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## JOYCE KOMAKECH NABISAALU

Department of Marketing Entrepreneurship Hospitality and Tourism  
University of North Carolina, Greensboro  
Bryan School of Business and Economics  
Greensboro, NC 27402  
Email: [jknabisaalu@uncg.edu](mailto:jknabisaalu@uncg.edu)  
Office: 377 Bryan Building

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### EDUCATION

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- Ph.D. 2023 Oklahoma State University, Spears School of Business, School of Entrepreneurship, OK  
Major area: Business Administration | Minor area: Entrepreneurship  
*Dissertation Committee:* Curt B. Moore (Chair & Advisor); Matthew Rutherford; Kincy Madison; Lindsey Greco
- M.S. 2019 Oklahoma State University, Spears School of Business, School of Entrepreneurship, OK  
Master of Science in Entrepreneurship  
Program Coordinator: Matthew Rutherford
- M.S. 2013 Cavendish University Uganda, School of Business Administration, Kampala, Uganda  
Major area: Project Management

### ACADEMIC EMPLOYMENT

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- 08/2025– Assistant Professor of Entrepreneurship  
Department of Marketing, Entrepreneurship, Hospitality and Tourism  
University of North Carolina, Greensboro
- 08/2023–05/25 Visiting Assistant Professor of Management  
Department of Management  
University of Mississippi
- 2019–2023 Graduate Research Assistant  
School of Entrepreneurship  
Oklahoma State University
- 2018–2019 Graduate Teaching Assistant  
School of Entrepreneurship  
Oklahoma State University

### RESEARCH INTERESTS

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Entrepreneurship, Women entrepreneurship, Emerging Economies

#### **Summary:**

My research examines how institutions, social capital, gender, and hybridity influence entrepreneurial venture outcomes such as performance, innovation, and dynamic capabilities in both developed and

developing economies. In addition, some of my work is driven by my interest in macro- and multi-level theorizing and methods of analysis of firm phenomena.

**Google Scholar:** <https://scholar.google.com/citations?user=mAHzZdMAAAAJ>

**ORCID:** <https://orcid.org/0000-0002-3183-4943>

## JOURNAL PUBLICATIONS

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Madison, K., Moore, C. B., Daspit, J. J., & **Nabisaalu, J. K.**, (2022). The influence of women on SME innovation in emerging markets. *Strategic Entrepreneurship Journal (online)*.  
<https://doi.org/https://doi.org/10.1002/sej.1422>

**Nabisaalu, J.K.**, Bylund, P.L., (2021). Knight, financial institutions, and entrepreneurship in developing economies. *Journal of Institutional Economics* 1–15. <https://doi.org/10.1017/S1744137421000308>

## REFEREED ONLINE PUBLICATIONS

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Taylor, L. K., **Nabisaalu, J. K.**, & Gallo, J. (2024, September 9-11). *Hear the heroes: Agri-entrepreneurial progress of Sub-Saharan Africans ten years after a US fellowship exchange program* [Poster presentation]. N. Ray (Ed.) 2024 “Western Region American Association for Agricultural Education Conference” Chico, CA. <http://www.agedweb.org/aaac/Proceedings.asp?EventID=100>

Madison, K., Moore, C., Daspit, J., & **Nabisaalu, J.K.**, (2022, April 29). Against the odds, women can still be powerful innovators. *Entrepreneur & Innovation Exchange*:  
<https://eiexchange.com/content/against-the-odds-women-can-still-be-powerful-innovators>

**Nabisaalu, J.K.**, (2022, June 16). The Secret to Family Firm Innovation. BCERC Doctoral Consortium, *Research Translation Showcase*: <https://www.babson.edu/media/babson/assets/bcerc-dc-translations/22-Nabisaalu-Final.pdf>

**Nabisaalu, J. K.**, Mayanja, S., & Mutebi, H. (2022, July). How Does Entrepreneurial Networking Improve the Sustainability of Women-led Micro Enterprises? In *Academy of Management Proceedings*. Academy of Management Briarcliff Manor, NY 10510.  
<https://doi.org/10.5465/AMBPP.2022.17547abstract>

## UNDER REVIEW

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Bokhari, K. & **Nabisaalu, J. K.** Same Signals, Different Odds: Funding Outcomes for Hybrid Entrepreneurs in the United States. *Entrepreneurship Theory and Practice*

**Nabisaalu, J. K.**, Woo, H. S., & Yang, S. W. When More Isn't Better: The Curvilinear Effect of External Social Capital on Dynamic Capabilities and Venture Performance in Sub-Saharan Africa. *Strategic Entrepreneurship Journal*

**Nabisaalu, J. K.**, & Bokhari, K. & Myeongho, D. P. Beyond The Silver Bullet: How Entrepreneurial Legacy Motivation Catalyzes Formal Business Support Benefits for Female Entrepreneurs. *International Small Business Journal*

**Nabisaalu, J. K.** Mayanja, S., & Mutebi, H. Becoming Too Big to Manage? Size as a Negative Moderator among Women-Owned Micro-Enterprises in Uganda. *International Journal of Entrepreneurial Behavior & Research*

#### WORKING MANUSCRIPTS

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Mukembo, S., **Nabisaalu, J. K.**, & Marshall, M. Owner Trust, Employee Orientation, and Small and Medium Business Performance in the North Central United States. Targeting *Journal of Business Venturing*

Arteaga-Fonseca, J., K. Obunadike, **Nabisaalu, J.K.**, & Rutherford, M. W. Hybrid Entrepreneurship in Emerging Economies: An Exploration of the Igbo Entrepreneurship Model from West Africa. Targeting *Journal of Business Venturing*

Sapru, A., **Nabisaalu, J. K.**, & Mchiri, A. Generative Artificial Intelligence-Human Interaction and New Idea Generation Among US College Students. Targeting *Journal of Business Venturing Insights*

Mchiri, A., **Nabisaalu, J. K.**, & Sapru, A. Hybrid Entrepreneurship: The Importance of Psychological Resources. Targeting *Journal of Small Business Management*

**Nabisaalu, J. K.** The Emergence of Dynamic Capabilities among African Entrepreneurial Ventures. Targeting *Strategic Management Journal*

#### EARLY-STAGE WORK IN PROGRESS

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**Nabisaalu, J. K.**, Dubey, C., & Srivastava, S. Addressing the Gender Gap in Generative Artificial Intelligence (AI) Adoption Among Women Entrepreneurs. *Seeking Grant funding from the Kauffman Foundation.*

#### REFEREED CONFERENCE PRESENTATIONS

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2025 Taylor, L., Gallo, J., & **Nabisaalu, J. K.** A Multicase Study of African Entrepreneurs' Perceptions Ten Years After a US Fellowship Exchange Program. [Manuscript submitted for presentation]. 2026 AERA Annual Meeting, April 8 – 12, 2026, Los Angeles, CA.

2025 **Nabisaalu, J. K.** and Bokhari, K. Gendered Innovation Landscapes: Entrepreneurial Patenting Across Male- and Female-Dominated Industries in the United States. Babson College Entrepreneurship Research Conference: Boston, MA.

2025 Mukembo, S., **Nabisaalu, J. K.**, & Marshall, M. Trust, embeddedness, and Stress: Entrepreneur's Wellbeing as a Pathway to Small Business Financial Performance in the North Central Region of the United States. USASBE: Las Vegas Nevada

2024 Taylor, L. K., Nabisaalu, J. K., & Gallo, J. (2024, October 31). Hear the heroes: Agripreneurial Progress of Sub-Saharan Africans ten years after a US fellowship exchange program [Poster Presentation]. 2024 University of Nevada, Reno Graduate Student Association Fall Poster Symposium, Reno, NV.

- 2024 Myeongho, D. & **Nabisaalu, J. K.** Diversity of Impact Investors, Impact Investment Measurement Standards, and Small Business Innovation: Stakeholder Multiplicity Framework. Strategic Management Society: Istanbul, Turkey
- 2024 **Nabisaalu, J. K.** Social Capital and Firm Performance in Developing Countries: Mediating Role of Dynamic Capabilities. Academy of Management Annual Meeting: Chicago, IL
- 2023 Myeongho, D. & **Nabisaalu, J. K.** Too Many Good Investors? Curvilinear Effects of Multiplicity of Impact Investors on Innovation and the Moderation of Impact Investment Standards. Southern Management Association conference: St. Pete Beach, FL.
- 2023 **Nabisaalu, J. K.**, Yates, V. A., & Madison, K. A Multilevel Analysis of Nonfamily Employee Innovation in Family Firms. The 17<sup>th</sup> Annual Theories of Family Enterprise Conference (TFEC): Rowan University in Glassboro, New Jersey.
- 2022 **Nabisaalu, J. K.**, Madison, K. & Moore, C. Nonfamily Employee Innovation in Family Firms: A Multilevel Analysis. Southern Management Association Annual Meeting: Little Rock, Arkansas.
- 2022 **Nabisaalu, J. K.**, Mayanja, S.S., & Mutebi, H. How does Entrepreneurial Networking Improve the Sustainability of Women-led Micro enterprises? Academy of Management Annual Meeting: Seattle WA
- 2020 **Nabisaalu, J. K.**, & Madison, K. Employee innovation: A Moderated Mediated Model of Management Support, Employee Selection Practices, Employee-Firm Fit, And Firm Type. Family Enterprise Research Conference: Florida. (Conference canceled due to COVID-19 pandemic).
- 2020 **Nabisaalu, J. K.** From Fear of Failure to Entrepreneurial Resilience: A Moderated Mediated Model. The Southeastern Entrepreneurship Research Conference (SERC): University of Georgia, GA (conference canceled due to COVID-19 pandemic).

## HONORS AND AWARDS

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### AWARDS

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|---|------|
| Recipient, Outstanding Entrepreneurship Doctoral Student Award, Watson Graduate School of Management, Spears School of Business, Oklahoma State University  | 2023 |
| Sapru, A., Mchiri, A., <b>Nabisaalu, J. K.</b> , & Mitchell, C. Impact of goal orientations on students' entrepreneurial intention: The intervening effects of fear of entrepreneurial failure and core self-evaluations. ( <i>Winning proposal at the United States Association for Small Business and Entrepreneurship (USASBE) Doctoral consortium proposal competition</i> ). | 2022 |
| Recipient, Graduate College Robberson Summer Research & Creative Activity Grant<br>School of Entrepreneurship, Oklahoma State University<br><i>Amount awarded: \$ 2,500</i>   | 2022 |
| Recipient, Liz McKinley Entrepreneurial Business Graduate Fellowship, Watson Graduate School of Management, Oklahoma State University<br><i>Amount awarded: \$923</i>   | 2022 |

Winning group member of USASBE doctoral consortium: Entrepreneurship education and pedagogy group research projects	2022
Recipient, Research Excellence in Entrepreneurship Award, School of Entrepreneurship, Oklahoma State University	2022
Recipient, Outstanding Entrepreneurship Doctoral Student Award, Watson Graduate School of Management, Spears School of Business, Oklahoma State University	2022
Recipient, Doctoral Consortium Participant Award, Kauffman Foundation award to Babson College Entrepreneurship Research Conference (BCERC). <i>Amount awarded: \$950</i>	2022
Recipient, Doctoral Consortium Participant Award, US Association for Small Business and Entrepreneurship (USASBE) <i>Amount awarded: \$675</i>	2022
Recipient, Graduate College Robberson Summer Research & Creative Activity Grant School of Entrepreneurship, Oklahoma State University <i>Amount awarded: \$ 1,300</i>	2021

## HONORS

### Junior Faculty Consortia

Academy of Management, The Strategy Junior Faculty Consortium	2024
Academy of Management, Strategy Junior Teaching Consortium	2024

### Doctoral Consortia

Academy of Management, Entrepreneurship division	2022
Babson College Entrepreneurship Research Conference	2022
US Association for Small Business and Entrepreneurship (USASBE)	2022
Research Methods Division-CARMA Doctoral Student and Junior Faculty Consortium Participant, Academy of Management	2021
Academy of Management Review (AMR) Idea Development Workshop (IDW) focused on Developing Theories Grounded in African Experience	2021

## TEACHING EXPERIENCE

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University of North Carolina at Greensboro

**ENT 337: Family Business** (3-credit hour)

- Fall 2025

**ENT 338: Global Franchising** (3-credit hour)

- Fall 2025

The University of Mississippi

**MGMT 493: Management of Strategic Planning** (3-credit hour Undergraduate; Face-to-face)

- Spring 2024

**MGMT 371: Principles of Management** (3-credit hour Undergraduate Capstone; Face-to-face)

- Fall 2024
- Spring 2024
- Fall 2023

Oklahoma State University

**EEE 2023: Introduction to Entrepreneurship** (3-credit hour Undergraduate Capstone; Hybrid)

- Spring 2022

**SERVICE**

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**Journal Reviewing**

Journal of Institutional Economics: 2022–present  
 Journal Reviewer: Family Business Review: 2021–present.  
 Journal of Entrepreneurship and Public Policy: 2023–present

**Conference Reviewing**

Academy of Management Annual Meeting, BPS/STR Division: 2021–present  
 Babson College Entrepreneurship Research Conferences: 2021–present  
 Southern Management Association: 2022–present

**Conference Moderating**

Moderator for the 2022 AOM annual meeting at Chicago, Illinois, USA	2024
Moderator for the 2022 AOM annual meeting at Seattle, Washington, USA	2022
Moderator for the 2022 BCERC at Baylor University in Waco, Texas, USA	2022

**PROFESSIONAL AFFILIATIONS**

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Academy of Management (AOM)

Divisions: Entrepreneurship (ENT)  
 Strategy (STR)

Strategic Management Association (SMA)

Interest Groups: Entrepreneurship  
 Research Methods

United States Association for Small Business and Entrepreneurship (USASBE)

**ADDITIONAL RESEARCH ACTIVITIES**

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- Participant, Entrepreneurship Research to Practice Bootcamp, June 29 – July 2, 2020. (Bootcamp was canceled due to the COVID-19 pandemic).
- Participant, Academy of Management Review, June 2021 paper development workshop on African theory development
- Participant, Consortium for the Advancement of Research Methods and Analysis (CARMA):
  - “Web Scraping: Data Collection and Analysis with R,” June 2020

- “Advanced SEM II: Missing Data Issue in SEM, Multi-Level SEM and Latent Interactions,” June 2020
- “Introduction to R and Data Analysis,” June 2021
- “Advanced Data Analysis with R,” June 2021

#### RELEVANT ENTREPRENEURIAL EXPERIENCE

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- Founded a business in Uganda: Joy Fashions Enterprise Ltd., Uganda (2011 – 2016)
  - Private business with financial and social goals of empowering women with business skills to improve the livelihood of women-headed households.
- Participant in a Prestigious Entrepreneurship Exchange Program of African entrepreneurs in the USA (May – June 2014)
  - Professional Fellows Program by the Bureau of Educational and Cultural Affairs titled, *“Empowering Aspiring Entrepreneurs for Economic Success in Sub-Saharan Africa: A Professional Fellows Program for Kenya, South Africa, and Uganda.”* Project: S-ECAGD-13-GR-189(CB).
  - Directed and hosted at Oklahoma State University, Stillwater, USA.