

Alisa Boguslavskaya

Department of Management & Entrepreneurship
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Education

PhD	2017 (exp.)	Entrepreneurship, Indiana University (Bloomington) <ul style="list-style-type: none">• <i>Dissertation topic: Social context, social identity and the entrepreneur</i>• <i>Committee Chair: Dean A. Shepherd</i>
MBA	2011	F.W. Olin Graduate School of Business, Babson College Magna Cum Laude <ul style="list-style-type: none">• <i>Concentration: Entrepreneurship</i>
B.S.B.A	2004	Babson College (Honors Program) Summa Cum Laude <ul style="list-style-type: none">• <i>Concentration: Finance & Entrepreneurship</i>

Awards & Honors

PhD	Reese Doctoral Entrepreneurship Research Fellowship Dean's Fellowship Best Doctoral Student Presentation – CCMC 2015 Symposium
MBA	Babson Fellowship (Highest academic award) Beta Gamma Sigma Honor Society
Undergraduate	Presidential Scholarship (Highest academic award) Higdon Women's Leadership Scholarship 3 rd Place Winner - John H. Muller Business Plan Competition 3 rd Place Winner - Boston Bean Pot Business Case Competition Financial Executives International Distinguished Senior

Working Papers

Boguslavskaya, A. & Shepherd, D. A. Talkin' about you and me: new ventures building identity, community, and campaigns. Target: *Journal of Business Venturing*.

Boguslavskaya, A. & Shepherd, D. A. Showing your cards: entrepreneurs' computer mediated discourse as reflection of attention and the effectiveness thereof. Target: *Entrepreneurship Theory & Practice*. Data collection stage.

Boguslavskaya, A. & Zacharakis, A. Predicting success or failure: the role of infomediaries on stakeholder perceptions. Target: *Journal of Business Venturing*.

Publications

Zacharakis, A. & Boguslavskaya, A. (2013). Signaling legitimacy: An analysis of media for successful and failing new ventures. *Frontiers of Entrepreneurship Research*, 33(11).

Conference Presentations

- Boguslavskaya, A. (2015). Entrepreneurial Communication Behavior & Resource Acquisition: Creation of Identity & Community. To be presented at the 2015 Annual Academy of Management Annual Meeting (Vancouver).
- Boguslavskaya, A. (2015). The Anatomy of a Successful Crowdfunding Campaign Page. To be presented at the 2015 Annual Academy of Management Annual Meeting (Vancouver).
- Boguslavskaya, A. (2014). Does creativity take a village? A model of the effect of community participation on entrepreneurial creativity. Presented at the 2014 Annual Academy of Management Annual Meeting (Philadelphia).
- Boguslavskaya, A. & Zacharakis, A. (2014). Not all signals are created equal: The impact of various venture information on the likelihood of securing financing. Presented at the 2014 Babson College Entrepreneurship Research Conference (London, Ontario).
- Zacharakis, A. & Boguslavskaya, A. (2013). Signaling legitimacy: An analysis of media for successful and failing new ventures. Presented at the 2013 Babson College Entrepreneurship Research Conference (Lyon, France).
- Boguslavskaya, A. & Zacharakis, A. (2011). Non-Financial Warning Signs of Pending Failure: Media Attention. Presented at the 2011 Babson College Entrepreneurship Research Conference (Syracuse).

Professional Experience

- State Street Global Advisors** Jul 2012 – July 2013
AVP, Business Intelligence & Management Reporting Boston, MA
- *Formulate & execute the firm's data analysis and information strategy.*
 - *Assesed, compiled, & delivered information company executives need to make strategic decisions.*
 - *Managed a 6-figure-budget project to refine the company's business intelligence (BI) framework.*
 - *Contributed to the design, development and launch of the firm's new management info-system.*
- Market Shield Capital - ResIQ** May 2011 – Jul 2012
Business Development Consultant Natick, MA
- *Facilitated the strategic planning and launch of a consumer-focused financial real estate product.*
 - *Developed a product returns model based on market data and analysis of competitive positioning.*
 - *Led customer research, brand image and positioning.*
 - *Created a social media and customer engagement plan expansion.*
 - *Conducted constant market sensing in an effort to continually refine and improve the offering.*
- Fetchmob, Inc.** May 2010 – Jan 2012
Co-Founder & CEO Canton, MA
- *Designed a web platform that allows people to buy what they need without shopping for it.*
 - *Engaged in all marketing, social media, customer acquisition, engagement, PR, and fundraising activities for the company, including all pitches and presentations to investors and customers.*
 - *Assembled a complex multi-line business model for a startup.*
 - *Achieved 18% penetration in the alpha test market in less than 5 months.*
- D. E. Shaw & Co., L.P.** Jun 2006 – Apr 2010

- High Yield & Private Equity Associate New York, NY
- *Analyzed derivatives, such as equity swaps, bank debt swaps, credit default swaps and repos.*
 - *Conducted price testing, creating and using models to calculate payments, exposure and returns.*
 - *Resolved settlement emergencies, arranged credit event resolutions, and settled public and private market trades through development of long-lasting counterparty & broker relationships.*
 - *Led projects to create automated tools that streamlined analysis of activity and performance data.*

- Landmark Partners, Inc.** Jan 2005 – Jun 2006
Private Equity Analyst Simsbury, CT
- *Performed due diligence on potential investments, including company, industry and market research as well as instrument-specific discounted cash flow and comparable models to determine acquisition price.*
 - *Managed a team in a series of self-initiated projects to create custom performance analyses tools.*
 - *Discussed investment rationale, strategy, and performance with VC and PE fund managers.*
 - *Monitored and reported on the performance of a \$1.3 billion secondary private equity portfolio.*

Languages Spoken

Russian (fluent), Spanish (proficient)

Service Activities

- Reviewer – Journal of Business Venturing Nov 2014 – Present
Reviewer – Academy of Management Annual meeting Feb 2015 - Present
- Center for Computer Mediated Communication (Fellow) Oct 2014 – Present
- *Assisted in establishing Indiana University's independently run center.*
 - *Propagate social media research conducted by the University to a global audience.*
- Coaching for Leadership and Teamwork Program (Coach) Jan 2006 – May 2010
- *Observed and mentored college freshmen and juniors on how to be self-aware about their communication and leadership skills and how to improve and grow as leaders and team players.*
- Babson Alumni Association (Regional Executive Committee, BAA Board) Jan 2007 – June 2010
- *Organized college alumni networking, community involvement and school fund-raising events.*
 - *Led the planning committee on the first ever off-campus Babson Rocket Pitch event in NYC.*
 - *Served on the finance committee of the national alumni association board.*
- Work In Progress, Inc. (Founder and Chapter President) Aug 2003 – June 2005
- *Principal contributor to the design and implementation of a national non-profit organization that aided students in finding meaningful internships through a cross-university network.*
 - *Developed a student outreach and training program for professional development.*
 - *Acquired customers (companies) to hire students through direct and network-based selling.*