

## Wesley W. Koo

INSEAD  
1 Ayer Rajah Avenue  
138676, Singapore

E-mail: wesley.koo@insead.edu

### POSITION

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2018      **Assistant Professor at INSEAD**

### EDUCATION

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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 (Finance)*

### RESEARCH

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2018      Koo, Wesley W., and Charles E. Eesley. "Connected, But Still Lagging: Rural Sellers During Platform Change". *Revise & Resubmit at Strategic Management Journal*.

2018      Koo, Wesley W., and Charles E. Eesley. "Rural E-Commerce Enhanced by Return Migration: Evidence from Alibaba". *Preparing for submission to PNAS*.

2018      Koo, Wesley W. "Institutional Overlap: Platform Rules and Government Regulation". *Preparing for submission to Organization Science*.

2017      Motley, Carrington, Charles E. Eesley, and Wesley W. Koo. "Born into Chaos: Founding Conditions and Divergent Performance Impacts". *Under review at Organization Science*.

2019      With Nan Jia. Working project on government information capability and online entrepreneurship. *Data analysis*.

2019      With Hyeyoung Kang. Working project on female entrepreneurship in digital sphere. *Data analysis*.

### MANAGERIAL

2019      Khanna, Tarun, Ryan Allen, Adam Frost, and Wesley W. Koo. "Rural Taobao: Alibaba's Expansion into Rural E-Commerce". *HBS case N2-719-433*.

2015      Koo, Wesley W., and Lizhi Liu. "E-Commerce Can Ease Social Ills in China's Villages". *Financial Times*. (Also translated into Chinese and published on FT Chinese).

**TALKS & PRESENTATIONS**

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- 2019 Hong Kong University; Indian School of Business; NUS LKY School of Public Policy; Univ. of Maryland; Univ. of Southern California (planned); Georgetown University (planned).
- 2018 INSEAD; Cornell Johnson College of Business; CU Boulder Leeds School of Business; UIUC Gies College of Business.
- 2017 Univ. of Michigan Ross School of Business; Univ. of Pittsburgh Katz GSB; Univ. of Minnesota Carlson School; Boston Univ. Questrom School; HKUST; NUS, Dept. of ISEM; New York University, DRUID; LMU Munich, Munich Summer Institute; INSEAD, Doriot Entrepreneurship Conference.
- 2016 Bocconi University, Consortium on Competitiveness and Cooperation; London Business School, Trans-Atlantic Doctoral Conference.
- 2015 Hebrew University of Jerusalem, Israel Strategy Conference.

**TEACHING**

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- 2019 *Technology & Innovation Strategy (TIS)*. INSEAD. Role: Instructor. Rating: 4.3/5.0.
- 2017 *Technology Entrepreneurship (ENGR 145)*. Department of Management Science & Engineering, Stanford University. Role: Course Assistant.
- 2015 *Strategy in Technology-Based Ventures (MS&E 270)*. Department of Management Science & Engineering, Stanford University. Role: Course Assistant.
- 2014 *Organizations (MS&E 180)*. Department of Management Science & Engineering, Stanford University. Role: Course Assistant.
- 2014 *Technology & Engineering China Study Trip (TECS)*. School of Engineering, Stanford University. Role: Co-instructor. Rating: 4.8/5.0.
- 2014 *Creativity, Innovation & Change (MS&E 175)*. Department of Management Science & Engineering, Stanford University. Role: Course Assistant.
- 2013 *Technology & Engineering China Study Trip (TECS)*. School of Engineering, Stanford University. Role: Co-instructor. Rating: 5.0/5.0.
- 2013 *Organizations (MS&E 180)*. Department of Management Science & Engineering, Stanford University. Role: Course Assistant.

**AWARDS & HONORS**

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- 2019 INSEAD Emerging Markets Institute Research Grant (12,000 EUR).
- 2017 Stanford Seed PhD Fellowship, Stanford Institute for Innovation in Developing Economies.
- 2017 SRF Dissertation Grant, Strategic Management Society (10,000 USD).
- 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 (5,000 USD).
- 2014 Accel Partners PhD Fellowship.
- 2012 William R. and Sara Hart Kimball Fellowship/Stanford Graduate Fellowship.
- 2010 Dutch Postcode Lottery Green Challenge Grand Prize (500,000 EUR; team of four).
- 2010 MIT \$100K Business Plan Competition Finalist, Winner of Social Track. (20,000 USD; team of four).
- 2009 Chi Epsilon Scholar, National Civil & Environmental Engineering Honor Society.
- 2007 Richard P. Feynman Scholarship.

## SERVICES

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Reviewer Strategic Management Journal, Organization Science, Management Science, Strategic Entrepreneurship Journal, California Management Review, SMS conferences, AOM conferences.

## SKILLS & INTERESTS

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Technical R, Stata, Tableau, Matlab, Python.

Languages English (fluent), Mandarin Chinese (native), Japanese (intermediate), Spanish (novice), Cantonese (intermediate), Shanghai (native).

Interests learning new languages, watching and playing soccer/football, social gaming.