

Wesley W. Koo

Johns Hopkins University

Research Interests: technology, society, platform governance, entrepreneurship.

Teaching Interests: tech strategy, business & society, entrepreneurship.

POSITION

2023 **Assistant Professor at Johns Hopkins Carey Business School**

2018 **Assistant Professor at INSEAD**

(Off clock: 2020-21, 2022-23)

EDUCATION

2018 **Stanford University**

Ph.D. in Management Science & Engineering (Stanford Technology Ventures Program)

2009 **Massachusetts Institute of Technology**

S.B. in Environmental Engineering

S.B. in Management

PUBLICATIONS (* indicates equal authorship)

2024 **Koo, WW** & Eesley, CE. "Take Me Home, Country Roads: Return Migration and Platform-Enabled Entrepreneurship." *Organization Science*.

2024 **Koo, WW**. "Hybrid Governance of Platform Entrepreneurs." *Research Policy*.

2023 Motley, C, Eesley, CE, & **Koo, WW**. "Born Into Chaos: Founding Team Imprinting and Environmental Change." *Strategic Entrepreneurship Journal**

2023 Bahar, D, Choudhury, P, Kim, DY, & **Koo, WW**. "Innovation on Wings: Nonstop Flights and Firm Innovation in the Global Context." *Management Science*.*

2021 **Koo, WW** & Eesley, CE. "Platform Governance and the Rural-Urban Divide: Sellers' Responses to Design Change." *Strategic Management Journal*.

2020 Wibbens, PD, **Koo, WW**, & McGahan, AM. "How many more days of social distancing before community transmission is controlled? A hierarchical Bayesian model of COVID-19 by jurisdiction." *PLOS One*.*

WORKING PAPERS (* indicates equal authorship)

Burbano, VC, **Koo, WW**, & Luo, J. "Platform Governance and Worker Mistreatment: Evidence from Lab-in-the-Field Experiments in Singapore." *Under revision*.*

Jia, N, **Koo, WW**, & Wu, WY. "Beacon's Local Glow: Localization and Homogenization Effects of Endorsement in Grassroots Entrepreneurship." *Under review*.*

Jue-Rajasingh, D & **Koo, WW**. From Margins to Mainstream: The Narrative Dilemma in Scaling Social Ventures. *Under review*.*

Choudhury, P, **Koo, WW**, & Zhang, M. "Temporal Distance and User Interactions on a Digital Platform." *Preparing for submission*.*

TALKS & PRESENTATIONS

- 2024 Platform Competition Conference (USC), Consortium on Competitiveness and Cooperation (WashU), Conference on Institutions, Governance & Innovation (HK PolyU).
- 2023 Georgetown University, Utah Winter Strategy Conference, Strategy Symposium on Emerging Markets (Rice), Decentralization in Organizations Conference (Imperial), Migration and Organizations Conference (Columbia), Initiative for Qualitative Research in Innovation and Entrepreneurship (INQUIRE) Conference (UIUC), Maryland Summer Workshop, Drexel University, Organization Design Community (ODC).
- 2022 Hong Kong University Business School, Int'l Assoc. for Chinese Management Research (IACMR), West Coast Research Symposium, George Washington University, ESADE-ESMT-Georgetown-INSEAD Strategy Workshop, University of Oregon, Johns Hopkins University, Israel Strategy Conference.
- 2021 Syracuse University, National University of Singapore, Maryland Smith Entrepreneurship Research Conference, Wharton Migration Conference, Organizations Design Community (ODC).
- 2020 Georgetown University, Maryland Smith Entrepreneurship Research Conference, ESADE Entrepreneurship Institute, SMS London.
- 2019 Hong Kong University, Indian School of Business, NUS LKY School of Public Policy, University of Maryland, University of Southern California, Dartmouth Tuck Summer Camp.
- 2018 INSEAD, Cornell Johnson College of Business, CU Boulder Leeds School of Business, UIUC Gies College of Business.
- 2017 Univ. of Michigan, Univ. of Pittsburgh, Univ. of Minnesota, Boston University, HKUST, National University of Singapore, DRUID (NYU), Munich Summer Institute (LMU Munich), INSEAD Doriot Entrepreneurship Conference.
- 2016 Consortium on Competitiveness and Cooperation (Bocconi), Trans-Atlantic Doctoral Conference (LBS).
- 2015 Israel Strategy Conference (Hebrew University of Jerusalem).

TEACHING

Strategic Management (MBA Core). Johns Hopkins University. Role: Instructor. Recent Rating: 4.5/5.0.

Technology & Innovation Strategy (MBA Elective). INSEAD. Role: Instructor. Recent Rating: 4.8/5.0.

Platform & Ecosystem Strategy (Executive Education). INSEAD. Role: Instructor. Recent Rating: 4.7/5.0.

Technology & Innovation Strategy (Master in Management Elective). INSEAD. Role: Instructor. Recent Rating: 4.7/5.0.

Foundations of Strategy and Organisations (PhD). INSEAD. Role: Instructor. Rating: N/A.

Technology & Engineering China Study Trip (Undergrad/Graduate). School of Engineering, Stanford University. Role: Co-instructor. Rating: 5.0/5.0.

AWARDS & HONORS

- 2023 Behavioral Research Support Fund.
- 2023 School-wide Teaching Commendation.
- 2021 Poets & Quants 40 Under 40 Best MBA Professors.
- 2020 INSEAD Research Grant for field experiment on domestic workers.
- 2019 INSEAD Emerging Markets Institute Research Grant.
- 2017 Stanford Seed PhD Fellowship, Stanford Institute for Innovation in Developing Economies.
- 2017 SRF Dissertation Grant, Strategic Management Society.
- 2016 Stanford Center at Peking University Pre-Doctoral Fellowship
- 2015 Alibaba Young Scholar.
- 2014 Stanford Seed I-Award, Stanford Institute for Innovation in Developing Economies.
- 2014 Accel Partners PhD Fellowship.
- 2012 William R. and Sara Hart Kimball Fellowship/Stanford Graduate Fellowship.
- 2010 Dutch Postcode Lottery Green Challenge Grand Prize.
- 2010 MIT \$100K Business Plan Competition Finalist, Winner of Social Track.
- 2009 Chi Epsilon Scholar, National Civil & Environmental Engineering Honor Society.
- 2007 Richard P. Feynman Scholarship.

CASES & MEDIA ARTICLES

- 2022 “NIO: Building an EV Empire Amidst Technological and Political Uncertainties.” With Quy Huy. *INSEAD case (writing)*.
- 2021 “Why is a global vaccination certificate for travel taking so long to work out?” *Channel News Asia*.
- 2020 “Haier: Organizing to Build a Smart Ecosystem Brand.” With Mike Lee, Joost Minnaar. *INSEAD case*.
- 2019 “Rural Taobao: Alibaba’s Expansion into Rural E-Commerce.” With Tarun Khanna, Ryan Allen and Adam Frost. *HBS case N2-719-433*.
- 2015 “E-Commerce Can Ease Social Ills in China’s Villages.” With Lizhi Liu. *Financial Times*. (Also translated and published on FT Chinese).

SERVICES

Editorial Review Board: Organization Science, Strategic Management Journal.

Associate Program Chair (2023-24): SMS Special Conference in Washington DC.

Co-organizer (2023-25): Academy of Management STR Division Junior Faculty Paper Development Workshop.

Rep-at-large (2019-21): SMS Entrepreneurship and Strategy Interest Group.

Reviewer: Organization Science, Strategic Management Journal, Management Science, Journal of Economics & Management Strategy, Research Policy, Journal of Economics & Management Strategy, Strategic Entrepreneurship Journal, Journal of Business Venturing, California Management Review, SMS conferences, AoM conferences.

Mentoring: Doctoral mentoring at INSEAD, HBS, Maryland SERC, and Chinese Management Scholars Community.

SKILLS & INTERESTS

Technical R, Stata, Tableau, Matlab, Python.

Languages English, Mandarin Chinese, Japanese, Spanish, Cantonese, Shanghainese.

Interests learning new languages, playing sports, social gaming.