

TRAVIS HOWELL

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ACADEMIC POSITIONS

Arizona State University: W.P. Carey School of Business

Assistant Professor – Department of Management & Entrepreneurship

2023-Present

University of California, Irvine: Paul Merage School of Business

Assistant Professor – Department of Strategy & Entrepreneurship

2020-2023

EDUCATION

University of North Carolina at Chapel Hill, Kenan-Flagler Business School

Ph.D., Strategy and Entrepreneurship

2020

Dissertation: “Surrounding the Founder: Examining the Hidden Figures of Entrepreneurship”

- Finalist: INFORMS Dissertation Proposal Competition; 2019; ENT NFIB Dissertation Award, 2021
- Funding: Kauffman Foundation, Strategic Research Foundation, Kenan Institute of Private Enterprise

Brigham Young University, Marriott School of Management

Master of Accountancy

2013

B.S., Accounting

2013

RESEARCH AND PUBLICATIONS

Published Papers

- 1) Law, C., Howell, T., Bingham, C., Bermiss, S., (2025). From Joiners to Founders: Startup Employment and Underrepresented Entrepreneurs (*Strategic Management Journal*, 46(7): 1639-1665)
- 2) Gray, S., Howell, T., Sackett, E. (2024). Talking past each other: Construal Level, Utilitarian Motives, and Entrepreneurial Team Formation. *Organization Science*, 35(5): 1745-1769.
- 3) Gray, S., Howell, T., Strassman, J., Yamamoto, K. (2024). Credentials or Chemistry? Entrepreneur Gender and Cofounder Selection. *Academy of Management Journal*, 67(5): 1302-1330.
- 4) Howell, T., Bingham, C., Hendricks, B. (2022). Going alone or together? A Configurational analysis of solo founding vs. co-founding. *Organization Science*, 33(6): 2421-2450.
- 5) Howell, T. (2022). Coworking spaces: An overview and research agenda. *Research Policy*, 51(2), p.104447.
- 6) Hendricks, B., Howell, T., Bingham, C. (2019). How much do top management teams matter in founder-led firms? *Strategic Management Journal*, 40(6): 959-986.

7) Bingham, C., Howell, T., & Ott, T. (2019). Capability creation: Heuristics as microfoundations. *Strategic Entrepreneurship Journal*, 13(2): 121-153.

Papers Under Review

8) Howell, T., Hall, T., (2025). Solo Founders vs. Co-Founders and Entrepreneurial Performance (*Revise and Resubmit at Strategic Management Journal*)

9) Howell, T., Welsh, D., Hendricks, B. (2025). Founder Leadership and Corporate Social Irresponsibility (*2nd Round Revise & Resubmit at Journal of Applied Psychology*)

10) Howell, T., Hendricks, B., Bingham, C. (2025). Immigrant Entrepreneurs and Unicorn Companies (*Revise & Resubmit at Strategic Management Journal*)

11) Howell, T., Gray, S., Miller, R. (2025). The Role of Equity Ownership in Attracting Technical Employees to New Ventures (*Revise and Resubmit at Strategic Management Journal*)

12) Hall, T., Shermon, A., Allen, R., Howell, T., (2025). Organizing for Experimentation: Does Hierarchy Help or Hurt Experimentation in New Ventures? (*Revise & Resubmit at Organization Science*)

13) Bingham, C., & Howell, T. (2025). Mixed Methods in Abductive Research (Revise and Resubmit at *Strategic Management Journal*.)

14) Howell, T. and Gray, S., (2025). How Entrepreneurs Attract Technical Cofounders to Their Ventures (*Reject and Resubmit at Strategic Management Journal, preparing for resubmission*)

15) Howell, T., Kent, J. (2025). Rural vs. Urban Entrepreneurs (Revise and Resubmit at *Journal of Business Venturing*)

16) Fairchild, A., Howell, T. (2025). Conjoint Experiments in Management Research (Revise and Resubmit at *Organizational Research Methods*)

17) Hiatt, S., Howell, T., Williams, T., (2025). Entrepreneurship Among Native American Tribes (under review at *Administrative Science Quarterly*)

Working Papers

18) Hall, T., Howell, T., Shermon, A., Allen., R., (2025). Founding Teams and Organizational Structure (preparing to submit to *Strategic Management Journal*)

19) Howell, T., Allen, R., Shermon, A., Hall, T., (2025). Timing the Tools: The Contingent Benefits of Controlled Experiments and Qualitative Feedback in Startups (preparing to submit to *Organization Science*)

Practitioner Publications

20) Howell, T., Gray, S., Sackett, E. (2024). Why Cofounder Partnerships Fail — and How to Make Them Last. *Harvard Business Review*, June 13, 2024.

21) Howell, T., Bingham, C., Hendricks, B. (2022). Don't Buy the Myth that Every Startup Needs a Co-Founder. *Harvard Business Review*, Apr 20, 2022.

22) Hendricks, B., Howell, T., Bingham, C. (2021). How Long Should a Founder Remain CEO? *Harvard Business Review*, Dec 17, 2021.

23) Howell, T. (2021). Coworking Spaces Offer a Post-Pandemic Office Alternative. *MIT Sloan Management Review*, Nov 4, 2021.

24) Hendricks, B., Howell, T., Bingham, C. (2020). Do founder CEOs tune out their teams? *MIT Sloan Management Review*, Oct 26, 2020.

25) Bingham, C., Hendricks, B., Howell, T., & Kolev, K. (2020). Boomerang founders: What happens when the founder comes back? *MIT Sloan Management Review*, Sep 17, 2020.

AWARDS AND GRANTS

'Entrepreneurial Approach to Learning' Teaching Innovation Award 2025

- Teaching award given to recognize a professor at ASU who models an entrepreneurial approach to academic innovation (new ways to engage students, new approaches to teaching material, etc.)

Excellence in Teaching Award 2023

- Selected for the Masters of Innovation and Entrepreneurship excellence in teaching award

Junior Faculty Research Award 2022

- Awarded to one junior faculty member at the Paul Merage School of Business who shows evidence of research effectiveness based on publications and other research.

Excellence in Teaching Award 2021

- Selected for the undergraduate excellence in teaching award (1 award given for all elective classes in business school)

Kauffman Knowledge Challenge Fellow 2018-2019

- \$36,000 research grant for the study of new ventures in coworking spaces (1 out of 9 doctoral fellows)

Strategy Research Foundation (SRF) Dissertation Scholar 2019-2020

- \$10,000 competitive research grant intended to fund dissertation research in the area of strategic management (1 out of 13 doctoral fellows)

Kenan Institute of Private Enterprise Grant 2018

- \$10,000 research grant from the Kenan Institute of Private Enterprise for research on founder dynamics (1 out of 3 doctoral recipients)

Finalist, Organization Science/INFORMS Dissertation Proposal Competition 2019

- Dissertation proposal competition for doctoral students performing research on organizations (1 out of 8 finalists)

Peggy Lee-Sunil Wahal Award 2018-2019

- Awarded to one student across all PhD programs in the Kenan-Flagler school of Business as recognition of an up-and-coming doctoral student based on publications and research

Impact Award

2019

- Awarded to UNC graduate student whose research results have the potential to make a meaningful difference to policy and practice (1 of 15 students across all colleges and programs at UNC)

TEACHING

ENT 305 (ASU) – Principles of Entrepreneurship 2024-present

- Overall combined ratings Spring 2025: **6.6 out of 7.0**
- Overall combined ratings Spring 2024: **6.6 out of 7.0**

MgmtMBA 214 (UCI) - Entrepreneurship 2020-22

- Instructor for MBA introductory course to entrepreneurship
- Instructor ratings Fall 2022: **3.96 out of 4.00**
- Instructor ratings Fall 2021: **3.99 out of 4.00**
- Instructor ratings Fall 2020: **3.94 out of 4.00**

MGMT 113 (UCI) - Entrepreneurship 2020-23

- Instructor for undergraduate introductory course to entrepreneurship
- Instructor ratings Winter 2023: **3.93 out of 4.00**
- Instructor ratings Fall 2022: **3.97 out of 4.00**
- Instructor ratings Fall 2021: **3.95 out of 4.00**
- Instructor ratings Winter 2021: **3.95 out of 4.00**
 - Received Excellence in Teaching Award
- Instructor ratings Fall 2020: **3.92 out of 4.00**

INNO 214 (UCI) - Entrepreneurship 2021-23

- Instructor for required course in Masters of Innovation and Entrepreneurship program
- Instructor ratings Winter 2023: **3.94 out of 4.00**
 - Received Excellence in Teaching Award
- Instructor ratings Winter 2022: **3.77 out of 4.00**
- Instructor ratings Winter 2021: **3.91 out of 4.00**

BUSI 411 (UNC) – Strategic Management 2018

- Sole instructor for required undergraduate core strategy course
- Instructor ratings Fall 2018: **4.8 out of 5**

INVITED TALKS AND PRESENTATIONS

- Strategic Management Society Annual Conference, Istanbul, Turkey 2024
- Academy of Management Annual Meeting, Chicago, IL 2024
- Strategic Management Society Annual Conference, Toronto, Canada 2023
- Academy of Management Annual Meeting, Boston, MA 2023
- BYU/Utah Winter Strategy Conference 2023
- Micro Meets Macro Conference, Tempe, AZ 2023
- Arizona State University, W.P. Carey School of Business 2022

- University of Washington, Foster School of Business 2022
- Strategic Management Society Annual Conference, London, United Kingdom 2022
- Academy of Management Annual Meeting, Seattle, WA 2022
- National Center for Disability Entrepreneurship (NCDE) 2022
- Anteater Parent & Family Weekend, Irvine, CA 2021
- Academy of Management Annual Meeting (Virtual) 2021
- Industry Studies Association Annual Conference (Virtual) 2021
- Strategic Management Society Annual Conference (Virtual) 2020
- University of Illinois at Urbana Champaign, Gies College of Business 2019
- University of Texas at Austin, McCombs School of Business 2019
- Purdue University, Krannert School of Management 2019
- University of Georgia, Terry College of Business 2019
- Pennsylvania State University, Smeal College of Business 2019
- University of California, Irvine, Paul Merage School of Business 2019
- Organization Science/INFORMS Dissertation Proposal Competition 2019
- Strategic Management Society Annual Conference, Minneapolis, MN 2019
- Academy of Management Annual Meeting, Boston, MA 2019
- CCC Doctoral Conference, Chapel Hill, NC 2019
- Wharton Technology and Innovation Conference, Philadelphia, PA 2019
- Academy of Management Annual Meeting, Chicago, IL 2018
- Strategic Management Society Annual International Conference, Paris, France 2018
- Academy of Management Annual Meeting, Atlanta, GA 2017
- Strategic Management Society Annual Conference, Houston, TX 2017
- Academy of Management Annual Meeting, Anaheim, CA 2016
- Strategic Management Society Annual International Conference, Berlin, Germany 2016

PROFESSIONAL ACTIVITIES AND SERVICE

Memberships and Affiliations

- Certified Public Accountant (CPA) 2014-present
- Academy of Management, STR, ENT, OMT, and TIM divisions 2016-present
- Strategic Management Society 2016-present

Other Service

- Co-organizer, ASU Management Research Seminars 2025-present
- Organizer, AOM Symposium – Startup Employees 2023
- Co-lead, Data Collaboratory at Paul Merage School of Business 2022-2023
- Undergraduate Programs Committee, Paul Merage School of Business 2022-2023
- Co-organizer, UCI Strategy Research Symposium 2020-2023
- Organizer, AOM Symposium – Coworking Spaces: Implications 2022
- Organizer, AOM Symposium – The Human Capital of Startups: Founding Team Dynamics 2019
- Organizer, AOM Symposium – The Human Capital of Startups: Founding Team Dynamics 2018
- Ad-Hoc Reviewer, Academy of Management Review 2023-present
- Ad-Hoc Reviewer, Administrative Science Quarterly 2023-present
- Ad-Hoc Reviewer, Organization Science 2021-present
- Ad-Hoc Reviewer, Strategic Management Journal 2019-present
- Ad-Hoc Reviewer, Strategic Entrepreneurship Journal 2019-present

- Ad-Hoc Reviewer, Journal of Business Venturing 2019-present
- Ad-Hoc Reviewer, Entrepreneurship Theory & Practice 2021-present
- Ad-Hoc Reviewer, Journal of Management Studies 2023-present
- Ad-Hoc Reviewer, Academy of Management Perspectives 2022-present
- Ad-Hoc Reviewer, INFORMS dissertation proposal competition 2020-present
- Ad-Hoc Reviewer, Strategic Management Society Annual Meetings 2021-present
- Ad-Hoc Reviewer, Academy of Management Annual Meetings 2017-present

PROFESSIONAL WORK EXPERIENCE

PricewaterhouseCoopers LLP

Dallas, TX - 2014-2015

- Focused on the valuation of intangible assets such as patents, trade names, customer relationships, technology, non-compete agreements, workforce, etc.

IMSAR LLC

Springville, UT - 2012-2013

- Worked in finance at IMSAR, a startup company developing advanced radar technology.