

## WEI YANG

China Europe International Business School  
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### ACADEMIC POSITIONS

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#### **China Europe International Business School, Shanghai, China**

- Assistant Professor of Management (2021 – Present)

#### **George Mason University, School of Business, Fairfax, Virginia**

- Assistant Professor of Management (2019 – 2021)

### EDUCATION

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#### **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*

#### **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

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

### AWARDS & HONORS

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2022	China Department of Education and Tencent Collaborative Education Grant
2022	CEIBS ESG Research Grant, CEIBS (RMB 270,000)
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

## **PUBLICATIONS**

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### **Research 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 MANUSCRIPTS IN PROCESS**

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- [10] Yang W. Value of ecosystem openness. Under review at *Management Science*.
- [11] Yang W. & Zhang Y. General purpose technologies, breakthroughs and invention search. Under review at *Academy of Management Journal*.
- [12] Polidoro F., Chandler D. & Yang, W. Analyst rating on organizational learning. Under review at *Strategic Management Journal*.
- [13] Bermiss YS. & Yang W. Organization rankings and competitive strategies. Submitting to *Journal of Management*.
- [14] Yang W. & Han S. Decentralized organization design and external imprinting. Working paper
- [15] Yang W. & Wang T. Incentive design in internal knowledge-sharing communities. Research proposal granted by Department of Education and Tencent.
- [16] Yang W. & Liu L. Triads for collaborative innovation. Manuscript drafting.
- [17] Yu T. & Yang W. Litigation and firms' innovation search. Data collection and analysis.
- [18] Yang W. & Bai G. Raising from the long tail: when do best-selling complements emerge from niche categories on platforms. Research proposal submitted to CEIBS for internal review of funding.
- [19] Yang W., Li, X & Zhang, Y. Human response to AI accuracy. Experiment design.

### **CASES AND MEDIA ARTICLES**

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- [20] Yang W & Cao, Z. 2022. 37 interactive entertainment: a sustainable game company. CI-322-001. (CEIBS case with teaching note).
- [21] Yang W & Zhao, L. 2022. Huifu.com. CI-322-001. (CEIBS case with teaching note).
- [22] Yang W, Lee S., Chng D. & Qiu J. 2022. MPS Media: Make omni happen. CC-022-008. (CEIBS case).
- [23] Yang W. 2022. Understanding metaverse: the foundations and opportunities of future internet. *National Business Daily*. (in Chinese).
- [24] 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).
- [25] Yang W. 2021. Decoding Idol Economy. 21st Century Business Review. (in Chinese).

## SELECTED PRESENTATIONS

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- [1] “Decentralized organization design and investor imprinting”
  - IACMR macro research forum 2022 (Scheduled)
- [2] “Under Pressure: External Monitor, Managerial Attention and Organizational Learning from Major Errors”
  - 2022 AOM Annual Conference, Seattle WA
- [3] “Can Free Innovation Create Value? Evidence from Stock Market Reactions to Firms’ Releases of Open Technologies in Organizing Innovation Ecosystems”
  - 2021 AOM Annual Conference, virtual
  - 2021 SMS Annual Conference, virtual
- [4] “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
- [5] “New Venture Formalization and Resource Acquisition: Evidence from Funding Outcomes”
  - 2020 AOM Annual Conference, virtual
  - 2020 SMS Annual Conference, virtual
- [6] “Cross-platform complements: the effect of multi-homing technologies on user adoption”
  - Invited talks at
    - INSEAD (with job offer for tenure track faculty position)
    - 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
- [7] “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
- [8] “What’s black, white, and read all over? media coverage of serious organizational errors as ‘news’”
  - 2017 Academy of Management Meeting, Atlanta GA

- [9] “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
- [10] “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
- [11] “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
- [12] “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
- [13] “Do analysts influence acquisition choices? an empirical study in U.S. high-technology sectors”
  - 2016 SMS Annual Conference, Berlin Germany
- [14] “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
- [15] “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

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### China Europe International Business School

- Firm boundary and firm structure in the digital age: from Web2 to Web3 (EMBA, scheduled)
- EMBA opening module (EMBA, 2022)
- Rethinking Strategy for the Digital World (FMBA, 2022)
- Innovation and technology entrepreneurship (MBA, 2021, 2022)
- EMBA thesis supervising (2021, 2020 Class)
- EMBA thesis defense (2019 Class)
- MBA Integrated China Strategy Project (2023Class)

### **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

### **PROFESSIONAL SERVICE: REVIEWING EXPERIENCES**

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- Ad-hoc reviewer for Management Science, Organization Science, Journal of Management, Journal of Management Studies, Journal of Business Research
- Reviewer for SMS 2020, 2019, SMS special conference (Berkeley), SMS special conference (Hangzhou)
- Reviewer for AOM 2018, 2016, 2015

### **WORK EXPERIENCE**

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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