

Wesley W. Koo

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

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

POSITION

- 2023 Assistant Professor of Management & Organization, JHU Carey Business School
Faculty Affiliate, JHU Technology and Society Initiative (2024-)
- 2018 Assistant Professor of Strategy, INSEAD (Off clock: 2020-21, 2022-23)

EDUCATION

- 2018 Stanford University
Ph.D. *Management Science & Engineering (Stanford Technology Ventures Program)*
- 2009 Massachusetts Institute of Technology
S.B. *Environmental Engineering*
S.B. *Management*

PUBLICATIONS & ACCEPTED PAPERS (* equal authorship)

- 2025 Jue-Rajasingh, D & **Koo, WW**. "From Margins to Mainstream: The Narrative Dilemma in Scaling Social Ventures." Accepted at *Strategic Management Journal*.*
- 2025 **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 (* equal authorship)

- Burbano, VC, **Koo, WW**, & Luo, J. "A Platform Rating System and Vulnerable Workers: Evidence from Field Experiments in Singapore." *Under revision*.*

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

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

Koo, WW. "Cross-Lingual Effects of AI-Generated Content on Human Work." *Under revision*.

Koo, WW, Pu, JC, & Gao, NQ. "AI Review Summary, Customer Ratings, and Performance Entrenchment." *Under review*.*

Koo, WW & Takeda, Y. "Crossing the Divide? Professionals' Responses to a Polarizing Political Event." *Under review*.*

Kang, HY, **Koo, WW**, & Stuart, HC. "Gender Gap in Digital Entrepreneurship." *Under review*.*

TALKS & CONFERENCES

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| 2025 | Organization Science Winter Conference (UCLA)
Digital Transformation Conference (USC)
Austin Technology & Entrepreneurship Conference (UT Austin)
AI in Management Conference (USC)
Management in Emerging Markets Conference (Univ. of Toronto)
Smith Entrepreneurship Research Conference (Maryland)
Digital Strategy - A Conversation with Regulators (USC Capital Campus)
Consortium on Competitiveness and Cooperation (HBS)
Industry Studies Association Annual Conference (MIT)
World Economic Forum (WEF) Summer Conference (Tianjin)
AoM Annual Meeting (Copenhagen)
SMS Annual Conference (San Francisco) |
| 2024 | Platform Competition Conference (USC)
Consortium on Competitiveness and Cooperation (WashU)
Alliance for Research on Corporate Sustainability (ARCS) Research Conference (UCLA)
China Europe International Business School (CEIBS)
Zhejiang University School of Management
Conference on Institutions, Governance & Innovation (HK PolyU)
"Diving into the Disciplines" Presentations (JHU)
Conference on AI, ML, and Business Analytics (Yale)
AoM Annual Meeting (Chicago)
SMS Annual Conference (Istanbul) |
| 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)
AoM Annual Meeting (Boston)
SMS Annual Conference (Toronto) |

- 2022 Hong Kong University Business School
Int'l Assoc. for Chinese Management Research (IACMR)
West Coast Research Symposium (UW)
George Washington University
ESADE-ESMT-Georgetown-INSEAD Strategy Workshop
University of Oregon Lundquist College of Business
Johns Hopkins University Carey Business School
Israel Strategy Conference (Reichman University)
- 2021 Syracuse University
National University of Singapore
Maryland Smith Entrepreneurship Research Conference
Wharton Migration Conference
Organizations Design Community (ODC) Annual Conference
AoM Annual Meeting (Seattle)
- 2020 Georgetown University
Maryland Smith Entrepreneurship Research Conference
ESADE Entrepreneurship Institute
AoM Annual Meeting (virtual)
SMS Annual Conference (virtual)
SMS Special Conference in Hangzhou (cancelled)
- 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
AoM Annual Meeting (Boston)
SMS Annual Conference (Minneapolis)
- 2018 INSEAD
Cornell Johnson College of Business
CU Boulder Leeds School of Business
UIUC Gies College of Business
AoM Annual Meeting (Chicago)
SMS Annual Conference (Paris)
- 2017 University of Michigan Ross School of Business
University of Pittsburgh Katz School of Business
University of Minnesota Carlson School of Management
Boston University Questrom School of Business
HKUST Business School
National University of Singapore Business School
DRUID (NYU)
Munich Summer Institute (LMU Munich)
INSEAD Doriot Entrepreneurship Conference
AoM Annual Meeting (Atlanta)
- 2016 Consortium on Competitiveness and Cooperation (Bocconi)
Trans-Atlantic Doctoral Conference (LBS)
AoM Annual Meeting (Anaheim)

2015 Israel Strategy Conference (Hebrew University of Jerusalem)
AoM Annual Meeting (Vancouver)

AWARDS & HONORS

2025 Cheryl & Gerard Tellis Best Junior Faculty Award (Best junior faculty paper at the AI in Management Conference).
2024 SMS Responsible Research Paper Prize Finalist.
2024 Strategic Entrepreneurship Journal Outstanding Reviewer Award.
2024 Organization Science Outstanding Reviewer Award.
2023 JHU Behavioral Research Support Fund.
2022/2023 INSEAD MBA Teaching Excellence Award.
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.

TEACHING

Technology Strategy (MBA Elective). Johns Hopkins. [Developing for Spring 2026]

Strategic Management (MBA Core). Johns Hopkins.

Technology & Innovation Strategy (MBA Elective). INSEAD.

Platform & Ecosystem Strategy (Executive Education). INSEAD.

Technology & Innovation Strategy (Master in Management Elective). INSEAD.

Foundations of Strategy and Organisations (PhD). INSEAD.

Technology & Engineering China Study Trip (Undergrad/Graduate). School of Engineering, Stanford University.

CASES & MEDIA ARTICLES

- 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 Entrepreneurship Journal, Strategic Management Journal.

Student Mentoring: Columbia, Cornell, ESADE, Harvard, INSEAD, Johns Hopkins, Maryland, NYU, Stanford, UCI, UPenn, Zhejiang Univ.

Committee Member: Academy of Management STR Division Research Committee.

Co-organizer: Academy of Management STR Division Junior Faculty Paper Development Workshop.

Co-organizer: Academy of Management Professional Development Workshop: “Building Your Foundational Map.”

Co-organizer: Chinese Management Scholars Community (CSMC) Teaching Consortium.

Co-organizer: D.C. Technology and Society Lunches.

Co-organizer: National Association for Business Economics (NABE) Diplomatic Economic Roundtable in D.C.

Co-organizer: JHU Carey Management & Organization Area research seminars.

Curriculum Committee: designing management and entrepreneurship curriculum at JHU Carey.

Reviews: Organization Science, Strategic Management Journal, Management Science, Administrative Science Quarterly, Strategic Entrepreneurship Journal, Journal of Economics & Management Strategy, Research Policy, Nature journals, Journal of Management, Journal of Business Venturing, California Management Review, SMS conferences, AoM conferences.

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

Co-organizer: SMS Special Conference in Berkeley (2020; cancelled)

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

LANGUAGES & HOBBIES

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

Hobbies: learning history, learning languages, playing sports, social gaming.