

WEI YANG

China Europe International Business School
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ACADEMIC POSITIONS

China Europe International Business School, Shanghai, China

- Associate Professor of Management, with tenure, 2023 -
- Assistant Professor of Management, 2021 - 2023

George Mason University, School of Business, Fairfax, Virginia

- Assistant Professor of Management, 2019 - 2021

EDUCATION

The University of Texas at Austin, McCombs School of Business

- Ph.D. in Management, 2019; M.S. in Management, 2016
- Dissertation: *Essays on Innovation and Technology Entrepreneurship in Open Digital Platforms*
Committee: Francisco Polidoro (Chair), PK Toh, Ram Ranganathan, Wen Wen

The University of Hong Kong

- Master of Finance, 2012

Peking University, China

- M.S. in Management, 2012; B.A. in Economics and English Literature, 2009

RESEARCH INTERESTS

- Innovation; platforms; open source; technology change and adaptation; entrepreneurship; venture capital

PROFESSIONAL SERVICES

- Editorial Board: Organization Science, Strategy Science
- Ad-hoc reviewer: Management Science, Journal of Management, Journal of Business Venturing, Journal of Management Studies, Journal of Business Research
- Reviewer for SMS 2020, 2019, SMS special conference (Berkeley), SMS special conference (Hangzhou), AOM 2018, 2016, 201

PUBLICATIONS

Refereed journal publications

- [1] Zhang Y. & Yang W. 2022. Breakthrough invention and problem complexity: Evidence from a quasi-experiment. *Strategic Management Journal*, 43(12), 2510-2544.

- [2] Polidoro F. & Yang W. 2021 Corporate investment relationships and the search for innovations: An examination of startups' search shift toward incumbents. *Organization Science*, 32(4), 909-939.
 - Lead paper, highlighted in Medium
- [3] Chandler D., Polidoro F. & Yang, W. 2020. When is it good to be bad? Contrasting effects of multiple reputations for bad behavior on media coverage of serious organizational errors. *Academy of Management Journal*, 63(4), 1236-1265.
 - Highlighted in Medium, AOM News.
- [4] He W., Yang W. & Choi S.J., 2018. The interplay between private and public regulations: Evidence from ISO 14001 adoption among Chinese firms. *Journal of Business Ethics*, 152(2), 477-497.
- [5] Hekman D., Johnson S., Foo M. & Yang W. 2017. Does diversity-valuing behavior result in diminished performance ratings for non-white and female leaders? *Academy of Management Journal*, 60(2), 771-797.
 - Highlighted in CNN, WSJ.com, Harvard Business Review, Huffington Post, etc.
 - Finalist of 2020 Sucheta Nadkarni Award for Outstanding Publication on Women Executive Leadership by Strategic Management Society.
 - Also summarized and included in the Women and Public Policy Program's Gender Action Portal (GAP – gap.hks.harvard.edu)

Book chapters and refereed conference proceedings

- [6] Polidoro F. & Yang W. 2019. Venture growth and multi-homing expansion: Evidence from open source platform complementors. *Academy of Management Best Paper Proceedings*.
- [7] Yang W. 2017. Exploring the role of venture capital in inward licensing and start-up innovation. In *The World Scientific Reference on Entrepreneurship*, D. Siegel (Ed.). World Scientific Publishing, 307-330.
- [8] Polidoro F. & Yang W. 2016. Stock market responses to firms' greening strategies in the face of climate change. *Academy of Management Best Paper Proceedings*.
- [9] Yang W. 2016. Examining the impact of government investment in venture capital on entrepreneurship financing: does it make a difference? In *Global Entrepreneurship: Past, Present & Future*, T.M. Devinney, T. Pedersen, G.D. Markman, L. Tihanyi (Ed.). Emerald Group Publishing Limited, 235-256.

SELECTED WORKING PAPERS

- [1] Polidoro F. & Yang W. Complementors on open-source platform ecosystems. *Revise and resubmit*.
- [2] Polidoro F., Chandler D. & Yang, W. Analyst rating and organizational learning. *Reject and resubmit*.
- [3] Yang W. Value of ecosystem openness.
- [4] Yang W. Patent litigation and firms' innovation search.
- [5] Yang W. & Zhang Y. Breakthrough invention and public knowledge production in AI.

SELECTED CASES AND MEDIA ARTICLES

- [1] Yang W & Cao, Z. 2022. 37 interactive entertainment: a sustainable game company. CI-322-001. (CEIBS case with teaching note, selected to Harvard Case Database).
- [2] Yang W & Zhao, L. 2022. Huifu.com. CI-322-001. (CEIBS case with teaching note).
- [3] Yang W, Lee S., Chng D. & Qiu J. 2022. MPS Media: Make omni happen. CC-022-008. (CEIBS case).
- [4] Yang W. 2022. Understanding metaverse: the foundations and opportunities of future internet. *National Business Daily*. (in Chinese).
- [5] Yang W. 2021. The Organizational Crisis and Firm Strategies under "Lying Flat". *Harvard Business Review* (China). <https://www.hbrchina.org/2021-08-03/8692.html> (in Chinese).
- [6] Yang W. 2021. Decoding Idol Economy. 21st Century Business Review. (in Chinese).

SELECTED PRESENTATIONS

- [1] “Can Free Innovation Create Value? Evidence from Stock Market Reactions to Firms’ Releases of Open Technologies in Organizing Innovation Ecosystems”
 - Berkeley Open Innovation Seminar Fall 2023 (scheduled)
 - 2023 The 11th AIEA-NBER Conference, Taipei
- [2] “Decentralized organization design and investor imprinting”
 - 2023 IACMR macro research forum
 - Renmin University, 2023
 - 2021 AOM Annual Conference, virtual
 - 2021 SMS Annual Conference, virtual
- [3] “Patent invalidation and firm innovation”
 - 2023 Competitive Dynamics conference, London
- [4] “Under Pressure: External Monitor, Managerial Attention and Organizational Learning from Major Errors”
 - 2022 AOM Annual Conference, Seattle WA
- [5] “Innovation Shocks and Knowledge Creation of Emerging Technologies: Evidence from a Quasi-Experiment in Deep Learning”
 - 2020 SMS Special Conference, Hangzhou China (accepted)
 - 2019 SMS Annual Conference, Minneapolis MN
- [6] “New Venture Formalization and Resource Acquisition: Evidence from Funding Outcomes”
 - 2020 AOM Annual Conference, virtual
 - 2020 SMS Annual Conference, virtual
- [7] “Cross-platform complements: the effect of multi-homing technologies on user adoption”
 - Invited talks at
 - INSEAD

- George Mason University
 - Louisiana State University
 - Michigan State University
 - Santa Clara University
 - Syracuse University
 - Texas A&M University
 - University of Massachusetts Amherst
 - University of Wisconsin Milwaukee
 - 2018 Consortium on Competitiveness and Cooperation (CCC), Berkeley CA
 - 2018 AOM Annual Conference, Chicago IL
 - 2018 SMS Annual Conference, Paris France
- [8] “Can free resources create economic value? the impact of crowd contributors on venture capital investment to open source technologies”
- 2019 SMS Annual Conference, Minneapolis MN
 - 2019 Penn Wharton Innovation and IP Workshop, Beijing China
 - ACM Collective Intelligence 2019, Pittsburg PA
- [9] “What’s black, white, and read all over? media coverage of serious organizational errors as ‘news’”
- 2017 Academy of Management Meeting, Atlanta GA
- [10] “Does corporate venture capital suppress technological variation? evidence from pharmaceutical firms’ investments in biotechnology startups”
- 2017 SMS Annual Conference, Houston TX
 - 2017 INSEAD Doriot Entrepreneurship Conference, Fontainebleau France
 - Invited talks at the University of Colorado Boulder and Perdue University, presented by co-author
- [11] “Stock market responses to firms’ greening strategies in the face of climate change”
- 2016 Academy of Management Meeting, Anaheim CA
 - 2015 SMS Annual Conference, Denver, CO - SMS Best Conference Paper Award Nomination
- [12] “Not all ratings are created equal: how analyst heterogeneity influences firms’ strategic investments”
- 2015 SMS Annual Conference, Denver CO - Runner-up of SMS Conference Best Proposal Award
 - 2015 Academy of Management Meeting, Vancouver Canada
- [13] “Do audiences learn from organizational failures? evidence from security analysts’ forecasts following major oil spills”
- 2017 Academy of Management Meeting, Atlanta GA
 - 2016 SMS Annual Conference, Berlin Germany
- [14] “Do analysts influence acquisition choices? an empirical study in U.S. high-technology sectors”
- 2016 SMS Annual Conference, Berlin Germany
- [15] “Iron cage of organizational rankings: investigating the impact of law school rankings on admissions strategy conformity”

- 2017 Academy of Management Meeting, Anaheim CA
- Invited talks at Harvard University, University of Virginia, Notre Dame University, Boston University, University of South Carolina, University of Georgia, Brigham Young University, presented by co-author

[16] “Exploring the role of venture capital in inward licensing and start-up innovation”

- 2015 Academy of Management Meeting, Vancouver, Canada
- 2014 Sustainability, Ethics, and Entrepreneurship Conference, Denver CO

TEACHING EXPERIENCES

China Europe International Business School (with most recent course evaluation, class size in parentheses)

- AI technologies and digital transformation - Executive education, 4.9/5 (50), 5/5 (100)
- Firm boundary and firm structure: from Web2 to Web3 - Executive MBA, 4.8/5 (45)
- Opening module business simulation - Executive MBA, 2022/2023, 4.9/5 (50)
- Platforms and ecosystem dynamics – DBA 2023, 4.5/5 (30)
- Rethinking Strategy for the Digital World - Finance MBA 2022, 4.3/5 (online, 50)
- Innovation and technology entrepreneurship – MBA 2021/2022, 4.2/5 (hybrid, 50)

George Mason University

- Corporate Strategy: Capstone Advanced Business Module - Spring 2021, Spring 2020
- Introduction to Entrepreneurship - Spring 2021, Spring 2020

The University of Texas Austin

- General Management and Strategy - Summer 2017

Teaching interests: Strategy; entrepreneurship; innovation and technology; digital transformation and platform competition

AWARDS & HONORS

2022	China Department of Education and Tencent Collaborative Education Grant
2022	CEIBS ESG Research Grant, CEIBS (RMB 220,000)
2021	CEIBS Faculty Research Grant, CEIBS (RMB 200,500)
2020	Sucheta Nadkarni Award for Outstanding Publication on Women Executive Leadership Finalist, Strategic Management Society, One of the two finalists out of eight nominees
2018	Graduate Continuing Fellowship, University of Texas Austin (University level competitive scholarship, \$28,000 in addition to TA/RA appointment)
2018	AOM STR Dissertation Consortium, Academy of Management
2017	Graduate Continuing Fellowship, University of Texas Austin (University level competitive scholarship, \$28,000 in addition to TA/RA appointment)
2017	AOM BPS Doctoral Consortium, Academy of Management
2017	SMS Annual Doctoral Workshop Scholarship, Strategic Management Society
2017	Professional Development Award (Spring & Fall), University of Texas Austin
2015	SMS Best Paper Nomination, Strategic Management Society
2015	SMS Best Proposal Award Runners-up, Strategic Management Society

2014 Eugene and Dora Bonham Memorial Fund, University of Texas Austin

WORK EXPERIENCE

2013 – 2015 The Kauffman Foundation, Research Assistant
2012 – 2014 The University of Colorado at Boulder, Research Assistant,
2009 Societe Generale, Intern Analyst
2008 Thomson Reuters, Intern, 2008