

# GRACE GU

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## ACADEMIC POSITION

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

**Boston College**, Chestnut Hill, MA  
Assistant Professor of Information Systems  
Carroll School of Management, 2020 – 2022

**Harvard University**, Cambridge, MA  
Visiting Fellow of Technology and Operations Management  
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

## RESEARCH INTERESTS

Technology Strategy, Digitization and Innovation, Online Platforms

## JOURNAL PUBLICATIONS

“Technology and Disintermediation in Online Marketplaces,” Grace Gu. 2023.  
*Management Science*, forthcoming.

- 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.

- *Management Science* IS Best Paper Award, winner. 2023.
- 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](#).

## **PRACTITIONER-ORIENTED PUBLICATIONS**

“Why Customers Leave Platforms — and How to Retain Them,” with Marshall W. van Alstyne and David Finger. *Harvard Business Review* digital article, August 2023.

## **WORKING PAPERS**

“Disintermediation Governance and Complementor Innovation: An Empirical Look at Amazon.com,” with Gaoyang Cai and Xia Han. 2023. *Under 2<sup>nd</sup> round review*.

- Best Paper Award, INFORMS Annual Meeting E-Business Cluster. Winner. 2023.
- Best Proposal Award for Rigor, Strategic Management Society (SMS) Competitive Strategy IG, finalist. 2023.
- Best PhD Paper Award, 2023 Academy of Management (AOM) Annual Meeting TIM Division, finalist. 2023.

“How Does Algorithm Governance of Crowds Affect Polarization of Online Expression: Evidence from Bot Moderation on Wikipedia,” with Arun Rai and Zhitao Yin. 2022. *Under 2<sup>nd</sup> round review*.

“Fostering Long-Tenured Seller Value Creation: A Field Experiment and Policy Evaluation on an Online Marketplace,” with Zhe Yuan, Lu Fang, and Yitong Wang. 2023. *Under 1<sup>st</sup> round review*.

- Best Conference Paper Award, 2023 Chinese Economists Society (CES) Annual Meeting, winner

“Technology Fragmentation, Platform Investment, and Complementary Innovation,” with Zhuoxin Allen Li. 2022. *Under 1<sup>st</sup> round review*.

“Value Co-Creation and Capture in Platform Markets: Evidence from A Creative Industry,” with Carmelo Cennamo and Feng Zhu. *Preparing for resubmission.*

## **HONORS & AWARDS**

<i>Management Science</i> IS Best Paper Award	2023
INFORMS Annual Meeting E-Business Best Paper Award	2023
Strategic Management Society (SMS) Competitive Strategy Best Proposal for Rigor Award finalist	2023
Chinese Economists Society (CES) Best Conference Paper Award	2023
<i>Management Science</i> Distinguished Reviewer Award	2021, 2022, 2023
Strategy Research Foundation (SRF) Dissertation Scholar Award	2017-2019
Academy of Management (AOM) TIM Best Student Paper Award finalist	2018
Strategic Management Society (SMS) Conference Best PhD Paper Award	2017
International Conference on Information Systems (ICIS) E-Business Workshop Best Paper Award	2017
Harvard University Certificate of Distinction in Teaching Award	2017-2018
Wyss Graduate Fellowship, Harvard Business School	2014-2019
Harvard HCB He Boquan Scholarship Award	2014-2015

## **CONFERENCE PRESENTATIONS**

### **Disintermediation Governance and Complementor Innovation**

Strategic Management Society (SMS) Annual Meeting, Toronto	2023
Academy of Management (AOM) Annual Meeting, Boston*	2023
INFORMS Annual Meeting, Phoenix	2023
POMS Annual Meeting*	2023

### **Technology Fragmentation and Complementary Innovation**

Academy of Management (AOM) Annual Meeting, Boston	2022
Platform Strategy Research Symposium, Boston	2022
INFORMS Annual Meeting	2021

### **Fostering Long-Tenured Seller Value Creation**

INFORMS Annual Meeting, Phoenix	2023
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### **Technology and Disintermediation in Online Marketplaces**

HBS Data Science Workshop	2022
Platform Strategy Research Symposium	2021
Wharton Technology Innovation Conference	2021
INFORMS Annual Meeting (virtual)	2020
Academy of Management (AOM) Annual Meeting, Boston	2019

Workshop on Experimental Behavioral Economics in IS, Minneapolis 2019

**Trust and Disintermediation**

INFORMS Conference on Information Systems and Technology, Seattle 2019  
West Coast Research Symposium, Palo Alto 2019  
Platform Strategy Research Symposium, Boston 2019  
Academy of Management (AOM) Annual Meeting, Chicago 2018  
ZEW Conference on the Economics of ICT, Mannheim 2018  
Strategic Management Society (SMS) Annual Meeting, Houston 2017  
Workshop on Information Systems and Economics, Seoul 2017

**Ideology and Composition Shift among an Online Crowd**

International Industrial Organization Conference (IIOC), Boston 2019  
Academy of Management (AOM) Annual Conference, Chicago 2018  
Workshop on Information Systems and Economics (WISE), San Francisco 2018  
Open and User Innovation Conference, Boston 2016  
INFORMS Annual Meeting, Philadelphia 2015

**Value Co-creation and Capture in Creative Industries**

INFORMS Annual Meeting 2020  
Strategic Management Society (SMS) Annual Meeting, Paris 2018  
Platform Strategy Research Symposium, Boston\* 2017  
AOM Annual Meeting, Anaheim\* 2016

*\*presented by coauthor.*

**INVITED SEMINARS**

**2022 - 2023:** The Wharton School, University of Pennsylvania; Harvard Business School Data Science Workshop; University of Florida Warrington School of Business; Peking University

**2020 - 2021:** USC Marshall School of Business; Tsinghua University, China; Beijing Institute of Technology, China; Fudan University, China

**2019:** The Wharton School, University of Pennsylvania; Stern School of Business, NYU; School of Engineering, Stanford University; McCombs School of Business, UT Austin; Ross School of Business, University of Michigan; Carroll School of Management, Boston College; W. P. Carey School of Business, Arizona State University

**TEACHING EXPERIENCE**

**Instructor, USC Marshall School of Business**

DSO556: Business Models of Digital Platforms	Spring 2024
DSO499: Frontiers of Digital Business Platforms	Spring 2024
DSO545: Statistical Computing and Data Visualization with Python	Spring 2023
DSO499: Foundations of Digital Business Platforms	Spring 2023

**Instructor, Boston College**

ISYS1021: Digital Technology: Strategy & Use	Spring 2021, 2022
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**Instructor, Harvard University**

Economics 970: Platform Economics in the IT Industry	Spring 2017
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- *Awarded the 2017 Harvard University Certificate of Distinction in Teaching*

**Case Teaching Tutor, Harvard Business School**

HBS PRIMO Summer Program	Summer 2018
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**Teaching Assistant, Tsinghua University**

Introduction to Information Management (Undergrad)	Spring 2014
Research Topics in Management Science and Engineering (PhD)	Fall 2013
Management Science & Engineering Seminar (Undergrad)	Spring 2013
Data, Model, and Decisions (MBA core)	Fall 2012

**PROFESSIONAL SERVICES**

Distinguished Reviewer, <i>Management Science</i>	2021, 2022, 2023
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Ad-hoc Reviewer, <i>Management Science, Information Systems Research, Strategic Management Journal, MIS Quarterly, Strategy Science, Journal of Economics &amp; Management Strategy, Production and Operations Management</i>	2020-present
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Associate Editor / Program Committee, International Conference on Information Systems (ICIS), INFORMS Annual Meeting CIST, Academy of management (AOM) Annual Meeting, Strategic Management Society (SMS) Annual Meeting	2018-present
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