

# FENG ZHU

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## ACADEMIC POSITIONS

### **Harvard University**

MBA Class of 1958 Professor of Business Administration, July 2022 –  
Professor of Business Administration, July 2021 – June 2022  
Piramal Associate Professor of Business Administration, July 2017 – June 2021  
Assistant Professor of Business Administration, July 2013 – June 2017

### **University of Southern California**

Assistant Professor of Strategy, Marshall School of Business, July 2008 – June 2013

## EDUCATION

### **Harvard Business School and Graduate School of Arts and Sciences, Cambridge, MA**

Ph.D., Science, Technology and Management, June 2008  
S.M., Computer Science, June 2005

### **Williams College, Williamstown, MA**

B.A., Computer Science (*highest honors*), Economics, and Mathematics, June 2002

### **California Institute of Technology, Pasadena, CA**

Exchange student, 2000 – 2001

## EDITORIAL DUTIES AND EDITORIAL BOARD MEMBERSHIPS

- 2021 – Co-editor, *Journal of Economics & Management Strategy* Special Issue on “Business Revolution”
- 2021 – Co-editor, *Handbook of Research on Digital Strategy*, Edward Elgar Publishing
- 2019 – Associate Editor, *Management Science* (Information Systems)
- 2013 – Editorial Board Member, *Strategic Management Journal*
- 2018 – 2019 Co-editor, *Strategy Science* Special Issue on “Strategy in the Digital Era”

- 2016 – 2017 Guest Associate Editor, *MIS Quarterly*
- 2013 – 2015 Associate Editor, *Information Systems Research* Special Issue on “Information, Technology, and the Changing Nature of Work”
- 2012 – 2016 Guest Associate Editor, *Management Science* (Business Strategy)
- 2010 – 2012 Associate Editor, *MIS Quarterly* Special Issue on “Digital Business Strategy: Toward a Next Generation of Insight”

## AWARDS AND HONORS

- 2023 Winner, *Management Science* Best Paper Award in Information Systems
- 2023 Finalist, the INFORMS DEI (Diversity, Equity and Inclusion) Best Student Paper Award
- 2023 Honorable Mention of the 16th annual Wyss Award for Excellence in Doctoral Mentoring
- 2022 Nominated for the 2022 Antitrust Writing Awards, organized by Concurrences and George Washington University
- 2022 Winner, the Inaugural *Management Science* Best Associate Editor Award in Information Systems in 2021
- 2021 Winner, the INFORMS Information Systems Society Haim Mendelson Teaching Innovation Award, which recognizes an outstanding academic who has made significant pedagogical contributions
- 2021 Winner, the Case Centre Awards and Competitions (Production and Operations Management category)
- 2021 Top Cited Article among all articles published in 2019-2020 in *Strategic Management Journal*
- 2021 Top Cited Article among all articles published in 2019-2020 in *Journal of Economics & Management Strategy*
- 2020 Winner, the Inaugural INFORMS Information Systems Society Practical Impacts Award, which honors distinguished academics who have demonstrated outstanding leadership and sustained impact on the industry
- 2020 Top Cited Article among all articles published in 2018-2019 in *Strategic Management Journal*
- 2019 Winner, INFORMS CIST (Conference on Information Systems and Technology) Best Paper Award
- 2017 Winner, Best Conference PhD Paper Prize, Strategic Management Society

- 2017 Runner-up, Best Paper Award on Digital Business at the 16th Workshop on e-Business
- 2016 Runner-up, INFORMS CIST (Conference on Information Systems and Technology) Best Paper Award
- 2015 Finalist, *Management Science* Best Paper Award in Information Systems
- 2015 Winner, Best Paper Award at the China Summer Workshop on Information Management (CSWIM)
- 2015 Meritorious Service, *Management Science*
- 2015 Nominated for the Best Conference Paper Award, Strategic Management Society
- 2014 Nominated for the Best Conference Paper Award, Strategic Management Society
- 2014 Runner-up, INFORMS CIST (Conference on Information Systems and Technology) Best Paper Award
- 2013 Meritorious Service, *Management Science*
- 2013 Best Conference Paper for Practice Implications, Strategic Management Society
- 2013 Runner-up, Best Conference Paper, Strategic Management Society
- 2013 Past Chairs' Emerging Scholar, Technology and Innovation Management (TIM) Division, Academy of Management
- 2013 Distinguished Paper, Business Policy and Strategy (BPS) Division, Academy of Management
- 2013 Ascendant Scholar, Western Academy of Management
- 2012 Top Gun Award for Excellence in Teaching, Research and Service, Marshall School of Business, University of Southern California
- 2011 Research Award from the Lloyd Greif Center for Entrepreneurial Studies, Marshall School of Business, University of Southern California
- 2011 Golden Apple Award for Teaching Excellence, Marshall School of Business, University of Southern California
- 2011 Dean's Award for Research Excellence, Marshall School of Business, University of Southern California
- 2010 Department Award for Research Excellence, Marshall School of Business, University of Southern California
- 2007 Best Student Paper, Technology and Innovation Management (TIM) Division, Academy of Management
- 2002 Sigma Xi Research Society, Williams College
- 2001 Phi Beta Kappa Society, Williams College

1998 – 2002 Haystack/Bronfman/Milham Scholar, Williams College

## FELLOWSHIPS AND GRANTS

2016 NET (Networks, Electronic Commerce, and Telecommunications) Institute Research Grant

2007 – 2012 NET (Networks, Electronic Commerce, and Telecommunications) Institute Research Grant

2002 – 2007 Graduate Fellowship, Harvard Business School

2005 – 2007 Wyss Fellow, Harvard Business School

## PUBLICATIONS

### Books

Feng Zhu, Bonnie Yining Cao. *Smart Rivals: How Innovative Companies Play Games That Tech Giants Can't Win*. Harvard Business School Press, 2024.

Ken Huang, Xi Chen, Fan Zhang, Youwei Yang, and Feng Zhu. *Web3: Blockchain and the New Economy*. Cambridge University Press, 2024.

Ken Huang, Yang Wang, Feng Zhu, Xi Chen, and Chunxiao Xing, eds. *Beyond AI: ChatGPT, Web3, and the Business Landscape of Tomorrow*. Springer, 2023.

Carmelo Cennamo, Giovanni Battista Dagnino, and Feng Zhu, eds. *Handbook of Research on Digital Strategy*. Edward Elgar Publishing, 2023.

### Journal Articles

Hanna Halaburda, Jeffrey Prince, D. Daniel Sokol, and Feng Zhu. "The Business Revolution: Economy-Wide Impacts of Artificial Intelligence and Digital Platforms." *Journal of Economics & Management Strategy* (forthcoming).

Jin Li, Gary Pisano, Yejia Xu, and Feng Zhu, "Marketplace Scalability and Strategic Use of Platform Investment." 2023. *Management Science* 69(7): 3958–3975.

Yanhui Wu and Feng Zhu, "Competition, Contracts, and Creativity: Evidence from Novel Writing in a Platform Market." 2022. *Management Science* 68(12): 8613-8634.

Ruomeng Cui, Hao Ding, and Feng Zhu, "Gender Inequality in Research Productivity During the COVID-19 Pandemic." 2022. *Manufacturing & Service Operations Management* 24(2): 707-726.

Feng Zhu, Xinxin Li, Ehsan Valavi, and Marco Iansiti, "Network Interconnectivity and Entry into Platform Markets." 2021. *Information Systems Research* 32(3): 1009–1024.

- Winner, INFORMS CIST (Conference on Information Systems and Technology) Best Paper Award, October 2019.
- Nominated for the 2022 Antitrust Writing Awards, organized by Concurrences and George Washington University

Hui Li and Feng Zhu, "Information Transparency, Multihoming, and Platform Competition: A Natural Experiment in the Daily Deals Market." 2021. *Management Science* 67(7): 4384–4407.

Shane Greenstein, Grace Gu, and Feng Zhu, "Ideology and Composition among an Online Crowd: Evidence from Wikipedians." 2021. *Management Science* 67(5): 3067–3086.

K. Francis Park, Robert Seamans, and Feng Zhu, "Homing and Platform Responses to Entry: Historical Evidence from the U.S. Newspaper Industry." 2021. *Strategic Management Journal* 42(4): 684–709.

Grace Gu and Feng Zhu, "Trust and Disintermediation: Evidence from an Online Freelance Marketplace." 2021. *Management Science* 67(2): 794–807.

- Winner, Strategic Management Society Best Conference Ph.D. Paper Prize, October 2017.
- Runner-up, Best Paper Award on Digital Business at the 16th Workshop on e-Business, December 2017.

Ron Adner, Jianqing Chen, and Feng Zhu, "Frenemies in Platform Markets: Heterogeneous Profit Foci as Drivers of Compatibility Decisions." 2020. *Management Science* 66(6): 2432–2451.

- Runner-up, INFORMS CIST (Conference on Information Systems and Technology) Best Paper Award, November 2014.
- Winner, Best Paper Award at the China Summer Workshop on Information Management (CSWIM), June 2015.

Ron Adner, Phanish Puranam, and Feng Zhu, "What is Different about Digital Strategy? From Quantitative to Qualitative Change." 2019. *Strategy Science* 4(4): 253–261.

Wen Wen and Feng Zhu, "Threat of Platform-Owner Entry and Complementor Responses: Evidence from the Mobile App Market." 2019. *Strategic Management Journal* 40(9): 1336–1367.

- Runner-up, INFORMS CIST (Conference on Information Systems and Technology) Best Paper Award, November 2016.

- *Top Cited Article among all articles published in 2019-2020 in Strategic Management Journal*

Monic Sun, Michael Zhang, and Feng Zhu, "U-Shaped Conformity in Online Social Networks." 2019. *Marketing Science* 38(3): 461–480.

Feng Zhu, "Friends or Foes? Examining Platform Owners' Entry into Complementors' Spaces." 2019. *Journal of Economics & Management Strategy* 28(1): 23–28.

- *Selected as the featured article of the issue.*
- *Top Cited Article among all articles published in 2019-2020 in Journal of Economics & Management Strategy*

Feng Zhu and Qihong Liu, "Competing with Complementors: An Empirical Look at Amazon.com." 2018. *Strategic Management Journal* 39(10): 2618–2642.

- *Top Cited Article among all articles published in 2018-2019 in Strategic Management Journal*

Shane Greenstein and Feng Zhu, "Do Experts or Crowd-Based Models Produce More Bias? Evidence from Encyclopedia Britannica and Wikipedia." 2018. *MIS Quarterly* 42(3): 945–959.

- *Nominated for the Strategic Management Society Best Conference Paper Award, October 2015.*

Robert Seamans and Feng Zhu, "Repositioning and Cost-Cutting: The Impact of Competition on Platform Strategies." 2017. *Strategy Science* 2(2): 83–99.

Yongwook Paik and Feng Zhu, "The Impact of Patent Wars on Firm Strategy: Evidence from the Global Smartphone Industry." 2016. *Organization Science* 27(6): 1397–1416.

- *Nominated for the Strategic Management Society Best Conference Paper Award, September 2014.*

Shane Greenstein and Feng Zhu, "Open Content, Linus' Law, and Neutral Point of View." 2016. *Information Systems Research* 27(3): 618–635.

Victor Bennett, Robert Seamans, and Feng Zhu, "Cannibalization and Option Value Effects of Secondary Markets: Evidence from the US Concert Industry." 2015. *Strategic Management Journal* 36(11): 1599–1614.

- *Winner, Academy of Management Business Policy and Strategy Division Distinguished Paper Award, August 2013.*
- *Winner, Strategic Management Society Best Conference Paper for Practice Implications Award, September 2013.*
- *Runner-up, Strategic Management Society Best Conference Paper Award, September 2013.*

Robert Seamans and Feng Zhu, "Responses to Entry in Multi-Sided Markets: The Impact of Craigslist on Local Newspapers." 2014. *Management Science* 60(2): 476–493.

- *Finalist, Management Science Best Paper Award in Information Systems, November 2015.*

Monic Sun and Feng Zhu, “Ad Revenue and Content Commercialization: Evidence from Blogs.” 2013. *Management Science* 59(10): 2314–2331.

Ramon Casadesus-Masanell and Feng Zhu, “Business Model Innovation and Competitive Imitation: The Case of Sponsor-Based Business Models.” 2013. *Strategic Management Journal* 34(4): 464–482.

Shane Greenstein and Feng Zhu, “Is Wikipedia Biased?” 2012. *American Economic Review (Papers and Proceedings)* 102(3): 343–348.

Feng Zhu and Marco Iansiti, “Entry into Platform-Based Markets.” 2012. *Strategic Management Journal* 33(1): 88–106.

- *Winner, Academy of Management Technology and Innovation Division Best Student Paper Award, August 2007.*

Michael Zhang and Feng Zhu, “Group Size and Incentives to Contribute: A Natural Experiment at Chinese Wikipedia.” 2011. *American Economic Review* 101(4): 1601–1615. Reprinted in Shane Greenstein, Avi Goldfarb, and Catherine Tucker, editors, *The Economics of Digitization*, Edward Elgar Publishing, 2013, pp. 413–427.

Ramon Casadesus-Masanell and Feng Zhu, “Strategies to Fight Ad-Sponsored Rivals.” 2010. *Management Science* 56(9): 1484–1499.

Feng Zhu and Michael Zhang, “Impact of Online Consumer Reviews on Sales: The Moderating Role of Product and Consumer Characteristics.” 2010. *Journal of Marketing* 74(2): 133–148.

Josh Lerner and Feng Zhu, “What is the Impact of Software Patent Shifts? Evidence from *Lotus v. Borland*.” 2007. *International Journal of Industrial Organization* 25(3): 511–529.

### **Cases, Notes, and Teaching Notes**

Feng Zhu, Yulin Fang, Bonnie Yining Cao, and Duan Yang. “Huazhu: A Chinese Hotel Giant’s Journey of Digital Transformation.” Harvard Business School Case 622-071 (2022).

Krishna G. Palepu, Feng Zhu, Susie L. Ma, and Kerry Herman. “Ant Group (A).” Harvard Business School Case 122-003 (2021).

Krishna G. Palepu, Feng Zhu, and Susie L. Ma. “Ant Group (B).” Harvard Business School Supplement 122-040 (2021).

Andy Wu, Feng Zhu, Pippa Tubman Armerding, and Wale Lawal. "EbonyLife Media (A)." Harvard Business School Case 722-372 (2021).

Andy Wu, Feng Zhu, Pippa Tubman Armerding, and Wale Lawal. "EbonyLife Media (B)." Harvard Business School Supplement 722-378 (2021) (Revised 2021).

Chiara Farronato, Michael W. Toffel, and Feng Zhu. "Digital Platforms: An Introduction." Harvard Business School Technical Note 621-016 (2020).

Feng Zhu, Anthony K. Woo, and Nancy Hua Dai. "Ping An: Pioneering the New Model of 'Technology-driven Finance'." Harvard Business School Case 620-068 (2020).

Feng Zhu, "Scaling and Sustaining Platform Businesses." Harvard Business School Module Note 620-108 (2020).

Feng Zhu, "Business Model Transformation in the Platform Age." Harvard Business School Module Note 620-109 (2020).

Feng Zhu, "Platform Strategy Simulation Exercise." Harvard Business School PowerPoint Supplement 620-710 (2020).

Feng Zhu, "Platform Strategy Simulation Exercise Instructions." Harvard Business School Exercise 620-077 (2020).

Feng Zhu. "Platform Strategy Simulation Exercise (TN)." Harvard Business School Teaching Note 620-082 (2020).

Feng Zhu, Krishna G. Palepu, Bonnie Yining Cao, and Dawn H. Lau, "Pinduoduo." Harvard Business School Case 620-040 (2019).

Feng Zhu, Susan Athey, and David Lane, "Apple Pay and Mobile Payments in Australia (A)." Harvard Business School Case 619-010 (2018) (Revised 2019).

Feng Zhu, Susan Athey, and David Lane, "Apple Pay and Mobile Payments in Australia (B)." Harvard Business School Case 619-011 (2018) (Revised 2019).

Feng Zhu, "Apple Pay and Mobile Payments in Australia (A) and (B) (TN)." Harvard Business School Teaching Note 620-098 (2020).

Feng Zhu and Shirley Sun, "JD: Envisioning the Future of Retail (A)." Harvard Business School Case 618-051 (2018).



Feng Zhu and Shirley Sun, "JD: Envisioning the Future of Retail (B)." Harvard Business School Case 619-079 (2019) (Revised 2019).

Feng Zhu, Shirley Sun, "JD: Envisioning the Future of Retail (A) and (B) (TN)." Harvard Business School Teaching Note 620-051 (2019).

Feng Zhu, Weiru Chen, and Shirley Sun, "ZBJ: Building a Global Outsourcing Platform for Knowledge Workers (A)." Harvard Business School Case 618-044 (2018) (Revised 2019).

Feng Zhu, Weiru Chen, and Shirley Sun, "ZBJ: Building a Global Outsourcing Platform for Knowledge Workers (B)." Harvard Business School Case 618-046 (2018) (Revised 2019).

Feng Zhu and Margaret Vo, "ZBJ: Building a Global Outsourcing Platform for Knowledge Workers (A) and (B) (TN)." Harvard Business School Teaching Note 619-048 (2019) (Revised 2020).

Feng Zhu, Shane Greenstein, and Kerry Herman, "Korea Telecom: Building a GiGAtopia (A)." Harvard Business School Case 617-014 (2017) (Revised 2020).

Feng Zhu, Shane Greenstein, and Susie Ma, "Korea Telecom: Building a GiGAtopia (B)." Harvard Business School Case 620-060 (2019).

Feng Zhu, Shane Greenstein, Kerry Herman, and Susie Ma, "Korea Telecom: Building a GiGAtopia (A) and (B) (TN)." Harvard Business School Teaching Note 620-092 (2020).

Feng Zhu, Weiru Chen, Chuang Chen, and Ciwu Lin, "edaixi (eWash): Digital Transformation of Laundry Services (A)." Harvard Business School Case 617-034 (2017) (Revised 2020).

Feng Zhu, Weiru Chen, Chuang Chen, and Ciwu Lin, "edaixi (eWash): Digital Transformation of Laundry Services (B)." Harvard Business School Supplement 617-038 (2017) (Revised 2020).

Feng Zhu, "edaixi (eWash): Digital Transformation of Laundry Services (A) and (B) (TN)." Harvard Business School Teaching Note 620-087 (2020).

Feng Zhu, Ying Zhang, Krishna G. Palepu, Anthony K. Woo, and Nancy Hua Dai, "Ant Financial (A)." Harvard Business School Case 617-060 (2017) (Revised 2018, 2019).

- *Winner, The Case Centre Awards and Competitions 2021 (Production and Operations Management category)*

Feng Zhu, Ying Zhang, Krishna G. Palepu, Anthony K. Woo, and Nancy Hua Dai, "Ant Financial (B)." Harvard Business School Case 618-041 (2017) (Revised 2018).

Feng Zhu, Ying Zhang, Krishna G. Palepu, Anthony K. Woo, and Nancy Hua Dai, "Ant Financial (C)." Harvard Business School Case 618-042 (2017) (Revised 2020).

Feng Zhu, Krishna G. Palepu, Kerry Herman, and Susie Ma. "Ant Financial (D)." Harvard Business School Supplement 621-089 (2021).

Feng Zhu, Krishna G. Palepu, Kerry Herman, and Susie Ma, "Ant Financial (A), (B), and (C) (TN)." Harvard Business School Teaching Note 619-030 (2019) (Revised 2020).

Feng Zhu and Angela Acocella, "X Fire Paintball & Airsoft: Is Amazon a Friend or Foe? (A)." Harvard Business School Case 617-046 (2017) (Revised 2019).

Feng Zhu and Angela Acocella, "X Fire Paintball & Airsoft: Is Amazon a Friend or Foe? (B)." Harvard Business School Supplement 617-047 (2017) (Revised 2019).

Feng Zhu, "X Fire Paintball & Airsoft: Is Amazon a Friend or Foe? (A) and (B) (TN)." Harvard Business School Teaching Note 619-072 (2019).

Feng Zhu, Sarah Mehta, and David Lane, "Making Virtual Reality Real." Harvard Business School Background Note 617-013 (2017).

Feng Zhu and Angela Acocella, "Fasten: Challenging Uber and Lyft with a New Business Model." Harvard Business School Case 616-062 (2016) (Revised 2018, 2020).

Feng Zhu, "Fasten: Challenging Uber and Lyft with a New Business Model (TN)." Harvard Business School Teaching Note 617-019 (2016) (Revised 2018, 2020).

Feng Zhu and David Lane, "SF Express: From Delivery to E-Commerce." Harvard Business School Case 616-003 (2015) (Revised 2016).

Feng Zhu, "SF Express: From Delivery to E-Commerce (TN)." Harvard Business School Teaching Note 616-003 (2015) (Revised 2016, 2020).

Feng Zhu, Rory McDonald, Marco Iansiti, and Aaron Smith, "Upwork: Reimagining the Future of Work." Harvard Business School Case 616-027 (2015).

Feng Zhu and Shirley Sun, "Upwork: Reimagining the Future of Work (TN)." Harvard Business School Teaching Note 620-099 (2020).

Feng Zhu, Karim Lakhani, Sascha L. Schmidt, and Kerry Herman, "TSG Hoffenheim: Football in the Age of Analytics (A)." Harvard Business School Case 616-010 (2015).

Feng Zhu, Sascha L. Schmidt, Karim Lakhani, and Sebastian Koppers, "TSG Hoffenheim: Football in the Age of Analytics (B)." Harvard Business School Case 620-055 (2019).

Feng Zhu, Sascha L. Schmidt, Karim Lakhani, and Shirley Sun, "TSG Hoffenheim: Football in the Age of Analytics (A) and (B) (TN)." Harvard Business School Teaching Note 620-067 (2019).

Feng Zhu and Karim Lakhani, "From Correlation to Causation." Harvard Business School Background Note 616-009 (2015).

Feng Zhu and Aaron Smith, "Baidu, Alibaba, and Tencent: The Three Kingdoms of the Chinese Internet." Harvard Business School Background Note 615-039 (2015).

Rory McDonald, Feng Zhu, and Cheng Gao, "HomeAway: Organizing the Vacation Rentals Industry." Harvard Business School Case 615-036 (2014).

Feng Zhu, "Qihoo." Harvard Business School Case 615-017 (2014) (Revised 2015).

Feng Zhu, "Qihoo (TN)." Harvard Business School Teaching Note 616-011 (2015) (Revised 2016, 2020).

### **Practitioner-Oriented Publications**

Feng Zhu, "When Tech Companies Compete on Their Own Platforms." June 2019. *Harvard Business Review (Digital)*.

Feng Zhu and Marco Iansiti, "Why Some Platforms Thrive and Others Don't." January-February 2019. *Harvard Business Review* 97(1): 118–125.

- *The fourth-most popular article among all articles published in Harvard Business Review in 2019*

Shane Greenstein and Feng Zhu, "How Wikipedia Keeps Political Discourse from Turning Ugly." November 2016. *Harvard Business Review (Digital)*.

Feng Zhu and Nathan Furr, "Products to Platforms: Making the Leap." April 2016. *Harvard Business Review* 94(4): 72–78.

Feng Zhu and Qihong Liu, "When Platforms Attack." October 2015. *Harvard Business Review* 93(10): 30–31.

Feng Zhu, "Microsoft's Bid to Make Outlook More than Email." August 2015. *Harvard Business Review (Digital)*.

## OTHER RESEARCH

Robert Seaman and Feng Zhu, "A Simple Model of a Three-Sided Market," a companion paper of our main paper, "Responses to Entry in Multi-Sided Markets: The Impact of Craigslist on Local Newspapers." 2013. Available at <http://ssrn.com/abstract=2341356>

Erik Brynjolfsson, Andrew McAfee, Michael Sorell, and Feng Zhu. "Scale Without Mass: Business Process Replication and Industry Dynamics." 2008. Available at <https://ssrn.com/abstract=980568>

H. T. Kung, Feng Zhu, and Marco Iansiti, "A Stateless Network Architecture for Inter-Enterprise Authentication, Authorization and Accounting." 2003. *Proceedings of the 2003 International Conference on Web Services (ICWS'03)*.

Feng Zhu, "The Search for a Universal Tile." 2002. Undergraduate honors thesis in Computer Science, Williams College.

## INVITED SEMINARS

- 2023 University of Miami, Herbert Business School; Tulane University, A. B. Freeman School of Business; Chinese Economists Society 2023 Conference Keynote Panel; Keynote, Hi!PARIS Workshop on AI and Digital Economy
- 2022 UK Competition and Markets Authority, Chinese Economists Society 2022 Conference Keynote Panel, International Association of Chinese Management Research (IACMR), Hong Kong Polytechnic University
- 2021 Keynote, Workshop on Innovative Research in Digital Operations, Fudan University, China; London Business School; Lehigh University, College of Business; Southeast University, China
- 2020 Fudan University, China; Beijing Institute of Technology, China
- 2019 University of Michigan, Ross School of Business; U.S. Department of Justice; Carnegie Mellon University, Tepper School of Business; Columbia University, Graduate School of Business; Zhejiang University, China
- 2018 Keynote, 16<sup>th</sup> ZEW Conference on the Economics of Information and Communication Technologies, Mannheim, Germany; Georgia State University, J. Mack Robinson

- College of Business; Arizona State University, W.P. Carey School of Business; Georgia Institute of Technology, Scheller College of Management
- 2017 Keynote, Tsinghua Workshop on Big Data and Internet Economics, Beijing, China; Emory University, Goizueta Business School; University of Illinois at Urbana-Champaign, Gies School of Business; University of Rochester, Simon Business School; Cornell University, Johnson College of Business; Stanford University, SIEPR Social Science and Technology Seminar; University of Utah, Eccles School of Business
- 2016 Washington University in St. Louis, Olin Business School; Temple University, Fox School of Business; UC Irvine, Merage School of Business; INSEAD; London Business School; University of Connecticut, School of Business; Washington University in St. Louis, Olin Business School; University of Pennsylvania, Wharton School
- 2015 University of Toronto, Rotman School of Management; Bocconi University, Department of Management and Technology; New York University, Stern School of Business; University of Maryland, Smith School of Business; Rice University, Jones Graduate School of Business; University of Texas at Austin, McCombs School of Business; University of Minnesota, Carlson School of Management; University of Michigan, Ross School of Business
- 2014 Alibaba Group, Hangzhou, China; Cheung Kong Graduate School of Business, Beijing, China; Georgia Institute of Technology, Scheller College of Management; UCLA, Anderson School of Management
- 2013 University of Washington, Foster School of Business
- 2012 University of Pennsylvania, Wharton School; Harvard Business School; USC, Department of Finance and Business Economics; Boston University, School of Management; University of Michigan, Ross School of Business; UC Irvine, Merage School of Business
- 2011 UCLA, Anderson School of Management; UCSD, Rady School of Management; USC, Department of Finance and Business Economics; University of British Columbia, Sauder School of Business; UC Davis, Graduate School of Management
- 2010 Stanford University, SIEPR Social Science and Technology Seminar
- 2009 Drexel University, LeBow College of Business
- 2008 Carnegie Mellon University, Tepper School of Business; Georgia Institute of Technology, College of Management; INSEAD; Stanford University, Graduate School of Business; UC Irvine, Merage School of Business; University of Southern California, Marshall School of Business; Harvard Business School; Boston College, Carroll School of Management
- 2007 HEC Paris; Singapore Management University

## PRESENTATIONS

“With Friends Like These, Who Needs Enemies”

Tobin Center Workshop on Digital Markets, Yale University, January 2020

Hot Topics in Platform Tech, July 2020

“Why Some Platforms Thrive and Others Don’t”

Latin American and Caribbean Competition Forum Expert Panel, September 2022

Front Row HBS Faculty Speaker Series, May 2020

Platforms and Emerging Business Models Workshop, November 2019

HBS Alumni Reunion, October 2018

IT Teaching Workshop, June 2018

“Network Interconnectivity and Entry into Platform Markets”

Platform Strategy Research Symposium, July 2019

INFORMS Conference on Information Systems and Technology, October 2019

“Trust and Disintermediation: Evidence from an Online Freelance Marketplace”

17th West Coast Research Symposium on Technology Entrepreneurship, September 2019

INFORMS Conference on Information Systems and Technology, October 2019

“Seeking Synergies Between Case Teaching, Case Writing and Academic Research”

2019 Meeting of the Academy of Management, August 2019

“Marketplace Scalability and Strategic Use of Platform Investment”

Corporate Strategy and Innovation Conference, Wharton, December 2018

“Competition, Contracts, and Creativity: Evidence from Novel Writing in a Platform Market”

Organizational Economics Lunch, MIT, October 2018

16th West Coast Research Symposium on Technology Entrepreneurship, September 2018

NBER Summer Institute, July 2018

Platform Strategy Research Symposium, July 2018

Digital Innovation Workshop, Boston College, May 2018

2017 Workshop on Information Systems and Economics (WISE), December 2017

“Threat of Platform-Owner Entry and Complementor Responses: Evidence from the Mobile App Market”

Boston University Law School Competition Conference, July 2018

NBER Summer Institute, July 2017

3rd Workshop on Marketplace Innovation, June 2017

NET Institute Conference, December 2016

“Value Co-Creation and Capture in Platform Markets: Evidence from a Creative Industry”

Platform Strategy Research Symposium, July 2017

2016 Meeting of the Academy of Management, August 2016

“Competing with Complementors: An Empirical Look at Amazon.com”

13th West Coast Research Symposium on Technology Entrepreneurship, September 2015

Annual Meeting of the Academy of Management, August 2015

Platform Strategy Research Symposium, July 2015

6th Annual Conference on Internet Search and Innovation at Northwestern University, June 2015

13th Annual International Industrial Organization Conference, April 2015

Wharton Technology and Innovation Conference, April 2015

Second Annual TOM Alumni Research Workshop, August 2014

“Frenemies in Platform Markets: Heterogeneous Profit Foci as Drivers of Compatibility Decisions”

2016 Meeting of the Academy of Management, August 2016

Platform Strategy Research Symposium, July 2014

Economics of Strategy Workshop, New York University, June 2014

“Do Experts or Crowd-Based Models Produce More Bias? Evidence from Encyclopedia Britannica and Wikipedia”

12th Annual Open and User Innovation Conference, July 2014

Social Media and Digital Innovation Workshop, Boston College, May 2014

“The Impact of Patent Wars on Firm Strategy: Evidence from the Global Smartphone Industry”  
Strategy Research Forum, May 2014

2013 Meeting of the Academy of Management, August 2013

10th Annual Atlanta Competitive Advantage Conference, May 2013

“Cannibalization and Option Value Effects of Secondary Markets: Evidence from the US Concert Industry”

2013 Meeting of the Academy of Management, August 2013

10th Annual Atlanta Competitive Advantage Conference, May 2013

“Open Content, Linus’ Law, and Neutral Point of View”

Platform Strategy Research Symposium, July 2013

“U-shaped Conformity in Online Social Networks”

NET Institute Conference, June 2013

“Competition and Platform Positioning”

2012 Meeting of the Academy of Management, August 2012

“Ad Revenue and Content Commercialization: Evidence from Blogs”

NBER Conference on Economics of Digitization, February 2012

9th ZEW Conference on the Economics of Information and Communication  
Technologies, Mannheim, Germany, June 2011

6th Bi-annual Conference on the Economics of Intellectual Property, Software and the  
Internet, Toulouse, France, January 2011

“Responses to Entry in Multi-Sided Markets: The Impact of Craigslist on Local Newspapers”



3rd Annual Conference on Internet Search and Innovation at Northwestern University, June 2012

Strategic Management Society 31st Annual International Conference, November 2011

9th West Coast Research Symposium on Technology Entrepreneurship, September 2011

9th ZEW Conference on the Economics of Information and Communication Technologies, Mannheim, Germany, June 2011

8th Annual Atlanta Competitive Advantage Conference, May 2011

Utah-BYU Winter Strategy Conference, February 2011

NET Institute Conference, November 2010

2010 Meeting of the Academy of Management, August 2010

#### “Group Size and Incentives to Contribute”

Wharton Technology and Innovation Conference, April 2010

5th Bi-annual Conference on the Economics of the Software and Internet Industries, Toulouse, France, January 2009

2007 Workshop on Information Systems and Economics (WISE), December 2007

#### “Entry into Platform-Based Markets”

6th Annual Atlanta Competitive Advantage Conference, May 2009

Annual Meeting of the Academy of Management, August 2007

#### **Panelist/Discussant**

2022	Ecosystem Theories of Harm in Platform Mergers Panel Discussion
2022	USC Digital Platform Dynamics Conference
2021	Strategy Science Conference
2017 – 2018	Workshop on Information Systems and Economics (WISE)
2016	NBER IT and Digitalization Workshop
2016	Strategy Research Forum (SRF) Conference
2016 – 2018	Digital Initiative Discussion & Symposium
2015	HBS Strategy Conference
2015	Annual International Industrial Organization Conference
2013	Platform Strategy Research Symposium
2013	Allied Social Science Associations Meeting
2012	Theory in Economics of Information Systems Workshop

2011 ZEW Conference on the Economics of Information and Communication Technologies  
2010 CRES Foundations of Business Strategy Conference  
2009 Workshop on Information Systems and Economics (WISE)  
2008 – 2013 NET Institute Conference

## **WORK EXPERIENCE**

Summer 2001 Software Engineer Intern, Microsoft Corp., Redmond, WA  
Visual Studio.Net Group  
Summer 2000 Software Engineer Intern, Microsoft Corp., Redmond, WA  
MSN Group

## **PROFESSIONAL AND ADMINISTRATIVE ACTIVITIES**

2023 Chair, Conference on Big Tech Regulation: What Have We Learned?, Harvard Business School  
2019 Chair, Platform Strategy Conference: What is Next?, Harvard Business School  
2019 – 2021 Scientific Committee, ZEW Conference on the Economics of Information and Communication Technologies  
2018 – 2019 Co-chair, Platform Strategy Research Symposium, Boston University  
2016 – 2017 Co-organizer, Competitive Strategy Interest Group Junior Faculty Research and Paper Development Workshop, Strategic Management Society Annual Conference  
2016 – 2018 Representative-at-large, Competitive Strategy Interest Group, Strategic Management Society  
2014 Faculty participant, BPS Dissertation Consortium, Academy of Management Meeting  
2013 Mentor, Doctoral Student Consortium, Western Academy of Management Conference  
2013 Member, AOM TIM Best Paper Awards Committee  
2012 – 2018 Member, Strategy Research Forum (SRF)

## **At Harvard Business School**

2023 – Co-chair, Harvard Business Analytics Program  
2021 – Course head, MBA Required Curriculum (TOM)  
2016 – TOM Doctoral Program Coordinator  
2017 – 2022 Co-organizer, Digital Initiative Seminar Series  
2015 – 2019 Faculty presenter, International Student Orientation Day

2019 – 2021 Faculty panelist, START faculty orientation  
 2019 – 2020 Faculty Recruiting Committee  
 2017 – 2018 Faculty Chair, Digital Transformation Summit  
 2017 – 2018 Faculty Chair, Digital Initiative Future Assembly  
 2015 – 2017 TOM Doctoral Special Field Exam Committee  
 2014 – 2016 Faculty Recruiting Committee  
 2014 – 2016 Co-organizer of the TOM Alumni Research Workshop  
 2014 Co-organizer of TOM Research Day  
 2013 – 2016 Team captain of TOM Doctoral admission (innovation track)

### At USC

2011 – 2013 Advisor, USC Consulting Club  
 2011 Judge, USC MBA Class of 2013 case competition  
 2010 – 2013 Department seminar series committee  
 2009 – 2012 Department doctoral program committee  
 2009 – 2010 Department recruiting committee

### Doctoral Committee Member

Dominika Randle Organizational Behavior, HBS (in progress)  
 Ashley Palmarozzo Technology and Operations Management, HBS  
 Initial Placement: Senior Economist at MITRE  
 Natalie Burford Strategy, INSEAD  
 Initial Placement: Assistant Professor of Strategy, IESE  
 Meitong Li Technology and Operations Management, HBS  
 Initial Placement: Startup  
 Ehsan Valavi Technology and Operations Management, HBS  
 Initial Placement: Post-Doctoral Fellow at MIT Sloan  
 Tommy Pan Fang Technology and Operations Management, HBS  
 Initial Placement: Assistant Professor of Strategy, Rice University  
 Zhou Zhou Information Systems, Boston University  
 Initial Placement: Assistant Professor of Information Systems, City  
 University of Hong Kong  
 Grace Gu Technology and Operations Management, HBS  
 Initial Placement: Assistant Professor of Information Systems, Boston  
 College  
 Ohchan Kwon Technology and Operations Management, HBS

Initial Placement: Assistant Professor of Information Systems, Hong Kong University of Science and Technology

M. Mahdi Tavalaei Strategic Management, IE Business School

Initial Placement: Assistant professor of Business Transformation, University of Surrey

Yuchen Zhang Management & Entrepreneurship, University of Colorado Boulder

Initial Placement: Assistant Professor of Management, Tulane University

Anil Doshi Technology and Operations Management, HBS

Initial Placement: Assistant Professor of Strategy and Entrepreneurship, University College London

Frank Nagle Technology and Operations Management, HBS

Initial Placement: Assistant Professor of Strategy, USC

Joo Hee Oh Information and Operations Management Department, USC

Initial Placement: Post-Doctoral Fellow at MIT Sloan

Eunice Rhee Management and Organization Department, USC

Initial Placement: Assistant Professor of Management, Seattle University

Timothy Derdenger Economics Department, USC

Initial Placement: Assistant Professor of Strategy, Carnegie Mellon University

**Referee for** *Academy of Management Discoveries, Academy of Management Journal, Academy of Management Review, Administrative Science Quarterly, California Management Review, Information Economics and Policy, Information Systems Research, International Journal of Industrial Organization, International Journal of Research in Marketing, Journal of Economics & Management Strategy, Journal of Industrial Economics, Journal of Interactive Marketing, Journal of the European Economic Association, Journal of Management, Journal of Management Studies, Journal of Management Information Systems, Journal of Marketing, Journal of Marketing Research, Journal of Product Innovation Management, Journal of Public Economics, Management Science, Marketing Letters, MIS Quarterly, Organization Science, Production and Operations Management, Rand Journal of Economics, Review of Industrial Organization, Review of Network Economics, Strategy Science, Strategic Management Journal, Annual Meetings of Academy of Management, Annual Strategic Management Society International Conferences and Special Conferences, National Science Foundation Grant Proposals*