

XUN (BRIAN) WU
Curriculum Vitae

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ACADEMIC AFFILIATIONS

2021 – present	Ross School of Business, University of Michigan Professor of Strategy (with tenure)
2015 – 2021	Ross School of Business, University of Michigan Associate Professor of Strategy (with tenure)
2017 – 2019	Ross School of Business, University of Michigan Michael R. and Mary Kay Hallman Fellow
2014 – 2015	Ross School of Business, University of Michigan Sanford R. Robertson Professorship
2007 – 2015	Ross School of Business, University of Michigan Assistant Professor of Strategy
2012 – Present	Lieberthal-Rogel Center for Chinese Studies, University of Michigan Faculty Associate
2015 – 2023	China Initiatives, Ross School of Business, University of Michigan Faculty Director
2014 – 2015	Strategy Department, Ross School of Business, University of Michigan PhD Coordinator
2024 –	Associate Editor for <i>Management Science</i>
2021 – 2024	Co-Editor for <i>Journal of Organization Design Special issue on “Organizing for Good”</i>
2021 –	Co-Editor for <i>Strategic Management Journal Special Issue on Resource Allocation and Strategic Management</i>
2021 –	Co-Editor-in-Chief for <i>Journal of Organization Design</i>
2020 – 2022	Associate Editor for <i>Strategic Entrepreneurship Journal</i>
2017 – 2019	Co-Editor for <i>Strategic Entrepreneurship Journal Special Issue on Entrepreneurship in Emerging Economies</i>
2015 – 2020	Associate Editor for <i>Strategic Management Journal</i>
2022-2027	Elected to the five-year leadership, program Chair in 2024, Strategic Management Division (~5600 members worldwide), Academy of Management.

EDUCATION

2007	Wharton School, University of Pennsylvania Ph.D. in Managerial Science and Applied Economics (Focus: Strategy and Entrepreneurship) Wharton Certificate Program in Applied Economics
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Dissertation Committee: Daniel Levinthal (advisor), Harbir Singh (chair), Sidney Winter, Anne-Marie Knott, Nicolaj Siggelkow

2005	Wharton School, University of Pennsylvania M.S. in Managerial Science and Applied Economics
2001	National University of Singapore M.S. in Management
1998	Tsinghua University, China B.A. in Finance (with distinction)

RESEARCH INTEREST

Corporate Scope, Industry Dynamics, Entrepreneurship, Innovation, Chinese Economy

PUBLICATIONS¹

1. Ke, S., Wu, B., Zhao, C. Learning from a Black Box. *Journal of Economic Theory*. *Conditionally accepted*.
2. Wang, Y., Rajagopalan, N., Yue, L., and Wu, B. Acquisitions and Entries in a Platform Market. *Strategic Management Journal*. *Conditionally accepted*.
3. Levinthal, D., and Wu, B. 2024. Resource Redeployment and the Pursuit of the New Best Use: Economic Logic and Organizational Challenges. *Strategy Science*. *Forthcoming*.
4. Baumann, O., Davis, G., Kunisch, S., Luo, J. and Wu, B. 2024. Organizing for Good—Using Organization Design to Take on Grand Challenges. *Journal of Organization Design* 12: 165-176.
5. Giustiziero, G., Kretschmer, T., Somaya, D. and Wu, B. 2023. Hyperspecialization and Hyperscaling: A Resource-Based Theory of the Digital Firm. *Strategic Management Journal* 44(6): 1391-1424.
Special Issue Renewing the resource-based view: New contexts, new concepts, and new methods
[SMS Journals Video Abstract Award](#)
6. Chu, L. and Wu, B. 2023. Designing Offline Platforms for Offline Services (O2O): A Market-Frictions Based Perspective. *Academy of Management Review* 48(1): 78-99.
7. Posen, H., Ross, J., Wu, B., Benigni, S. and Cao, Z. 2023. Reconceptualizing Imitation: Implications for Dynamic Capabilities, Innovation, and Competitive Advantage. *Academy of Management Annals*. 17(1): 74-112
8. Wang, L., Wu, B., Pechmann, C. and Wang, Y. 2023. The Performance Effects of Creative Imitation on Original Products: Evidence from Lab and Field Experiments. *Strategic Management Journal*. 44(1): 171-196.

Special Issue: Question-Driven and Phenomenon-Based Empirical Strategy Research

¹ Authors on all papers are listed alphabetically unless noted otherwise. In two cases my co-authors insisted that I merited first authorship (Wu and Knott, 2006; Wu, Wan, and Levinthal, 2014); in three other cases (Alsabbagh, Ma, and Wu, 2020; Wang, Aggarwal, and Wu, 2020; and Wang, Rajagopalan, Yue, and Wu, 2020), the first author is the lead author, and the other authors contributed equally.

9. Baumann, O. and Wu, B. 2022. The Many Dimensions of Research on Designing Flat Firms. *Journal of Organization Design*. 11: 1-3.
10. Chen, M., Kaul, A. and Wu, B. 2022. Learning and Letting Go: Relatedness, Complexity, and the Advantage of Entrepreneurial Spinouts. *Academy of Management Conference Best Paper Proceedings*.
11. Xu, M. et al. 2021. US-China Collaboration is Vital to Global Plans for a Healthy Environment and Sustainable Development. *Environmental Science & Technology (ES&T)* 55(14): 9622-9626.
 Leading journal in the field of environmental science and technology (2019 Impact Factor: 7.864)
12. Alsabbagh, A., Ma, C., and Wu, B. 2021. Distributed Electric Vehicles Charging Management Considering Time Anxiety and Customer Behaviors. *IEEE Transactions on Industrial Informatics* 17(4): 2422-2431.
 #1 in Engineering—Industrial; #3 in Automation and Control Systems; #4 in Computer Science—Interdisciplinary Applications, by journal impact factor.
13. Wu, B. 2020. Divergence and Convergence: A Brief Reflection and Agenda for Entrepreneurship and Innovation Research in China and the United States (创业和创新研究回顾与前瞻：中美对比和合作). *Quarterly Journal of Management (管理学季刊)* 2020(2).
 Essay based on “Entrepreneurship in Dynamic Environments: A Comparison Between the U.S. and China” by Wu, Y., Eesley, C., and Eisenhardt, K.
14. Wang, T., Aggarwal, V., Wu, B. 2020. Capability Interactions and Adaptation to Demand-Side Change. *Strategic Management Journal*. 41(9): 1595-1627.
15. Foo, M.-D., Vissa, B., and Wu, B. 2020. Entrepreneurship in Emerging Economies. *Strategic Entrepreneurship Journal* 14(3): 289-301.
16. Chen, M., Kaul, A. and Wu, B. 2019. Adaptation on Multiple Landscapes: Relatedness, Complexity, and Inter-Temporal Coordination Costs. *Strategic Management Journal*. 40(11): 1791-1821.
17. Du, X., Li, M. and Wu, B. 2019. Incumbent Repositioning with Decision Biases. *Strategic Management Journal*. 40(12): 1984-2010.
18. Giustiziero, G., Kaul, A., and Wu, B. 2019. The Dynamics of Learning and Competition in Schumpeterian Environments. *Organization Science*. 30(4): 668-693.
19. Wan, Z. and Wu, B. 2017. When Suppliers Climb the Value Chain: A Theory of Value Distribution in Vertical Relationships. *Management Science*. 63(2): 477-496
Academy of Management BPS Division Distinguished Paper Award 2015
Strategic Management Society Best Conference Paper Prize 2015 (honorable mention for top 5 papers)
20. Kaul, A. and Wu, B. 2016. A Capabilities-based Perspective on Target Selection in Acquisitions. *Strategic Management Journal*. 37(7): 1220-1239.
 Listed on SSRN's Top Ten download list for: ERN: Econometric Studies of Corporate Strategy, Mergers & Acquisitions, & Investment Policy (Topic), May 11, 2015.
21. Aggarwal, V. and Wu, B. 2015. Organizational Constraints to Adaptation: Intra-Firm Asymmetry in the Locus of Coordination. *Organization Science*, 26(1): 218-238.
22. Wu, B., Wan, W. and Levinthal, D. 2014. Complementary Assets as Pipes and Prisms: Innovation Incentives and Trajectory Choices. *Strategic Management Journal*, 35(9): 1257–1278 (lead article).

Listed on SSRN's Top Ten download list for: IRPN: Incumbent Versus Entrant (Sub-Topic), May 18, 2013.

23. Chang, S. and Wu, B. 2014. Institutional Barriers and Industry Dynamics. *Strategic Management Journal*, 35(8): 1103-1123 (lead article).

Covered by *The Economist*, April 27, 2013

24. Wu, B. 2014. Book review for “Build, Borrow, or Buy: Solving the Growth Dilemma” (by Laurence Capron and Will Mitchell). *Academy of Management Learning and Education*, 13(1): 141-143.
25. Wu, B. 2014. Foreword (in Chinese) for the Chinese edition of “Build, Borrow, or Buy: Solving the Growth Dilemma” (by Laurence Capron and Will Mitchell)
26. Wu, B. 2013. Opportunity Cost, Industry Dynamics, and Corporate Diversification: Evidence from the Cardiovascular Medical Device Industry, 1976-2004. *Strategic Management Journal*, 34(11): 1265–1287 (lead article).

2006 *INFORMS Organization Science Dissertation Proposal Competition*, one of the eight finalists.

27. Levinthal, D. and Wu, B. 2010. Opportunity Costs and Non-scale Free Capabilities: Profit Maximization, Corporate Scope, and Profit Margins. *Strategic Management Journal*, 31(7): 780-801.

2006 *Strategic Management Society Best Conference Paper Prize*, one of the 10 finalists.

28. Knott, A. M., Posen, H., and Wu, B. 2009. Spillover Asymmetry and Why It Matters. *Management Science*, 55(3): 373-388.
29. Wu, B. and Knott, A. M. 2006. Entrepreneurial Risk and Market Entry. *Management Science*, 52(9): 1315-1330.

Featured by James Surowiecki in *The New Yorker*, May 19, 2014.

Featured in *Business Week Online*, February 1, 2005.

Winner of the 2005 annual *Best Student Paper Award* from the Office of Advocacy of the US Small Business Administration.

30. Kruse, G. and Wu, B. 2006. Innovation and Entry into New Technical Subfields: Evidence from the Cardiovascular Medical Device Industry, 1976-2004. *Academy of Management Best Paper Proceedings*.

Academy of Management (AOM) Technology and Innovation Management (TIM) Division Stephan Schrader Best Conference Paper Award.

31. Hu, Q., Wu, B., and Wang, C. 2003. Lessons from Alibaba.com: Government’s Role in Electronic Contracting. *INFO—The Journal of Policy, Regulation and Strategy for Telecommunications, Information and Media*, 6(5): 298-307.
32. Zhu, W., Chen, H., and Wu, B. 2002. Product Market Competition and Financial Conservatism: A Theoretical Model and the Case of Yanjing Brewery Corporation. 2002. *Journal of Economic Research* (a leading economics journal in China), 52(8): 28-36.

Articles invited for 2nd review

33. Aggarwal, V., Chen, M. and Wu, B. Relatedness, Organization Structure, and Market Entry: Evidence from a Demand Shock, *Organization Science*.
34. Chu, L., Li, G., Wu, A., and Wu, B. Disruptive Timing. *Management Science*.

Working papers

35. Fang, L., Wang, Yi., Wu, B., Yuan, Z. 2024. Empowering Merchant Product Introduction: The Impact of AI-Driven Market Intelligence from a Digital Platform.
36. Li, T., Wan, Z., and Wu, B. 2024. Blockchains: Fusing Platform Functionalities Under the CAP Tradeoff
37. Zhang, Y., Wu, B. The Value of Digital Data in Traditional Industries: Evidence from Agriculture.
38. Tae, J., Pang, M.-S., Baumann, O., and Wu, B. An Interdependence Perspective on M&A Performance: Exploratory Evidence from the U.S. Airline Industry.
39. Lee, G., Wu, B., 2022. The Limit of AI-based Growth: The Scale, Scope, and Boundary of Digital Platforms.

Teaching cases

40. The Starwood Dilemma: Sell to a Chinese Company? WDI Publishing, Case 1-430-496

GRANTS, HONORS, AND AWARDS

A. Research awards and honors

SMS Journals Video Abstract Award 2023

Ross Researcher of the Year (only one at Ross Faculty), 2021

Best Proposal Award for Rigor in Research, Competitive Strategy Interest Group (CSIG), Strategic Management Society Conference, 2020

Best Session Paper Award, China Marketing International Conference (Theme: Globalization 2.0: China and the World Market), 2019

Michael R. and Mary Kay Hallman Fellowship for studying ecosystem boundaries, 2017

Top 40 Business School Professors Under 40 in the World, Poets & Quants, CNN Money, 2016

Strategic Management Society Best Conference Paper Prize, 2015 (honorable mention for top 5 papers).

Academy of Management BPS Division Distinguished Paper Award, 2015

Sanford R. Robertson Professorship, school-wide junior faculty award to recognize career achievement and outstanding performance in research and teaching (only one at Ross), 2014.

3M Non-tenured Faculty Award, 2012, 2013, 2014.

Academy of Management Technology and Innovation Management Division Past Chairs Emerging Scholar Award, runner-up, 2012.

Nominated for the Ross Junior Faculty Research Award, 2012, 2013.

INFORMS Organization Science Dissertation Proposal Competition, finalist, 2006.

Strategic Management Society Best Conference Paper Prize, finalist, 2006.

Academy of Management (AOM) Technology and Innovation Management (TIM) Division Stephan Schrader Best Conference Paper Award, 2006.

Best Doctoral Paper award from the Office of Advocacy of the US Small Business Administration, 2005.

2006 CCC Doctoral Consortium at EPFL, Switzerland, invited participant.

Coleman Scholarship to attend the 2005 United States Association for Small Business and Entrepreneurship (USASBE) annual meeting.

Participant and recipient of scholarship of the Strategic Management Society Doctoral Workshop at 2004 SMS 24th Annual International Conference (competitive entry).

B. Teaching awards and honors

Received Experiential Learning Funds (\$10,000) from Lieberthal-Rogel Center for Chinese Studies for creating an innovative course Corporate Strategy in the Chinese Context, with fieldwork in Germany to study cross-border investments.

Top 10 Most Popular Courses of Full-Time MBA Students at Michigan Ross (M&A's and Corporate Development), 2021

Top 40 Business School Professors Under 40 in the World, Poets & Quants, CNN Money, 2016

Nearby PhD Teaching Excellence Award (only one at Ross each year), 2015

Nominated for the PhD Teaching Excellence Award for 2013, 2014.

Nominated by the Ross BBA Class of 2011 for the Ross Teaching Excellence Award.

C. Research Grants

Awarded \$10,850 by Michigan Institute for Teaching and Research in Economics (MITRE) to co-organize (with Jing Cai of University of Michigan Economics Department) a research workshop in October, 2015 on the topic: "Micro-enterprises: Overcoming Growth Constraints in China".

Awarded \$50,000 by U-M Lieberthal-Rogel Center for Chinese Studies to co-organize (with Jing Cai of University of Michigan Economics Department) a conference "Micro-enterprises: Overcoming Growth Constraints in China" in 2015.

Ross School of Business Dean's Research Initiative Grant, University of Michigan, 2011, 2012, 2013, 2015.

Lieberthal-Rogel Center for Chinese Studies Research Grant, University of Michigan, 2012, 2013, 2019, 2020, 2022.

Center for International Business Education (CIBE) grant, University of Michigan, 2009, 2011, 2012, 2013.

Center for International Business Education and Research (CIBER) travel grant, University of Pennsylvania, 2006.

Mack Center on Technological Innovation Summer Grant, Wharton School, University of Pennsylvania, 2004 – 2006.

Reginald H. Jones Center for Management Policy, Strategy, and Organization Summer Grant, Wharton School, University of Pennsylvania, 2003.

Wharton School Doctoral Fellowship, 2002 – 2007.

Research Scholarship of National University of Singapore, 1999 – 2001.

D. Merit-based university honors and awards

Citibank Scholarship for academic excellence, 1st Prize, 1997.

HongKong Shanghai Bank Corporation (HSBC) Scholarship for academic excellence, 1st Prize, 1997.

Outstanding Student Scholarship, Tsinghua University, 1st Prize, 1996.

Metrobank (Philippine) Foundation Scholarship for academic excellence, Highest Prize, 1995.

One of "Top Ten Students" out of 180,000 examinees of Shandong Province in the National College Entrance Exam, 1994.

CONFERENCES/INVITED PRESENTATIONS

Learning from a Black Box

Harvard Business School, Strategy Unit, Cambridge, MA, April 2024

University of Southern California, Marshall School of Business, Management and Organization Department Seminar, Los Angeles, CA, March 2022

Strategy and Innovation Department Seminar, Copenhagen Business School, March 2022

INSEAD Strategy and Entrepreneurship Research Seminar Series, INSEAD, Fontainebleau, France, February, 2022

Empowering Merchant Product Introduction: The Impact of AI-Driven Market Intelligence from a Digital Platform

Foster School of Business, University of Washington, April 2024

Leavey School of Business, Santa Clara University, Jan 2024

Peking University Guanghua School of Management Strategy Seminar, Jan 2024

Tsinghua University School of Economics and Management Strategy Seminar, Jan 2024

Hosmer-Hall Lunch, Ross School of Business, University of Michigan, Nov 2023

University of Minnesota Strategic Management & Entrepreneurship Department, Carlson School of Management, University of Minnesota, Nov 2023

Hong Kong University Business School, Oct 2023

HKUST Business School, Oct 2023

University of Colorado at Boulder, Leeds School of Business, Sep 2023

Resource Redeployment and the Pursuit of the New Best Use: Economic Logic and Organizational Challenges

Antai School of Management, Shanghai Jiaotong University, Jan 2024

Blockchains: Fusing Platform Functionalities Under the CAP Tradeoff

Wharton Corporate Strategy and Innovation Conference, Philadelphia, December, 2023

Disruptive Timing

Symposium on "Technology Strategy and Competition Track: Emergence: Geography & Markets," Academy of Management Annual Conference, Seattle, WA, August 2022

Hyperspecialization and Hyperscaling: A Resource-Based Theory of the Digital Firm

Strategic Management Society Annual Conference, September 2021

Research Seminar, International Association for Chinese Management Research, 2021

Designing Offline Platforms for Offline Services (O2O): The Bigger, the Better?

Strategy\IB Seminar Series, Fisher College of Business, Ohio State University, April 2021

Management and Strategy Seminar Series, Hong Kong University Business School, Jan 2021

Cross-Disciplinary Seminar Series, Smith School of Business, University of Maryland, Jan 2021

CRES Strategy Seminar Series, Olin School of Business, Washington University in St. Louis, September 2020

Strategy Seminar Series, A. B. Freeman School of Business, Tulane University, January 2020

Strategy Seminar Series, Kenan-Flagler Business School, University of North Carolina at Chapel Hill, November 2019

INSEAD Strategy and Entrepreneurship Research Seminar Series, INSEAD, Fontainebleau, France, October, 2018

Strategy Seminar Series, UCLA Anderson School of Management, January 2018

Wharton Strategy Seminar, 2018 (invitation declined due to health issues)

An Exploration of the Micro-Level Impact of Shanzhai (Copycat) Products on the Originals in China.

Academy of Management Annual Conference, Boston, MA, August 2019

Strategic Management Society Annual Conference, Paris, France, October 2018

Incumbent Repositioning with Decision Biases

Strategic Management Society Annual Conference, Paris, France, October 2018

Relatedness, Organization Structure, and Market Entry: Evidence from a Demand Shock.

Academy of Management Annual Conference, Seattle, WA, August 2022

Fox School of Business, Temple University, November 2021

Krannert School of Management, Purdue University, August 2020

McCombs School of Business, University of Texas at Austin, Austin, TX, March 2017

The Value of (In)Consistency: How Interactions Among Capabilities Shape Firm Adaptation to Demand-Side Change

Strategic Management Society Annual Conference, Houston, October 2017

Adaptation on multiple landscapes: Relatedness, Complexity, and Inter-Temporal Coordination Costs

Strategic Management Society Annual Conference, Berlin, Germany, September 2016

Annual Meeting of the Academy of Management, Anaheim, CA, August 2016

When Suppliers Climb the Value Chain: A Theory of Value Distribution in Vertical Relationships.

Strategic Management Society Annual Conference, Denver, CO, September 2015

Annual Meeting of the Academy of Management, Vancouver, BC, Canada, August 2015

Columbia Business School, Management Department Seminar, New York, March 31, 2015
Inaugural Management and Organization Review Research Frontiers Conference, Hong Kong, December 4-7, 2014.

University of Hong Kong Strategy Group Seminar, Hong Kong, December 3, 2014.

Laboratory of Economics and Management Seminar, Scuola Superiore Sant' Anna, Pisa, Italy, Sep 26, 2014

Midwest Strategy Meetings, University of Wisconsin-Madison, Madison, WI, June 6-7, 2014.

Atlanta Competitive Advantage Conference (ACAC), Atlanta, GA, May 20-22, 2014.

Constraints or Opportunities? The Double-Edged Role of Market Competition on Expansion Strategy.

Strategic Management Society Annual Conference, Atlanta, GA, Sep 28-Oct 1, 2013.

Creative Construction in a Schumpeterian Environment: The Duality of Learning and Competition.

School of Business, University of California at Riverside, CA, November 2017

Strategic Management Area, Krannert School of Management, Purdue University, West Lafayette, IN, January 2017

School of Management, University at Buffalo, SUNY, Buffalo, NY, May 2016

Danish Research Unit for Industrial Dynamics (DRUID) Summer Conference, Barcelona (Spain), June 17-19, 2013.

Midwest Strategy Meetings, University of Illinois at Urbana Champaign, Champaign, IL, June 7-8, 2013.

University of Maryland Smith Entrepreneurship Research Conference, College Park, MD, April 25-27, 2013.

Annual Meeting of the Academy of Management, Boston, MA, August 2012.

Atlanta Competitive Advantage Conference (ACAC), Atlanta, GA, May 15-17, 2012.

Structured Contributions and Directed Search.

Midwest Strategy Meetings, Fisher College of Business, Ohio State University, Columbus, OH, May 6-7, 2012.

Complementary Assets as Pipes and Prisms: Innovation Incentives and Trajectory Choices.

Darden Entrepreneurship and Innovation Research Conference, Charlottesville, VA, May 5-6, 2012.

Atlanta Competitive Advantage Conference (ACAC), Atlanta, GA, May 17-19, 2011.

CRES Foundations of Business Strategy Conference, Washington University in St. Louis, Olin School of Business, MO, May 13-14, 2011.

University of Maryland Smith Entrepreneurship Research Conference, College Park, MD, April 8-10, 2011.

University of Illinois at Urbana Champaign Strategy Group Seminar, Champaign, IL, February 10-11, 2011.

Post-liberalization Industry Consolidation: Evidence from the Chinese Brewery Industry.

Annual Meeting of the Academy of Management, Orlando, FL, August 9-13, 2013.

Atlanta Competitive Advantage Conference (ACAC), Atlanta, GA, May 21-24, 2013.

Midwest Strategy Meetings, Krannert School of Management, Purdue University, West Lafayette, IN, May 6-7, 2011.

Jones Graduate School Strategy Symposium on Emerging Markets, Rice University, Houston, TX, April 28-29, 2011.

Academy of Management Conference, Montreal, Canada, August 8-10, 2010.

Danish Research Unit for Industrial Dynamics (DRUID) Summer Conference, London, UK, June 16-18, 2010.

Organizational Constraints to Adaptation: Intra-Firm Asymmetry in the Locus of Coordination.

Tilburg University, School of Economics and Management, Organization and Strategy Seminar, Tilburg, The Netherlands, December 13, 2013.

University of Southern California, Marshall School of Business, Management and Organization Department Seminar, Los Angeles, CA, October 18, 2013.

Boston College, Carroll School of Management, Management and Organization Department Seminar, Boston, MA, April 4, 2013.

University of Hong Kong Strategy Group Seminar, Hong Kong, Feb 22, 2012.

National University of Singapore Strategy Group Seminar, Singapore, October 5, 2011.

Academy of Management Conference, Montreal, Canada, August 8-10, 2010.

Danish Research Unit for Industrial Dynamics (DRUID) Summer Conference, Copenhagen, Denmark, June 17-19, 2010.

Midwest Strategy Meetings, Kellogg School, Northwestern University, Evanston, IL, May 20-21, 2010.

Atlanta Competitive Advantage Conference (ACAC), Atlanta, GA, May 17-19, 2010.

INSEAD Entrepreneurship and Family Enterprise 2010 Research Workshop, Fontainebleau, France, 16-17 May, 2010.

University of Michigan Ross School Hosmer Faculty Lunch seminar, April 2010.

University of Michigan the Interdisciplinary Committee on Organizational Studies (ICOS) seminar, March, 2010.

Washington University in St. Louis, Olin School Strategy Group Seminar, March 4, 2010.

University of Michigan Strategy Department Brownbag seminar, March 2010.

Institutional Barriers and Industry Dynamics.

Center for Chinese Studies Noon Lecture Series, University of Michigan, April 2, 2013.

Rensselaer Polytechnic Institute, Lally School of Management and Technology, Enterprise Management and Organization Department Seminar, Troy, NY, Nov 7, 2013.

INSEAD Strategy and Entrepreneurship Research Seminar Series, INSEAD, Fontainebleau, France, October 12, 2012.

The National Committee on U.S.-China Relations Fifth Annual CHINA Town Hall, Farmington Hills, MI, November 16, 2011.

The Asia Law Society, University of Michigan, November 9, 2011.

Academy of Management Conference, Chicago, IL, August 2009.

Danish Research Unit for Industrial Dynamics (DRUID) Summer Conference, Copenhagen, Denmark, June 17-19, 2009 (invited).

Atlanta Competitive Advantage Conference (ACAC), Atlanta, GA, May 19-21, 2009.

University of Maryland Smith Entrepreneurship Research Conference, College Park, MD, April 30 - May 1, 2009.

University of Utah/BYU Winter Strategy Conference, Utah, March 5-7, 2009.

Capacity-constrained Capabilities, Market Maturity, and Corporate Diversification: Theory and Evidence from the Cardiovascular Medical Device Industry 1976-2004 (Dissertation).

Academy of Management Conference Symposium "Strategic Exit Decisions: Optimal and Otherwise", Chicago, IL, August 2009.

Academy of Management Conference, Anaheim, CA, August 2008.

Invited job talks 2006-2007: Emory University, Georgetown University, INSEAD, London Business School, Southern Methodist University, UCLA, University of Maryland, University of Michigan, University of Minnesota, University of Northern Carolina at Chapel Hill, University of Toronto, Washington University at St. Louis.

INFORMS Organization Science Dissertation Proposal Competition, Pittsburgh, PA, November 2006.

The Rational Tradeoff between Corporate Scope and Profit Margins: The Role of Capacity-Constrained Capabilities and Market Maturity.

Harvard Business School Strategy Research Conference, Cambridge, MA, October 2007.

Strategic Management Society Conference, Vienna, Austria, October 2006.

Academy of Management Conference, Atlanta, GA, August 2006.

Atlanta Competitive Advantage Conference, Atlanta, GA, June 2006.

Innovation and Entry into New Product Markets: Evidence from the Cardiovascular Medical Device Industry.

Academy of Management Conference, Atlanta, GA, August 2006.

Strategic Management Society Conference, Vienna, Austria, October 2006.

Reason, Imitation or Coercion? The Liberalization of FDI Policy in Developing Countries: 1992-2001.

An Interdisciplinary Conference on the Political Economy of Regulating Multinational Corporations and Foreign Direct Investment, Pennsylvania State University, State College, PA, October 2005.

Multinational Management Seminar, Wharton School, March 2005.

Entrepreneurial Risk and Market Entry.

Academy of Management Conference, Honolulu, HI, August 2005.

United States Association for Small Business and Entrepreneurship (USASBE) annual meeting, Indian Wells, CA, January 2005.

Wharton Applied Economics Seminar, Wharton School, June 2004.

Spillover Asymmetry and Why It Matters.

University of Maryland Smith Entrepreneurship Research Conference, College Park, MD, April, 2008.

Fall Conference - College on Organization Sciences, Tuck School of Business at Dartmouth, Hanover, NH, November 2004.

24th Annual International Conference of the Strategic Management Society, San Juan, Puerto Rico, October 2004.

Jones Center Brown Bag Seminar, Wharton School, November 2003.

Complementary Assets, Institutional Linkages, and Upgrading: Evidence from China's Zhongguancun Science Park.

Academy of Management Conference, Atlanta, GA, August 2006.

25th Annual International Conference of the Strategic Management Society, Orlando, FL, October 2005.

Product Market Competition and Financial Conservatism: a Theoretical Model and the Case of Yanjing Beer Corporation.

9th Annual Global Finance Conference, Peking, China, May 2002.

Shooting the Inventor: Understanding the Impact of Staged Financing on Entrepreneurs.

20th Annual International Conference of the Strategic Management Society, Vancouver, Canada, October 2000.

WORK EXPERIENCE

Academic Advisory Board, Alibaba Group's Research Institute, 2018-2020

Strategic Advisor, Didi Chuxing Inc., 2017-2018.

Penghua Fund Management Company, China, financial engineer, 2001 – 2002.

State Administration of Foreign Exchange, China, Foreign Exchange Reserve Division, research assistant, summer 1997.

TEACHING EXPERIENCE

A. Courses

STRAT 782 Mergers, Acquisitions, and Corporate Development (Ross School of Business Online MBA), 2025-. Under development.

STRAT 488 Corporate Restructuring (creator), 2024-

Global Strategy Residency (co-creator), Online MBA, 2022-

Corporate Strategy in the Chinese Context with Fieldwork in China (co-creator), 2016-present

EMBA 636 Strategic Thinking and Competitive Analysis

Doctoral Seminar in Strategy: Boundaries of the Firm

Winner of PhD Teaching Excellence Award for 2015 (only one at Ross each year)

Nominated for the PhD Teaching Excellence Award for 2013, 2014

STRAT 682 Mergers, Acquisitions, and Corporate Development (Ross School of Business MBA elective for full-time and evening MBA students). Winter, 2012-present

Top 10 Most Popular Courses of Full-Time MBA Students at Michigan Ross

WMBA 627 Mergers, Acquisitions, and Corporate Development (Ross School of Business Weekend MBA), 2015-present

STRAT 505 Corporate Strategy (Ross School of Business Weekend MBA core course), Fall, 2010

STRAT 390 Corporate Strategy (Ross School of Business BBA core course), Fall, 2007-2010

Nominated by the Ross BBA Class of 2011 for the Ross Teaching Excellence Award

Executive education for Bank Mandiri of Indonesia, China Development Bank, China Telcom Americas, Industrial and Commercial Bank of China, People's Insurance Company of China, PolyOne, and Saudi Telecom Company

MGMT 101 Introduction to Management (Wharton Undergraduate Capstone Course)

B. Teaching Cases

The Boundaries of the Magic Kingdom: The Walt Disney Company. 2005

Wharton School MBA Case: with Prof. Daniel Levinthal

UNIVERSITY SERVICES

President-Elect, University of Michigan Association of Chinese Professors (UM-ACP) (~450 members), 2023-2024

Co-chair for *Strategy Science* Conference held at University of Michigan, 2024

Executive committee member, Lieberthal-Rogel Center for Chinese Studies, 2023-25

Global Strategy Task Force, Ross School of Business, 2023-2024

Strategy Area Ph.D. Admissions Committee, Ross School of Business, 2023-24

Taught two mock classes (without compensation) for admitted Weekend MBAs during the Go Blue Weekend, Ross School of Business, Mar 2024.

Faculty advisor, Asian Consortium for Economic Development Summit, 2022-

Faculty advisor, university outreach program for high school students at Greenhills School, Ann Arbor, MI, multiple years

Judge, Strategy and Design Sprint, School of Information and Ross Business+Tech, April 2024

Judge, China Entrepreneur Network Business Challenge, April 2024

Keynote speaker, Asian Consortium for Economic Development Summit, Dec 2022

Judge, TAMID Group Final Deliverable Competition, April 2023

Judge, China Entrepreneur Network Pitch Competition, Mar 2023

China Panel Moderator, Asian Business Conference, Mar 2023

Co-founder (with Yuen Yuen Ang), Global Innovation Seminar Series (GISS) (pilot), University of Michigan, 2021.

Community Engagement Faculty Subcommittee, Ross School of Business, University of Michigan, Spring/Summer 2021-2023

Faculty Director for numerous Executive Education programs for major global corporations

Reader for second year papers of Strategy Department, Ross School of Business

Campus Interview Committee for the Department of State Fulbright U.S. Student Program, University of Michigan, 2020

Panelist, Aspen Institute Business & Society Program & Ross School of Business Business + Impact "Igniting Impact" Conference, University of Michigan, March 2020

Faculty Council, Bachelor of Business Administration Programs (BBA), Ross School of Business, University of Michigan, 2020-present

Community Values Committee, Ross School of Business, University of Michigan, 2019-2021

Faculty Council, Faculty Council for Specialty Master Programs, Ross School of Business, University of Michigan, 2018-2020

Co-organized US-China Conference on Environmental Sustainability Conference at UM, October 2019

Co-organized the Annual Michigan China Forum, Mar 2019

Co-organized the TusLink US-China Innovation Ecosystem Conference, May 2018

Co-organized the Tsinghua University North America Alum Association Future Mobility Forum, April 2018

Co-organized the Annual Michigan China Forum, Mar 2018

Co-organized Lieberthal-Rogel Center for Chinese Studies Annual Conference October 2017

- Invited Shi Wang as Lieberthal-Rogel Distinguished Visitor

Co-organized Lieberthal-Rogel Center for Chinese Studies Annual Conference October 2016

- Invited Yifu (Justin) Lin as Lieberthal-Rogel Distinguished Visitor

ROSSTALKS in Shanghai on April 24, 2016

Founding Faculty Director, China Initiatives, Ross School of Business, University of Michigan

Co-organized Lieberthal-Rogel Center for Chinese Studies Research Workshop "Micro-enterprises: Overcoming Growth Constraints in China". October 2015.

Admissions and Fellowships Committee, Lieberthal-Rogel Center for Chinese Studies, University of Michigan

PhD coordinator, Strategy Department, Ross School of Business, University of Michigan, 2014-15

Doctoral dissertation advisor (full or part): Aseem Sinha (Ph.D. in Strategy), Gianluigi Giustiziero (Ph.D. in Strategy), Sara Ryoo (Ph.D. in Strategy), Harsh Ketkar (Ph.D. in Strategy)

Doctoral dissertation committee: Yuan Shi (PhD in Finance), David Chung (PhD in Strategy), Florian Trouvain (PhD in Economics), Mana Heshmati (PhD in Strategy), Christine Choi (PhD in Strategy), Cha Li (PhD in Strategy), Maggie Li (PhD in Technology and Operations), Iris Wang (PhD in Technology and Operations), Beryl Boxiao Chen (PhD in Industrial Engineering), Liang Ding (Ph.D. in Technology and Operations), Thunyarat (Bam) Amornpetchkul (Ph.D. in Technology and Operations), Danial Asmat (Ph.D. in Business Economics), David Knapp (Ph.D. in Economics), Anyan Qi (Ph.D. in Technology and Operations), Santhosh Suresh (Ph.D. in

Technology and Operations), Dadi Wang (Ph.D. in Technology and Operations), Yan Yin (Ph.D. in Technology and Operations), Bo Zhao (Ph.D. in Business Economics), Mo Chen (Ph.D. in Strategic Management, Smith School of Business, University of Maryland), Amy Zhao (Ph.D. in Strategic Management, INSEAD), Alex Wang (Ph.D. in Strategy Management, Marshall School of Business, University of Southern California), Kinde Wubneh (Ph.D. in Strategy Management, McCombs School of Business, UT Austin)

Lecture on “Introduction to Strategy”, Ross Preparation Initiative Seminar, October 24, 2014

Organizer, Strategy Department External Seminar Series 2013-2014, Ross School of Business, University of Michigan

Lecture on “Introduction to Strategy”, American Society of Mechanical Engineers, University of Michigan, March 19, 2013

Moderator, China Panel, Asia Business Conference at the University of Michigan, February 10–11, 2012

Lecture on “Introduction to Strategy”, Theta Tau Professional Engineering Fraternity, University of Michigan, December 6, 2011

Organizer, Strategy Department External Seminar Series 2009-2010, Ross School of Business, University of Michigan

Organizer, Strategy Department Brownbag Seminar Series 2008-2009, Ross School of Business, University of Michigan

PROFESSIONAL SERVICES

A. Reviewing services

Associate Editor for *Management Science*, 2024-

Co-Editor for *Strategic Management Journal Special Issue on Resource Allocation and Strategic Management*, 2021-

- Managed 112 submissions

Co-Editor for *Journal of Organization Design Special issue on “Organizing for Good,”* 2022-2024

Co-Editor in Chief for *Journal of Organizational Design*, starting from January 2021

Associate Editor for *Strategic Entrepreneurship Journal*, 2020-2022

Guest Editor for *Strategic Entrepreneurship Journal Special Issue on Entrepreneurship in Emerging Economies*, 2018-2020

Associate Editor for *Strategic Management Journal*, 2015-2020

Editorial board member for *Academy of Management Review*, 2020-2022

Editorial board member for *Journal of Organization Design*, 2017-2020

Founding Editorial board member for *Strategy Science*, 2014-

Editorial board member for *Strategic Management Journal*, 2013-2015

Ad hoc reviewer for *Academy of Management Journal*, *Management and Organization Review*, *Management Science*, *Organization Science*, *Journal of International Business Studies*, and *Academy of Management annual conference*, *INFORMS Organization Science Dissertation Proposal Competitions*, *AOM and SMS paper and award competitions*

B. Professional associations

Program Chair (elected), Strategic Management Division (~5600 members), Academy of Management, five-year leadership, 2022-27

- Managed 1,006 conference submissions for the AOM Annual Conference 2024

Chair, *Strategy Science* review committee (creating and managing the committee) for INFORMS, 2024

Co-chair for *Strategy Science* Conference, 2024, Ann Arbor, MI

Co-chair for Conference Theme Track C, Strategic Management Society Conference 2024, Istanbul, Turkey (submissions)

- Managed 93 conference submissions

Strategic Management Society Video Abstract Award Subcommittee, 2024

Board of director (non-voting), Organizational Design Community (~600 members), 2021-

Conference Co-chair for Strategic Management Society Special Conference. Hangzhou, 2020, Hangzhou, China

Chair for Conference Theme Track A, Strategic Management Society Conference 2019, Minneapolis

Elected as Representative-at-Large for the Technology and Innovation Management (TIM) Division Executive Committee of the Academy of Management (2015-2017)

Management Committee (one of three members) of the Chinese Management Scholars Community (CMSC) (~500 members)

Co-organizer for the Doctoral Consortium of Business Policy and Strategy (BPS) Division of the Academy of Management (2014-2016).

Elected as Representative-at-Large for the Corporate Strategy Interest Group of the Strategic Management Society (2014-16)

Elected as Representative-at-Large for the Behavioral Strategy Interest Group of the Strategic Management Society (2014-16)

Elected to the Business Policy and Strategy (BPS) Division Executive Committee of the Academy of Management (2013-2015)

Appointed to the Business Policy and Strategy (BPS) Division Research Committee of the Academy of Management (2010-2012)

C. Conferences

Editor Panel, University of Southern California Digital Platforms Conference, Los Angeles, Feb 2024

Keynote speech on Reconceptualizing Imitation, Tsinghua University-Rice University Joint Research Center for Human Capital and Sustainable Innovation, Beijing, China, Jan 2024

Keynote speech on Evolution of Chinese Industries in the Digital Era, Quarterly Journal of Management International Research Forum, Guangzhou, China (virtual), Dec 2022

Discussant, Wharton Corporate Strategy and Innovation Conference, Philadelphia, December 2022

Editor Panel, University of Southern California Digital Platforms Conference, Los Angeles, December, 2022

Discussant, Israel Strategy Conference, Tel Aviv, Israel, December, 2022

Invited speaker on Digitizing Organizations, Organizing Digitization: How Digitalization is Changing Intra- and Inter-Firm Organization. Troesh Research Conference, University of Nevada, Las Vegas, Nov 2022

Keynote speech on Resource Redeployment in the Open World - Implications for Human Capital and Corporate Strategy. *Strategic Management Society* Pre-conference Extension, Madrid, Spain, September 2022.

Co-chair, Symposium on “The Digital Firm and New Forms of Economic Organizing”, Academy of Management Conference, August 2022

Panelist, Professional Development Workshop on “Resources, Capabilities, and Competitive Advantage in the Digital Era”, Academy of Management Conference, August 2022

Co-organizer, Professional Development Workshop on “Organizing for Good”, Academy of Management Conference, August 2022

Co-leader, Corporate Strategy Masterclass on Resource Reallocation, Strategic Management Society Corporate Strategy Interest Group, May 2022

Discussant, 2nd China Research Group Doctoral Symposium, University of Southern California, April 2022

Senior dissertation reviewer, Industry Studies Association (ISA) Dissertation Award, April 2022

Panelist, Strategic Management Society Editors’ Panel-Publishing China-Related Research in SMS journals, October 2021

Co-Organizer, Panel Session "The post-Chandlerian digital firm and new forms of economic organizing," Strategic Management Society Conference, 2021

Panelist, Technology and Innovation Management Division Doctoral Research Development Workshop, Academy of Management Annual Conference, Aug 2021

Panelist for Professional Development Workshop “Formal Modeling in Management Research: Generating Insights for Theory and Practice”, Academy of Management Annual Conference, Aug 2021

Co-organizer and panelist for Virtual Symposium “Broadening our View of Imitation,” Academy of Management Annual Conference, June 2021

Faculty mentor, CCC Doctoral Consortium, May 2021

Discussant for CCC Industry Dynamics Brown Bag, April 2021

Panelist for Sunday Working Session of the Corporate Strategy Interest Group, Strategic Management Society Conference, 2020

Panelist for Parallel Panel on “Imitation and Industry Dynamics”, Strategic Management Society Conference, 2020

Faculty mentor for Technology and Innovation Management (TIM) Virtual Doctoral Research Development Workshop, Academy of Management Annual Conference 2020

Panelist for Virtual Symposium “Formal Modeling in the Resource Based View”, Academy of Management Annual Conference 2020

Keynote Speaker for Virtual Professional Development Workshop “Corporate Strategy Issues in Platform-Based Business Models”, Academy of Management Annual Conference 2020

Co-Organizer for Virtual Symposium: Broadening our View of Imitation, Academy of Management Annual Conference 2020

Organizer for CK Prahalad Award / Plenary Session on Redefining Ecosystems: The Case of the Construction Sector, Strategic Management Society Conference, 2019

Organizer for Conference Theme Track Panel: Entrepreneurship in Emerging Regions, Strategic Management Society Conference, 2019

Panelist for Corporate Strategy Junior Faculty Professional Development Workshop, Strategic Management Society Conference, 2019

Panelist for Firms' Vertical and Horizontal Boundaries: Demand, Costs, and Resources Revisited, Strategic Management Society Conference, 2019

Co-organizer for Professional Development Workshop: Current Research in Organization Design: Topics, Tools, and Triumphs, Academy of Management Annual Conference 2019

Presenter for Symposium on Resource Redeployment and Corporate Strategy, Academy of Management Annual Conference 2019

Invited panelist for Strategic Management Society Extension Conference at INSEAD - Platform, Ecosystems and Partnerships in the Digital Age, 2018,

Invited panelist for the Showcase Panel "30 Years After Teece's Seminal Paper—What Do We Know and What Questions Are Unanswered?", Strategic Management Society Conference, 2017

Invited panelist for Symposium on "Allocating Corporate Resources: The Need for New Theory", Academy of Management Conference, Atlanta, GA, 2017

Co-organizer of Symposium on "Industry Dynamics and Organizational Adaptation", Academy of Management Conference, Atlanta, GA, 2017

Invited panelist for Symposium on "Building Better Theory with Formal Models", Academy of Management, Atlanta, GA, 2017

Invited panelist for Junior Faculty Professional Development Workshop, Strategic Management Society Conference, 2016

Invited panelist for Competitive Strategy Research and Paper Workshop, Strategic Management Society Conference, 2016

Invited judge for Technology and Innovation Management (TIM) Division Best Dissertation Award, Academy of Management meeting, 2016, 2017

Invited judge for Strategic Management Society Conference best student paper award, 2014, 2015

Invited faculty participant, Pre-conference Paper Development Workshop on entrepreneurship & strategy research, Strategic Management Society Conference, Madrid, Spain. September 20, 2014

Invited faculty participant, 10th Doctoral Workshop of the Strategic Management Society Conference, Atlanta, GA, September 28, 2013

Invited faculty participant, 21th CCC Doctoral Consortium, Boston, MA, April 2014

Co-organizer of Symposium on "Resource Allocation from Multiple Lenses: Capabilities, Incentives, and Opportunities", Academy of Management Conference, Orlando, FL., August 9-13, 2013 (with Dan Levinthal)

Co-organizer of Professional Development Workshop on “Leveraging India and China: To Inform the World”, Academy of Management conference, Orlando, FL, August, 2013 (with Vikas Aggarwal and Raveendra Chittoor)

Invited discussant, Atlanta Competitive Advantage Conference (ACAC), Atlanta, GA, May, 2013

Invited faculty participant, University of Maryland Smith Entrepreneurship Research Conference Doctoral Consortium, College Park, MD, April 2013

Invited faculty participant, 20th CCC Doctoral Consortium, Kansas City, MO, March 2013

Co-organizer of Professional Development Workshop on “Leveraging India and China: To Inform the World”, Academy of Management Conference, Boston MA, August, 2012 (with Raveendra Chittoor)

Invited discussant, Atlanta Competitive Advantage Conference (ACAC), Atlanta, GA, May, 2012

Co-organizer of Professional Development Workshop on “Firm Scope: Alignment, Coordination and Adaptation”, Academy of Management conference, San Antonio TX, August 13, 2011 (with Emilie Feldman and Evan Rawley)

Facilitator for Research Development Workshop, Atlanta Competitive Advantage Conference (ACAC), Atlanta, GA, May 17-19, 2010

Organizing committee member, 17th CCC Doctoral Consortium, Ann Arbor, MI, May 2010

Organizing committee member, Chinese Scholar Workshop, Academy of Management Conference, Chicago, IL, August 2009

Discussant for BPS Division paper session on “Industry Dynamics: Industry Environment & Complexity”, Academy of Management Conference, Chicago, IL, August 2009

Discussant for International Motor Vehicle Program (IMVP) Automotive Research Conference, Oakland, MI, June 9, 2009

Facilitator for Research Development Workshop, Atlanta Competitive Advantage Conference (ACAC), Atlanta, GA, May 17-19, 2009

Discussant for University of Maryland Smith Entrepreneurship Research Conference, College Park, MD, April 30 - May 1, 2009

Discussant for TIM Division paper session on “Innovation Strategy”, Academy of Management Conference, Atlanta, GA, August 2006.

Chair for TIM Division paper session on “Radical Innovation”, Academy of Management Conference, Honolulu, HI, August 2005.

D. Memberships

Academy of Management, Strategic Management Society, Organizational Design Community

E. Practice

Member of Academic Committee for Alibaba Group’s Research Institute, 2017-2020