

YUE MAGGIE ZHOU

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ACADEMIC POSITION

2025- University of Michigan, Ross School of Business
Full Professor
2018-2025 University of Michigan, Ross School of Business
Associate Professor
2013-2018 University of Michigan, Ross School of Business
Assistant Professor
2008-2013 University of Maryland, Smith School of Business
Assistant Professor

EDUCATION

2008 University of Michigan, PhD in Business Economics
Dissertation: Coordination Costs, Organization Structure and Firm Growth
2006 University of Michigan, Master of Applied Economics
1998 University of Maryland, MBA
1992 Shanghai Jiao Tong University
Bachelor of Engineering, First-class Honors
Double Major: International Business and Computer Science

RESEARCH INTERESTS

My research interests include strategy, organization structure, and multinational corporations. Specifically, I am interested in understanding how interdependencies and institutions, either independently or jointly, constrain firms' strategic and structural choices.

RESEARCH

A. Publications

- [1] Kim, E., S. Hiatt*, and Y.M. Zhou (2025). Green Screening: Firm Environmental Strategy Amidst Policy Implementation Uncertainty in the European Union. *Journal of Management Studies*, 62(4): 1450-1490.
- [2] Chung, H.D., Y.M. Zhou*, C. Choi (2024). When Uber eats its own business, and its competitors' too: Resource exclusivity and oscillation following platform diversification. *Strategic Management Journal*, 46(2): 411-435.
- AOM Best Paper Proceedings (STR Division), Academy of Management, 2022
 - Distinguished Paper Award, STR Division (Corporate and International Strategy Track), Academy of Management, 2022
 - Winner, Best Conference PhD Paper Prize, Strategic Management Society, 2022
 - Best Paper Award, Corporate Strategy IG, Strategic Management Society, 2022
 - Blogs and external media coverages:
 - <https://platformpapers.substack.com/p/the-hidden-cost-of-platform-diversification>
 - <https://d.newswise.com/articles/new-study-finds-uber-eats-reduces-uber-rideshare-volumes>

- <https://modernelivery.substack.com/i/146888166/ops-is-food-delivery-cannibalizing-rideshare-workers>
 - <https://phys.org/news/2024-07-uber-ridesharing.html>
- [3] Chung, H.D., Y.M. Zhou*, S. Ethiraj (2024). Platform governance in the presence of within-complementor interdependencies: Evidence from the rideshare industry. *Management Science*, 70(2): 799-814.
- [4] Larsen, M.M., J. Birkinshaw, Y.M. Zhou, G. Benito (2023). Complexity and multinationals. *Global Strategy Journal*, 13(3): 535-551.
- [5] Zhou, Y.M.*, W. Yang, S. Ethiraj (2023). The dynamics of related diversification: Evidence from the health insurance industry following the Affordable Care Act. *Strategic Management Journal*, 44(7): 1753-1779.
- [6] Cho, N., and Y.M. Zhou* (2021). Profits, reputation and the risk of medical malpractice liability. *Strategy Science*, 6(3): 191-264.
- [7] Ethiraj S., and Y.M. Zhou* (2019). Fight or flight? Market positions, submarket interdependencies and strategic responses to entry threats. *Strategic Management Journal*, 40(10): 1545-1569.
- [8] Sampson, R.*, and Y.M. Zhou (2018). Public vs. private firms: Energy efficiency, toxic emissions and abatement spending. *Advances in Strategic Management*, (38): Sustainability, Stakeholder Governance, and Corporate Social Responsibility 37-68.
- [9] Li, X., and Y.M. Zhou* (2017). Offshoring pollution while offshoring production? *Strategic Management Journal*, 38(11): 2310-2329.
- External media coverages:
 - <https://theconversation.com/when-some-us-firms-move-production-overseas-they-also-offshore-their-pollution-75371>
 - <http://tjm.org.uk/podcasts>
 - <https://grist.org/equity/u-s-smog-can-come-from-china-and-other-facts-about-pollutions-toxic-travels/>
 - <https://truthout.org/authors/yue-maggie-zhou/>
 - <https://www.salon.com/writer/yue-maggie-zhou>
- [10] Zhou, Y.M.*, and X. Wan (2017). Product variety, sourcing complexity, and the bottleneck of coordination. *Strategic Management Journal*, 38(8): 1569–1587.
- [11] Li, X., and Y.M. Zhou* (2017). Origin matters: The differential impact of import competition on innovation. *Advances in Strategic Management*, (38): Geography, Location, and Strategy, 387-427.
- [12] Zhou, Y.M.*, and X. Wan (2017). Product variety and vertical integration. *Strategic Management Journal*, 38(5): 1134-1150.
- [13] Zhou, Y.M. (2015). Supervising across borders: The case of multinational hierarchies. *Organization Science*, 26(1): 277-292.
- Booz Allen Hamilton/SMS PhD Fellowship, Strategic Management Society, 2007.
 - The Carolyn Dexter Award nominee for the Business Policy and Strategy Division, Annual Meetings of the Academy of Management, 2011.
- [14] Zhou, Y.M. (2013). Designing for complexity: Using divisions and hierarchy to manage complex tasks. *Organization Science*, 24(2): 339–355.
- Part of the content included in Zhou, Y.M. (2007). Structural complexity and diversification. *Academy of Management Best Paper Proceedings 2007* (1): 1-6.
- [15] Zhou, Y.M. (2011). Synergy, coordination costs, and diversification choices. *Strategic Management Journal*, 32(6): 624-639.
- Part of the content included in Zhou, Y.M. (2007). Structural complexity and diversification. *Academy of Management Best Paper Proceedings 2007* (1): 1-6.
 - Distinguished Paper Award, Business Policy and Strategy Division, Annual Meetings of the Academy of Management, 2009.
 - William H. Newman Award nominee for outstanding papers based on a recent dissertation, Business

Policy and Strategy Division, Annual Meetings of the Academy of Management, 2009.

- [16] Zhou, Y.M.*, X. Li, J. Svejnar (2011). Subsidiary divestiture and acquisition in a financial crisis: Operational focus, financial constraints, and ownership. *Journal of Corporate Finance*, 17(2): 272- 287.
- [17] Bellier, M., and Y.M. Zhou (2003). *Private Participation in Infrastructure in China - Issues and Recommendations for the Road, Water, and Power Sectors*. Washington, DC: World Bank Publications, 141 pages.
- [18] Zhou, Y.M. (2001). Private participation in urban infrastructure. In World Bank, China Ministry of Construction, and China National School of Administration (Ed.), *Sustainable Urban Development and Management*. Beijing: Dangjian Duwu Publishing House.

B. Working Papers

- [19] Song, Y., Y.M. Zhou*, X.P. Zhao (2025). Ecosystem in transition: Managing complementor bottlenecks in the disruptive innovation of small satellites. 2nd round at *Strategic Management Journal*.
 - AOM TIM Division Best Paper Award Finalist, 2023
 - INNOCNF Best Paper Award, Institute of Electrical and Electronics Engineers, 2023
- [20] He, L.*, Y.M. Zhou, S. Ethiraj (2025). Waiting for opportunity: A study of opportunity assignment and employee productivity in a restaurant chain. Under review.
- [21] Gao, H.X., Y.M. Zhou*, W.G. Zhong (2025). Willingness to PayPal: Network effects in disruptive innovation.
- [22] Yang, W., Y.M. Zhou*, S. Ethiraj (2024). Unconventional times: Competition, capability, and innovation in the oil and gas extraction industry.
- [23] Zhou, J.T., and Y.M. Zhou* (2024). Mary-go-round: Mobility and gender discount in managerial promotion.
- [24] Lee, J., J. Kim, Y.M. Zhou (2023). Tradeoff between efficiency and resilience in the history of airline route networks.
- [25] Nguyen-Chyung, A., and Y.M. Zhou (2023). Follow the sun: Value-chain positioning in an emerging industry. Previously Reject and Resubmit at *Strategic Management Journal*.
- [26] Zhao, D., Y.M. Zhou (2022). A real options perspective on corporate social responsibility: Evidence using causal forest.

*Corresponding author.

C. Research in Progress

- [27] Productivity at a luxury sports car company (Data analysis, with A. Wang, S. Ethiraj, and Stefano Turconi)
- [28] Internal vs. external labor markets for managerial talent (Data analysis, with A. Wang)
- [29] Contracting for intangible assets within multinational hierarchies (Data analysis, with C. Magelssen)
- [30] Spectrum warehousing in the satellite industry (Context analysis, with Y. Shein)

D. Invited External Seminars

2025-2026 (scheduled)

- Purdue University, Mitch Daniels School of Business, Strategy Management Department
- The Ohio State University, Fisher College of Business, Management and Human Resources Department
- University of Miami, Miami Herbert Business School, Management Department
- University of Southern California, Marshall School of Business, Information Systems Group
- Webinar, Organization Design Community

2024-2025 (including scheduled)

- China Europe International Business School, Strategy and Entrepreneurship Department
- Chinese University of Hong Kong Business School, Strategy and Entrepreneurship Department
- Georgia Institute of Technology, Scheller College of Business, Strategy and Innovation Department
- Hong Kong University of Science and Technology, Department of Management
- Jilin University, School of Business and Management
- London Business School, Strategy & Entrepreneurship Group
- Nanjing University, School of Business
- Ludwig Maximilian University of Munich, Organizations Research Group
- Peking University, Organization and Strategy Department
- Shanghai Jiao Tong University, Management Department
- The European School of Management and Technology (ESMT Berlin), Strategy and Entrepreneurship
- University of Amsterdam, Strategy & International Business Section
- University of Pennsylvania, Wharton School, Management Department
- Zhejiang University, Strategy and Innovation Management Department

2023-2024

- Bocconi University, ICRIOS research center
- Peking University, Organization and Strategy Department
- Rice University, Strategy Symposium on Emerging Markets
- University of Utah, Entrepreneurship & Strategy Department
- University of Virginia, Strategy, Ethics, and Entrepreneurship Department

2022-2023

- INSEAD, Department of Strategy
- National University of Singapore, Strategy and Policy Department
- New York University, Management and Organizations Department
- Peking University, Organization and Strategy Department
- Rutgers University, Management and Global Business Department
- Santa Clara University, Management & Entrepreneurship Department
- Shanghai Jiao Tong University, Management Department

2018-2022

Bocconi University, Boston College, Boston University, China Europe International Business School, City University of London, Erasmus University, George Washington University, Georgetown University, HEC Paris, INSEAD, Korea University, London Business School, Nanjing University, Peking University, Purdue University, Seoul National University, Shanghai Jiao Tong University, Shanghai University of Finance and Economics, Tsing Hua University, University College London, University of California Irvine, University of Colorado Boulder, and Washington University in St. Louis.

2007-2017

Duke University, George Washington University, INSEAD, London Business School, UCLA, University of Illinois at Urbana-Champaign (College of Agricultural and Consumer Economics), University of Illinois at Urbana-Champaign (College of Business), University of Kansas, University of Maryland, University of North Carolina at Chapel Hill, University of Southern California.

E. Selected Invited Conference Speeches

Keynote (2024 only)

- Strategic Management Society Extension Conference: Beyond Disruptive Technologies, Data and AI: What's Next, in Belgrade, 2024
- Shanghai Jiao Tong University Organization and Management Research PDW, Shanghai 2024

Panelist (2024-2025 only)

- SMS Symposium, “Entrepreneurship and Innovation in A Shifting Socio-political Landscape”, San Francisco, 2025
- AOM Paper Symposium, “Frontier Strategy Research on Competition and Regulation in Platform Markets”, Copenhagen, 2025
- AOM Symposium, “Resources and Growth”, Copenhagen, 2025
- CCC Doctoral Conference, Harvard, 2025
- Editors’ Panel, Strategy Science Paper Development Workshop, Shanghai, 2025
- 3rd Conference on Global Innovation and Intellectual Property, Shanghai, 2025
- AOM PDW “Reject and Resubmit on the research on ecosystems and platforms”, Chicago, 2024
- Editors’ Panel, Publishing at Top-Tier Management Journals, 12th Rice Strategy Symposium on Emerging Markets, Dallas, 2024

Discussant, Session Chair

Academy of Management Annual Meetings, Conference on Global Innovation and IP, Consortium on Competitiveness and Cooperation Conference for Doctoral Student Research, International Association for Chinese Management Research Conferences, Michigan Global Business and Comparative Corporate Governance Research Conference, Rice Annual Strategy Symposium on Emerging Markets, Strategic Management Society Annual Conferences, Strategy Science Annual Meetings, The Chinese University of Hong Kong Business School Strategy and Entrepreneurship Workshop, Tuck Strategy Summer Camp, Wharton Corporate Strategy and Innovation Conference

Presentations

Academy of Management Annual Meetings, Consortium on Competitiveness and Cooperation Conference for Doctoral Student Research, Organization Design Community Annual Conference, New York University Econ Strategy Workshop, Rice Annual Strategy Symposium on Emerging Markets, Strategic Management Society Annual Conferences, Society of Institutional and Organizational Economics Annual Conferences (Columbia University, Harvard University, and Stockholm School of Economics), Strategy Research Forum Annual Conferences, Strategy Science Annual Meetings, Tuck Strategy Summer Camp, Wharton Corporate Strategy and Innovation Conference

TEACHING

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| 2013- | University of Michigan
BA 850: Research Methods (doctoral seminar)
STRAT 898: Research in International Business (doctoral seminar)
STRAT 534: Competing in Global Business Environment (online MBA)
STRAT503/W MBA512: Competing in Global Business Environment/ World Economy (MBA core, Weekend MBA core)
CSIB310: World Economy (BBA)
EHS 690: Practice in Global Environmental Health
(School of Public Health guest lecture: Globalization and the Environment)
Various executive and custom education programs on Strategy |
| 2008-2013 | University of Maryland
EMBA785: Global Business Environment (EMBA)
BUSI681: Managerial Microeconomics (MBA core) |

BUSI673: International Economics for Managers (MBA)
BMGT392: International Business (BBA)

2005 University of Michigan
CSIB310: World Economy (BBA)

Doctoral student advising:

(Expected) Graduation Date, Name, University, Role (Initial placement)

2030	Yein Shin, Ross Strategy, University of Michigan, Main Advisor
2029	Alice Wang, Ross Strategy, University of Michigan, Main Advisor
2026	Andy Buschmann, Department of Political Science, University of Michigan, Committee Member
2025	Lorenzo Luisetto, Law School, University of Michigan, Committee Member (College of Law, Cleveland State University)
2025	Weikun Yang, Ross Strategy, University of Michigan, Chair (Chinese University of Hong Kong)
2024	David Hyuck Chung, Ross Strategy, University of Michigan, Chair (University of Illinois Urbana-Champaign)
2022	Christine Choi, Ross Strategy, University of Michigan, Chair (University of North Carolina)
2021	Jan Schmitt, Vienna University of Economics and Business, Second Supervisor (Amsterdam Business School)
2020	Frank Li, Ross Business Economics, University of Michigan, Committee Member (Stanford University, postdoc)
2019	Dan Zhao, Ross Business Economics, University of Michigan, Co-chair (Washington University, postdoc)
2018	Casidhe Horan Troyer, Ross Strategy, University of Michigan, Co-chair (London Business School)

Pre-doctoral student advising:

Graduation Date, PhD Program	
2025	University of Virginia, Darden School of Business, Strategy, Ethics & Entrepreneurship
2024	Washington University in St. Louis, Olin Business School, Strategy & Entrepreneurship
2023	University of Michigan, Mathematics Department
2022	University of Wisconsin, Wisconsin School of Business, Department of Management and Human Resources
2021	University of Michigan, School of Information, Information Science
2020	London Business School, Strategy & Entrepreneurship
2019	University of Michigan, Ross School of Business, Strategy
2018	Hong Kong University of Science and Technology, Marketing
2017	George Washington University, GW School of Business, International Business
2016	University of Maryland, Economics

MAJOR EDITORIAL AND PROFESSIONAL SERVICES

A. Editorial services

2023-	Associate Editor for <i>Management Science</i>
2020-	Associate Editor for <i>Strategic Management Journal</i>
2020-2023	Guest Editor for <i>Global Strategy Journal Special Issue on Complexity and Multinationals</i>
2022-	Editorial board member for <i>Strategy Science</i>
2017-	Editorial board member for <i>Organization Science</i>

2014-2020 Editorial board member for *Strategic Management Journal*
Ad-hoc reviewer for Academy of Management Journal, Administrative Science Quarterly, Journal of Banking and Finance, Entrepreneurship and Technology Management, Management Science, Organization Science, Strategic Management Journal, Journal of Technological Innovation.

B. Professional services

2024-2026 Member, Academy of Management STR Division Executive Committee
 2024 Co-organizer, Strategy Science Annual Conference
 2023, 2024 Co-organizer, Strategy Management Society Annual Doctoral Workshop
 2021-2023 Treasurer, Strategy Science Division of INFORMS
 2022 Judge, INFORMS / College of Organization Science Dissertation Competition
 2021 Co-chair, Strategic Management Society Annual Conference Best Paper Prize Competitions
 2020 Theme Track Chair, Strategic Management Society Hangzhou Conference
 2017-2019 Co-chair, Doctoral Consortium, AOM BPS Division
 2017 Representative-at-Large: Knowledge and Innovation Division, Strategic Management Society
 2015-2017 Co-chair, Junior Faculty Paper Development Consortium, AOM BPS Division
 2014-2016 Co-chair, Organization Design Community Annual Conference
 2013 Co-organizer, Strategy Research Forum Annual Conference

C. University of Michigan Committees

2019-2025 Doctoral Studies Committee (Coordinator for Strategy PhD Program)
 2025 Ross Analytics Task Force
 2025 Review committee for reappointment of an Assistant Clinical Professor
 2022-2024 Ross Community Values Committee
 2022 Search Committee for Max McGraw Professorship @ Ross School of Business and School of Environment and Sustainability
 2021-2022 Weekend MBA Curriculum Committee
 2021 Reimagining Hybrid Action Team
 2018 Undergraduate Curriculum Committee

D. Certification

Chartered Financial Analyst, CFA Institute, certified June 2001-2016.

AWARDS AND GRANTS

A. Awards

2024 Ross School of Business Neary Teaching Excellence Award for the WMBA Program
 2019 Ross School of Business Neary Teaching Excellence Award for the PhD Program
 2017 The NBD Bancorp Assistant Professorship in Business Administration, Ross School of Business, University of Michigan
 2011 Carolyn Dexter Award nominee for the Business Policy and Strategy Division, Annual Meetings of the Academy of Management
 2007 Booz Allen Hamilton/SMS PhD Fellowship, Strategic Management Society
 2005 Gerald and Lillian Dykstra Award for Teaching Excellence, Ross School of Business, University of Michigan
 2005 Mitsui Life Doctoral Research Fellowship on Emerging Markets, Ross School of Business, University of Michigan
 2004 Thomas William Leabo Memorial Award for Outstanding Doctoral Student, Ross School of

Business, University of Michigan

Best Paper Awards (see the publications section for details)

B. Grants

2023	Ross Internal Research Grant, \$10,000, Ross School of Business, University of Michigan
2015	Center for International Business Education and Research: \$5,000, University of Michigan
2011	ADVANCE Interdisciplinary and Engaged Research Seed Grant (with Vojislav Maksimovic): \$20,000, NSF and University of Maryland
2011	Summer Fund Award (with Vojislav Maksimovic): \$7,500, Center for Leadership, Innovation and Change, Smith School of Business, University of Maryland
2008	Graduate Research Board Summer Award, \$8,750, University of Maryland

INDUSTRY EXPERIENCE

1998-2002	International Finance Corporation, the World Bank Group Investment Officer, Department of Private Sector Advisory Services • Main projects included the restructuring and privatization of electric power systems in Armenia and Georgia, state-owned enterprises in China, water and sanitation system in Romania (IFC Corporate Performance Award 2000), airlines in Botswana and Nigeria, and seaports in Bulgaria.	Washington D.C.
Summer 1997	Raymond James Financial Assistant to Chairman	St. Petersburg, FL
1992 to 1994	Arthur Andersen & Co. Auditor	Shenzhen, China