Lynn L. Wu

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Academic Positions

2020-	Associate Professor	
	The Wharton School, University of Pennsylvania, with the OID department	
2020-	Digital Fellow	
	Stanford University HAI	
2011-2020	Research Faculty	
	MIT Sloan School of Management	
2012-2020	Assistant Professor,	
	The Wharton School, University of Pennsylvania, with the OID department	
2011-2012	Lecturer	
	The Wharton School, University of Pennsylvania, with the OID department	
2008-2017	Research Scientist,	
	IBM Research	

Education

2011   MIT Sloan School of Management, Cambridge, Cambridge, MA.
          Ph.D., Management Science
          Dissertation: "Essays on Social Networks and Information Worker Productivity"
          Chair: Erik Brynjolfsson
2003   MIT, Cambridge, Cambridge, MA.
          Master of Engineering in Computer Science and Electrical Engineering
2003   MIT, Cambridge, Cambridge, MA.
          Bachelor of Science in Computer Science and Electrical Engineering
2002   MIT Sloan School of Management, Cambridge, Cambridge, MA.
          Bachelor of Science in Finance, Minor in Economics

Awards/Honors/Grants

2019   Kaufman Best Paper Award
2019   The Sandy Slaughter Early Career Award, *INFORMS Information System Society*
2019   Best Student Paper Runner up, CHITA
2019   Dean's Teaching Award
2018   AIS Early Career Award, AIS
2017   Best Paper Award finalist, CIST, Informs
2016   Winner, best PDW at Academy of Management
2014   Best Publication Award, *Association of Information Systems*
2014   Best Paper Nomination for IT Economics, *International Conference on Information Systems*
2014   Best Published Paper Award, *ISS/Information Systems Research*
2014   Kauffman Research Grant

* Authors are listed alphabetically

2013	Best Paper Award at the 46th Hawaii International Conference on System Sciences (HICSS) in Internet and the Digital Economy Track
2008, 2010	Google Research Awards Program with Erik Brynjolfsson
2009	Research Grant – Army Research Labs, Center for Social and Cognitive Networks. (Team of 29 researchers from 11 institutions)
2008	HP Labs Innovation Research Program with Erik Brynjolfsson
2009	Best Paper Nominee in IT Economics, *International Conference on Information Systems*
2008	Best Paper Award, *International Conference on Information Systems.*
2005-2008	DuPont Presidential Fellowship

Refereed Journal Publications

1. *Wang, X. and **L. Wu**. "Can Social Media Alleviate Inequalities? Evidence from Venture Capital Financing." Management Science *forthcoming*
   Kauffman Best Paper Award
2. Sevcenko, V., **Wu, L**., Kacperczyk, A and S. Ethiraj. (2022) "Surplus Division between Labor and Capital: A Review and Research Agenda." Academy of Management Annals *16* (1).
3. *Dixon, J., Hong, B. and **L. Wu** (2021). "The Robot Revolution: Managerial and Employment Consequences for Firms." Management Science *67* (9).
4. *Lou, B. and **L. Wu** (2021). "Artificial Intelligence and Drug Innovation." Management Information System Quarterly *45*(3), 1451-1482.
   Best Student Paper Award Runner up at CHITA
5. **Wu, L**. and G. Kane (2021). "Network-biased Technical Change: How Modern Digital Collaboration Tools Overcome Some Biases and Exacerbate Others." Organization Science, *32*(2), 273-292.
6. *Eesley, C. and **L. Wu** (2020). "For Startups, Adaptability and Mentor Network Diversity can be Pivotal: Evidence from a Randomized Experiment on a MOOC Platform." Management Information System Quarterly, *44*(5), 661-697.
   Winner, best PDW at Academy of Management.
7. **Wu, L.**, Hitt, L. and B. Lou (2020). "Data Analytics, Innovation and Firm Productivity." Management Science, *66*(5), 1783-2290.
8. **Wu, L**., Lou, B. and L. Hitt (2019). "Data Analytics Supports Decentralized Innovation Communities." Management Science, *65*(10), 4863-4877.
   Finalist for the Best Paper Award at CIST, INFORMS.
9. *Li, X. and **L. Wu** (2018). "Herding and Social Media Word-Of-Mouth: Evidence from Groupon." Management Information System Quarterly, *42*(4), 1331-1351.
   Best Paper Award at the 46th Hawaii International Conference on System Sciences (HICSS) in the Internet and the Digital Economy Track.
10. **Wu, L.**, Jin, F. and L. Hitt (2018). "Are All Spillovers Created Equal? A Network Perspective on IT Labor Movements." Management Science, *64*(7), 3168–3186.
11. **Wu, L.** E. Brynjolfsson. (2014) "The Future of Prediction: How Google Searches Foreshadow Housing Prices and Sales", The Economics of Digitization: An Agenda, *2014*
12. **Wu, L**. (2013). "Social Network Effects on Productivity and Job Security: Evidence from the Adoption of a Social Networking Tool." Information Systems Research, *24*(1), 30-51.
    i. Best Published Paper Award, Information System Research.
    ii. Best Publication Award, Association of Information Systems.
13. *Aral, S., Brynjolfsson, E. and **L. Wu** (2012). "Three-Way Complementarities: Performance Pay, Human Resource Analytics, and Information Technology." Management Science, *58*(5), 913-931.
14. Lin, C. Y., **Wu, L**., Wen, Z., Tong, H., Griffiths-Fisher, V., Shi, L., and D. Lubensky (2012). "Social network analysis in enterprise." Proceedings of the IEEE, *100*(9), 2759-2776.

* Authors are listed alphabetically

15. Firat, A., **Wu, L**. and S. Madnick (2009). "General Strategy for Querying Web Sources in a Data Federation Environment." <u>Journal of Database Management</u>, *20*(2), 1-18.

Papers Under Review/Working Papers

16. Xiaoning Wang, Yakov Bart, Serguei Netessine and Lynn Wu. "To Diversify or Not? Multi-Platform Social Media Strategy and E-Commerce Performance." <u>Working paper.</u>
17. **Wu, L.**, Lou, B. and L. Hitt. "Innovation Strategy After IPO: How Data Analytics Mitigates the Post-IPO Decline in Innovation." <u>Working paper.</u>
18. Wang, X. and **L. Wu**. "How Does Social Media Benefit Startups in Emerging Markets? <u>Working paper.</u>
19. *Hitt, L. Jin, F. and **L. Wu**. "Data Analytics and the Value of Social Media." <u>Working paper.</u>
20. *Hong, B. and **L. Wu**. "Information Technology, Organization Delayering, and Firm Productivity." <u>Working paper.</u>
21. **Wu, L.,** Waber, B., Aral, S., Brynjolfsson, E. and S. Pentland. "Water Cooler Networks: Performance Implications of Informal Face-to-Face Interaction Structures in Information Intensive Work." <u>Working paper.</u>
    Best Paper Award, The 29th International Conference on Information Systems
22. Waber, B., Olguin Olguin, D., Aral, S. and **Wu, L.,** Brynjolfsson, E. and S. Pentland. "Sociometric Badges: A New Tool for IS Research." <u>Working paper.</u>

Refereed Conference Publications

1. Dixon, J., Hong, B., **L. Wu.** "The Robot Revolution: Managerial and Employment Consequences for Firms"
   NBER Summer Institute, 2019
   CIST 2019
   United Nations, 2021

2. Wang, X., Bart, Y., Netessine, S., **L. Wu.** "To Diversify or Not? Multi-Platform Social Media Strategy and E-Commerce Performance."
   CIST 2021

3. Wang, X., **L. Wu.** "Entrepreneurship in Dynamic Environments: How Social Media Benefits Startups in Emerging Markets."
   CIST 2021
   WISE 2020

4. *Lou, B., **L. Wu.** "AI on Drugs: Can Artificial Intelligence Accelerate Drug Development? Evidence from a Large-scale Examination of Bio-pharma Firms."
   ICIS 2019
   CIST 2019
   *CHITA 2019 (**Best Student Paper Award Runner up**)*

5. *Wang, X., **L. Wu.** "Can Social Media Alleviate Inequalities? Evidence from Venture Capital Financing"
   ICIS 2019
   CIST 2019

* Authors are listed alphabetically

6. Dixon, J., Hong, B., **L. Wu.** "Robots, Employment, and Firm Productivity: Evidence from Canadian Microdata."
    WISE 2018

7. Wu, L**.**, Lou, B., L. Hitt. "Data Analytics, IPO and Firm Innovation."
    CIST 2018

8. Wu, L., Lou, Bowen, L. Hitt. "Data Analytics Supports Decentralized Innovation Communities",
    WISE 2017,
    *CIST 2017, (***Finalist for the Best Paper Award***)*
    NBER Summer Institute, 2018

9. Hong, B., L. Wu. "Information Technology, Organization Delayering, and Firm Productivity: Evidence from Broad Surveys of Canadian Firms"
    CIST 2017

10. Wu, L**.**, Hitt, L., B. Lou. "Data Analytics Skills, Innovation and Firm Productivity",
    WISE, 2016
    CIST 2015
    NBER Summer Institute, 2016

11. Wu, L., Hitt, L., B. Lou. "How Do Data Skills Affect Firm Productivity: Evidence from Process-driven vs. Innovation-driven Practices"
    Proceedings of the 36th Annual International Conference on Information Systems, 2015

12. Eesley, C., L. Wu "Visions, Entrepreneurial Adaptation and Social Networks: Evidence from a Randomized Experiment on a MOOC Platform"
    Workshop on Information and Networks, 2015
    Academy of Management, 2015
    The Conference on Digital Experimentation @ MIT, 2014
    WISE, 2015

13. Wu, L., Jin, F., L. Hitt. "Are All Spillovers Created Equal? A Network Perspective on IT Labor Movements"
    Proceedings of the 35th Annual International Conference on Information Systems, 2014
    (Best Paper Nominee – IT Economics Track)

14. Hitt, L., Jin, F., L. Wu. "Data Skills and Value of Social Media: Evidence from Large-Sample Firm Value Analysis"
    WISE, 2014

15. Wu, L. "Network-biased Technical Change: Evidence from the Adoption of Social Media in a Consulting Organization"
    NBER Summer Institute on the Economics of Digitization, 2013
    Winter Conference on Business Intelligence, 2013
    Workshop on Information and Networks, 2012

16. Li, X., L. Wu. "Observational Learning and Social-Network Word-of-Mouth: Evidence from Groupon"
    WISE, 2012.
    Hawaii International Conference on System Sciences, 2013 (**Best Paper Award)**

* Authors are listed alphabetically

17. Wu, L. "Social Network Effects on Performance and Layoffs: Evidence from the Adoption of a Social Networking Tool"
    Academy of Management, 2011
    Proceedings of the 32th Annual International Conference on Information Systems, 2011
    WISE, 2011

18. Wu, L., E. Brynjolfsson. "The Future of Prediction: How Google Searches Foreshadow Housing Prices and Sales"
    NBER Conference Technological Progress & Productivity Measurement, 2009
    Workshop on Information Systems and Economics, 2009
    Proceedings of the 30th Annual International Conference on Information Systems, 2009

19. Aral, S., Brynjolfsson, E., L. Wu. "Three-Way Complementarities: Incentives, Monitoring and Information Technology"
    NBER Summer Institute, 2009
    Proceedings of the 30th Annual International Conference on Information Systems, 2009
    (Best Paper Nominee – IT Economics Track)

20. Wu, L., Aral, S., Brynjolfsson, E., C. Lin. "Network Structure and Information Worker Productivity: New Evidence from the Global Consulting Services Industry."
    Winter Conference on Business Intelligence, 2009

21. Wu, L., Waber, B., Aral, S., Brynjolfsson, E., S. Pentland. "Mining Face to Face Interaction Networks Using Sociometric Badges: Evidence Predicting Productivity in IT Configuration"
    Proceedings of the 29th Annual International Conference on Information Systems, 2008
    (**Best Paper Award)**
    International Conference on Network Science, 2008
    Winter Conference on Business Intelligence, 2008

22. Aral, S., Wu, L., V. Morabito. "Regional Economic Context and the Value of Firm-Level IT Investment"
    WISE, 2007.

23. Wu, L., Firat, A., Alatovic, T., Madnick, S. "Querying Web-Sources within a Data Federation."
    Proceedings of the 27th Annual International Conference on Information System, 2007

24. Wu, L. Prism—An Answer Projection System Master Thesis, Massachusetts Institute of Technology, 2003.

25. Oh, A., Tuchinda, R., L. Wu. Meeting Manager: A Collaborative Tool in the Intelligent Room.
    Student Workshops, Massachusetts Institute of Technology, 2001

Invited Talks

Wu, L. 2022   UC Irvine, Orange County, CA
Wu, L. 2022   University of British Columbia, BC, Canada
Wu, L. 2022   NSF Future of Human-AI Frontier, Washington, DC
Wu, L. 2022   University of Wisconsin, Madison, Wisconsin
Wu, L. 2021   United Nations, Washington DC
Wu, L. 2021   UCLA Anderson School of Management, Los Angeles, CA
Wu, L. 2021   Stanford University, Stanford, CA

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Wu, L. 2021   UIUC Gies College of Business, Urbana Champaign, IL
Wu, L. 2021   USC Marshall School, Los Angeles, CA
Wu, L. 2020   University of Trento, Italy
Wu, L. 2020   Ohio State University, Columbus, OH
Wu, L. 2020   Boston College, Boston, MA
Wu, L. 2020   UT Austin, Austin, TX
Wu, L. 2020   Carnegie Mellon University, Pittsburg, PA
Wu, L. 2020   VIDE seminar
Wu, L. 2020   Innovation, Equity & Prosperity Program at CIFAR
Wu, L. 2020   Amazon, Seattle, WA
Wu, L. 2020   Drexel University, Philadelphia, PA
Wu, L. 2020   Cornell University, Ithica, NY
Wu, L. 2020   The World Bank, New York City, NY
Wu, L. 2019   University of Maryland, College Park, Maryland, GA
Wu, L. 2019   Baylor University, Waco, TX
Wu, L. 2019   Georgia State University, Atlanta, GA
Wu, L. 2018   London Business School, London, UK
Wu, L. 2018   Emory University, Atlanta, GA
Wu, L. 2018   Boston College, Boston, MA
Wu, L. 2018   Purdue University, West Lafayette, IN
Wu, L. 2017   Duke Fuqua, Durham, NC
Wu, L. 2017   Harvard Business School, Boston, MA
Wu, L. 2017   Boston College, Boston, MA
Wu, L. 2016   Purdue University, West Lafayette, IN
Wu, L. 2016   Michigan State University, Lansing, MI
Wu, L. 2015   Princeton University, Princeton, NJ
Wu, L. 2015   Stanford University, Stanford, CA
Wu, L. 2014   Carnegie Mellon University, Tepper School of Business, Pittsburg, PA
Wu, L. 2014   University of Washington, Foster School of Business, Seattle, WA
Wu, L. 2012   University of Minnesoda, Carlson School of Business, MN
Wu, L. 2011   Stanford Graduate School of Business, Palo Alto, CA
Wu, L. 2011   University of Pennsylvania, The Wharton School, Philadelphia, PA
Wu, L. 2011   Georgia Tech, College of Management, Atlanta, GA
Wu, L. 2011   Boston University, School of Management, Boston, MA
Wu, L. 2011   National University of Singapore, Singapore, Singapore
Wu, L. 2011   Temple University Fox School of Business, Philadelphia, PA
Wu, L. 2011   University of Michigan, School of Information, Ann Harbor, MI
Wu, L. 2011   Carnegie Mellon University, Heinz College, Pittsburgh, PA
Wu, L. 2010   Emory University, Goizueta Business School, Atlanta, GA
Wu, L. 2010   MIT, Center for Digital Business, Cambridge, MA
Wu, L. 2009   SAP Research, Palo Alto, CA
Wu, L. 2009   MIT, Center for Digital Business, Cambridge, MA
Wu, L. 2008   IBM Research, Hawthorn, NY
Wu, L. 2007   MIT, Center for Digital Business, Cambridge, MA

Selected Press Mentions

"It's Managers, Not Workers, Who Are Losing Jobs To AI And Robots, Study Shows." *Forbes,* November 15, 2020

"The Best Ways to Introduce New Technology in the Workplace," *The Wall Street Journal*, March 5, 2020

"How a Twitter Audience of One Can Drive Business," Knowledge@Wharton, Aug 09, 2018

* Authors are listed alphabetically

"The CFO Imperative: Next-Gen Technology Drives Cost Optimization," Knowledge@Wharton, Feb 13, 2017
"How Data Skills Help Firms Create Social Media That Matters," Knowledge@Wharton, Aug 25, 2016
"Conversation Topics to Help You Keep Your Job," *The Atlantic*, Octover 30, 2014
"Engaging in Office Chit-chat May Help Protect You During Layoffs, a Study Found," *The Wall Street Journal*, October 27, 2014
"More Data Can Mean Less Guessing About the Economy," *The New York Times*, September 7, 2013
"Working From Home? Boss May Be Peeking Over Your Shoulder," *CNBC*, June 19, 2013
"When Working at Home Is Productive, and When It's Not," *Knowledge@Wharton*, March 13, 2013
"Studies of Web Searches Offer Preview of Hiring Trends," *The Wall Street Journal*, March 5, 2010
"Putting a Price on Social Connections," *Businessweek*, April 8, 2009
"Deriving Real Value from the Social Graph," *Nick Carr Blog*, Apri 8, 2009
"Micromanagement: Every move you make," *Economist*, August 20, 2008

Patent

Wu, L, Salmon, G., Smith, D., Fay, S. "User Interface for Conducting Chats Over a Network", Disclosure: LOT92003-0002US1 Jan 24, 2003.

Professional Experience and Service Activities

Committee Member: *Computational Social Science @ Russel Sage Foundation*
Editorial work:
   Associate editor of Management Science
   Associate editor of MISQ
   Associate editor and senior editor for International Conference on Information Systems
   Editorial board member of AIS Transactions on HCI
   Editorial board member of Conference of Information Systems and Technology
Journal Reviewing: *Management Science, MIS Quarterly, Information System Research, Journal of Economics & Management Strategy, British Journal of Industrial Relations*
Conference Reviewing: *International Conference on Information Systems, Conference of Information Systems and Technology*
Co-Organizer: *Reality Mining: Using Sociometric Badges for Automated Behavioral Data Collection. 2009 Academy of Management Annual Meeting Professional Development Workshop*
Organizing Committee: *People's Analytics Conference at Wharton, 2015, Computation Social Science Initiatives at the Russell Sage Foundation, 2015*

Educational Activities

Courses Taught:
1. Enabling Technologies for MBAs and Undergraduates, Spring 2011, Fall 2012, Fall 2015, Fall 2016, Fall 2017, Fall 2020
2. People Analytics, Executive Education at Wharton, Spring 2013, Spring 2014

Advisees:
   Postdoctoral Candidate: Yina Lu (First Job: Goldman Sachs)
   PhD (committee): Fujie Jin, (First job: Indiana University)
   PhD (chair): Bowen Lou (Universit of Connecticut)
   PhD in Progress (primary advisor): Xiaoning Wang, Xinyu Ma
   Undergraduate thesis: Tommy Fan (currently PhD at HBS), Alice Lee, Jason Lerner, Amitoj Singh, Wendy Jiang

* Authors are listed alphabetically