

Dr. Lakshmi Goyal (Iyer)
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ACADEMIC QUALIFICATIONS

Degree/ Program	Year	Institute
PhD in Management (also called Fellow Program in Management or <i>FPM</i>) <i>Major: Strategic Management</i>	2016 - 2021	Indian Institute of Management, Indore (IIM-I), India
Post Graduate Diploma in Management (<i>PGDM</i>)	2007 – 2009	Indian Institute of Management, Calcutta (IIM–C), India
Bachelor in Engineering (<i>B.E</i>) <i>Subject: Computer Science</i>	2001 - 2005	G. H. Patel College of Engineering and Technology (GCET), India

Topic - Problemistic Search: Examining the effects of the environment and multilevel attributes on firm behavior

Rooted in the behavioral theory of the firm and the theory of problemistic search, this thesis develops a comprehensive holistic understanding of firm behavior, following performance shortfalls. The three essays of this thesis focus specifically on the imprinting effects of the formative environmental conditions, the influences of the current task environment and the impact of multilevel attributes of the individual, firm and the environment on firms' responsiveness to performance shortfalls. While the first two essays are deductive and use panel regression methods to empirically examine the hypothesized relationships, the third essay is inductive and builds theory from data by adopting the configurational approach through fuzzy sets qualitative comparative analysis.

RESEARCH INTERESTS

- Behavioral theory of the firm and the theory of problemistic search
- Interplay between the institutional and the strategic choice perspectives
- Non-market strategies in emerging markets

TEACHING INTERESTS

- Foundation courses in Strategic Management
- Electives: Behavioural Strategy and Non-Market Strategies

PUBLISHED ARTICLES (PEER REVIEWED)

- Goyal, L., & Goyal, V. Performance feedback and R&D search intensity: performance feedback of peers as facilitators of feedback interpretation. *British Journal of Management*, <https://doi.org/10.1111/1467-8551.12532> [ABDC – A; ABS – 4; 2019 Impact factor – 3.023]

- Goyal, L. 2020. Exploring frugal innovation in social entrepreneurship: insights from emerging economies. *Organizational Dynamics*, <https://doi.org/10.1016/j.orgdyn.2020.100782>. [ABDC – A; 2019 Impact factor – 1.85]
- Gada, V. P., Goyal, L., & Popli, M. 2021. Earnouts in M&A deal structuring: The impact of CEO prevention focus. *Journal of International Management*, 27(1): 100825. [ABDC – A; 2019 Impact factor – 3.82]
- Goyal, L. 2020. Stakeholder theory: revisiting the origins. *Journal of Public Affairs*, <https://doi.org/10.1002/pa.2559> [ABDC – B; 2019 Impact factor – 1.08]
- Goyal, L. 2017. Leading digital strategy: driving business growth through effective e-commerce. *Vikalpa*, 42(2): 128 – 130. [Scopus Indexed Journal]

PAPERS IN PROGRESS

- Goyal, L. “Investments during institutional transitions: driven by problems or opportunities?”, *Asia Pacific Journal of Management (Second Revise and Resubmit received)*
- Goyal, L., Popli, M., & Kumar, V. “Decoding the effects of the organizational task environment on problemistic search”, *Strategic Organization (First Revise and Resubmit submitted)*
- Raithatha, M., Popli, M., & Goyal, L. “Avoiding the risk of de-legitimation: Impact of internationalization on earnings management of emerging market firms”, *Finance Research Letters (First Revise and Resubmit submitted)*
- Goyal, L., & Popli, M. “Innovation in emerging markets: The effects of institutional imprinting”, *Business History (Under review)*

PEER REVIEWED CONFERENCE PRESENTATIONS

- Goyal, L., & Goyal, V. 2022. “Feedback persistence and risk-taking: A behavioural perspective”, selected at the European Academy of Management, June 15 – 17, 2022.
- Goyal, L., & Popli, M. 2021. “Innovative search post performance shortfall: the effects of institutional imprinting”, selected at the virtual 81st Annual Meeting at the Academy of Management, July 29 – August 4, 2021.
- Goyal, L., & Popli, M. 2021. “Performance Shortfall and R&D Search: The Effects of Organizational Task Environments”, selected at the virtual 81st Annual Meeting at the Academy of Management, July 29 – August 4, 2021.
- Goyal, L., & Popli, M. 2019. “Performance shortfall and direction of risk: A configurational approach”, selected at the 79th Annual Meeting at the Academy of Management, Boston, Massachusetts, United States of America, August 9 – 13, 2019.
- Gada, V. P., Goyal, L., & Popli, M. 2018. “Earnouts in acquisitions: the impact of CEO regulatory focus”, selected at the 78th Annual Meeting at the Academy of Management, Chicago, Illinois, United States of America, August 10 – 14, 2018.
- Goyal, L. 2020. “Performance shortfall and risk-taking: the impact of uncertainty”, selected at the Strategic Management Society Special Conference, Hangzhou, December 10-12, 2020.

- Goyal, L., & Popli, M. 2019. “Performance shortfall and direction of search: a configurational approach”, selected at the Strategic Management Society Special Conference, Las Vegas, United States of America, March 28 – 30, 2019.
- Goyal, L., & Popli, M. 2019. “A holistic perspective of risk taking, post-performance shortfall”, selected at the Strategic Management Society Special Conference, Frankfurt, Germany, June 13 - 15, 2019.
- Goyal, L., & Popli, M. 2017. “Performance shortfall and direction of change: a configurational approach”, selected at the Strategic Management Society India Special Conference, Hyderabad, India, December 15 – 18, 2017.

NOMINATIONS AND AWARDS

- Awarded ‘Best Doctoral Student 2021’ for scholastic excellence in academics and research across all management disciplines awarded by the Indian Institute of Management, Indore.
- Goyal, L., & Popli, M. 2021. "Innovative search post performance shortfall: the effects of institutional imprinting", *Best Paper Proceedings* at the virtual 81st Annual Meeting of the Academy of Management, July 29 – August 4, 2021.
- Goyal, L., & Popli, M. 2019. “A Holistic Perspective of Risk Taking, Post Performance Shortfall” has been nominated for the *Best Paper Prize* at the Strategic Management Society Special Conference, Frankfurt, Germany, June 13 - 15, 2019.
- Goyal, L. 2017. “Performance shortfall and direction of search: an institutional perspective”, nominated for the *GSI Best Paper Award* at the Strategic Management Society India Special Conference, Hyderabad, India, December 15 – 18, 2017.
- Gada, V. P., Goyal, L., & Popli, M. 2019. “Earnouts in Acquisitions: The Impact of CEO's Prevention Focus” received the *Best Paper Award* at the Annual Meeting of Strategic Management Forum, Indian Institute of Management Lucknow, December 27 – 29, 2019

PROFESSIONAL DEVELOPMENT

- Selected and participated in the Doctoral Consortium, 79th Annual Meeting at the Academy of Management, Boston, Massachusetts, United States of America, August 9 – 13, 2019.
- Selected and participated in the workshop on “Doing organizational research around the world”, 79th Annual Meeting at the Academy of Management, Boston, Massachusetts, United States of America, August 9 – 13, 2019.
- Selected and participated in the QCA Professional Development Workshop at the 79th Annual Meeting at the Academy of Management, Boston, Massachusetts, United States of America, August 9 – 13, 2019.
- Selected and participated in the Academy of Management Journal, Paper Development Workshop held at Indian Institute of Management, Ahmedabad, April 18 - 19, 2019.
- Selected and participated in the Doctoral Consortium, Strategic Management Society India Special Conference, Hyderabad, India, December 15 – 18, 2017.

TEACHING EXPERIENCE

- Visiting faculty at the Indian Institute of Management, Calcutta between 27th December 2021 – 20th March 2022. Taught the 20-session course on ‘Behavioural Strategy’ to the 6th term PGDM students. The total number of students enrolled for this elective were 99.
- Teaching assistance for PGDM students: Fundamentals of Strategic Management I and II, Mergers and Acquisitions

WORK EXPERIENCE

Organization	Year	Designation
IIM Indore	September’ 2015 – March’ 2016	Consultant to Special Interest Group
	September’ 2013 – November’ 2013	Program Manager, Integrated Program in Management
Aditya Birla Group	May’ 2011 – September’ 2012	Sub vertical head (prepaid segment) – Service Delivery, Idea Cellular
	July’2010 – April’ 2011	Executive Assistant to CEO – Aditya Birla Insulators
	June’ 2009 – June’ 2010	LEAP Management Trainee
Tata Consultancy Services	September’ 2005 – May’ 2007	Assistant Systems Engineer