

# GRACE GU

3670 Trousdale Pkwy  
Los Angeles, CA 90089

Tel: 213.821.8495  
Email: gracegu@usc.edu

---

## ACADEMIC POSITION

**University of Southern California**, Los Angeles, CA  
Assistant Professor, Marshall School of Business, 2022 – present

**Boston College**, Chestnut Hill, MA  
Assistant Professor, Carroll School of Management, 2021 – 2022

**Harvard University**, Cambridge, MA  
Visiting Fellow, Harvard Business School, 2020 – 2021

## EDUCATION

**Harvard University**, Cambridge, MA  
Doctorate in Business Administration, Harvard Business School, 2020  
Dissertation Committee: Feng Zhu, Shane Greenstein, Marco Iansiti

**Tsinghua University**, Beijing, China  
M.A. in Management Science & Engineering (*highest honors*)

**Fudan University**, Shanghai, China  
B.A. in Information Systems & Information Management (*highest honors*)

## RESEARCH INTERESTS

Technology Strategy, Digitization and Innovation, Online Platforms

## PUBLICATIONS

“Technology and Disintermediation in Online Marketplaces” Grace Gu. 2022.  
*Management Science*, accepted.

- Recipient, 2017-2019 Strategy Research Foundation (SRF) Dissertation Scholar Award

“Trust and Disintermediation: Evidence from an Online Freelance Marketplace”  
Grace Gu and Feng Zhu. 2021. *Management Science*, 67(2): 794–807.

- Best PhD Paper Award, 2017 Strategic Management Society (SMS) Annual Meeting, Winner

- Best Student Paper Award (TIM Division), 2018 Academy of Management (AOM) Annual Meeting, Finalist
- Best Paper Award, 2017 International Conference on Information System (ICIS) Workshop on E-Business, Runner-up

“Ideology and Composition Shift among an Online Crowd: Evidence from Wikipedians” Shane Greenstein, Grace Gu, and Feng Zhu. 2021. *Management Science*, 67(5): 3067–3086.

- Media: [Washington Post](#); [HBS Working Knowledge](#); [Skeptical Science](#).

## **WORKING PAPERS**

“Disintermediation Governance and Complementor Innovation: An Empirical Look at Amazon.com,” with Xia Han and Gaoyang Cai. *Under review*.

- Best Paper Award, 2023 Strategic Management Society (SMS) Annual Meeting, nominated (scheduled)
- Best Research Methods Paper Award, 2023 Strategic Management Society (SMS) Annual Meeting, nominated (scheduled)

“Technology Fragmentation, Platform Investment, and Complementary Innovation,” with Zhuoxin Allen Li. *Under revision*.

“Coopetition in Platform Markets: How Third Parties Free-Ride on Platform Owners’ Innovation Efforts,” with Carmelo Cennamo and Feng Zhu. *Under revision*.

“How Does Algorithm Governance of Crowds Affect Polarization of Online Expression: Evidence from Bot Moderation on Wikipedia,” with Arun Rai and Zhitao Yin. *Under revision*.

## **HONORS & AWARDS**

<i>Management Science</i> Distinguished Reviewer Award	2021, 2022
Academy of Management (AOM) TIM Best Student Paper Award Finalist	2018
Strategic Management Society (SMS) Conference Best PhD Paper Award	2017
ICIS Workshop on E-Business Best Paper Award	2017
Harvard University Certificate of Distinction in Teaching Award	2017-2018
Strategy Research Foundation (SRF) Dissertation Scholar Award	2017-2019
Wyss Graduate Fellowship, Harvard Business School	2014-2019
Harvard HCB He Boquan Scholarship Award	2014-2015

## **PROFESSIONAL SERVICES**

Distinguished Reviewer, *Management Science* 2021, 2022  
Ad-hoc Reviewer, *Management Science, Information Systems Research, Strategic Management Journal, MIS Quarterly, Journal of Economics & Management Strategy, Production and Operations Management* 2020-present  
Associate Editor / Program Committee, International Conference on Information Systems (ICIS), INFORMS CIST, AOM Annual Meeting, SMS Annual Meeting 2016-present