Virginia](https://news.richmond.edu/features/article/-/19266/).
* Serve on the Robins School of Business Pedagogy Committee, course coordinator for Innovation and Entrepreneurship classes, member of Strategic Management and Entrepreneurship workgroups, and member of the University Committee for Creativity, Innovation, and Entrepreneurship.
* Advise undergraduate students, namely those concentrating in entrepreneurship.
* Advise the student-run project [Veridelta Consulting](https://news.richmond.edu/features/article/-/18865/senior-jumpstarts-businesses-by-consulting-on-reopening-plans-in-boston-after-returning-home-to-boston-because-of-covid-19-metin-saraoglu-21-quickly-realized-he-wanted-to-help-those-in-need..html), which grew as a way to get students involved in making a difference during the pandemic. In total, 24 students from around the country joined from Harvard, Clemson, MIT, UCLA, Notre Dame, George Washington, UMass Amherst, Boston College, Boston University, Northeastern, NYU, Holy Cross, and UR.
* Facilitate student engagements with local and national businesses to provide practical and hands-on experiences. For example, students worked with local companies such as [Tablee](https://www.tablee.co/) and [Blanchard's Coffee Roasting Co.](https://blanchardscoffee.com/) on semester-long strategy projects. Entrepreneurship students organized and hosted zoom interviews with entrepreneurs such as Rick and Elise Wetzel, founders of [Wetzel's Pretzels](https://www.wetzels.com/) and [Blaze Pizza](https://www.blazepizza.com/), about their successes, failures, and journeys through the world of entrepreneurship.
* Innovation and Entrepreneurship students conducted various experiments to learn more about the desirability, feasibility, and viability of their business ideas. In 2020, students reached more than 1,920,000 potential customers around the country, providing valuable feedback.

**Student outcomes:**

* Co-founded Foster Cove Capital, LLC, on March 31, 2020. Long-term investment fund (stocks and cryptocurrency) with $2MM capital committed in year one. Fundraising goal for year two: $20MM.
* A team of three female students co-founded a mission-driven startup, [College Committed](https://www.collegecommitted.org/ourteam), looking to empower female soccer players dreaming of playing in college.
* Co-founded a vegan-friendly food company selling sliced plantain crisps in several locations.
* Launched a not-for-profit apparel company in response to COVID-19 to encourage social distancing. The team was able to get Marc Randolph, Co-Founder and former CEO of Netflix, to share a [picture wearing Stay APart Apparel](https://www.facebook.com/stayapartapparel/photos/a.105698547809663/105698197809698/).
* Accepted to inaugural cohort of UR Startup Virginia Incubator program.

**University at Buffalo**, Buffalo, NY

**Instructor/Doctoral Student/WNY Prosperity Fellow, Operations Management & Strategy**, 2014 – 2018

* Taught undergraduate courses, mainly focused on strategic management, entrepreneurship, and management.
* Co-Instructed the entrepreneurship portion of an innovative rotating multi-themed course in civic engagement, entrepreneurship, global perspective, research exploration, and sustainability. It included six independent sections, seven instructors, and three teaching assistants, allowing students to explore their interest in developing an entrepreneurial mindset and their own business.
* Supervised graduate-level research.

**Niagara County Community College**, Sanborn, NY

**Adjunct Instructor, Computer Information Systems Department**, 2012 – 2014

* Taught undergraduate courses in computer information systems, mainly focused on introductory and intermediate level computer technology, database management, and information systems applications.
* Taught introductory and intermediate courses on Microsoft Access, Excel, PowerPoint, Word, and computer security.

# ENTREPRENEURIAL AND PROFESSIONAL EXPERIENCE

**Ewing Marion Kauffman Foundation**, Kansas City, MO

**Independent Consultant**, 2016

* Collected data, conducted data analysis, and provided a report on securities-based crowdfunding in the U.S. as part of the published report: Changing Capital: Emerging Trends in Entrepreneurial Finance, October 2016.

**Erie County Industrial Development Agency**, Buffalo, NY

**International Programs**, 2012 – 2013

* Worked to create the Exports to Canada Program designed to take ten companies from WNY through the process of exporting their products and services to the Canadian market. The program involved a two-day conference in Canada with a dozen speakers, two company tours, and the placement of a paid intern from the University at Buffalo MBA program with each company.
* Co-authored an exporting to Canada handbook coving topic such as export strategy planning, reaching the customer and entering your target market, Canadian customs process, working with a broker, selling online and e-commerce, export financing, accounting and taxation, understanding the legal side of international trade, exporting services, cultural differences between U.S. and Canada, working with the Canadian Consulate, and warehousing.
* Met with companies to work out metrics for success.
* Worked on Foreign Trade Zone (FTZ) contracts, international credit reports, and international financing as a city/state partner of the Export-Import Bank.

**We Sell Returns**, Buffalo, NY

**Founder and CEO**, 2003 – 2012

* As the head of strategy, I performed internal and external analysis, formulated corporate and business level strategies, and implemented strategic initiatives across multiple product lines while managing up to 19 full-time employees.
* Led our digital strategy and online marketing: social media marketing/SMM (Facebook), search engine marketing/SEM (AdWords), search engine optimization/SEO, email campaigns, content marketing (YouTube videos), and reputation marketing (customer reviews).
* Focused on driving growth, both internally and externally, across our DTC platforms (website & Marketplaces).
* Actively managed existing product/service portfolio while identifying and developing new product offerings. For example, after internally developing our remanufacturing expertise to deal with customer returns, we developed a product offering for electronics and home goods remanufacturing targeting warranty companies and retailers where we would remanufacture items for companies (e.g., Pelonis Heaters and Sharper Image.)
* Brought multiple nanometal products to market such as silver, copper, nickel, carbon nanotubes, graphene, and coated materials such as silver-coated copper.
* Created, tracked, and analyzed financial information and records for forecasting, decision making, annual budgets, financial statements, accounting, tax purposes, and government contracts.

**Fortuna Enterprises Inc.**, Buffalo, NY

**E-commerce Manager**, 2002 – 2003

* Developed and implemented direct to customer (DTC) multiplatform e-commerce strategy.
* Optimized marketing funnel (increased awareness, conversion rates, and upselling) based on traffic and site behavior analysis, hypothesis testing, and new marketing campaigns; resulting in increased revenue of $70,000/month.
* Managed 17 employees and built out three new departments.
* Formulated company policies for after sale process and order tracking, which increased customer satisfaction by 20% and decreased customer returns by 42%.

**College Program Intern**, **Walt Disney World Company**, Orlando, FL, 2002

**Sales Associate, Computers and Electronics**, **Sears**, Buffalo, NY, 2001 – 2002

**Sales Associate & Assistant Manager, Blockbuster**, Buffalo, NY, 2000 – 2001

# SERVICE

**Service to the Community**

* Startup consulting: meet and consult with UB, UR, and VT students and alumni entrepreneurs, 2015 – present
* Mentor, Student Innovation Fellows, 2020 – 2022
* Facilitator/Judge, [McWick Strategy Case Competition](https://robins.richmond.edu/centers/cabe/competitions.html), 2019 – 2022
* Involved in a number of entrepreneurship-related programming, events, and clubs, including the [Business pitch competition](https://robins.richmond.edu/centers/cabe/competitions.html), Student Idea Pitches "[Concepts for Change](https://www.conceptsforchange.org/)," and [Spider Ventures](https://www.linkedin.com/company/spider-ventures/).
* Member, WNY Prosperity Fellowship Alumni Association, 2018 – present
  + Member, Alumni engagement committee, 2020 – 2021
* Corporate Innovators Roundtable – Designed to create a forum to exchange knowledge and resources to foster regional innovation and corporate intrapreneurship in partnership with local companies such as Altria, Dominion Energy, Capital One, and Activation Capital. 2018
* Social Impact Fellows crowdfunding advisor, 2018
* Organized a presentation on crowdfunding for the Prentice Family Foundation, SUNY Buffalo
* Undergraduate student choice judge for the Buffalo Undergraduate Consulting Club Second Annual Consulting Case Competition. 2016
* Ambassador family for the March of Dimes, 2013 – 2014
* Wings Flights of Hope Supporter, Speaking at events and appearance in TV Commercials: <https://www.facebook.com/wingsflight/videos/10153291616969022/>
* Board of Directors, Greater South Buffalo Chamber of Commerce, 2006 – 2009

**Editorial Service**

* Ad hoc reviewer for: Journal of Business Venturing, Entrepreneurship Theory and Practice, Strategic Entrepreneurship Journal, Journal of Small Business Management, Information Systems Frontiers, Social Network Analysis and Mining, Journal of Business Research, Technological Forecasting & Social Change, Asia-Pacific Journal of Financial Studies, Academy of Management Annual Meetings, Southern Academy of Management, Journal of Small Business and Enterprise Development

# MEDIA

* (2023) Featured expert in this [WalletHub piece about mutual insurance and the need for insurance providers to embrace digital transformation and AI.](https://wallethub.com/edu/ci/american-family-car-insurance-review/83027#expert=Christopher_Courtney)
* Featured expert in this [WalletHub piece about business rewards credit cards for small business](https://wallethub.com/credit-cards/business-rewards/#expert=Christopher_Courtney).
* Research on crowdfunding mentioned in [Forbes](https://www.forbes.com/sites/adigaskell/2016/03/15/the-rise-of-investment-crowdfunding/?sh=ad92e624d9ba), [Entrepreneur](https://www.entrepreneur.com/article/272792), News Day, [Crowdfund Insider](https://www.crowdfundinsider.com/2016/03/82561-brief-university-at-buffalo-school-of-management-study-reveals-three-key-factors-to-crowdfunding-success/), and others.
* Briggman, Salvador and Courtney, Christopher. (2016, May 10). "New Research on The Factors that Affect Kickstarter Success", [Audio podcast]. <http://www.crowdcrux.com/new-research-on-the-factors-that-affect-kickstarter-success/>

# DATA ANALYSIS & COMPUTER PROGRAMING

Python, Web Scraping, VBA, Machine Learning, Natural Language Processing (NLP) techniques, STATA, SPSS, DICTION 7, HLM 7, NodeXL, MySQL certification, Access, CCNA Training (LAN, WAN), HTML, SEO, Google Analytics, Social Media Marketing, Multiple E-commerce Platforms.

# PROFESSIONAL MEMBERSHIPS

Academy of Management

Strategic Management Society

Southern Management Association

American Real Estate Society

Beta Gamma Sigma