

# Wesley W. Koo

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**Research Interests:** platform governance, technology, entrepreneurship, business & society.

**Teaching Interests:** tech strategy, platform governance, ecosystems, business & society, entrepreneurship.

## 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)*

## PUBLICATIONS (PEER-REVIEWED) (\* indicates equal authorship)

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

2022      Bahar, D, Choudhury, P, Kim, DY, & **Koo, WW.** "Innovation on Wings: Nonstop Flights and Firm Innovation in the Global Context". *Management Science* (forthcoming).\*

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)

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**Koo, WW, & Eesley, CE.** "A Confluence of Tech and Talent: Return Migration and Rural Online Entrepreneurship". *Under R&R*.

**Koo, WW.** "Hybrid Governance of Platform Entrepreneurs". *Under Review*.

Motley, C, Eesley, CE, & **Koo, WW.** "Born Into Chaos: Founding Team Imprinting and Environmental Change". *Under 2nd R&R*.\*

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

Jia, N, **Koo, WW**, & Wu, WY. "Platform Endorsement and Regional Entrepreneurship". *Preparing for submission*.\*

Choudhury, P, **Koo, WW**, & Li, X. "Online Contributions during Crisis". *Revising*.\*

Choudhury, P, **Koo, WW**, Li, X, Kishore, N, Balsari, S, & Khanna, T. "Food Security and Human Mobility During the COVID-19 Lockdown". *Under review*.

## AWARDS & HONORS

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- 2021 Poets & Quants 40 Under 40 Business School Professors.
- 2020 INSEAD Research Grant for field experiment on a domestic workers platform (4,100 EUR).
- 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.

## TALKS & PRESENTATIONS

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- 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.
- 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 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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*Technology & Innovation Strategy* (MBA). INSEAD. Role: Instructor. Recent Rating: 4.9/5.0.

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

*Technology & Innovation Strategy* (Master in Management). 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.

## CASES & MEDIA

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- 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 “Binance: Ecosystem Leadership in Uncertain Times”. With Aly Madhavji, and Mansoor Madhavji. *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

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

Editorial Review Board at Strategic Management Journal.

Reviewer for Strategic Management Journal, Organization Science, Management Science, Strategic Entrepreneurship Journal, Journal of Business Venturing, 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, playing sports, social gaming.