

Prashant Shukla

PhD Candidate, Beedie School of Business, Simon Fraser University
Fellow, Creative Destruction Lab, Rotman School of Management, University of Toronto
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Research Interests:

Entrepreneurship and Innovation
The Theory of Crowd Capital
Economics of Creative & Cultural Industries

Appointments	Fellow, Creative Destruction Lab, Rotman School of Management, University of Toronto, Canada	2013 – Present
	Lecturer, Beedie School of Business, Simon Fraser University, Canada	2011 – 2013
Education	PhD in Business Administration, Beedie School of Business, Simon Fraser University, Canada	2015 (Expected)
	<i>Dissertation:</i> Cultural Entrepreneurship in a Film Industry: From <i>Sholay</i> to <i>Gangs of Wasseyapur</i>	
	<i>Committee:</i> Andrew von Nordenflycht (Supervisor- SFU), Ajay Agrawal (Supervisor-Toronto), Mitch Hoffman, Tom Lawrence	
	M.S. in Economics, W. P. Carey School of Business, Arizona State University, USA	2007
	B.A. in Economics, Sewanee: The University of the South, USA Phi Beta Kappa, Summa Cum Laude	2006

Research

Refereed Publications

Prpic, J, Shukla, P, Kietzman, J, & McCarthy, I. Forthcoming. How to work a crowd: Developing crowd capital through crowdsourcing. *Business Horizons*.

- Book Chapters**
- Shukla, P, Carney, M, & Gedajlovic, E. 2013. Economic Theories of Family Firms. *The Sage Handbook of Family Firms*. Editors: Melin, L, Nordqvist, M, & Sharma, P.
- Conference presentations**
- Prpic, J, Shukla, P, Roth, Y, Lemoine, J-F. 2014. Is the World Flat? Unpacking the Geography of Crowd Capital, *12th Harvard Open & User Innovation Conference*, Boston, Massachusetts, July, 2014.
- Prpic, J & Shukla, P. 2014. The Contours of Crowd Capability, *Hawaii International Conference on System Sciences*, Maui, Hawaii, January, 2014.
- Prpic, J, Shukla, P. & JH Kietzmann. 2013. Wild Innovation and Innovation in the Wild. *Consumer Culture Theory*, Tucson, Arizona, June, 2013.
- Prpic, J & Shukla, P. 2013. The Theory of Crowd Capital, *Hawaii International Conference on System Sciences*, Maui, Hawaii, January, 2013.
- Shukla, P, Gedajlovic, E. & van Essen, M. 2012. Grabbing Hands and Helping Hands: The Role of Concentrated Ownership during Crisis, *Academy of Management Meetings*, Boston, August, 2012.
- Peer-reviewed conference proceedings**
- Prpic, J & Shukla, P. 2014. The Contours of Crowd Capability *Proceedings of the 47th Annual Hawaii International Conference on System Sciences*, Maui, Hawaii, January 6-9, Computer Society Press, 2014 (10 pages).
- [Best Paper Nomination]*
- Prpic, J & Shukla, P. 2013. The Theory of Crowd Capital, *Proceedings of the 46th Annual Hawaii International Conference on System Sciences*, Maui, Hawaii, January 7-10, Computer Society Press, 2013 (10 pages).
- [Most Downloaded Paper on Open Innovation in 2013 – Social Science Research Network]*
- Working papers**
- Shukla, P. Make it and Sell Out: The Implications of Cultural Entrepreneurship in Bollywood.
- Shukla, P. Agrawal, A. and Hoffman, M. Setbacks in Showbiz: Birth, Failure, and Film Royalty.
- Shukla, P. and von Nordenflycht, A. 100 Years of Bollywood: A Quantitative History of Competition and Strategy in a Cultural Industry
- Prpic, J and Shukla, P. Dear CEO, How is Your Crowd Capital?

Awards and Honors	<ul style="list-style-type: none"> - Research Fellowship, Rotman-Toronto - President's Graduate Fellowship, SFU - Graduate & Special Entrance Scholarship, SFU - Economics Department Fellowship, Carey-ASU - Full International Merit Scholarship, Sewanee: The University of the South - The Phillips Evans Awards for Top Economics Graduate, Sewanee: The University of the South - Claremont Graduate Scholarship, CGU - Japan-IMF Scholarship for Study in Economics, International Monetary Fund 	<p>2013 – Present</p> <p>2013</p> <p>2010 – Present</p> <p>2007 – 2008</p> <p>2002 – 2006</p> <p>2006</p> <p>2006</p> <p>2006</p> <p>2006</p>
Teaching	<p>Beedie School of Business, Simon Fraser University</p> <p>Instructor & Developer, Developing Organizational Opportunities (BUS 401), Summer 2013 (Student Evaluation: 3.500/4.000).</p> <p>Instructor, Seminar in Strategy (BUS 478), Fall 2012 (Student Evaluation: 3.700/4.000).</p> <p>Instructor, Seminar in Strategy (BUS 478), Fall 2011 (Student Evaluation: 3.782/4.000).</p>	
Media	<p>Digital Humanitarians and the Theory of Crowd Capital</p> <p>Top 10 Best Article on Open Innovation in 2013</p> <p>Beedie Open Innovation Research Ranks Tops in SSRN</p> <p>Vancouver Sun – Knowledge Problem? Go with the Crowd!</p>	
Industry Experience	<p>Institute for Competitiveness, India</p> <p>Global Shares, USA.</p>	<p>2009 – 2010</p> <p>2008 – 2010</p>
Advisory	<p>Lowe's Inc.</p> <p>Soko Insight</p>	<p>2014 – Present</p> <p>2014 – Present</p>
Professional Service	<p>Reviewer, <i>Journal of Small Business Management</i></p> <p>Reviewer, <i>Canadian Journal of Administrative Sciences</i></p>	<p>2011 – Present</p> <p>2013 – Present</p>
Interests/Miscellaneous	<p>Squash, Weight Training, Music & Movies</p> <p>Nepalese Citizen, US Permanent Resident</p> <p>Married</p>	