

# Sandeep Pillai

ENTREPRENEURSHIP & FAMILY BUSINESS

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## ARTICLES IN SCHOLARLY JOURNALS

PILLAI S., GOLDFARB B., KIRSCH D. A.

**The origins of firm strategy: Learning by economic experimentation and strategic pivots in the early automobile industry**

Strategic Management Journal, 2020, vol.41, no. 3, pp.369-399

GOLDFARB B., ZAVYALOVA A., PILLAI S.

**Did victories in certification contests affect the survival of organizations in the American automobile industry during 1895-1912? A replication study**

Strategic Management Journal, 2018, vol.39, no. 8, pp.2335-2361

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