

Lynn L. Wu

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Employment

2020-	Associate Professor The Wharton School, University of Pennsylvania, with the OID department
2023-2024	Academic Fellow The Department of Justice, Antitrust Division
2020-	Digital Fellow Stanford University HAI
2012-2020	Assistant Professor, The Wharton School, University of Pennsylvania, with the OID department
2011-2020	Research Faculty MIT Sloan School of Management
2008-2017	Research Scientist, IBM Research

Education

2011	MIT Sloan School of Management, Cambridge, Cambridge, MA. Ph.D., Management Science <i>Dissertation:</i> “Essays on Social Networks and Information Worker Productivity” <i>Chair:</i> 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

2023	Best Associate Editor at Management Science
2023	Service Recognition for Associate Editor at MISQ
2022	Best Paper Finalist at WISE
2021	Finalist, Best Paper in Management Science in Information Systems
2019	Kaufman Best Paper Award
2019	The Sandy Slaughter Early Career Award, <i>INFORMS Information System Society</i>
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, <i>Association of Information Systems</i>

2014	Best Paper Nomination for IT Economics, <i>International Conference on Information Systems</i>
2014	Best Published Paper Award, <i>ISS/Information Systems Research</i>
2014	Kauffman Research Grant
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, <i>International Conference on Information Systems</i>
2008	Best Paper Award, <i>International Conference on Information Systems</i> .
2005-2008	DuPont Presidential Fellowship

Refereed Journal Publications

1. Lou, B., Ma, X. and **L. Wu**. (2025) “Artificial Intelligence, CEO Turnover, and Exploration Orientation in Firm Innovation.” Conditionally Accepted, Information Systems Research.
Finalist for the Best Paper Award at WISE
2. Wang, X. and **L. Wu** (2025) “Artificial Intelligence, Lean Startup Method, and Product Innovations.” Accepted, Management Science
3. *Hong, B. and **L. Wu** (2025). “The robot revolution means fewer managers will be needed” MIT Sloan Management Review forthcoming
4. **Wu, L.**, Lou, B. and L. Hitt (2025) “Innovation Strategy After IPO: How AI Analytics Mitigates the Post-IPO Decline in Innovation.” Management Science, 71(3), 2360-2389.
5. **Wu, L** and S. Ranthsotham (2024) “Can AI Help Your Company Innovate? It Depends” Harvard Business Review, 102 (4)
6. *Wang, X. and **L. Wu** (2024) “Social Media Alleviates Venture Capital Funding Inequality for Women and Less Connected Entrepreneurs” Management Science, 70 (2), 1093-1112.
Kauffman Best Paper Award
7. Sevchenko, 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), 334–390.
8. *Hong, B. and **L. Wu** (2021). “How Robots Can Enhance Performance Management for Humans.” MIT Sloan Management Review, 64 (4), 1-3.
9. *Dixon, J., Hong, B. and **L. Wu** (2021). “The Robot Revolution: Managerial and Employment Consequences for Firms.” Management Science, 67 (9), 5586-5605.
10. *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
11. **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.
12. *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 (2), 661-697.
Winner, best PDW at Academy of Management.
13. **Wu, L.**, Hitt, L. and B. Lou (2020). “Data Analytics, Innovation and Firm Productivity.” Management Science, 66 (5), 1783-2290.
14. **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.

15. *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.

16. **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.
17. **Wu, L.** E. Brynjolfsson. (2014) "The Future of Prediction: How Google Searches Foreshadow Housing Prices and Sales", *The Economics of Digitization: An Agenda*, 2014
18. **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.

19. *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.
20. 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.
21. Firat, A., **Wu, L.** and S. Madnick (2009). "General Strategy for Querying Web Sources in a Data Federation Environment." *Journal of Database Management*, 20 (2), 1-18.

Papers Under Review/Working Papers

1. Ma, Y., He, Q., Li, X. and **L. Wu** “The Double-edged Sword of Banning Generative AI on Online Question-and-Answer Communities: Evidence from Stack Exchange.” *Under Review*.
2. Wang, X., Durai, SA., Li, X., Sun, A. and **L. Wu**. “ChatGPT's Impact on Political Discourse: Evidence from Increased Polarization on Reddit.” *Working paper*.
3. Wang, X., Yakov, B., Netessine, S. and **L. Wu**. “Impact of Multi-Platform Social Media Strategy on Sales in E-Commerce.” *Under Review*.
4. Erol, EA., Hitt, L. and **L. Wu**. “Offline Privacy Concerns in Mental Health Delivery Through Telehealth.” *Working paper*.
5. Wang, X. and **L. Wu** “Can Social Media Reduce Fraud? Evidence from Chinese Governments” *Working paper*.
6. Wang, X. and **L. Wu**. “Can Startups’ Social Media Activities Help Them Overcome Institutional Barriers? Evidence from China.” *Working paper*.
7. Erol, EA., Hitt, L. and **L. Wu**. “Investigating Maternal Health in Telehealth Era.” *Working paper*.
8. *Hitt, L. Jin, F. and **L. Wu**. “Data Analytics and the Value of Social Media.” *Working paper*.
9. *Hong, B. and **L. Wu**. “Information Technology, Organization Delaying, and Firm Productivity.” *Working paper*.
10. **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.” *Working paper*.

Best Paper Award, The 29th International Conference on Information Systems

11. Waber, B., Olguin Olguin, D., Aral, S. and **Wu, L.**, Brynjolfsson, E. and S. Pentland. “Sociometric Badges: A New Tool for IS Research.” *Working paper*.

Refereed Conference Publications

1. **Wu, L.**, Lou, B. and L. Hitt. “Innovation Strategy After IPO: How Data Analytics Mitigates the Post-IPO Decline in Innovation.”

- CIST 2022*
ICIS 2022
2. Dixon, J., Hong, B., **L. Wu**. “The Robot Revolution: Managerial and Employment Consequences for Firms”
NBER Summer Institute, 2019
CIST 2019
United Nations, 2021
 3. Wang, X., Bart, Y., Netessine, S., L. Wu. “To Diversify or Not? Multi-Platform Social Media Strategy and E-Commerce Performance.”
CIST 2021
 4. Wang, X., L. Wu. “Entrepreneurship in Dynamic Environments: How Social Media Benefits Startups in Emerging Markets.”
CIST 2021
WISE 2020
 5. *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)
 6. *Wang, X., **L. Wu**. “Can Social Media Alleviate Inequalities? Evidence from Venture Capital Financing”
ICIS 2019
CIST 2019
 7. Dixon, J., Hong, B., **L. Wu**. “Robots, Employment, and Firm Productivity: Evidence from Canadian Microdata.”
WISE 2018
 8. Wu, L., Lou, B., L. Hitt. “Data Analytics, IPO and Firm Innovation.”
CIST 2018
 9. 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
 10. Hong, B., L. Wu. “Information Technology, Organization Delaying, and Firm Productivity: Evidence from Broad Surveys of Canadian Firms”
CIST 2017
 11. Wu, L., Hitt, L., B. Lou. “Data Analytics Skills, Innovation and Firm Productivity”,
WISE, 2016
CIST 2015
NBER Summer Institute, 2016
 12. 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

13. 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
14. 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)
15. Hitt, L., Jin, F., L. Wu. “Data Skills and Value of Social Media: Evidence from Large-Sample Firm Value Analysis”
WISE, 2014
16. 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
17. 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)
18. 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
19. 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
20. 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)
21. 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

22. 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
23. Aral, S., Wu, L., V. Morabito. "Regional Economic Context and the Value of Firm-Level IT Investment"
WISE, 2007.
24. 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
25. Wu, L. Prism—An Answer Projection System Master Thesis, Massachusetts Institute of Technology, 2003.
26. 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. 2025	USC Gould School of Law, Irvine, CA
Wu, L. 2024	AI Innovation Panel at the Academy of Management, Chicago, IL
Wu, L. 2024	Harvard Business School, Cambridge, MA
Wu, L. 2024	AI Summit New York, New York, NY
Wu, L. 2024	ACG Philly M&A, AI panel, Philadelphia, PA
Wu, L. 2024	HEC Paris, Paris, France
Wu, L. 2024	AI4, Los Vegas, NV
Wu, L. 2024	Warwick University, UK
Wu, L. 2024	Cheung Kong Graduate School of Business, Shanghai, China
Wu, L. 2024	FTC, Washington DC
Wu, L. 2024	DOJ, the Antitrust Division, San Francisco, CA
Wu, L. 2024	DOJ, the Antitrust Division, Washington DC
Wu, L. 2024	Arizona State University, Tempe, AZ
Wu, L. 2024	Women in Data Science, Philadelphia, PA
Wu, L. 2024	USC Gould School of Law, Irvine, CA
Wu, L. 2023	MIT Sloan School of Management
Wu, L. 2023	Academy of Management Plenary Presentation
Wu, L. 2023	HEC Paris, Paris, France
Wu, L. 2023	University College London, London, Great Britain,
Wu, L. 2023	Ross School of Business, Michigan University, Ann Arbor, MI
Wu, L. 2023	American University, Washington DC
Wu, L. 2023	NYU DC Economics of Robots, Washington DC
Wu, L. 2023	Utah University, Salt Lake city, UT
Wu, L. 2023	Simon School of Business, Rochester, NY
Wu, L. 2022	Tulane University, New Orleans, LA
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
 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 Minnesota, 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

“AI in 2025: What Challenges Lie Ahead? Knowledge@Wharton, Jan 7, 2025

“How Are AI and Robotics Redefining Productivity?” Knowledge@Wharton, Nov 9, 2023

“Are Robots Taking Over the World — and Our Jobs?” Business a.m Live, Jun 5, 2023

“Can electric vehicles revitalize American manufacturing?”, Penn Today, June 16, 2022

“Robots and your job: how automation is changing the workplace.” The World Economic Forum, June 24, 2021

“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

“Working from home, with serious interruptions,” BBC, Mar 1, 2017

“The CFO Imperative: Next-Gen Technology Drives Cost Optimization,” Knowledge@Wharton, Feb 13, 2017

“The Real Reason Why Google Flu Trends Got Big Data Analytics So Wrong.” *Forbes*, Mar 4, 2016

“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*, October 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*, April 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, Fall 2021, Fall 2022, Fall 2024, Spring 2025
2. Various executive education programs: Generative AI, Strategies for Accountable AI, People Analytics

Advisees:

PhD (chair): Bowen Lou (USC)

PhD (chair): Xiaoning Wang (UT Dallas)

Postdoctoral Candidate: Yina Lu (Goldman Sachs)

PhD (committee): Fujie Jin, (Indiana University)

PhD (in progress): Xinyu Ma

Undergraduate thesis: Tommy Fan, Alice Lee, Jason Lerner, Amitoj Singh, Wendy Jiang